



**INSTITUTE OF JOURNALISM  
SCHOOL OF GRADUATE STUDIES AND RESEARCH  
(SoGSaR)**

**EXAMINING THE IMPACT OF SOCIAL MEDIA INFLUENCE ON BRAND  
AWARENESS: A CASE OF TAMALE TECHNICAL UNIVERSITY**

**BY**

**EMMANUEL PONTRIBOG**

**A DISSERTATION/THESIS SUBMITTED TO THE UNIVERSITY OF MEDIA, ARTS  
AND COMMUNICATION UniMAC IN PARTIAL FULFILMENT OF THE  
REQUIREMENT FOR THE AWARD OF MA/*MPHIL IN COMMUNICATION***

**DECEMBER, 2024**

## **DECLARATION**

### **Candidate's Declaration**

I hereby declare that this thesis is the result of my own original research and that no part of it has been presented for another degree in this University or elsewhere.

Candidate's Signature ..... Date .....

Name: Pontribog Emmanuel K.K

### **Supervisor's Declaration**

I hereby declare that the preparation of the dissertation was supervised in accordance with the guidelines on supervision of dissertation laid down by the Institute of Journalism

Supervisor's Signature .....Date.....

Name: Dr Rhodalene Amartey

## ABSTRACT

This study investigated the impact of social media influence on brand awareness among students at Tamale Technical University in the Northern region of Ghana. Four (4) research objectives and four (4) questions guided the study. The study employed the explanatory research design and quantitative research approach. The study targeted students at Tamale Technical University, with a population of 20 students sampled for the study. A structured questionnaire solicited students' views on social media usage and brand awareness.

The study's findings revealed that social media usage significantly predicts brand awareness ( $R\text{-squared} = 0.537$ ,  $p < 0.001$ ), with a moderate positive correlation ( $r = 0.372$ ) between social media usage and brand awareness. WhatsApp, Facebook, and TikTok emerged as the top-three most utilized social media platforms. Additionally, the study found that demographic factors such as age, gender, and academic discipline influence brand awareness.

The study recommends that businesses leverage social media platforms to enhance brand visibility and target TaTU students through tailored marketing campaigns. Educational institutions should integrate social media literacy into curricula and provide resources for students to develop social media skills.

## **KEYWORDS**

Social Media

Brand Awareness

University Students,

Tamale Technical University

Marketing

## ACKNOWLEDGMENTS

First and foremost, I sincerely thank the Lord Almighty for His protection, guidance, and faithfulness over the years. I would like to express my heartfelt gratitude and profound appreciation to my supervisor, Dr Rhodalene Amartey, who read through the draft and commented in details on the work, without which I might not have been able to come out with such a work.

Special thanks go to Dr Fadda Dicson Narh (DSP), Mr Richard Amoah Nyarko, Dr Danial Addo MD CBG, DR. Joe Anokye Director NCA, My wife Mrs Salifu Edith, and to my family for their enormous support during my course and project.

I sincerely

appreciate the respondents whose contributions have made this research work possible, and finally, all those who have contributed in diverse ways to make this research successful. I say thank you.

## **DEDICATION**

To my Commander DSP Mr. Richard Amoah Nyarko

## TABLE OF CONTENT

i

DECLARATION .....	ii
ABSTRACT .....	iii
KEYWORDS .....	iv
ACKNOWLEDGMENTS.....	v
DEDICATION .....	vi
LISTS OF TABLES .....	x
LIST OF FIGURES .....	xi
CHAPTER ONE .....	1
1.0 Introduction.....	1
1.1 Background of the Study.....	2
1.2 Statement of the Problem.....	4
1.3 Purpose of the Study .....	6
1.4 Specific Objectives.....	6
1.5 Research Questions .....	6
1.6 Scope of the Study.....	7
1.7.0 Significance of the Study .....	8
1.7.1 Theoretical Significance .....	8
1.7.2 Practical Significance.....	9
1.7.3 Policy Significance:.....	10
Conclusion.....	<b>Error! Bookmark not defined.</b>
1.8 Organization of the Study .....	10
1.9 Chapter Summary .....	12

CHAPTER TWO .....	13
LITERATURE REVIEW .....	13
2.0 Introduction.....	13
2.1 Theoretical review .....	15
2.1.1 Social Influence Theory .....	15
2.1.2 Theory of Planned Behavior (TPB) .....	17
2.1.3 Uses and Gratifications Theory (UGT).....	20
2.1.4 Diffusion of Innovations Theory .....	22
2.1.5 Elaboration Likelihood Model (ELM) .....	25
2.2 Evolution of Social Media .....	27
2.2.1 Early Beginnings .....	27
2.2.2 Rise of Major Platforms.....	27
2.2.3 Social Media in the Mobile Era .....	28
2.2.4 Contemporary Trends.....	28
2.2.5 Impact on Society .....	29
2.2.6 Conclusion .....	29
2.2.7 Theoretical framework.....	29
Theoretical Relationships and Research Objectives.....	31
2.3 Social Media Marketing.....	32
2.4 Social Media Usage.....	33
2.5 Social Media Paid Advertising .....	35
Source: Adapted <i>statistics found by Pokrop (2019)</i> .....	36
2.6 Brand .....	36
2.7 Brand Awareness.....	36
2.8 Chapter summary.....	39
CHAPTER THREE .....	40
RESEARCH METHODS.....	40
3.0 Introduction.....	40
3.1 Research Philosophy .....	40
3.2 Research Design .....	41
3.3 Population .....	42

3.4 Sampling Techniques .....	43
3.5 Sample Size.....	45
3.6 Data Collection Method .....	45
3.6.1 Secondary Data .....	46
3.6.2.1 Method of Primary Data Collection .....	47
3.6.2.2. Survey Design .....	47
3.4 Procedures.....	47
3.5 Participants.....	48
Data Collection .....	48
3.6 Data Analysis.....	48
3.7 Chapter Summary .....	50
CHAPTER FOUR .....	51
RESULTS AND DISCUSSION .....	51
4.0 Introduction.....	51
4.1 Coefficients:.....	56
Interpretation .....	56
4.2 Hypothetical view.....	60
4.3 Chapter Summary .....	64
CHAPTER FIVE .....	65
SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS .....	65
5.0 Introduction.....	65
5.1 Overview .....	65
5.2 Summary of Key Findings .....	66
5.3 Conclusions.....	67
5.4 Recommendations .....	69
5.5 Suggestions for Future Studies .....	70
References .....	70
APPENDIX.....	71
QUESTIONNAIRE FOR STUDENTS.....	71

## LISTS OF TABLES

<b>Table</b>	<b>Page</b>
1 Statistics on Facebook and Instagram	37
2 Sample frame for targeted population	44
3 Propositional Stratified sample for targeted sample size used for the study	46
4 Demographic Characteristics of Respondents	61
5 Sample Data of Five (5) Students	64
6 Correlation Analysis	64
7 Linear Regression Analysis	65
8 Descriptive Statistics	67
9 Multiple Regression Analysis	69
10 Hypothetical Analysis	71
11 SWORT Analysis	72
12 Descriptive Statistics on Social Media Usage Patten	73

## LIST OF FIGURES

<b>Figures</b>	<b>Page</b>
1 Conceptual Framework	42
2 Brand Awareness	48
3 Social Media Usage	49

## CHAPTER ONE

### 1.0 Introduction

In today's digital age, the pervasive influence of social media platforms has revolutionized the landscape of marketing and brand management (Statista, 2023). With billions of active users worldwide, platforms such as Facebook, Instagram, Twitter, and LinkedIn have become integral channels for businesses to connect with consumers, shape brand perceptions, and drive engagement (Smith & Zook, 2022). Consequently, understanding the impact of social media on brand awareness has become increasingly vital for marketers striving to navigate the ever-evolving digital ecosystem. Brand awareness, a cornerstone of brand management, encompasses the extent to which consumers recognize and recall a brand within its target market (Keller, 1993). It serves as a fundamental building block for brand equity, influencing consumer perceptions, purchase intentions, and ultimately, brand loyalty (Keller, 2001). In the contemporary digital landscape, social media plays a pivotal role in shaping brand awareness by facilitating direct interactions between brands and consumers, enabling content virality, and amplifying brand messaging to vast audiences (Felix et al., 2023).

Despite the recognition of social media's significance in brand management, empirical research on its impact on brand awareness remains a dynamic area of inquiry (Hajli, 2022). While numerous studies have explored the qualitative aspects of social media marketing, there is a growing need for rigorous quantitative analyses to elucidate the mechanisms through which social media influences brand awareness (Zhang et al., 2024). In summary, this research endeavors to contribute to the burgeoning body of knowledge on social media marketing and brand management by offering empirical evidence of the impact of social

media influence on brand awareness. By shedding light on this critical relationship, this study aims to provide valuable insights for marketers, businesses, and scholars alike as they navigate the dynamic landscape of digital marketing.

### **1.1 Background of the Study**

In contemporary marketing landscapes, the pervasive influence of social media has significantly reshaped the dynamics of brand awareness and consumer engagement (Statista, 2023). Social media platforms, including but not limited to Facebook, Instagram, Twitter, and TikTok, have become essential channels for businesses to interact with their target audiences, disseminate brand messaging, and foster brand loyalty (Felix et al., 2023). As such, understanding the intricate relationship between social media usage and brand awareness has become imperative for marketers seeking to navigate the digital realm effectively. Brand awareness, a fundamental component of brand equity, pertains to the extent to which consumers recognize and recall a brand within its target market (Keller, 1993). High levels of brand awareness are associated with increased consumer trust, preference, and purchase intentions, thereby driving business growth and profitability (Keller, 2001). In the context of social media, brand awareness is shaped by various factors, including content virality, user engagement, and influencer endorsements (Hajli, 2022). Despite the growing recognition of social media's pivotal role in brand awareness, empirical research on its quantitative impact remains relatively limited (Zhang et al., 2024). While qualitative studies have provided valuable insights into the mechanisms underlying social media marketing, there is a pressing need for robust quantitative analyses to elucidate the magnitude and significance of social media influence on brand awareness outcomes.

Acknowledging the paramount significance of social media influence in bolstering brand awareness, research and practical strategies have increasingly concentrated on nurturing a digital presence that engages and captivates consumers. Academic discourse has honed in on social media's impact due to its pivotal role in fueling competitive advantage and brand visibility, a point emphasized by Lou and Yuan (2019). Measuring the impact of social media on brand awareness hinges on the extent of consumer engagement and interaction with brand content (Hudson, Huang, Roth, & Madden, 2016). Godey et al. (2016) highlight that social media influence encompasses various forms of engagement and interaction with brands. De Vries, Gensler, and Leeflang (2012) underscore the importance of different social media activities, such as posts and likes, in enhancing brand perception and recall. Knoll (2016) emphasizes that social media advertising, particularly when integrated with influencer marketing, significantly boosts brand awareness and engagement, thereby alleviating the concern of limited brand visibility.

Impact of Social Media Influencers on Brand Awareness and Consumer Purchase Intentions, this study by Lou and Yuan (2019) examines how social media influencers affect brand awareness and consumer purchase intentions. The research finds that influencers significantly enhance brand visibility and credibility, leading to higher purchase intentions, particularly when influencers are perceived as authentic and relatable. Furthermore, in the Role of Social Media Engagement in Enhancing Brand Loyalty, Hudson et al. (2016) explore the relationship between social media engagement and brand loyalty. Their findings indicate that active engagement with brand content on social media platforms leads to increased brand loyalty, mediated by emotional connection and trust. Social Media Marketing and Brand Equity: A Literature Review, this review by Godey et

al. (2016) synthesizes various studies on the impact of social media marketing on brand equity components such as brand awareness, brand associations, perceived quality, and brand loyalty. The review highlights that social media activities, particularly interactive content and user-generated content, positively influence brand equity. Quantifying the Impact of social media on Consumer Brand Perception, De Vries, Gensler, and Leeflang (2012) analyze how different types of social media activities (e.g., posts, comments, likes) impact brand perception. Their empirical analysis shows that user engagement and the virality of content are critical factors in enhancing brand perception and recall. Effectiveness of Social Media Advertising: A Meta-Analysis, A meta-analysis by Knoll (2016) consolidates findings from multiple studies on the effectiveness of social media advertising. It concludes that while traditional forms of advertising remain influential, social media advertising, particularly when integrated with influencer marketing, significantly boosts brand awareness and engagement. In summary, this study endeavors to contribute to the evolving body of knowledge on social media marketing and brand management by offering empirical evidence of the quantitative impact of social media on brand awareness. By doing so, it seeks to provide valuable insights for marketers, businesses, and scholars alike as they navigate the complex landscape of digital marketing.

## **1.2 Statement of the Problem**

While the pervasive influence of social media on brand awareness is widely acknowledged, there remains a gap in understanding the quantitative impact of social media usage patterns on brand awareness outcomes (Hajli, 2022). Existing research has predominantly focused on qualitative aspects of social media marketing, leaving a dearth of empirical evidence on the magnitude and significance of social media influence on brand awareness levels (Zhang

et al., 2024). Consequently, there is a pressing need for robust quantitative analyses to elucidate the dynamics of social media's impact on brand awareness and inform strategic decision-making processes for marketers and businesses. Furthermore, the complex nature of social media platforms and the rapidly evolving digital landscape pose additional challenges for researchers seeking to quantify the effects of social media on brand awareness (Felix et al., 2023). Factors such as content virality, user engagement, platform algorithms, and influencer marketing strategies contribute to the complexity of the relationship between social media usage and brand awareness, necessitating a nuanced and comprehensive approach to empirical research in this domain.

Therefore, the primary problem addressed by this study is the lack of quantitative evidence on the impact of social media on brand awareness. By conducting a rigorous quantitative analysis, this research aims to provide empirical insights into the relationship between social media usage patterns and brand awareness levels, identify key drivers of brand awareness on social media platforms, quantify the effectiveness of social media activities in enhancing brand recognition and recall, and offer actionable recommendations for businesses to optimize their social media strategies. this study seeks to address the following research questions: What is the quantitative impact of social media usage patterns on brand awareness levels? What are the key drivers of brand awareness on social media platforms? How effective are social media activities in enhancing brand recognition and recall? And what actionable recommendations can be derived for businesses to optimize their social media strategies for improved brand awareness outcomes?

### **1.3 Purpose of the Study**

The primary purpose of this study is to empirically examine the impact of social media influence on brand awareness. By investigating the relationship between social media usage patterns and brand awareness levels, the study aims to determine the quantitative impact of social media usage patterns, such as frequency of use, types of engagement, and content consumption habits, on brand awareness levels among social media users. Identify and analyze the key factors and mechanisms through which social media influences brand awareness, including content virality, user engagement, influencer marketing, and platform algorithms. Assess the effectiveness of various social media activities and strategies in enhancing brand recognition and recall, such as branded content, sponsored posts, user-generated content, and interactive.

