

GHANA INSTITUTE OF JOURNALISM

THE ROLE OF SOCIAL MEDIA AS A COMMUNICATION TOOL AND ITS  
IMPACT ON BRAND AWARENESS: A CASE OF PAPAYE FAST FOODS LIMITED

BY

NANA KOJO M. DADZIE

MAPR16027


THIS THESIS IS SUBMITTED TO THE SCHOOL OF RESEARCH AND GRADUATE  
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**DECLARATION**

I hereby declare that this project work 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. I am solely responsible for any errors and omissions detected.

**Nana Kojo M. Dadzie**  
**(MAPR16027)**

Candidate's Signature 

Date 28/8/17

**SUPERVISOR: Mr. Wilson Dzisah**

Supervisor's Signature 

Date 28/08/2017

## **DEDICATION**

This work is dedicated to the women in my life. My dear wife; Mrs. Grace Esi Dadzie, my sweet daughter; Nana Adjoa Nkrumah Dadzie and my lovely mother; Madam Margaret Brown for their invaluable support throughout my education at the Ghana Institute of Journalism.

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## **ABSTRACT**

Social media is a phenomenon that has become an important aspect in marketing mix and revolutionizing the way companies interact with customers. The purpose of this study has been using scientific research methodology to look at how social media can create brand awareness. The specific area of fast food industry was chosen. This study is of an exploratory, descriptive and mixed research approach and by looking at a single case; it has been possible to withdraw necessary primary and secondary data. Data collection was conducted by administering questionnaires to customers and an in-depth interview with the staff of the company. The results obtained from the data collection were subjected to descriptive analysis. The objectives of the research was to: To investigate the role social media played in the process of brand awareness, to identify the various types of social media available to Papaye in creating brand awareness, to determine the effectiveness of social media and its impact on brand awareness and the resultant share of market for Papaye Fast Foods and to determine the challenges and solutions to the use of social media in marketing of Papaye Fast Foods products. What was considered more important by the company in the case study was to integrate social media in the communications and Public Relations strategy, a task which is actually being pursued at this moment. The findings presented in this study conclude that even though social media is effective in creating brand awareness as a marketing and advertising channel, it cannot be implemented in isolation without augmenting it with other forms of traditional advertising channels. The implications are that social media alone as of now cannot on its own create brand awareness.

# **CHAPTER ONE**

## **INTRODUCTION**

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

The mass media predominated prior to the Information Age; particularly print media, film studios, music studios, advertising agencies, radio broadcasting, and television as the communication tools used by organizations to disseminate information about their brands. This old media, as is referred to now, is centralized and communicate with one-way technologies to a (generally anonymous) mass audience.

The advent of New Communication Technology (NCT) and the internet in particular has brought forth a set of opportunities and challenges for conventional media. New media computer technologies are interactive and comparatively decentralized; they enable people to telecommunicate with one another

The rise and wide spread of Internet and the fast growing consumers' digital media use led companies occupied in different business sectors to think about a new way of communication with customers (Cheong & Morrison, 2008). Among the fastest growing online tools for reaching the consumers is the so called "social media" (Trusov, Bucklin, Pauwels, 2009).

Social media is becoming an important part in peoples' lives as can be seen from the recent marketing approaches done in that sphere. The results from these approaches are astonishing. The world spends 110 billion minutes on social media networks and blog sites (Nielsen Company, 2010).

They also stated that the number of people who are visiting social media sites has increased by 24% over the last year. All these facts don't even leave a doubt how fast is social media emerging in business sector and peoples' lives. (Nielsen Company, 2010).

Social media represents the online content publicly created and available to end users. It is becoming one of the main tools used to spread information among customers. Blogs, social networking sites, content communities, virtual worlds or collaborative projects all represent groups of people that create and share content inside and outside of professional routines. For marketers this phenomenon is of high interest as social media is becoming an important source of customer information sharing, awareness, support and empowerment (Kaplan and Haenlein, 2010).