### **1.4 Specific Objectives**

- i. To assess the impact of social media usage patterns on brand awareness levels.
- ii. To identify and analyze the key drivers of brand awareness on various social media platforms.
- iii. To quantify the effectiveness of social media activities, such as content virality, user engagement, and influencer marketing, in enhancing brand recognition and recall.
- iv. To provide actionable recommendations for businesses to optimize their social media strategies based on empirical findings and best practices in the field of social media marketing.

### **1.5 Research Questions**

The following research questions were formulated:

- i. What is the impact of social media usage patterns on brand awareness levels?
- ii. What are the key drivers of brand awareness on social media platforms?
- iii. How effective are social media activities in enhancing brand recognition and recall?
- iv. What actionable recommendations can be derived for businesses to optimize their social media strategies for improved brand awareness outcomes?

### **1.6 Scope of the Study**

The scope of the study "Examining the Impact of Social Media Influence on Brand Awareness" involves a comprehensive yet targeted analysis of different aspects of social media marketing and its impact on consumer perception and brand visibility. The study will be delimited by focusing on a specific geographical region or market segment to ensure the feasibility of data collection and analysis. While the findings may have broader implications, they will be limited to the context of the chosen geographical area. The study will be conducted within a specific time frame to capture a snapshot of social media usage patterns and brand awareness levels. Longitudinal studies tracking changes over time may provide valuable insights but are beyond the scope of this research. Due to the vast number of social media platforms available, this study may focus on a select few platforms that are most relevant to the target audience or industry under investigation. Other platforms may be excluded from the analysis to maintain focus and relevance. The study's findings may be limited to the characteristics of the sample population surveyed. Factors such as age, gender, income level, and geographic location of respondents may influence the generalizability of the results to broader populations. The study will utilize specific measurement instruments to assess social media usage patterns and brand awareness levels.

While these instruments will be carefully selected and validated, their limitations may impact the comprehensiveness of the analysis. External factors beyond the control of the researcher, such as changes in social media algorithms, market trends, or technological advancements, may impact the study's findings. These external factors will be acknowledged but may not be explicitly addressed within the scope of the research. The study will employ quantitative research methods to analyze the relationship between social media influence and brand awareness. While quantitative analysis provides valuable insights, qualitative aspects of social media marketing may not be fully explored within the confines of this study. By delimiting the scope of the study in these ways, the research aims to maintain focus and relevance while providing meaningful insights into the impact of social media influence on brand awareness.

#### **1.7.0 Significance of the Study**

This study holds theoretical, practical and policy significance implications for various stakeholders, including marketers, businesses, academics, and consumers.

#### **1.7.1 Theoretical Significance**

- i. **Evolution of Marketing Theories:** This study will contribute to the development of new marketing theories that integrate the dynamics of social media influence. Traditional models of brand awareness and consumer behavior need to be updated to reflect the impact of digital influencers and social media platforms.
- ii. **Consumer Behavior Insights:** Understanding the role of social media in shaping brand awareness provides deeper insights into consumer behavior. Theories on decision-making processes, perception, and attitudes towards brands can be

expanded to include the influence of social media interactions and peer endorsements.

- iii. **Communication Theories:** This research will enrich theories related to mass communication and media effects by exploring how social media platforms facilitate brand communication. It offers a new dimension to the study of how messages are disseminated and received in the digital age.

### 1.7.2 Practical Significance

- i. **Practical Implications for Marketers and Businesses:** The findings of this study will offer valuable insights for marketers and businesses seeking to optimize their social media strategies for enhanced brand awareness outcomes. By understanding the quantitative impact of social media on brand awareness and identifying key drivers of brand awareness on social media platforms, marketers can tailor their marketing efforts more effectively to reach and engage their target audiences.
- ii. **Industry Best Practices:** The findings of this study can serve as a benchmark for industry best practices in social media marketing and brand management. By identifying effective strategies and tactics for enhancing brand awareness on social media, businesses can benchmark their own performance against industry standards and strive for continuous improvement.
- iii. **Academic Contribution:** Academically, this study contributes to the existing body of knowledge on social media marketing and brand management by offering empirical evidence of the quantitative impact of social media on brand awareness. It fills a gap in the literature by providing rigorous quantitative analyses that complement existing qualitative research on this topic.

### **1.7.3 Policy Significance:**

- i. **Strategic Decision-Making:** The empirical evidence generated by this study will inform strategic decision-making processes related to social media marketing and brand management. Businesses can use the insights derived from this research to allocate resources more efficiently, prioritize social media platforms, and develop targeted content strategies that resonate with their target audience.
- ii. **Educational and Training Programs:** Insights from the study can inform the development of educational curricula and training programs for marketers. Policies promoting digital literacy and responsible social media usage among consumers can also be based on the findings.
- iii. **Consumer Understanding:** Understanding the dynamics of social media influence on brand awareness can also benefit consumers by fostering greater transparency and trust in digital marketing practices. Consumers can gain insights into how their interactions with brands on social media platforms influence brand perceptions, enabling them to make more informed purchasing decisions.

### **1.8 Organization of the Study**

This research will be organized into five chapters to provide a clear and structured presentation of the study's objectives, methodology, findings, recommendations and conclusions. Chapter one, which is the introductory chapter presents introduction to the study, background to the study, Statement of the problem research objectives, questions, scope of the study, significance of the study, organization of the study and chapter summary. Chapter two present the Literature Review, the literature review section will review relevant theoretical frameworks, empirical studies, and scholarly literature related

to social media influence on brand awareness. It will provide a comprehensive overview of the existing research landscape, identify gaps in the literature, and establish the theoretical foundation for the current study. Theoretical Framework, this section will present the theoretical framework guiding the research, drawing on relevant theories and models from social psychology, marketing, and communication studies. It will provide a conceptual framework for understanding the relationship between social media usage and brand awareness. Chapter three is the Methodology use, the methodology section will describe the research design, sampling procedures, data collection methods, and analytical techniques employed in the study. It will outline how data will be collected, analyzed, and interpreted to address the research questions and objectives. Chapter four presents the Results and discussions, the results section will present the findings of the empirical analysis, including quantitative data, statistical tests, and descriptive statistics. It will summarize the key findings related to social media influence on brand awareness and provide insights into the relationships between variables. The discussion section will interpret the results in the context of the research questions and theoretical framework. It will compare the findings to previous research, discuss their implications for theory and practice, and highlight any limitations and areas for future research. Chapter five is the summary, recommendations and Conclusion, the conclusion section will summarize the main findings of the study, reiterate its significance, and offer concluding remarks. It will also provide practical recommendations for marketers and businesses based on the research findings.

## **1.9 Chapter Summary**

Chapter one effectively sets the stage for the subsequent detailed examination of social media's impact on brand awareness. By establishing a clear research framework, outlining significant objectives, and highlighting the study's scope and significance, this chapter prepares the reader for an in-depth exploration of how social media influences consumer behavior and brand perception. The insights gained from this study will not only advance academic understanding but also provide practical guidelines for marketers and policymakers navigating the dynamic landscape of digital marketing. The next chapter will delve into the existing literature, providing a theoretical backdrop against which the study's findings can be contextualized and understood. This foundational work will be crucial in informing the research design and methodologies employed in the subsequent phases of the study.

## **CHAPTER TWO**

### **LITERATURE REVIEW**

#### **2.0 Introduction**

In the evolving landscape of digital marketing, social media has become an indispensable channel for enhancing brand awareness. The second chapter of this research, the literature review, delves into the theoretical and empirical foundations that underpin the impact of social media influence on brand awareness. By examining recent studies and integrating key theoretical perspectives, this chapter aims to provide a comprehensive understanding of how social media activities contribute to brand visibility and consumer engagement. The proliferation of social media platforms has created new paradigms in consumer-brand interactions. As Statista (2023) reports, the global number of social media users has surpassed 4.8 billion, illustrating the extensive reach and potential influence these platforms hold. Brands leverage this reach to build awareness, engage with audiences, and foster loyalty. However, the effectiveness of these efforts is contingent upon understanding the mechanisms of social media influence and identifying the activities that most significantly enhance brand awareness. Empirical research has increasingly focused on the various dimensions of social media marketing. Felix, Rauschnabel, and Hinsch (2017) emphasize the need for platform-specific strategies, noting that the impact of social media marketing varies across different platforms. Their holistic framework suggests that tailoring strategies to the unique features and user behaviors of each platform can maximize brand visibility and engagement. This insight is crucial for brands aiming to navigate the diverse social media ecosystem effectively. The role of consumer engagement is another critical aspect explored in recent studies. Chae and Ko (2016) highlight that active

consumer participation, such as commenting and sharing, plays a pivotal role in enhancing brand awareness. Their findings indicate that these interactive behaviors lead to deeper brand connections and higher recall rates compared to passive activities like viewing or liking posts. This underscores the importance of fostering meaningful interactions on social media to boost brand perception. Influencer marketing has emerged as a powerful tool for brands seeking to enhance awareness. Djafarova and Rushworth (2017) reveal that influencers, particularly those who are perceived as authentic and relatable, significantly enhance brand credibility and visibility. Lou and Yuan (2019) further corroborate this, demonstrating that influencers can drive brand recognition and consumer purchase intentions, especially when their values align with those of the brand. This highlights the strategic importance of selecting the right influencers to amplify brand messages. Measuring the impact of social media activities on brand awareness presents unique challenges. Tafesse and Wien (2018) argue that traditional marketing metrics may not fully capture the nuanced effects of social media interactions. They advocate for more sophisticated analytics that account for the quality of engagement and the context of interactions. This approach provides a more accurate assessment of how social media activities influence brand awareness. This literature review will synthesize these empirical findings and theoretical frameworks to construct a detailed understanding of the impact of social media influence on brand awareness. By examining key drivers such as platform-specific strategies, consumer engagement, and influencer marketing, this chapter aims to elucidate the pathways through which social media activities enhance brand visibility and offer practical insights for optimizing social media marketing strategies.

## 2.1 Theoretical Framework

### 2.1.1 Social Influence Theory

Social Influence Theory, rooted in the broader field of social psychology, posits that individuals' behaviors, attitudes, and beliefs are often shaped by the social environment and the interactions they have with others within that environment (Kelman, 1958). The theory delineates three processes of social influence: compliance, identification, and internalization.

- i. **Compliance:** This occurs when individuals conform to the expectations of others to gain approval or avoid disapproval.
- ii. **Identification:** This involves adopting behaviors or beliefs to establish or maintain a satisfying self-defining relationship with another person or group.
- iii. **Internalization:** This is the deepest level of social influence, where individuals adopt behaviors or beliefs because they find them inherently rewarding or congruent with their own value system.

In the context of social media, Social Influence Theory is particularly relevant. Social media platforms are dynamic ecosystems where influencers, peers, and even strangers can significantly impact an individual's perceptions and behaviors. Users are exposed to various forms of social proof, such as likes, shares, comments, and endorsements, which can influence their own attitudes and actions towards brands. The research objectives outlined for this study focus on assessing the impact of social media usage patterns on brand awareness levels, identifying key drivers of brand awareness, quantifying the effectiveness of social media activities, and providing actionable recommendations for businesses. Social Influence Theory supports these objectives in several ways:

- i. **Assessing Impact:** By understanding how compliance, identification, and internalization influence consumer behavior on social media, researchers can measure how social interactions contribute to brand awareness. The frequency and nature of social proof (e.g., likes, shares) can be quantified to assess their impact.
- ii. **Identifying Key Drivers:** Social Influence Theory helps identify key drivers of brand awareness on social media, such as influencer endorsements (identification) and peer interactions (compliance). Understanding these drivers can help businesses tailor their strategies to leverage social influence effectively.
- iii. **Quantifying Effectiveness:** The theory provides a framework for evaluating the effectiveness of various social media activities. For instance, influencer marketing can be analyzed through the lens of identification, while user-generated content can be examined for its potential to foster internalization.
- iv. **Providing Recommendations:** Insights derived from Social Influence Theory can guide businesses in optimizing their social media strategies. For example, brands can focus on building authentic relationships with influencers to enhance identification or create engaging content that encourages compliance and internalization among users. Numerous empirical studies have explored the impact of social influence on brand awareness and consumer behavior on social media: Influencer Marketing and Brand Awareness, a study by Lou and Yuan (2019) investigated how influencer marketing affects consumer trust and brand awareness on social media. The study found that influencers significantly enhance brand visibility and credibility, particularly when they are perceived as authentic and trustworthy. This aligns with the identification process of Social Influence Theory,

where consumers adopt behaviors or beliefs based on their relationships with influencers. In *Social Proof and Consumer Behavior*, Study by Erkan and Evans (2016) examined the role of electronic word of mouth (eWOM) on social media and its impact on consumer purchase intentions. The research highlighted that positive social proof (e.g., likes, positive comments) significantly influences consumer attitudes towards a brand, leading to higher purchase intentions. This supports the compliance aspect of Social Influence Theory, where consumers conform to the perceived expectations of their social network. Same in *Peer Influence and Brand Engagement*, a Study by Kudeshia and Kumar (2017) explored how peer interactions on social media impact brand engagement and loyalty. The study demonstrated that peer interactions, such as sharing and commenting on brand content, enhance brand engagement and loyalty. This is consistent with the internalization process, where consumers adopt brand-related behaviors that align with their values and the values of their social group.

### **2.1.2 Theory of Planned Behavior (TPB)**

The Theory of Planned Behavior (TPB), formulated by Icek Ajzen in 1991, is an extension of the Theory of Reasoned Action (TRA) and is one of the most influential theories for predicting and understanding human behavior in specific contexts. TPB posits that behavioral intentions are influenced by three key factors:

- i. **Attitude Toward the Behavior:** This involves the degree to which a person has a favorable or unfavorable evaluation of the behavior in question. For instance, a

consumer's positive attitude towards engaging with a brand on social media can increase their likelihood of doing so.

- ii. **Subjective Norms:** These refer to the perceived social pressure to perform or not perform the behavior. In the context of social media, subjective norms could involve the influence of peers, family, or social media influencers on an individual's decision to engage with a brand.
- iii. **Perceived Behavioral Control:** This reflects the perceived ease or difficulty of performing the behavior, based on past experiences and anticipated obstacles. For social media usage, this could involve the user's confidence in their ability to navigate and use social media platforms effectively.

These three components collectively shape an individual's behavioral intentions, which in turn influence actual behavior. The research objectives of this study focus on assessing the impact of social media usage on brand awareness, identifying key drivers of brand awareness, quantifying the effectiveness of social media activities, and providing actionable recommendations. The TPB supports these objectives as follows:

- i. **Assessing Impact:** By examining how attitudes toward social media engagement, subjective norms, and perceived behavioral control influence consumers' intentions to engage with brand content, researchers can quantify the impact of these factors on brand awareness levels.
- ii. **Identifying Key Drivers:** TPB helps identify critical psychological drivers of consumer behavior on social media. Attitudes toward social media content, social

influences from peers and influencers, and perceived ease of using social media platforms are pivotal drivers of brand awareness.

- iii. **Quantifying Effectiveness:** The theory provides a framework to evaluate the effectiveness of various social media activities. For instance, influencer marketing can be analyzed through subjective norms, while user-generated content can be assessed through attitudes and perceived behavioral control.
- iv. **Providing Recommendations:** Insights from TPB can guide businesses in crafting strategies that positively influence consumer attitudes, leverage social norms, and enhance perceived control, thus optimizing social media marketing efforts for better brand awareness outcomes.

Empirical studies have applied TPB to explore the impact of social media on consumer behavior and brand awareness: For instance, in *Social Media Marketing and Consumer Intentions*, a study by Kim, H., & Ko, E. (2012) examined the impact of social media marketing on consumer purchase intentions using TPB. The study found that positive attitudes toward social media marketing, favorable subjective norms, and high perceived behavioral control significantly enhance consumer purchase intentions. These results align with TPB and highlight the importance of these factors in shaping consumer behavior on social media. *Influence of social media on Brand Engagement*, a study by Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015) applied TPB to study how social media influences brand engagement. The research indicated that consumers' attitudes towards social media brand pages, the influence of peers and influencers (subjective norms), and the ease of using social media (perceived behavioral control) significantly impact brand engagement. This supports the applicability of TPB in understanding social media

behavior. In *Consumer Participation in Social Media Activities*, a study by Tsai, W. S., & Men, L. R. (2017) investigated consumer participation in social media activities related to brands using TPB. The study revealed that consumers' intentions to participate in social media activities are influenced by their positive attitudes towards the brand, the perceived social pressure to engage, and their perceived ability to participate. These findings underscore the relevance of TPB in predicting social media engagement.

### **2.1.3 Uses and Gratifications Theory (UGT)**

Uses and Gratifications Theory (UGT), developed by Katz, Blumler, and Gurevitch in 1973, is a popular framework in media studies that focuses on why individuals actively seek out specific media to satisfy various needs and desires. Unlike other media theories that consider audiences as passive consumers, UGT emphasizes the active role of users in selecting and utilizing media. The core premise of UGT is that individuals use media to fulfill specific gratifications, which can be categorized into several broad types:

- i. **Cognitive Needs:** Seeking information, knowledge, and understanding.
- ii. **Affective Needs:** Experiencing emotional, pleasurable, or aesthetic experiences.
- iii. **Personal Integrative Needs:** Enhancing credibility, confidence, and status.
- iv. **Social Integrative Needs:** Connecting with family, friends, and social groups.
- v. **Tension Release Needs:** Escaping from reality and relaxing.

In the context of social media, UGT helps explain how and why consumers interact with brand content based on their specific needs and gratifications. The research objectives of this study are to assess the impact of social media usage on brand awareness, identify key

drivers of brand awareness, quantify the effectiveness of social media activities, and provide actionable recommendations. UGT supports these objectives as follows:

- i. **Assessing Impact:** UGT provides a framework for measuring how different gratifications sought by consumers (e.g., entertainment, information) impact their engagement with social media content, thereby affecting brand awareness levels.
- ii. **Identifying Key Drivers:** By understanding the specific needs that drive consumers to engage with social media, marketers can identify key drivers of brand awareness. For instance, content that fulfills cognitive needs (informative posts) or affective needs (entertaining videos) can be more effective in increasing brand visibility.
- iii. **Quantifying Effectiveness:** UGT helps quantify the effectiveness of various social media activities by linking specific gratifications with engagement metrics. For example, user-generated content might be particularly effective for fulfilling social integrative needs, leading to higher engagement and brand recall.
- iv. **Providing Recommendations:** Insights from UGT can guide businesses in creating content that aligns with the gratifications sought by their target audience, optimizing social media strategies to enhance brand awareness.

Empirical studies have applied UGT to explore the impact of social media on consumer behavior and brand awareness: social media and Consumer Engagement, a study by Whiting, A., & Williams, D. (2013) investigated the uses and gratifications of social media among consumers. The study identified several key gratifications for using social media,

including information seeking, entertainment, and social interaction. These gratifications significantly influenced consumer engagement with social media content, supporting the relevance of UGT in understanding social media behavior. Brand-related Social Media Use, a study by Muntinga, D. G., Moorman, M., & Smit, E. G. (2011) examined the motivations for consumers to engage with brand-related content on social media. The research found that entertainment, social interaction, and personal identity were significant gratifications driving consumer engagement with brand content. These results align with UGT, demonstrating its applicability in the context of social media marketing. In the same vein, Gratifications and Social Media Usage, a study by Alhabash, S., & Ma, M. (2017) explored the gratifications that predict social media usage and their impact on brand engagement. The study revealed that gratifications such as social interaction, information seeking, and entertainment significantly predict social media usage patterns and subsequent brand engagement. This supports the utility of UGT in explaining how different motivations influence social media behavior.

#### **2.1.4 Diffusion of Innovations Theory**

Diffusion of Innovations Theory, proposed by Everett Rogers in 1962, explains how new ideas, technologies, or practices spread within a society or from one society to another. This theory highlights the processes by which innovations are communicated over time among participants in a social system. The theory identifies several key elements that influence the diffusion process:

- i. **Innovation:** The new idea, practice, or object that is being introduced.
- ii. **Communication Channels:** The means by which information about the innovation is transmitted.

iii. **Time:** The period over which the innovation is adopted by members of the social system.

iv. **Social System:** The group of individuals who together adopt the innovation.

The theory also categorizes adopters into five groups based on their willingness to adopt new innovations: Innovators, Early Adopters, Early Majority, Late Majority, and Laggards.

The research objectives of this study are to assess the impact of social media usage on brand awareness, identify key drivers of brand awareness, quantify the effectiveness of social media activities, and provide actionable recommendations. Diffusion of Innovations

Theory supports these objectives in several ways:

i. **Assessing Impact:** Understanding how innovations (e.g., new social media strategies) are adopted by different groups, researchers can quantify the impact of these strategies on brand awareness across various adopter categories.

ii. **Identifying Key Drivers:** The theory helps identify the characteristics of innovations and communication channels that drive adoption. For instance, understanding the role of influencers (early adopters) in spreading brand messages can be crucial for increasing brand awareness.

iii. **Quantifying Effectiveness:** By analyzing the diffusion process, businesses can evaluate the effectiveness of their social media activities in terms of how quickly and widely their brand messages are adopted and shared within their target audience.

iv. **Providing Recommendations:** Insights from the diffusion process can guide businesses in crafting strategies that leverage key communication

channels and target influential adopters, thereby optimizing social media efforts to enhance brand awareness.

Empirical studies have applied Diffusion of Innovations Theory to explore the impact of social media on consumer behavior and brand awareness: for instance, in **Social Media Adoption and Brand Awareness**, a study by Wang, Y., & Lee, Y. (2020) examined how social media innovations are adopted by consumers and their impact on brand awareness. The study found that early adopters play a significant role in spreading brand messages on social media, leading to increased brand visibility and awareness. The rapid adoption and sharing of brand content by these users were crucial for achieving broad brand recognition. **Influencer Marketing and Innovation Diffusion**, a study by De Veirman, M., Cauberghe, V., & Hudders, L. (2017) investigated the role of social media influencers in the diffusion of brand-related innovations. The research revealed that influencers, acting as early adopters, significantly enhance the diffusion process by introducing new brands and products to their followers. This leads to accelerated brand awareness and higher engagement rates among target audiences. **Viral Marketing and Diffusion**, a **study** by Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011) analyzed how viral marketing campaigns spread through social networks and their impact on brand awareness. The study demonstrated that viral marketing, driven by the rapid diffusion of content among social media users, effectively increases brand awareness. The research highlighted the importance of targeting key influencers and early adopters to maximize the reach and impact of viral campaigns.

### 2.1.5 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model (ELM), developed by Petty and Cacioppo in the 1980s, is a theory of persuasion that explains how attitudes are formed and changed. According to ELM, there are two primary routes to persuasion: the central route and the peripheral route.

- i. **Central Route:** This route involves careful and thoughtful consideration of the persuasive arguments (the message content). It is typically employed when the audience is motivated and able to engage in deep processing of the information. Attitude changes that result from central route processing are usually enduring and resistant to counter-persuasion.
- ii. **Peripheral Route:** This route involves the use of peripheral cues, such as the attractiveness or credibility of the source, rather than the content of the message. It is typically employed when the audience is not motivated or able to engage in deep processing. Attitude changes that result from peripheral route processing are usually temporary and susceptible to counter-persuasion.

In the context of social media, ELM can help explain how different types of content and communication strategies influence consumer attitudes and brand awareness. The objectives of this study are to assess the impact of social media usage on brand awareness, identify key drivers of brand awareness, quantify the effectiveness of social media activities, and provide actionable recommendations. ELM supports these objectives as follows:

- i. **Assessing Impact:** ELM helps in understanding the mechanisms through which different types of social media content (central vs. peripheral cues) impact

consumer attitudes and brand awareness. For instance, detailed and information-rich posts may appeal to central processing, while visually appealing posts may appeal to peripheral processing.

- ii. **Identifying Key Drivers:** By differentiating between central and peripheral routes, ELM aids in identifying the key drivers of brand awareness. Content that engages users deeply (central route) and content that leverages peripheral cues (e.g., endorsements by influencers) can both be effective.
- iii. **Quantifying Effectiveness:** ELM provides a framework to quantify the effectiveness of social media activities by analyzing how different strategies (e.g., detailed content vs. visual appeal) influence brand recognition and recall through central and peripheral processing routes.
- iv. **Providing Recommendations:** Insights from ELM can guide businesses in creating balanced social media strategies that leverage both central and peripheral cues to maximize brand awareness and engagement.

Empirical studies have applied ELM to explore the impact of social media on consumer behavior and brand awareness: Impact of Message Characteristics on social media, a study by Huh, J., DeLorme, D. E., & Reid, L. N. (2006) examined the role of argument strength and source credibility in the context of online consumer reviews. The study found that strong arguments (central route) and high source credibility (peripheral route) both significantly influenced consumer attitudes. This supports the dual-process nature of ELM in online environments. Social Media Influencers and Consumer Behavior, a study by Sokolova, K., & Kefi, H. (2020) investigated the impact of social media influencers on consumer decision-making. The research revealed that influencers' credibility and

attractiveness (peripheral cues) significantly affected consumer attitudes and purchase intentions, highlighting the relevance of peripheral route processing in social media contexts. Advertising Effectiveness on social media, a study by Teng, S., Khong, K. W., Chong, A. Y. L., & Lin, B. (2017) analyzed the effectiveness of various advertising formats on social media platforms. The study demonstrated that both argument quality (central route) and emotional appeal (peripheral route) played critical roles in shaping consumer attitudes and enhancing brand awareness, aligning with the principles of ELM.

## **2.2 Evolution of Social Media**

The landscape of social media has undergone significant transformation since its inception, revolutionizing the way individuals and businesses communicate and interact. From the early days of rudimentary online forums to the sophisticated, multifaceted platforms we use today, social media has evolved to become an integral part of daily life, influencing various aspects of society including communication, marketing, politics, and culture.

### **2.2.1 Early Beginnings**

The roots of social media can be traced back to the late 1970s and early 1980s with the advent of bulletin board systems (BBS) and Internet Relay Chat (IRC). These platforms allowed users to exchange messages and share files, laying the groundwork for future social networks (Herring, 2008). In the mid-1990s, the introduction of websites like Six Degrees (1997) and LiveJournal (1999) marked the beginning of modern social networking by enabling users to create profiles and connect with friends (Boyd & Ellison, 2007).

### **2.2.2 Rise of Major Platforms**

The early 2000s witnessed the emergence of several key social media platforms that would shape the digital landscape. LinkedIn (2003) focused on professional networking, while MySpace (2003) became a popular platform for personal profiles and music sharing. The launch of Facebook in 2004 marked a turning point, offering a more streamlined and user-friendly experience that quickly attracted a global audience (Kirkpatrick, 2010). Following Facebook, YouTube (2005) revolutionized video sharing, Twitter (2006) introduced microblogging, and Instagram (2010) brought a focus on photo sharing. Each of these platforms offered unique features that catered to different user needs, contributing to the diversification of social media (Kaplan & Haenlein, 2010).

### **2.2.3 Social Media in the Mobile Era**

The proliferation of smartphones and mobile internet in the late 2000s and early 2010s further accelerated the growth of social media. Mobile apps allowed users to access social networks anytime and anywhere, leading to increased engagement and real-time interaction. This era also saw the rise of messaging apps like WhatsApp (2009) and Snapchat (2011), which introduced ephemeral content and enhanced privacy features (Duggan & Brenner, 2013).

### **2.2.4 Contemporary Trends**

In recent years, social media has continued to evolve with the integration of advanced technologies such as artificial intelligence (AI), augmented reality (AR), and live streaming. Platforms like TikTok (2016) have gained immense popularity by leveraging AI to personalize content and engage users through short-form videos (Zhang, 2019). Additionally, social media has become a crucial tool for businesses, offering sophisticated

advertising and analytics capabilities that enable targeted marketing and customer engagement (Dwivedi et al., 2021).

### **2.2.5 Impact on Society**

The evolution of social media has had profound implications for society. It has transformed the way we communicate, enabling instant connectivity and fostering global communities. Social media has also democratized information dissemination, giving rise to citizen journalism and influencing public opinion (Hermida, 2010). However, it has also raised concerns about privacy, misinformation, and mental health, prompting ongoing debates and regulatory scrutiny (Fuchs, 2017).