Consequently social media allows businesses to effectively and inexpensively engage in direct client contact, reaching levels of efficiency undoubtedly higher than any other traditional marketing communication tools (Berthon et al, 2008). There are many evidences and examples how companies use social media for more efficient communication and better results. In 2010, Facebook has reported 400 million users from which 1.5 million are businesses ([www.facebook.com](http://www.facebook.com))

Integrated Communication Practitioners should therefore become more and more aware of the importance of these platforms and the information spread throughout them.

Companies like Sony and Dell have experienced direct increase in sales through social media. In February 2013, Sony announced that through Twitter they had earned an extra \$1.6 million in sales. Later in June, Dell made the announcement that their presence on Twitter accounted for \$3

million dollars increase in sales. Somebody may question, "It's all about biggies that already have a brand reputation, what about smaller ones?" Here is the answer - in 2009, a small shoe making company in Canada named John Fluevog Boots & Shoes reported a 40 percent increase in sales, after it started social media marketing the same year. (Blakeman & Brown 2010)

As social media is quite a new trend, still little research is available. Kaplan and Haenlin (2010) do explain the importance of social media platforms and offer several strategies of managing this phenomenon. These strategies, rather advisory in nature, lack empirical support and thus leave room for further research.

All of the aforementioned facts make social media an interesting field for investigation. They also prove its significant managerial relevance and academic interest through the lack of many previous findings. As Larry Weber 2009 in his book "Marketing to the social web" says: "Social media is a new strategy that has the capacity of changing public opinion – every hour, minute, even a second". And why not changing customers brand attitude?

Marketing managers have predicted that social media are integrated in the organisations and really start to become useful for companies and become important tools in the communication (Carlsson 2010). Others have argued that it is crucial for marketers to look to the Web for new ways of finding customers and communicating with them, rather than at them, that it is vital to create a dialogue with the customers, and various kinds of social media are the most promising way to reach new customers (Weber 2009)

At the same time, one of the most prominent names in research about branding and related

subjects, David Aaker, has said that with the multitude of new media developing, it is becoming increasingly difficult for companies to raise awareness for their brand. The only way forward in managing this complexity, is for companies to be able to coordinate messages and their marketing efforts across all media (Aaker 1996)

The combination of coordinating your branding messages across all media including the social media, the great impact that social media has for both individuals and companies, the speed with which things move in this domain, and the relative scarcity of existing research about this area all are reasons why this study was initiated. With regards to the discussion above, this study will be about how social media influences branding.

Therefore in studying how social media influences branding, we need to look at what social media is, what it is composed of and what existing literature says about the correlation between social media and branding. Branding per se is a vast and widespread area, where opinions diverge concerning the basic definitions, such as brand equity for example. We therefore need to clarify which parts of branding that we will focus on in this context.

## **1.2 Research Problem**

It seems clear that we are currently living in the midst of the boom of the use of social media.

Social networks such as Facebook with some 400 million active members represent a larger community than most individual countries.

But research is somewhat lagging behind this rapid development, and it is difficult to find relevant up to date studies on how social media are to be part of the branding process, how this relates to the strategy that companies have with the use of social media- if they are to be used to

strengthen the brand, increase sales, find new customers, recruit more competent staff, to improve the support-function, to be part of the product development and / or to improve the internal communication (Carlsson, 2010).

Also the question of how companies create brand equity through brand awareness has been debated with the upsurge of social media. “Traditional” marketers such as Aaker, claim that brand awareness is the strength the brand’s presence has in consumer’s minds (Aaker 1996).

Social media guru Weber is of the opinion that brand awareness is to be measured not in brand recall but by dynamic measures such as customer word-of-mouth (Weber 2009).

These are the contents that will be looked into in this thesis. With regard to this, the research problem of this study can be formulated as: To increase the understanding of the role of social media for the creation of brand awareness

### **1.3 Statement of the Problem**

A problem statement thus summarizes “context for the study” and the main problem the study seeks to address. This research purposes to study the correlation between social media and its impact on brand awareness.