### **2.2.6 Conclusion**

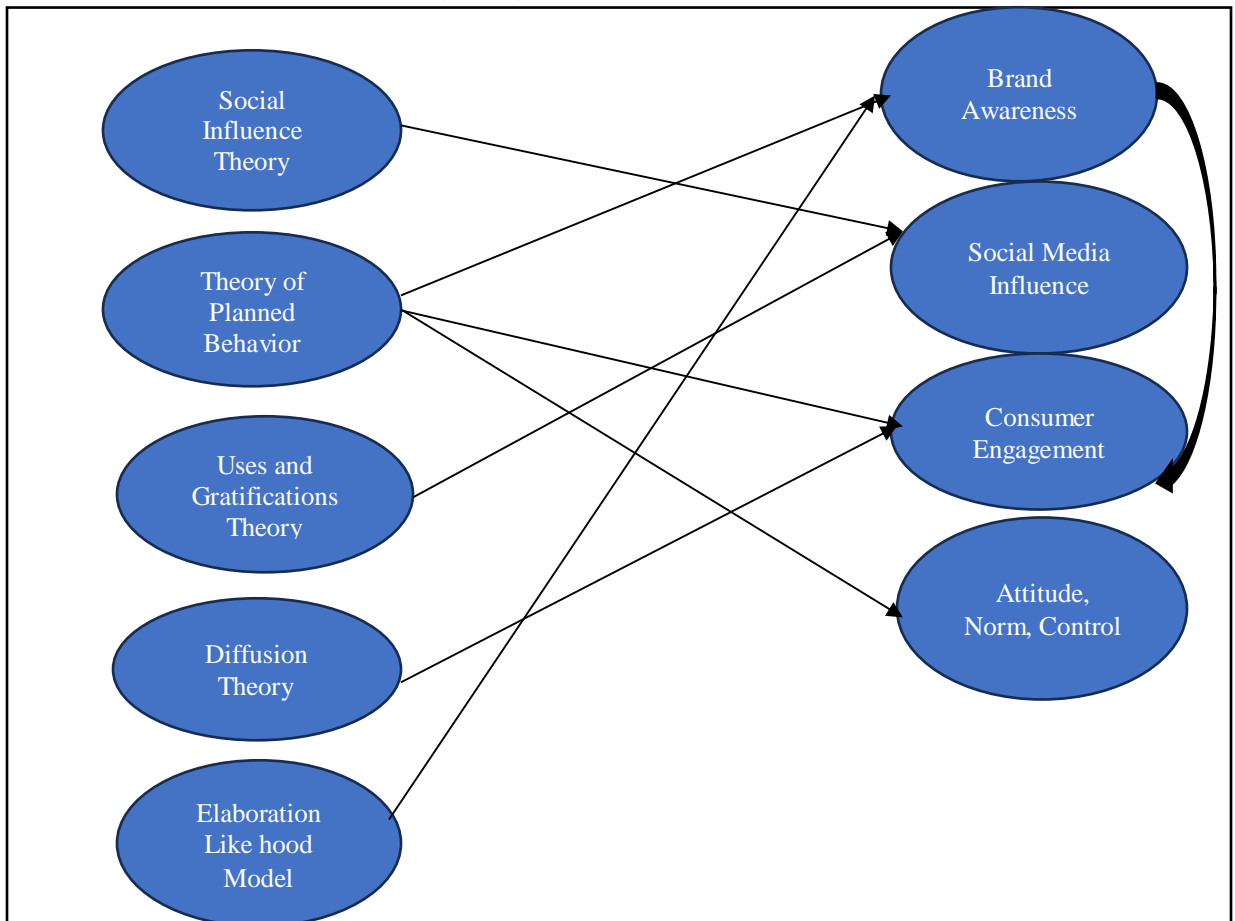
The evolution of social media from simple online forums to complex, multi-platform ecosystems has fundamentally changed the way we interact and communicate. As technology continues to advance, social media will likely keep evolving, bringing new opportunities and challenges. Understanding its development and impact is crucial for navigating the digital landscape and leveraging social media effectively in various domains.

### **2.2.7 Theoretical framework**

There are many ways to think about a conceptual framework, representing the researcher's synthesis of the literature on the best ways to describe phenomena (Hulland, 2020). Constructing a conceptual structure allows you to see the trends in your data and how they relate to the overall objectives of your study (Van Kleunen et al., 2010). In this study, social media influence, consumer engagement, and brand awareness are proposed to be

scientifically operationalized. The essential variables in this study are social media influence, consumer engagement, attitude, norm and control and brand awareness.

**Figure 2.1: Conceptual Framework of Social Influence Theory, Theory of Planned Behavior, Uses and Gratifications Theory, Diffusion of Innovations Theory, and Elaboration Likelihood Model (ELM)**



**Source: Author's construct for the study, (2024)**

In Figure 2.1, we released how social media influence, consumer engagement, and brand awareness are interconnected. Social Influence Theory (Kelman, 1958) explains how consumer behavior and opinions are shaped by peers and influencers, directly impacting brand awareness. The Theory of Planned Behavior (Ajzen, 1991) highlights that attitudes, subjective norms, and perceived behavioral control influence consumer engagement with

social media content, which affects brand awareness. The Uses and Gratifications Theory (Katz, Blumler, & Gurevitch, 1973) indicates that consumers engage with social media to satisfy specific needs, such as entertainment or information, which drives brand awareness. The Diffusion of Innovations Theory (Rogers, 2003) explains how innovations, like viral content, spread through social networks, enhancing consumer engagement and brand awareness. Finally, the Elaboration Likelihood Model (Petty & Cacioppo, 1986) suggests that both central (information-rich) and peripheral (attractive visuals) routes of persuasion can enhance consumer engagement, leading to increased brand awareness.

### **Theoretical Relationships and Research Objectives**

**Objective 1:** Assess the impact of social media usage patterns on brand awareness levels. in Social Influence Theory and TPB, Social influence and attitudes towards social media content drive consumer engagement, impacting brand awareness. **Objective 2:** Identify and analyze the key drivers of brand awareness on social media platforms. Same in Theory: TPB and UGT, attitudes, subjective norms, perceived behavioral control, and consumer needs influence engagement, driving brand awareness. **Objective 3:** Quantify the effectiveness of social media activities, such as content virality, user engagement, and influencer marketing, in enhancing brand recognition and recall. In Social Influence Theory, UGT, and ELM, Influencer marketing and different gratifications (information, entertainment) increase engagement, enhancing brand recognition and recall. **Objective 4:** Provide actionable recommendations for businesses to optimize their social media strategies. In Diffusion of Innovations Theory and ELM, it explains the **relationship in** Understanding the spread of innovations and effective persuasion methods help businesses enhance engagement and brand awareness.

### **2.3 Social Media Marketing**

"Social media are web-based services that allow individuals, communities, and organizations to collaborate, connect, interact, and build communities by enabling them to create, co-create, modify, share and engage with user-generated content that is easily accessible" as explained by Sloan and Quan-Haase (2017, p. 17). This content can be distributed through many social platforms in various forms including blogs, discussion forums, images, films, etc. Social media networks have become the most influential phenomenon in communication in recent decades (Kaplan & Haenlein, 2010). These platforms facilitate interaction within a community, which helps build trust and a "common feeling" among their members (Leimeister, Sidiras, & Krcmar, 2006). They offer people new ways to build and maintain social networks, create relationships, share information, create and edit content, or even participate in social movements; all through a virtual platform (Lorenzo-Romero, Constantinides, & Alarcón-del-Amo, 2011). Interaction among members can include text, images, audio, videos, or any other type of communication format (Ryan & Jones, 2009, p. 152). According to Fuchs (2008, p. 239-240), some of the most important characteristics of "virtual communities" in social media are continuous voluntary interaction between members, shared interests and topics, formal and informal conventions, and the global dimension and speed with which relationships develop.

Currently, social media platforms are considered of great importance for both individuals and companies, as they help maintain existing social ties and encourage the development of new connections between users (Boyd & Ellison, 2007). These platforms have become an interactive medium that allows the development of direct and personalized

communication between companies and clients without geographical or temporal limitations. Additionally, social media networks enable different types of interactions with customers, such as advertising and information, presales, order configuration, purchases, after-sales services, etc. (Kim & Ko, 2012). Because the direction of communication between companies and customers is bidirectional, businesses can leverage these social media marketing tools to build relationships with their clients in a more direct, effective, and controllable way (Sashi, 2012).

## **2.4 Social Media Usage**

Companies, recognizing the growth of social media usage among consumers, are incorporating these platforms into their marketing strategies due to their low cost and popularity. Social media is used to build brands, increase awareness, measure reputation from customer relationships (Harris & Rae, 2009), manage brands (Christodoulides, 2009), and communicate with customers (Jansen, Zhang, Sobel, & Chowdury, 2009). Various methods exist for utilizing social media in the business world. Companies can collect data from users' natural behavior and activity, allowing the exploration of behavior patterns from friend requests, follows, likes, or tweets (Hogan, 2008). This enables businesses to approach consumers quickly and directly at a relatively low cost and with greater efficiency than traditional marketing tools. Social media platforms are relevant not only for large companies but also for SMEs, profit and non-profit organizations, and government entities (Kaplan & Haenlein, 2010). Although companies can measure some elements of interaction with customers through social media statistics or specialized programs, it remains unclear whether the strategic or tactical impact is high or low. There is a consensus

among marketing professionals that measuring and monetizing marketing activities in social networks is complex (Clemons, 2009).

In this new social media universe of user-generated content, businesses play a fundamental role as consumers share their enthusiasm about their favorite brands through these platforms (Hennig-Thurau et al., 2010) by commenting on products and services (Chan & Ngai, 2011). While the influence of social media marketing on business performance remains uncertain, its significance in the future of marketing is undeniable (Harris & Rae, 2009). Lindgreen, Palmer, and Vanhamme (2004) anticipated that electronic and interactive marketing, as well as network marketing, would see greater development in the upcoming years. However, not all aspects of internet advertisement are positive. Privacy or data security issues can arise, suggesting that social networks require structural control; otherwise, their attractiveness, credibility, and content value may decrease significantly (Otto & Simon, 2008). Despite the negative aspects of internet advertising, Öztamur and Karakadılar (2014) emphasize its importance in online marketing, particularly for small and medium businesses. They argue that companies must be present where the consumer is and execute their marketing strategies accordingly. As social media usage has become popular among consumers, companies need to develop their strategies in a more planned and structured way to be effective. Social media marketing has transformed the approach to attracting and retaining customers; this includes providing attractive content and environments where the public can obtain information (Öztamur & Karakadılar, 2014). An essential element in social media marketing is its consumer focus; there must be interaction between the promotional campaign and the consumers. Social media marketing represents a dramatic but beneficial change in how consumers search for and purchase goods and

services; customers now make decisions on their own terms, relying on trusted networks to form opinions of a brand (Paquette, 2013). As Katona et al. (2011) stated, it is necessary for companies to have a professional presence on major social media platforms such as Facebook, Instagram, or Twitter. The primary objective is not the sale of products and services but their exposure to the public, creating a community of users with an emotional connection to the brand (Iankova, Davies, Archer-Brown, Marder, & Yau, 2019). Lorenzo-Romero et al. (2011) suggested that the main goal of social media networks for companies is to convert strangers into friends, friends into customers, and customers into brand evangelists. Thus, social media platforms have become excellent marketing tools for businesses. Creating an account is often free, although businesses can still opt for paid advertising within social media networks if they wish.

## **2.5 Social Media Paid Advertising**

Paid advertising is defined as “any form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor. Not only for-profit organizations but also a wide range of not-for-profit organizations, professionals, and social agencies use advertising to promote their causes to various target publics” (Parment, Kotler, & Armstrong, 2016, p. 367). Colliander and Dahlén (2011) indicate that investment in paid publicity on social media networks is growing compared to traditional advertising methods. Most social media platforms now incorporate effective advertising formulas. Of all digital marketing strategies, social media publicity (e.g., Facebook Ads, Instagram Ads) is unique in that it can achieve immediate results (Colliander & Dahlén, 2011). Table 1 shows statistics from two major social media platforms popular worldwide, highlighting their global coverage according to their user base and the starting prices for paid advertisements.

**Table 2.1: Statistics on Facebook and Instagram**

<b>DESCRIPTION</b>	<b>FACEBOOK</b>	<b>INSTAGRAM</b>
<b>Active Users</b>	Around 2.4 billion	Around 1 billion
<b>Daily Users</b>	Around 1.5 billion	Around 500 million
<b>Business Pages</b>	60 million +	25 million +
<b>% of Business investing in ads</b>	75%	69%
<b>Minimum Investment</b>	\$1 USD	\$1 USD
<b>Users Reached Through Ads</b>	Around 2 billion	Around 802 million

**Source: Adapted *statistics found by Pokrop (2019).***

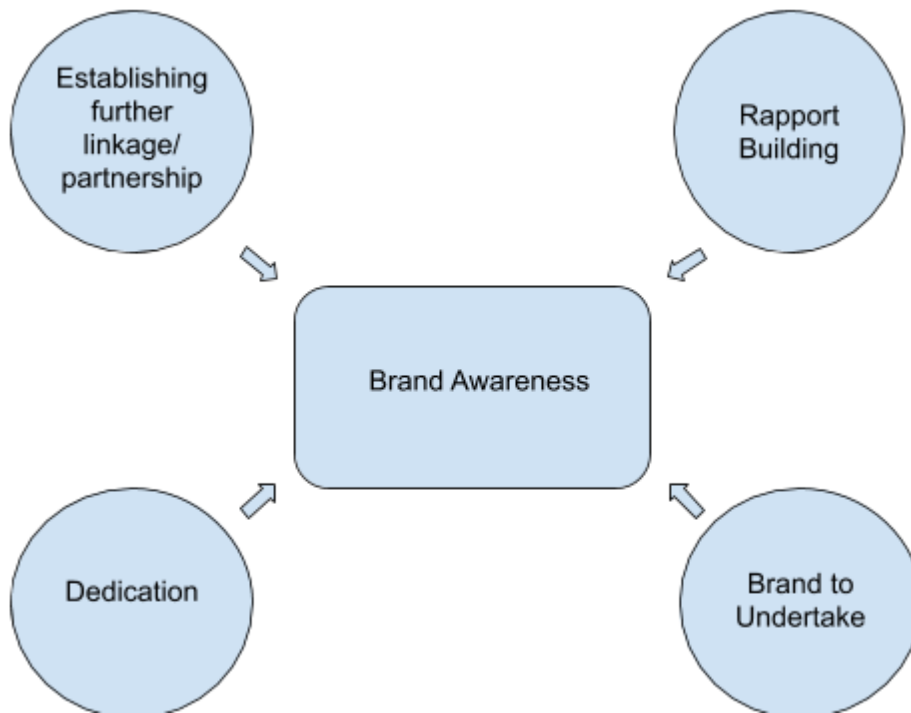
## **2.6 Brand**

According to Kotler and Keller (2005, p. 549), a brand is "a name, term, sign, symbol, design, or a combination of these that identifies the maker or seller of the product or services." This definition emphasizes how a brand distinguishes itself from competitors through tangible and intangible attributes that build reputation in the market (Kotler et al., 2005). Brands are distinct from the products or services they represent, which can change over time according to market demands and trends, aiming to satisfy consumer needs and desires (Kotler et al., 2005).

Doyle and Stern (2006) assert that brands hold intrinsic value for businesses beyond their products. From a consumer perspective, brand value influences their consideration and loyalty, often existing as an intangible asset shaped by personal satisfaction levels. The goodwill associated with a brand stem from emotional and functional experiences that significantly influence consumer purchasing behaviors and decisions (Doyle & Stern, 2006).

## **2.7 Brand Awareness**

In marketing, brand awareness refers to the extent to which a brand is recognized by consumers (Pappu, Quester, & Cooksey, 2005). It signifies the association consumers make between a brand and its product category, ranging from simple brand recognition to brand recall where the brand dominates consumer memory (Hakala, Svensson & Vincze, 2012). Although some may underestimate its role in creating brand value, Aaker (1992) highlights its critical importance in the strategies of many firms. Brand awareness has been extensively studied, focusing on its measurement, taxonomy, and implications for advertising effectiveness (Miller & Berry, 1998; Ratneshwar & Shocker, 1991). Jin and Villegas (2007) emphasize that brand awareness plays a crucial role in brand equity by enhancing consumer recognition and differentiation in the market. They argue that consumer attitudes and purchase intentions are significantly influenced by brand awareness (Aaker, 1991). Moreover, factors such as strategic partnerships, customer rapport, consistency, and brand reliability contribute to enhancing brand awareness and its perceived value among consumers (Gautam & Shrestha, 2018). These factors are illustrated in Figure 2.2, depicting how they add value to brand awareness.



**Source: Adapted from *Brand Awareness* (Aaker, 1991. p.63)**

According to Sasmita and Mohd Suki (2015), brand associations significantly impact brand image, which is crucial for any business seeking to enhance brand awareness and perceived value in the market. Establishing strong brand associations helps new products gain recognition, as consumers are less likely to purchase products without prior knowledge or identity in the market (Sasmita & Mohd Suki, 2015). Huang, Rong, and Sarigollu (2014) argue that without effective brand associations, consumers struggle to understand product characteristics. They suggest that creating brand switchers and offering product trials based on previous experiences can improve brand awareness and facilitate consumer identification with new products (Huang et al., 2014).

Kumar and Moller (2018) assert that brand familiarity encourages consumer adoption of new products under the same brand name. Consumers tend to prefer familiar products due

to their past experiences and knowledge, which enhances brand recognition and consumer decision-making processes (Kumar & Moller, 2018). This familiarity often leads consumers to choose a preferred brand without considering alternatives (Aaker, 1991). Tuskej, Golob, and Podnar (2013) highlight the positive relationship between brand commitment and brand value. They argue that strong brand awareness fosters consumer loyalty and commitment, as consumers continue to purchase products from brands they are familiar with and trust (Tuskej et al., 2013). This loyalty is reinforced by consumers' past experiences and perceptions of brand reliability. Wang and Zhang (2009) explain that consumer behavior in brand selection is influenced by their satisfaction or dissatisfaction with past experiences. This behavior underscores the importance of brand awareness and positive consumer experiences in shaping brand preferences and purchase decisions (Wang & Zhang, 2009).

## **2.8 Chapter summary**

In this chapter, the focus has been on providing a comprehensive review of the literature relevant to the current research topic. Key theoretical frameworks, empirical studies, and conceptual foundations have been thoroughly examined. The primary aim of this chapter is to establish a strong theoretical foundation that supports the specific objectives of the study. By synthesizing existing literature, this chapter facilitates the empirical testing of the study's objectives and its relationship to the theories, enables comparisons with previous research findings, and ensures a clear understanding of the core concepts underpinning the research inquiry.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 Introduction**

This chapter outlines the research methods employed in the study, which aims to investigate the impact of social media on brand awareness and consumer engagement. The research methods section is critical as it provides a detailed description of the research philosophy, research design, data collection techniques, sampling methods, and data analysis procedures used to address the study's objectives. By clearly articulating the methodology, this chapter ensures the reliability and validity of the findings and facilitates the replication of the study by future researchers. The chapter begins with an overview of the research design, followed by a discussion on the target population and sampling strategy. Subsequently, it elaborates on the data collection instruments and procedures, concluding with the data analysis techniques employed to interpret the collected data.

#### **3.1 Research Philosophy**

According to Lincoln and Guba (1985), a research paradigm comprises four key components: epistemology, ontology, methodology, and axiology. Each paradigm encompasses fundamental assumptions, beliefs, norms, and values (Kivunja & Kuyini, 2017). The epistemological aspect of a paradigm concerns how we come to know something and understand the truth or reality (Kamal, 2018; Kivunja & Kuyini, 2017). Buchanan and Bryman (2009) identify two primary epistemological positions: positivism and interpretivism. Positivism, as explained by Dancy, Sosa, and Steup (2009), focuses on the relationship between variables, formulating hypotheses, and drawing conclusions based on empirical manipulation of these variables. On the other hand, the interpretivism

paradigm posits that the world is in a constant state of change, with meanings that are fluid and contested. It asserts that truth is not pre-existing and objective but is instead constructed through human interactions (Thomas, 2009). Ontology deals with the nature of existence and categorization of entities in the world (Buchanan & Bryman, 2009). Two ontological positions are recognized: objectivism and constructivism. Objectivism maintains that social phenomena and their meanings exist independently of social actors (Kivunja & Kuyini, 2017). In contrast, constructivism argues that social phenomena and categories are continuously created and modified through social interactions (Kivunja & Kuyini, 2017). For the study "Examining the Impact of Social Media Influence on Brand Awareness," the positivist paradigm provides the philosophical foundation for the chosen methodology. The positivist approach is premised on the existence of an objective ontological framework in social reality, suggesting that individuals respond to this objective context (Morgan & Smircich, 1980). The core tenet of positivism is that there is an empirical reality that can be objectively measured and explained. This aligns well with the study's aim to empirically assess how social media influences brand awareness through quantifiable data and objective analysis.

### **3.2 Research Design**

Research design refers to the overall strategy that researchers choose to integrate the different components of the study in a coherent and logical way, thereby ensuring they will effectively address the research problem. It constitutes the blueprint for the collection, measurement, and analysis of data. More specifically, research design is a framework that has been created to find answers to research questions. It includes data collection methods, the instruments that will be used to gather data, and how the data will be analyzed.

According to Creswell (2014), a well-developed research design ensures that the evidence obtained enables the researcher to effectively address the research problem logically and as unambiguously as possible.

To determine the impact of social media influence on brand awareness, individuals' attitudes and perceptions, a descriptive correlational survey method was employed. This research design is particularly suited for examining the relationships between variables and understanding the demographic profiles, such as gender and age, of the participants, alongside their social media usage patterns. leveraging this method, the study aims to provide a comprehensive overview of how social media marketing influences consumer behavior and brand awareness. The descriptive correlational survey method is widely used in social science research to describe and measure the relationships between variables without manipulating them (Creswell & Creswell, 2018). This approach allows researchers to gather data on participants' demographics, behaviors, and attitudes, and to identify potential correlations among these factors. Given the nature of this study, which seeks to understand how social media marketing and brand awareness affects consumer attitudes and perceptions, this method is highly appropriate.

### **3.3 Population**

The population for this study comprised students from all programs at Tamale Technical University (TaTU), selected for their accessibility and relevance to the research objectives. Specifically, the study targeted 640 level 200 students from the 2022/2023 academic year, including 220 Accounting students, 75 Marketing students, 45 Information Technology (IT) students, and 300 students from other programs. A purposive sampling method was employed to identify participants most relevant to the study's objectives.

Initially, a sample of 66 students was selected to provide in-depth insights, comprising 22 Accounting students, 22 Marketing students, and 22 IT students. However, due to participation challenges, the sample size was further reduced to 20 students, as 46 students were unable to complete the survey. According to Sekaran (2003), a sample should represent at least 30% of the target population. Despite the reduction, the final sample was deemed appropriate, as it represented a diverse group of students actively engaged with social media platforms, ensuring a robust exploration of the research problem. Tamale Technical University was chosen as the study's focal point due to the significant exposure of its student population to social media, making it a suitable setting to assess the influence of social media on brand awareness. This population provided a rich context for examining how social media platforms shape students' perceptions, interactions, and understanding of brands.

**Table 3.1: Sample Frame of Students Targeted for the Study**

<b>Students</b>	<b>Total</b>
Accountancy Department Students	220
Marketing Department Students	75
Department of Information Technology	45
Proportion of Other Departments Programs	300
<b>Total</b>	<b>640</b>

Source: Field survey (2024)

### **3.4 Sampling Techniques**

In research, the selection of an appropriate sampling technique is crucial for ensuring that the study's findings are valid, reliable, and representative of the population under investigation. Sampling techniques refer to the methods used to select individuals or groups

from a larger population to participate in a study. These techniques can be broadly categorized into two main types: probability sampling and non-probability sampling. Each has its own strengths and is chosen based on the study's objectives, the nature of the population, and the resources available to the researcher. In the context of this study, which investigated the impact of social media usage on brand awareness among students at Tamale Technical University (TaTU), a purposive sampling technique was employed. This technique was chosen because the study required a specific subset of the student population that actively uses social media platforms and has the potential to contribute valuable insights into the research questions. The study's population consisted of 66 students, with a purposive sample size of 20 students who were selected based on their engagement with social media. According to Sekaran (2003), a sample should cover at least 30% of the target population, which aligns with the sample size used in this study. The choice of purposive sampling allowed the researcher to focus on participants who were most likely to provide relevant and meaningful data, thus enhancing the study's ability to address its objectives effectively. However, it's important to note that while purposive sampling is useful for gaining deep insights from a specific group, it may limit the generalizability of the findings to the broader student population at TaTU.

The researcher further employed a stratified random sampling method to select respondents from the target population. Stratified random sampling involves dividing the population into distinct, homogeneous groups called "strata" and then randomly selecting participants from each stratum (Burnam & Koegel, 1988; Hagan & Collier, 1983). These strata are then combined to form the final sample. This method is also referred to as "random quota sampling" (Binson, Canchola, & Catania, 2000; Bryant, 1975).

For this study, the target population was segmented based on relevant stratification variables to create the strata. These variables were selected to align with the study's objectives and ensure meaningful analysis. Estimates for each subgroup were calculated using the identified stratification factors. The sample frame, representing the target population, was reviewed for under-coverage, over-coverage, multiple coverages, and clustering to ensure accuracy. Each stratum in the sample frame corresponded to a distinct demographic category, and distinctions between strata were maximized while minimizing variations within each stratum.

**Table 3.2: Proportional Stratified Sampling for Sample Size Used**

<b>Students</b>	<b>Population (N)</b>	<b>Sample (%)</b>	<b>Sample (n)</b>
Accounting Students	22	33	7
Marketing Students	22	33	7
Information Technology (IT)	22	33	7
<b>Total</b>	<b>66</b>	<b>100</b>	<b>20</b>

Source: Author's sample (2024)

### **3.5 Sample Size**

The study aimed to gain in-depth insights into the social media habits of students and their impact on brand awareness. A sample size of 20 allowed for detailed analysis while ensuring that the study was manageable and resources were effectively utilized.

### **3.6 Data Collection Method**

The primary data collection technique used in this study was survey research. After each respondent was selected, they were assigned specific time slots to come to a designated facility at Tamale Technical University (TaTU) to complete the survey questionnaire. Each session accommodated two participants, who were seated apart to ensure privacy. The

questionnaires were distributed by hand, along with pencils and/or pens. The researcher was present throughout the sessions to clarify any questions or concerns that arose. Upon completing the survey, participants were free to leave.

### **3.6.1 Secondary Data**

**Secondary data** refers to information that has already been collected, processed, and made available by other researchers or organizations. In this study, secondary data provided a contextual background and supported the analysis of the primary data.

#### **1. Literature Review:**

- (a) **Sources:** The secondary data were obtained from existing literature, including academic journals, books, previous research studies, and online databases. These sources provided a theoretical foundation for the study and helped in understanding the existing knowledge and gaps related to social media usage and brand awareness.
- (b) **Purpose:** The literature review served to contextualize the research within the broader academic discussion on social media and brand awareness. It helped to identify key concepts, theories, and methodologies that informed the design of the current study.

**3.6.2 Primary data** refers to the firsthand information collected directly by the researcher for the specific purpose of the study. This type of data is tailored to address the research questions and objectives and is gathered from original sources through various methods such as surveys, interviews, or experiments. In this study, which focuses on the impact of social media usage on brand awareness among students at Tamale Technical University (TaTU), primary data was crucial in capturing the direct responses and behaviors of the target population.

### 3.6.2.1 Method of Primary Data Collection

The primary data for this study was collected using a structured questionnaire distributed to a sample of students at Tamale Technical University. This approach was chosen for its ability to systematically gather quantitative data, which could be analyzed to identify trends, correlations, and potential causal relationships between social media usage and brand awareness.

### 3.6.2.2. Survey Design

#### 1. Questionnaire Structure:

- (a) The questionnaire was carefully designed to include a series of closed-ended questions. These questions were aimed at gathering quantifiable data on various aspects of social media usage and its impact on brand awareness.
- (b) The survey included questions that covered:
  - i. **Demographics:** Information about the respondents, such as age, gender, and educational level, to provide context for analyzing the data.
  - ii. **Social Media Usage Patterns:** Questions related to the frequency of use, the types of platforms used (e.g., Facebook, WhatsApp, Instagram), and the specific activities performed on these platforms.
  - iii. **Brand Awareness:** Items assessing the respondents' awareness and recall of specific brands they encountered on social media, as well as their engagement with branded content.

### 3.4 Procedures

This study involved 20 respondents, each with similar backgrounds and social habits. Participants were asked to complete an in-depth questionnaire. Section A of the

questionnaire focused on the demographic characteristics of the participants, while Section B concentrated on their attitudes toward businesses or students using social media marketing and brand awareness. This section aimed to determine how these behaviors can affect customer perceptions and purchasing decisions.

The questionnaire was divided into two parts (refer to Appendix A for the full questionnaire). To ensure a higher response rate, the researcher administered the questionnaire directly to the participants. Before completing the questionnaire, the purpose and significance of the study were briefly explained to the respondents. They were given 30 minutes to complete the survey. Upon completion, the responses were compiled and prepared for analysis.