A lot of concerns have been expressed in recent times about the use and misuse of social media in the country. This has greatly caused panic and fear among e-commerce and brands. Thus casting doubt on the potency of social media in marketing or positioning brands on social media.

Negative public perception about social media and marketing in general has had bad effect on the corporate image of organisations that uses the social media platform for marketing and

branding purposes. Such negative perception could lead to low patronage of services, and possible legal disputes. This means attention to social media for brand consideration has declined. Revenue to the organisations and internet service providers has also declined and this has negatively affected their finances. However, since sales and marketing are the backbone to the operations of most product-oriented industries advertising and brand awareness is critical thus very important to utilize all available avenues that are market-oriented and consumer-focused.

As discussed above, most enterprise is aware of raising awareness through social media marketing for their brand; this is because social media could be opportunity and/ or threat in Small and Medium Enterprises (SMEs). In addition, the social media offer a cost effective way for the SMEs to improve their brand awareness. One of the difficult questions as most entrepreneurs realized is, how to improve their brand awareness in positive way in order to let more potential consumer know. As Weber (2009) pointed out that creating a dialogue with customers is better than other finding them through internet, and social media is a most promise way to bring the new customer and enterprise closer. Social media can discover the priorities and values of those who might be interested in this kind of product or services, and it provides very effective and practically instant feedback from online communications. However, it sometimes can be in a negative way as well. For instance, comment was written from lots of different user identifications (ID), but it could be a same one. Then it could be decrease the customer's trust for any particular enterprise. The combination of social media and brand awareness is a complex process; the influence of social media was affected by both of them. Due to the limited resource in this area, and with the discussion above, this dissertation will be focus on social media in SME's brand awareness.

The problem addressed by this study is that as a result of intense competition in the fast food sector and the rise in the cost of traditional media advertisements with its attendant internet fraud people have negative perceptions about social media and brand awareness.

#### **1.4 Objectives of the Study**

The objectives of this study were classified into general and specific. The general objective of the study is to establish the relationship between social media and brand performance and public perception about social media in brand positioning.

The specific objectives of the study will seek to ascertain the following:

1. To investigate the role social media played in the process of brand awareness.
2. To identify the various types of social media available to Papaye in creating brand awareness.
3. To determine the effectiveness of social media and its impact on brand awareness and the resultant share of market for Papaye Fast Foods.
4. To determine the challenges and solutions to the use of social media in marketing of Papaye Fast foods products

#### **1.5 Research questions**

From the preceding, considering that the use of social media to create brand awareness and ultimately to create brand equity in the forms of increased sales is a very recent trend, we need to find answers to the following research question are posed as a guide in an attempt to achieve the objectives of the study of an exploratory character:

- i. What is the role of using social media in creating brand awareness?
- ii. What are the various types of social media available to create brand awareness?
- iii. How effective social media is to creating brand awareness and impact on market share?
- iv. Does using social media in marketing comes with any challenges?

### **1.6 Significance of the Study**

This study is important because, it will be a source document that will guide and improve using social media for brand awareness; the recommendations given will be a rich source of reference for organisations who seek to use social media in marketing their brands, i.e. creating brand awareness, brand recall and brand retention.

Secondly, it will help awaken interest among organisations about the importance and benefits of using social media to reach a wide customer base or compliment the traditional advertisements in creating brand awareness.

Thirdly, the findings and recommendations will help organisations re-package their services (brands) via social media to attract more potential patrons and retain existing ones.

Fourthly, it will serve as a policy formulation and implementation document in streamlining the e-commerce industry as it is very new in Ghana.

Last but not the least; the document will serve as a reference material for future researchers and expanding the already existing knowledge amongst academicians.

## 1.7 Operational Definitions

For the purpose of this study:

**Social Media:** use web-based technologies, desktop computers and mobile technologies (e.g., smartphones and tablet computers) to create highly interactive platforms through which individuals, communities and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online.