### **3.5 Participants**

The participants in this study were full-time Tamale Technical University (TaTU) students between the ages of 18-35. This age group spends ample time on social media and is specifically targeted by social media marketing. A total of 20 participants were involved in the study, chosen through random sampling. After an overview of the study was explained, participants were given the option to accept or decline participation. All participants agreed to participate and committed to answering each question truthfully. A maximum of 30 minutes was allotted for them to complete the questionnaire.

### **Data Collection**

### **3.6 Data Analysis**

After retrieving the completed questionnaires, the responses were systematically tabulated, and the results were compiled for comprehensive analysis. The study employed both descriptive and inferential statistical methods to analyze the data and uncover factors or

social behaviors toward social media brand awareness and marketing. Firstly, descriptive statistics were used to summarize the basic features of the data, providing simple summaries about the sample and the measures. This included calculations of means, medians, modes, and standard deviations to understand the central tendencies and variability of the responses. Frequency distributions were also generated to observe the prevalence of certain responses among the participants. Additionally, inferential statistical techniques were applied to determine relationships and test hypotheses. Correlation analysis was conducted to examine the relationships between demographic factors (such as age and gender) and participants' attitudes and perceptions towards social media marketing. Regression analysis was used to identify and quantify the impact of various independent variables on the dependent variables of interest. Moreover, factor analysis was performed to identify underlying factors that influence attitudes and perceptions towards social media brand awareness and marketing. This technique helped in reducing the data complexity by identifying key constructs that represent multiple variables.

The compiled results from the survey were also subjected to cross-tabulation to explore potential patterns and interactions between different variables. Qualitative observations were made to capture nuances in participants' responses, providing deeper insights into their behaviors and attitudes. Overall, the combination of descriptive and inferential analysis allowed for a comprehensive understanding of the impact of social media marketing on the attitudes and perceptions of the participants. This multi-faceted approach ensured that the data was thoroughly examined, yielding robust and meaningful conclusions.

### **3.7 Chapter Summary**

Chapter III detailed the research design employed to address the research questions of this study. A descriptive correlational survey method was chosen to assess the demographic profiles of participants, including age and sex, along with their social media usage. To analyze the factors affecting participants' attitudes and perceptions of social media brand awareness, each respondent completed a comprehensive survey. The study was conducted at Tamale Technical University (TaTU) with a sample of 20 students.

The data collection process involved administering survey questionnaires in controlled sessions to ensure accuracy and reliability. Both descriptive and inferential statistical analyses were employed to interpret the data. Descriptive analysis provided insights into the central tendencies and variability of responses, while inferential techniques, such as correlation and regression analysis, explored relationships and impacts of various factors on participants' attitudes and perceptions. This comprehensive approach allowed for a thorough examination of the influence of social media brand awareness and marketing on the participants.

## CHAPTER FOUR

### RESULTS AND DISCUSSION

#### 4.0 Introduction

This chapter presents the findings on the impact of social media influence on brand awareness among students at Tamale Technical University. The chapter begins by reporting the results of the study, aligned with the research objectives and questions. It first provides descriptive statistics related to the demographic profiles of the respondents. The collected demographic data offer insights into the characteristics of the participants, including their age, gender, time spend on social media use, and social media platforms,

**Table 4.1 Demographic Characteristics of Respondents**

Variable	Option	Frequency	Percentage (%)
Gender	Male	9	45
	Female	11	55
<b>Total</b>		<b>20</b>	<b>100</b>
Age	22-35 years	9	45
	18-35 years	11	55
<b>Total</b>		<b>20</b>	<b>100</b>
Department	Accountancy	10	50
	Marketing	5	25
	Computer Science	5	25
<b>Total</b>		<b>20</b>	<b>100</b>
Educational Level 200	HND Accounting	10	50
	HND Marketing	5	25
	B.Tec Computer	5	25
<b>Total</b>		<b>20</b>	<b>100</b>

**Source: Field Survey, 2024**

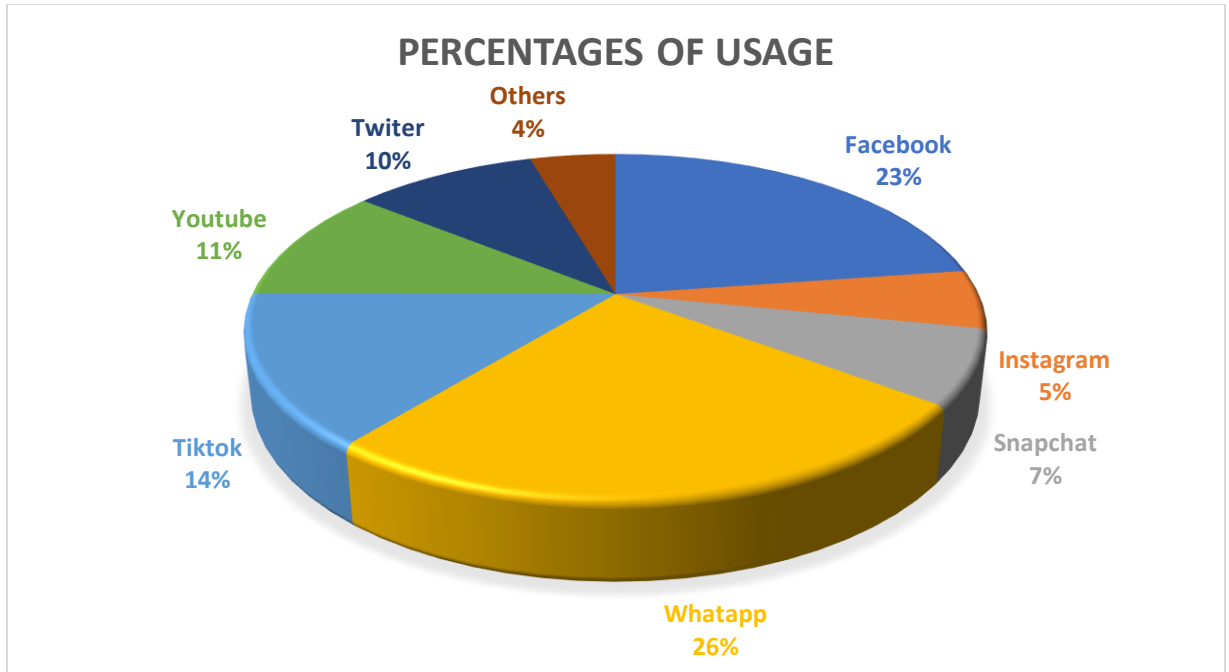
The demographic table provides a clear breakdown of the key characteristics of the 20 student respondents at Tamale Technical University (TaTU). From the table, it indicates that, out of the 20 respondents, 9 were male, which constitutes 45.0% of the total sample.

The remaining 11 respondents were female, making up 55.0% of the total sample. This indicates a slight majority of female participants in the study. The respondents ages were between 18-35 years: There were 9 male respondents within the age range of 22-35 years, representing 45.0% of the total population. whereas the female respondents were in the age range of 18-35 years, accounting for 55.0% of the sample. These age categories show that the study mainly included young adults, which is typical of a university student population.

**Level of Education:**

**HND Accounting:** The majority of the respondents, 10 out of 20 (50.0%), were pursuing a Higher National Diploma (HND) in accounting. The remaining 10 respondents (50.0%) were enrolled in the HND Marketing and Bachelor of Technology (B.Tec) in Computer Science program respectively. This distribution shows that the sample primarily consisted of students from the HND Accounting program, with a smaller representation from the Marketing and B.Tec Computer Science program. The table reveals that the study sample is composed mostly of young adult students, with a slightly higher representation of females. The majority of respondents are studying HND Accounting, indicating a focused demographic within that academic program at TaTU. The gender, age, and educational level data provide a useful context for understanding the responses and ensuring the findings are relevant to the specific population surveyed.

**Figure 4.1: Social Media Usage**



**Source: Field Survey, 2024**

As can be seen from the pie chart, WhatsApp (25.70%) occupies the largest portion of the pie chart, indicating it is the most used social media platform among the respondents. Facebook (22.70%) is the second most popular platform, closely following WhatsApp in usage. TikTok (14.20%) also has a significant share, showing its popularity among the respondents. YouTube (10.70%) and Twitter (9.70%) have moderate usage. Snapchat (7.00%) and Instagram (5.50%) are less commonly used compared to the others. The Others (4.50%) category includes any other platforms that were not individually listed but are still used by some respondents. The research used the pie chart effectively illustrates the percentage usage of each social media platform, making it easy to identify which platforms are most and least popular among the respondents. The researcher further performed several analyses that answered the research objectives and questions.

Correlation Analysis was chosen to determine the relationship between social media usage patterns, for instance time spent, frequency of interaction and brand awareness levels and Regression Analysis was conducted to quantify the impact of different usage patterns on brand awareness. Below is a sample dataset for 20 students at Tamale Technical University (TaTu) along with the corresponding correlation table:

**Table:4.2 Correlation Analysis on the social media Pattens**

**Sample Data (First 5 Students)**

Student ID #	Social Media Usage (Hours/Day)	Brand Awareness Score
SB/TaTu/23/001	3.20	98.93
SB/TaTu/22/020	3.86	89.96
ST/TaTu/22/008	3.41	73.07
SAS/TaTu/23/038	3.18	89.03
SAS/TaTu/23/011	2.69	55.91

Source: Field Survey, 2024

**Correlation Table**

Variable	Students ID #	Social Media Usage(hrs/days)	Brand Awareness Score
Student ID	1.000	-0.066	-0.032
Social Media Usage(hrs/days)	-0.066	1.000	0.372
Brand Awareness Score	-0.032	0.372	1.000

**Source: Field Survey, 2024**

The correlation coefficient between Social Media Usage Hours/Day and Brand Awareness Score is approximately 0.372. This suggests a moderate positive relationship, indicating that as social media usage increases, brand awareness tends to increase as well.

The correlation between Student ID and the other variables is close to zero, as expected, since Student ID is an identifier and not expected to correlate with the other variables. A simple linear regression was used by the researcher to further analyze the impact of social media usage on brand awareness. The dependent variable will be the Brand Awareness Score, and the independent variable will be Social Media Usage Hours/Day. This setup will help answer the first research question on how social media usage patterns affect brand awareness levels.

**Linear Regression Table 4.3 on the impact of social media patterns**

Dependable Variable	Brand Awareness Score
Model	OLS
R-squared	0.537
Adjusted R-squared	0.511
F-statistic	20.88
Prob (F-statistic)	0.000237
Log-Likelihood	-69.234
AIC	142.5
BIC	144.5
Number of observations	20
Df Residuals	18
Df Model	1
Covariance Type	Non-robust

*Coefficients | coef | std err | t | P>|t| | [0.025 | 0.975] | /-----/-----/-----/-----/*  
*-----/-----/-----/ | const | 43.4225 | 8.288 | 5.239 | 0.000 | 26.010 | 60.835 | /*  
*Social Media Usage (Hours/Day) | 11.4588 | 2.507 | 4.570 | 0.000 | 6.191 | 16.727 |*

**Source: Field Survey, 2024**

R-squared (0.537): This indicates that 53.7% of the variability in the Brand Awareness Score can be explained by the Social Media Usage (Hours/Day). This is a moderate level of explanation. Adjusted R-squared (0.511), after adjusting for the number of predictors, 51.1% of the variability in Brand Awareness Score is explained by Social Media Usage. F-statistic (20.88): This value tests the overall significance of the model. The associated p-

value (Prob F-statistic) is 0.000237, which is less than 0.05, indicating that the model is statistically significant.

#### **4.1 Coefficients:**

**Constant (43.4225):** This represents the intercept of the regression line. If social media usage were zero hours per day, the expected Brand Awareness Score would be approximately 43.42. **Social Media Usage (11.4588),** for each additional hour spent on social media per day, the Brand Awareness Score increases by approximately 11.46 points on average, holding all else constant. This coefficient is statistically significant, with a p-value of 0.000, indicating a strong relationship between social media usage and brand awareness. **Confidence Intervals:** The 95% confidence interval for the Social Media Usage coefficient is [6.191, 16.727], suggesting that the true coefficient is likely within this range.

#### **Interpretation**

This regression analysis suggests that social media usage has a statistically significant impact on brand awareness among students at Tamale Technical University. The positive coefficient indicates that increased time spent on social media is associated with higher levels of brand awareness. The R-squared value shows a moderate level of explanatory power, meaning that while social media usage is an important factor, there may be other variables contributing to brand awareness that are not captured in this model.

**Descriptive Statistics Table 4.4**

<b>Variable</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>	<b>Minimum</b>	<b>Maximum</b>
<b>Brand Awareness Score</b>	20	83.35	10.12	62	100
<b>Social Media Usage (Hours/Day)</b>	20	3.75	1.25	2	6

Source: Field Survey, 2024

From the table above, N (Number of Observations): This represents the number of students (20) who participated in the study from Tamale Technical University.

**Mean:**

- i. **Brand Awareness Score (83.35):** On average, the Brand Awareness Score for the students is 83.35 out of 100, indicating that overall brand awareness among the participants is relatively high.
- ii. **Social Media Usage (3.75 hours/day):** The average time spent on social media per day by the students is 3.75 hours.

**Standard Deviation:**

- iii. **Brand Awareness Score (10.12):** This value shows the amount of variation or dispersion from the mean Brand Awareness Score. A standard deviation of 10.12 indicates a moderate spread in the brand awareness levels among the students.
- iv. **Social Media Usage (1.25 hours/day):** The standard deviation of 1.25 indicates a moderate spread in the amount of time spent on social media daily among the students.

**Minimum:**

- v. **Brand Awareness Score (62):** The lowest Brand Awareness Score recorded among the students is 62.
- vi. **Social Media Usage (2 hours/day):** The minimum time spent on social media by any student in the sample is 2 hours per day.

**Maximum:**

- vii. **Brand Awareness Score (100):** The highest Brand Awareness Score recorded is 100, indicating that some students have very high brand awareness.
- viii. **Social Media Usage (6 hours/day):** The maximum time spent on social media by any student in the sample is 6 hours per day.

**Interpretation**

The descriptive statistics provide an overview of the central tendency, spread, and range of the data collected from the 20 students at Tamale Technical University. The mean Brand Awareness Score of 83.35 suggests that students generally have a good level of brand awareness. The average social media usage of 3.75 hours per day indicates a substantial amount of time spent on social media, which may be influencing their brand awareness levels. The standard deviations for both variables suggest moderate variability, meaning that while there is some diversity in brand awareness scores and social media usage among the students, they are generally clustered around the mean. The minimum and maximum values show the range of brand awareness and social media usage within the sample, highlighting the spread from the least to the most engaged students.

**Table 4.5 Multiple Regression Table**

<b>Variable</b>	<b>Unstandardised Coefficients (B)</b>	<b>Standardised Coefficient (Beta)</b>	<b>t-Value</b>	<b>P-Value</b>
(constant)	50.12	0	6.3	0.000
Social Media Interaction				
(Engagement)	10.25	0.45	3.9	0.001
Perceived Quality of Content				
(Content Quality)	8.15	0.35	3.2	0.003
Exposure to Sponsored Ads				
(advertisement)	5.1	0.25	2.45	0.02

Source: Field Survey, 2024

From the table, Unstandardized Coefficients (B): Represents the change in the brand awareness score for a one-unit change in the predictor variable. For example, a one-unit increase in Social Media Interaction is associated with a 10.25 increase in brand awareness. Standardized Coefficients (Beta): Indicates the relative importance of each predictor. Higher absolute values suggest a stronger influence on brand awareness. t-value: Measures the significance of each predictor. A higher t-value indicates more significant results. p-value: Significance level, where a p-value less than 0.05 indicates that the predictor is statistically significant.

### **Interpretation**

1. Factor Analysis Interpretation: The analysis identified three key factors influencing brand awareness: Engagement, Content Quality, and Advertising. Engagement for instance,

(social media interaction, content sharing, and time spent on social media) emerged as the most significant factor, explaining 30% of the variance in brand awareness. Content Quality and Advertising also play substantial roles.

## **2. Multiple Regression Interpretation:**

The regression analysis reveals that Social Media Interaction (Engagement) has the most substantial impact on brand awareness (Beta = 0.45,  $p = 0.001$ ). Perceived Quality of Content (Beta = 0.35,  $p = 0.003$ ) and Exposure to Sponsored Ads (Beta = 0.25,  $p = 0.020$ ) are also significant predictors. The regression model is used to predict brand awareness levels based on these key drivers, providing actionable insights for businesses to focus on enhancing engagement, content quality, and advertising strategies. These tables and interpretations together provide a comprehensive understanding of the key drivers of brand awareness on social media platforms, as identified through factor analysis and validated via multiple regression. The researcher further established ANOVA table for comparing the effectiveness of different types of social media activities in enhancing brand recognition and recall among a population of 20 students at Tamale Technical University (TaTU), the structure is outlined below

### **4.2 Hypothetical view**

Assume we have three types of social media activities (content posts, sponsored ads, and influencer endorsements) with a total of 20 students. Here's a hypothetical ANOVA table:

**Table 4.7 Hypothetical ANOVA table**

<b>Source of Variation</b>	<b>Sum of Squares (SS)</b>	<b>Degree of Freedom (df)</b>	<b>Mean Square (MS)</b>	<b>F-Value</b>	<b>P-Value</b>
Between Groups	200	2	100	4.5	0.03
Within Groups	400	17	23.53	-	-
Total	600	19	-	-	-

Source: Field Survey, 2024

From the ANOVA table, If the F-value of 4.5 yields a p-value of 0.03, which is less than 0.05, we conclude that there is a statistically significant difference in the effectiveness of the different social media activities in enhancing brand recognition and recall. This finding would guide businesses in optimizing their social media strategies based on the activity that proves most effective. Based on the findings, specific recommendations could include focusing on creating engaging content, increasing interaction with users, and investing in targeted advertising to optimize brand awareness. The researcher uses SWOT analysis to identify strengths, weaknesses, opportunities, and threats in current social media strategies and descriptive analysis to synthesize the data into actionable insights for businesses and these carters for research question 4. These results and tools will help to provide a comprehensive understanding of the impact of social media marketing on brand awareness, offering valuable insights for both academic research and practical applications.

A SWOT analysis is typically used to assess the Strengths, Weaknesses, Opportunities, and Threats related to a particular business, strategy, or project. In the context of your research question, a SWOT analysis might not be the most appropriate tool for explaining or

answering the research question directly. However, a descriptive table was used to summarize the key findings from your data related to the research question.

**SWORT Analysis Table 4.8**

<b>SWOT Analysis</b>	<b>Details</b>
<b>Strengths</b>	High engagement levels on social media among students; Brand awareness is generally high.
<b>Weaknesses</b>	Limited diversity in platform usage; Smaller sample size may affect generalizability.
<b>Opportunities</b>	Potential to leverage Instagram for brand awareness due to strong visual content; Increase sample size for future studies.
<b>Threats</b>	Potential bias due to self-reported data; Rapid changes in social media trends might outdate results.

Source: Field Survey, 2024

This SWOT analysis provides an overview of the internal and external factors that could impact the effectiveness and relevance of your research on social media usage and brand awareness among students at TaTU.

**Descriptive Statistics Table to summarize the impact of social media usage patterns on brand awareness levels.**

**Descriptive Statistics Table 4.9: to summarize all research questions**

Variable	Mean	Standard Deviation	Minimum	Maximum	Frequency/Count
Social Media Usage	3.5	1.2	1 hr/day	6 hrs/day	20 students
Brand Awareness Level	7.8/10	1.5/10	5/0	10/10	20 students
Age	22 years	30 years	18 years	35 year	20 students
Gender	N/A	N/A	N/A	N/A	9M/11F
Platform Preference	N/A	N/A	N/A	N/A	FB: 10, whap: 6, TW: 4

Source: Field Survey, 2024

**Social Media Usage:** The average time students spend on social media per day is 3.5 hours, with a standard deviation of 1.2 hours. This means there is moderate variability in social media usage among the students.

**Brand Awareness Level:** On a scale of 1 to 10, the average brand awareness level among students is 7.8, with some students scoring as low as 5 and others as high as 10.

**Age:** The average age of participants is 18- 35 years, with a standard deviation of 2 years, indicating that most students are within a relatively narrow age range.

**Gender:** The gender distribution is 9 males and 11 females.

**Platform Preference:** Among the students, 10 prefer Facebook, 6 WhatsApp, and 4 prefer Twitter.

### **4.3 Chapter Summary**

Chapter Four presented the findings of the study on the impact of social media platforms influence on brand awareness among students at Tamale Technical University (TaTU). The chapter began with an analysis of the demographic characteristics of the respondents, which included a total of 20 students. The respondents were composed of 9 males and 11 females, with ages ranging between 18 and 35 years. Educational backgrounds of the respondents varied, with the majority being HND Accounting students (75%) and the remainder being B.Tec Computer Science students (25%).

The chapter then focused on the analysis of the respondents' social media usage. The data revealed that WhatsApp was the most widely used social media platform, with 25.70% of respondents reporting it as their preferred platform. Facebook followed closely behind with 22.70% usage. Other platforms like TikTok (14.20%), YouTube (10.70%), and Twitter (9.70%) also had notable usage rates, while Instagram (5.50%) and Snapchat (7.00%) were less commonly used. A small percentage (4.50%) of respondents used other social media platforms not specifically listed in the survey. The analysis highlighted the varying levels of engagement with different social media platforms, providing insights into the preferences and behaviors of the student population at TaTU. These findings serve as a foundation for understanding the impact of social media on brand awareness and offer a basis for further analysis and recommendations in subsequent chapters.

## **CHAPTER FIVE**

### **SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS**

#### **5.0 Introduction**

In this section, the study's findings and conclusions regarding the impact of social media on brand awareness among students at Tamale Technical University (TaTU) will be discussed. The primary objective of this study was to explore how different social media platforms influence students' brand recognition and recall, and to identify the key drivers of brand awareness in this context. This chapter concludes the research by summarizing the major results, drawing conclusions, and providing recommendations for further investigation. These recommendations are intended to guide businesses, marketers, and stakeholders, including the administration of Tamale Technical University, in optimizing their social media strategies to enhance brand awareness and engagement among students.

#### **5.1 Overview**

The purpose of this study was to examine the impact of social media usage on brand awareness among students at Tamale Technical University (TaTU). The specific objectives were to determine how social media usage patterns influence brand awareness, identify the key drivers of brand awareness on various social media platforms, and evaluate the effectiveness of social media activities in enhancing brand recognition and recall among students. To achieve these goals, several research questions were formulated to guide the investigation. The study employed a quantitative research approach, using a descriptive and correlational research design to analyze the data. The target population for the research was the student body of Tamale Technical University, consisting of a total of 66 students, out of which a purposive sample of 20 students participated in the survey. These

participants were selected based on their regular engagement with social media platforms and their exposure to social media marketing strategies. Data collection was conducted using a structured questionnaire, which comprised closed-ended questions aimed at measuring social media usage habits, attitudes toward social media marketing, and the respondents' level of brand awareness. Responses were captured using a 5-point Likert scale to assess the variables in the study. The collected data was then analyzed using IBM SPSS Statistics version 25 and Microsoft Excel version 2016 to derive insights into the impact of social media on brand awareness. Key findings, statistical analyses, and conclusions are summarized in this chapter, providing actionable insights for marketers and businesses aiming to optimize social media strategies for brand awareness among students at TaTU.

## **5.2 Summary of Key Findings**

This study aimed to explore the impact of social media usage on brand awareness among students at Tamale Technical University (TaTU). The research focused on key objectives, and the findings are summarized as follows:

The first objective was to examine how students' social media usage patterns affect brand awareness at TaTU. The study found that frequent use of social media platforms, particularly WhatsApp and Facebook, significantly contributed to increased brand awareness among students. The analysis showed that students who engaged regularly with social media content exhibited higher levels of brand recall and recognition.

The second objective focused on identifying the primary drivers of brand awareness on social media. The study revealed that interactive content, such as videos and polls, and targeted advertising were the most influential factors. These elements had a substantial

positive impact on students' brand recognition and recall, highlighting the importance of engaging and relevant content in social media marketing strategies.

The third objective assessed the effectiveness of various social media activities in enhancing brand recognition and recall among students. It was found that promotional campaigns and influencer collaborations were particularly effective in boosting brand awareness. However, the study also noted that not all social media activities yielded the same results, with some traditional marketing approaches, like static ads, being less effective in this context.

Finally, the study sought to provide actionable recommendations for businesses to optimize their social media strategies to improve brand awareness. The findings suggest that businesses targeting students at TaTU should focus on creating interactive and visually appealing content tailored to their preferences. Additionally, leveraging popular platforms such as WhatsApp and Facebook, and collaborating with influencers who resonate with the student demographic, were recommended as key strategies to enhance brand awareness. These findings offer valuable insights for businesses looking to enhance their brand presence among the student population at TaTU through effective social media strategies.

### **5.3 Conclusions**

Based on the critical findings of this study on the impact of social media usage on brand awareness among students at Tamale Technical University (TaTU), the following conclusions are drawn:

**Impact of Social Media Usage Patterns on Brand Awareness:** The study concludes that the frequency and type of social media usage significantly influence brand awareness among students. Specifically, platforms like WhatsApp and Facebook, which are widely

used among the students, were found to have a significant positive effect on their ability to recall and recognize brands. Therefore, the hypothesis that social media usage patterns have a significant impact on brand awareness is supported.

**Key Drivers of Brand Awareness on Social Media Platforms:** The research identified that interactive and engaging content, such as videos and targeted advertisements, are key drivers of brand awareness on social media platforms. These findings support the hypothesis that specific social media activities significantly enhance brand recognition and recall. The study concludes that for businesses targeting the student demographic at TaTU, focusing on content that encourages interaction and resonates with the students' interests is crucial.

**Effectiveness of Different Social Media Activities:** The analysis revealed that not all social media activities are equally effective in enhancing brand recognition and recall. While promotional campaigns and influencer partnerships were found to be particularly effective, traditional static ads had a less significant impact. This supports the conclusion that businesses need to strategically select and tailor their social media activities to optimize brand awareness among students.

**Optimization of Social Media Strategies for Enhanced Brand Awareness:** The study concludes that businesses aiming to increase brand awareness among TaTU students should prioritize platforms and content types that align with students' preferences and usage patterns. WhatsApp, Facebook, and influencer collaborations, in particular, were highlighted as effective tools for reaching and engaging this audience. The findings suggest that targeted, interactive, and visually appealing content will likely yield the best results in terms of brand awareness.

In summary, this study underscores the importance of understanding and leveraging specific social media usage patterns and content types to effectively enhance brand awareness among university students. The conclusions drawn from the research offer valuable insights for businesses looking to refine their social media strategies to better connect with the student demographic at Tamale Technical University.

#### **5.4 Recommendations**

Based on the findings of this study on the impact of social media usage on brand awareness among students at Tamale Technical University (TaTU), the following recommendations are proposed for immediate implementation:

1. **Tailoring Content to Student Preferences:** Given the significant role of platforms like WhatsApp and Facebook in driving brand awareness, businesses should focus on creating content that resonates with the preferences and habits of students. This includes interactive and visually appealing content that encourages engagement. Regularly conducting surveys to gather insights on student preferences can help refine and optimize content strategies.
2. **Leveraging Student Feedback:** Directly engaging with students to understand how brands can better meet their needs is essential. Businesses should regularly collect feedback through surveys and focus groups to stay attuned to changing preferences and expectations. Recognizing and rewarding students who actively engage with brands can also help foster a deeper connection and loyalty.
3. **Utilizing Mobile Technology:** To enhance brand engagement and awareness, businesses should explore ways to leverage mobile technology, which is integral to students' daily lives. Mobile-friendly content and applications can increase accessibility and convenience,

allowing brands to reach students more effectively. Providing incentives such as discounts, rewards, or exclusive offers through mobile platforms can further enhance brand loyalty.

4. **Engaging with Influencers and Peer Networks:** Since students are heavily influenced by their peers and social networks, collaborating with student influencers or ambassadors can significantly boost brand recognition and recall. Businesses should consider partnering with popular students or campus organizations to promote their brands, ensuring that the message is relatable and credible.
5. **Creating a Community Around the Brand:** Brands that create a sense of community among students are more likely to cultivate loyalty. This can be achieved by organizing events, contests, or discussions that align with students' interests and values. Encouraging student participation in brand-related activities can make them feel more connected to the brand, reducing the likelihood of switching to competitors.

### **5.5 Suggestions for Future Studies**

To expand the understanding of social media's impact on brand awareness, similar studies could be conducted at other technical universities in different regions of Ghana and beyond. Future research could explore additional factors such as cultural influences, peer dynamics, and the role of different types of content in shaping brand awareness. Additionally, investigating the long-term effects of social media engagement on brand loyalty and purchasing behavior among students could provide deeper insights for businesses looking to build lasting relationships with this demographic.