**A Brand:** is a name, term, design, symbol, or other feature that distinguishes an organization or product from its rivals in the eyes of the customer

**Brand Awareness** refers to the extent to which customers are able to recall or recognise a brand. An awareness of the brand is created by giving information of the product, to bring about attitudinal change and result in the usage of the said product / brand.

**Social Media Marketing:** is the use of social media platforms and websites to promote a product or service which enable companies to track the progress, success, and engagement of ad campaigns. Companies address a range of stakeholders through social media marketing including current and potential customers, current and potential employees, journalists, bloggers, and the general public. On a strategic level, social media marketing includes the management of the implementation of a marketing campaign

**Potential Reach:** The potential number of people in a brand's audience, compounded by friends of audience members or others in a community who could have the opportunity to see a piece content, during a period of time

**Customer Satisfaction:** A measure of how products and services supplied by a company meet or surpass customer expectation

**Video views:** Number of views your video content gets on channels like YouTube or Facebook

## **1.8 Organisation of the Study**

This study discusses the use of social media and its effect on brand awareness in delivery customer care and satisfaction and how to improve it. The study is organised into five chapters.

Chapter one deals with the synopsis of the entire study. It traced the events and examined the issues which provided the background to the study. Added to this, the chapter gave a systematic approach on how the study was conducted, the rationale and benefits for undertaking the study.

Chapter two presents detailed review of some relevant literature on the subject. It also examined the various theoretical issues and dimensions of the topic in relation to what other researchers and authorities have done to advance academic literature on social media and brand awareness.

Chapter three of the study, looks at the methodologies used in the study. The main areas covered in this chapter include - research design, the research population, sampling methods, classification of respondents, sources of data, data collection instruments, data presentation and data analysis methods. The study setting (organization) will also be profiled in this chapter (After agreeing with my supervisor).

Data collection, presentation and analysis are covered in chapter four. The chapter looks at the approaches to data gathering and the tools for the analysis.

Chapter five draws the curtain down on the entire study by presenting its findings and draws conclusions and recommendations for implementation.

## **CHAPTER 2**

### **LITERATURE REVIEW**

The literature presented in this chapter deals with research findings on social media; and theories relating to branding in a broader sense, and brand awareness more specifically. All the literature is described and explained in order to build a theoretical background for this study.

The overarching goal of this thesis is to build up an answer to the research problem: “To investigate the role and impact of social media for the creation of brand awareness”. The literature review served to provide an overview of what current literature says about various parts that are explicitly and implicitly implied in the research problem. The current concepts were introduced: social media, social media and marketing, phases in the product life cycle in which social media may be used, social media and branding, brand and branding in general and branding in fast moving consumer goods sector, brand strategy, and brand awareness. The area of branding is widespread and leads into several directions. The aim was to cover the central concepts related to branding which justify which aspects of branding are the most important ones when it comes to social media.

#### **2.1 INTRODUCTION**

Kaplan and Haenlein (2010) define social media as “a group of internet based applications that build on the ideological and technological foundations of Web and that allow the creation and exchange of user-generated content”. The web is the platform on which social media is based (Carlsson 2010)

While Wikipedia defines social media as: “media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues which support the democratization of knowledge, information and transforms people from being content consumers to content producers” ([en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media); Retrieved 10-05-17).

Weber uses the term “social web” instead of social media, and defines the social web as “the online place where people with a common interest can gather to share thoughts, comments and opinions. It includes social networks such as MySpace, Gather, Facebook, BlackPlanet, Eons, LinkedIn, and hundreds more. It includes branded web destinations like Amazon, Netflix and eBay and also has enterprise sites such as IBM, Best Buy, Cisco and Oracle. The social web is a new world of unpaid media created by individuals or enterprises on the web.