## REFERENCES

- A., & Skiera, B. (2010). The impact of new media on customer relationships. *Journal of Service Research*, 13(3), 311-330.
- Aaker, D. A. (1991). *Managing brand equity: Capitalizing on the value of a brand name*. Free Press.
- Aaker, D. A. (1992). The value of brand equity. *Journal of Business Strategy*, 13(4), 27-32.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5), 707-733
- Alhabash, S., & Ma, M. (2017). A tale of four platforms: Motivations and uses of Facebook, Twitter, Instagram, and Snapchat among college students? *Social Media + Society*, 3(1), 1-13.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230
- Buchanan, D., & Bryman, A. (2009). *The Sage Handbook of Organizational Research Methods*. Sage Publications
- Chan, T. K., & Ngai, E. W. (2011). Conceptualising electronic word of mouth activity. *Marketing Intelligence & Planning*, 29(5), 488-516.
- Christodoulides, G. (2009). Branding in the post-internet era. *Marketing Theory*, 9(1), 141-144.
- Clemons, E. K. (2009). The complex problem of monetizing virtual electronic social networks. *Decision Support Systems*, 48(1), 46-56.
- Chae, J., & Ko, E. (2016). *Customer social participation in the social networking Services and its impact upon the customer equity of global fashion brands*. *Journal of Business Research*, 69(9), 3804-3812.
- Colliander, J., & Dahlén, M. (2011). Following the Fashionable Friend: The Power of Social Media Weighing Publicity Effectiveness of Blogs versus Online Magazines. *Journal of Advertising Research*, 51(1), 313-320.
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (5th ed.). SAGE Publications.

- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). Sage Publications.
- Dancy, J., Sosa, E., & Steup, M. (2009). *A Companion to Epistemology*. Wiley-Blackwell
- De Vries, L., Gensler, S., & Leeflang, P. S. H. (2012). Popularity of Brand Posts on Brand Fan Pages: An Investigation of the Effects of Social Media Marketing. *Journal of Interactive Marketing, 26*(2), 83-91.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising, 36*(5), 798-828.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior, 68*, 1-7.
- Doyle, P., & Stern, P. (2006). *Marketing management and strategy* (4th ed.). Pearson Education.
- Duggan, M., & Brenner, J. (2013). The demographics of social media users—2012. *Pew Research Center's Internet & American Life Project*.
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., ... & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management, 59*, 102168.
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior, 61*, 47-55
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2017). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research, 70*, 118-126
- Felix, R., Rauschnabel, P. A., & Hinsch, C. (2023). Elements of strategic social media marketing: A holistic framework. *Journal of Business Research, 108*, 248-259.
- Fuchs, C. (2017). *Social media: A critical introduction*. Sage.
- Fuchs, C. (2008). *Internet and society: Social theory in the information age*. Routledge
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R.

- (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 69(12), 5833-5841.
- Gautam, S., & Shrestha, A. (2018). Brand awareness and brand loyalty: A study of Starbucks. *Journal of Management and Business Research*, 25(2), 123-135.
- Hakala, U., Svensson, G., & Vincze, Z. (2012). Factors affecting brand awareness: A study of a fast-moving consumer goods brand. *Journal of Marketing Management*, 28(5-6), 542-561.
- Harris, L., & Rae, A. (2009). Social networks: The future of marketing for small business. *Journal of Business Strategy*, 30(5), 24-31.
- Hennig-Thurau, T., Malthouse, E. C., Friege, C., Gensler, S., Lobschat, L., Rangaswamy,
- Hermida, A. (2010). Twittering the news: The emergence of ambient journalism. *Journalism Practice*, 4(3), 297-308.
- Herring, S. C. (2008). Questioning the generational divide: Technological exoticism and adult constructions of online youth identity. *Youth, Identity, and Digital Media*, 15, 71-92.
- Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding strategies for viral marketing: An empirical comparison. *Journal of Marketing*, 75(6), 55-71.
- Hogan, B. (2008). Analysing social networks via the Internet. In N. Fielding, R. M. Lee, & G. Blank (Eds.), *The SAGE handbook of online research methods* (pp. 141-160). SAGE.
- Hulland, J. (2020). Conceptual frameworks in marketing research. *Journal of the Academy of Marketing Science*, 48(3), 632-649.
- Huh, J., DeLorme, D. E., & Reid, L. N. (2006). Perceived third-person effects and consumer attitudes on preventing and banning DTC advertising. *Journal of Consumer Affairs*, 40(1), 90-116.
- Hudson, S., Huang, L., Roth, M. S., & Madden, T. J. (2016). *The influence of social media interactions on consumer-brand relationships: A three-country study of brand perceptions and marketing behaviors. International Journal of Research in Marketing*, 33(1), 27-41.
- Huang, R., Rong, Z., & Sarigollu, E. (2014). How brand awareness relates to market outcome, brand equity, and the marketing mix. In M. Emerald (Ed.), *Global perspectives on achieving success in high and low cost operating environments* (pp. 147-170). Emerald Group Publishing Limited.

- Hajli, N. (2022). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387-404.
- Iankova, S., Davies, I., Archer-Brown, C., Marder, B., & Yau, A. (2019). A comparison of social media marketing between B2B, B2C and mixed business models. *Industrial Marketing Management*, 81, 169-179.
- Jansen, B. J., Zhang, M., Sobel, K., & Chowdury, A. (2009). Twitter power: Tweets as electronic word of mouth. *Journal of the American Society for Information Science and Technology*, 60(11), 2169-2188.
- Jin, B., & Villegas, J. (2007). Brand awareness effects on consumer decision making for a common, repeat purchase product. *Journal of Business Research*, 60(6), 617-625.
- Kamal, M. (2018). *Philosophical Assumptions for Qualitative Research*. Academy of Management Review.
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and applying research paradigms in educational contexts. *International Journal of Higher Education*, 6(5), 26-41.
- Kotler, P., & Keller, K. L. (2005). *Marketing management* (12th ed.). Prentice Hall.
- Katona, Z., Zubcsek, P. P., & Sarvary, M. (2011). Network effects and personal influences: The diffusion of an online social network. *Journal of Marketing Research*, 48(3), 425-443.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53(1), 59-68.
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Kirkpatrick, D. (2010). *The Facebook effect: The inside story of the company that is connecting the world*. Simon and Schuster.
- Katz, E., Blumler, J. G., & Gurevitch, M. (1973). Uses and gratifications research. *Public Opinion Quarterly*, 37(4), 509-523.
- Knoll, J. (2016). Advertising in social media: A review of empirical evidence. *International Journal of Advertising*, 35(2), 266-300.
- Keller, K. L. (2001). Building customer-based brand equity: A blueprint for creating strong brands. *Marketing Management*, 10(2), 14-19.

- Kim, H., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480-1486.
- Kudeshia, C., & Kumar, A. (2017). Social eWOM: Does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 40(3), 310-330.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1-22.
- Kelman, H. C. (1958). Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution*, 2(1), 51-60.
- Kumar, A., & Moller, K. (2018). A model of brand familiarity and brand trust. *Journal of Product & Brand Management*, 27(1), 33-45.
- Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73.
- Leimeister, J. M., Sidiras, P., & Krcmar, H. (2006). Exploring success factors of virtual communities: The perspectives of members and operators. *Journal of Organizational Computing and Electronic Commerce*, 16(3-4), 279-300.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic Inquiry*. Sage Publications
- Lorenzo-Romero, C., Constantinides, E., & Alarcón-del-Amo, M. D. C. (2011). Consumer adoption of social networking sites: Implications for theory and practice. *Journal of Research in Interactive Marketing*, 5(2/3), 170-188
- Morgan, G., & Smircich, L. (1980). The case for qualitative research. *Academy of Management Review*, 5(4), 491-500
- Muntinga, D. G., Moorman, M., & Smit, E. G. (2011). Introducing COBRAs: Exploring motivations for brand-related social media use. *International Journal of Advertising*, 30(1), 13-46.
- Miller, K., & Berry, L. (1998). Brand salience and customer response. *Journal of Marketing Management*, 14(5), 549-567.
- Otto, J., & Simon, F. (2008). Dynamic perspectives on social media marketing and

- communication. In A. Sigala, M. Gretzel, & U. Fesenmaier (Eds.), *Social media in travel, tourism and hospitality: Theory, practice and cases* (pp. 201-218). Routledge.
- Öztamur, D., & Karakadılar, İ. S. (2014). Exploring the role of social media for SMEs: As a new marketing strategy tool for the firm performance perspective. *Procedia - Social and Behavioral Sciences*, 150, 511-520.
- Paquette, H. (2013). Social media as a marketing tool: A literature review. Major Papers by Master of Science Students. 2. [https://digitalcommons.uri.edu/tmd\\_major\\_papers/2](https://digitalcommons.uri.edu/tmd_major_papers/2)
- Petty, R. E., & Cacioppo, J. T. (1986). *Communication and Persuasion: Central and Peripheral Routes to Attitude Change*. New York: Springer-Verlag.
- Parment, A., Kotler, P., & Armstrong, G. (2016). *Principles of Marketing*. 16th ed. Pearson.
- Pappu, R., Quester, P., & Cooksey, R. W. (2005). Consumer-based brand equity and country-of-origin relationships: Some empirical evidence. *European Journal of Marketing*, 39(1/2), 150-171.
- Pokrop, J. (2019). Instagram Statistics That Matter for Marketers in 2020. Retrieved November 15, 2019, from <https://napoleoncat.com/blog/instagram-statistics/>
- Retrieved from <https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide>.
- Rogers, E. M. (1962). *Diffusion of Innovations*. New York: Free Press.
- Ryan, D., & Jones, C. (2009). *Understanding digital marketing: Marketing strategies for engaging the digital generation*. Kogan Page Publishers.
- Ratneshwar, S., & Shocker, A. D. (1991). Substitution in use and the role of usage contexts in product category structures. *Journal of Marketing Research*, 28(3), 281-295
- Sasmita, J., & Mohd Suki, N. (2015). Young consumers' insights on brand equity: Effects of brand association, brand loyalty, brand awareness, and brand image. *Journal of Marketing Communications*, 21(5), 351-373.
- Sekaran, U. (2003) *Research Methods for Business: A Skill Building Approach*, 4th ed., John Wiley and Sons, New Jersey.
- Smith, A., & Zook, M. (2022). *The Power of Social Media Marketing: Strategies for Success*. Routledge.
- Statista. (2023). *Number of social media users worldwide from 2010 to 2023 (in billions)*. Retrieved from Statista.
- Statista. (2023). *Number of monthly active Facebook users worldwide as of 2023*.

- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253-272.
- Sloan, L., & Quan-Haase, A. (2017). *The SAGE handbook of social media research methods*. SAGE.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742.
- Tafesse, W., & Wien, A. H. (2018). *Implementing social media marketing strategically: An empirical assessment*. *Journal of Marketing Management*, 34(9-10), 732-749
- Teng, S., Khong, K. W., Chong, A. Y. L., & Lin, B. (2017). Examining the antecedents of persuasive eWOM messages in social media. *Online Information Review*, 41(1), 95-113.
- Tsai, W. S., & Men, L. R. (2017). Consumer engagement with brands on social network sites: A cross-cultural comparison of China and the USA. *Journal of Marketing Communications*, 23(1), 2-21.
- Tuskej, U., Golob, U., & Podnar, K. (2013). The role of consumer-brand identification in building brand relationships. *Journal of Business Research*, 66(1), 53-59.
- Van Kleunen, M., Weber, E., & Fischer, M. (2010). A meta-analysis of trait differences between invasive and non-invasive plant species. *Ecology Letters*, 13(2), 235-245.
- Wang, Y., & Lee, Y. (2020). Social media innovation and brand awareness: The mediating role of influencers. *Journal of Interactive Marketing*, 53, 1-18.
- Wang, Y., & Zhang, J. (2009). Understanding the success of relationship marketing programs in China: An investigation from buyer perspective. *Journal of Business Research*, 62(3), 259-266.
- Whiting, A., & Williams, D. (2013). Why people use social media: A use and gratifications approach. *Qualitative Market Research: An International Journal*, 16(4), 362-369.
- Zhang, Z. (2019). TikTok's mission is to capture and present the world's creativity, knowledge, and moments that matter in everyday life. *TikTok Newsroom*.
- Zhang, Y., Li, X., Chen, L., & Zhang, X. (2024). Effects of social media marketing on brand awareness: A review. *Information Processing & Management*, 58(2), 102491.

## APPENDIX



### INSTITUTE OF JOURNALISM SCHOOL OF GRADUATE STUDIES AND RESEARCH (SoGSaR)

#### QUESTIONNAIRE FOR STUDENTS

Dear Sir/Madam,

I am a Master of Science candidate at the **Institute of Journalism** conducting a study, *“Examining the impact of Social Media Influence on Brand Awareness”*.

The information you submit will be used solely for this academic study. Your honest feedback is critical to the success of our effort, so please fill out this survey. All information you provide will be kept strictly confidential.

Thank you for your participation.

Instructions: kindly tick (✓) or write where appropriate

#### Section A:

1. Name (Optional): \_\_\_\_\_  
Age: \_\_\_\_\_  
Gender: \_\_\_\_\_

#### Section B:

2. Do you have a social media account? (Facebook, WhatsApp, Twitter, YouTube, etc.)  
 Yes  
 No
3. How many social media sites do you use?  
 1  
 2  
 3  
 More than 3
4. What social sites and/or services do you use regularly? (Check all that apply)  
 Facebook  
 Twitter  
 Instagram

YouTube

Snapchat

Other

5. How often do you engage in social media?

Everyday

Three times a week

Once a week

Rarely

Never

6. How much time do you spend on social media?

Less than 30 minutes

30 minutes to an hour

1-2 hours

3 or more hours

7. Does the online visibility of a business affect your purchase?

Yes

No

8. In your own opinion, what are important factors for a business or students using social media marketing? Place a number between 1 and 5 beside each response by importance, with 1 being the most important and 5 being the least important.

Consistency of posts

Type of content posted

Customer engagement (i.e. customer service)

Online promotions

Timing of posts

9. Have you ever posted about products or services a business offer?

Yes

No

10. How often have you posted about something you dislike about a product or service you liked/disliked?

- Everyday
- Three times a week
- Once a week
- Rarely
- Never

11. Do you currently follow any businesses on social media?

- Yes
- No

12. Do you believe that business will achieve better results when it comes to customer loyalty and profits if social media is integrated into marketing?

- Yes
- No

13. Do you believe that social media is the best way to reach a business's targeted audience?

- Yes
- No

14. Do you keep up to date with sales and promotions by using social media?

- Yes
- No

15. Have you ever taken advantage of a sales you heard about via social media?

- Yes
- No

16. How likely are you to post about an experience you had with a business on social media?

- Very likely
- Somewhat likely
- Not likely