In the recently year, Social Media - a platform whose content is modified not by the single individual but by all the users in a collaborative manner has made it possible for Small and Medium Enterprises (SMEs) to be more likely to be growth companies than other large corporation. At the same time, with the rapid developing of internet, then social media, as a part of Internet product was growth fast as well. Social media is kind of online word of mouth forums, customer can discuss on the board; write a comment and some social networks. As Gillin (2007) stated conventional marketing can share the information to 10 friends nearby, however social media may tell 10 million. (Michel, et al, 2012). It means social media provide a unique connection to foster their together.

The term came up for the first time in 2005 to explain and summarize the variety of media content that has been created and is available to the people. In order to be considered and confirmed as such, the User Generated Content must fulfill couple of requirements.

The first requirement is about the content. It needs to be published on a publicly available website or on a social networking site accessible to a definite group of people.

Second, it must show use of creativity, and third it must be created outside of the professional routines (Kaplan, Haenlein, 2009). Clarifying the aforementioned concepts allow us to give a better explanation for the central problem in the following thesis. One informal definition for social media is the following: “Internet-based applications that carry consumer-generated content which encompasses “media impressions created by consumers, typically informed by relevant experience, and archived or shared online for easy access by other impressionable consumers” (Blackshaw, 2006).

## **2.2 HISTORY OF SOCIAL MEDIA**

Interacting with friends and family across long distances has been a concern of humans for centuries. As social animals, people have always relied on communication to strengthen their relationships. When face-to-face discussions are impossible or inconvenient, humans have dreamed up plenty of creative solutions. The advent of computers and apps has come to bridge this gap, making it possible for people to interact in real time, thus social media. The roots of social media stretch far deeper, although it seems like a new trend, sites like Facebook are the natural outcome of many centuries of social media development.

### **2.2.1 Social Media Before 1900**

The earliest methods of communicating across great distances used written correspondence delivered by hand from one person to another. In other words, letters, the earliest form of postal service dates back to 550 B.C.

In 1792, the telegraph was invented. This allowed messages to be delivered over a long distance far faster than a horse and rider could carry them. Although telegraph messages were short, they were a revolutionary way to convey news and information. Although no longer popular outside of drive-through banking, the pneumatic post, developed in 1865, created another way for letters to be delivered quickly between recipients. A pneumatic post utilizes underground pressurized air tubes to carry capsules from one area to another.

Then came the telephone in 1890 and the radio in 1891. Both technologies are still in use today, although the modern versions are much more sophisticated than their predecessors. Telephone lines and radio signals enabled people to communicate across great distances instantaneously, something that mankind had never experienced before.

### **2.2.2 Social Media in the 20th Century**

Technology began to change very rapidly in the 20th Century. After the first super computers were created in the 1940s, scientists and engineers began to develop ways to create networks between those computers, and this would later lead to the birth of the Internet.

The earliest forms of the Internet, such as CompuServe, were developed in the 1960s. Primitive forms of email were also developed during this time. By the 70s, networking technology had

improved, and 1979's UseNet allowed users to communicate through a virtual newsletter.

By the 1980s, home computers were becoming more common and social media was becoming more sophisticated. Internet Relay Chats, or IRCs, were first used in 1988 and continued to be popular well into the 1990's.

The first recognizable social media site, Six Degrees, was created in 1997. It enabled users to upload a profile and make friends with other users. In 1999, the first blogging sites became popular, creating a social media sensation that's still popular today.

### **2.2.3 Social Media Today**

After the invention of blogging, social media began to explode in popularity. Sites like MySpace and LinkedIn gained prominence in the early 2000s, and sites like Photobucket and Flickr facilitated online photo sharing. YouTube came out in 2005, creating an entirely new way for people to communicate and share with each other across great distances.

By 2006, Facebook and Twitter both became available to users throughout the world. These sites remain some of the most popular social networks on the Internet. Other sites like Tumblr, Spotify, Foursquare and Pinterest began popping up to fill specific social networking niches.

Today, there is a tremendous variety of social networking sites such as whatsapp, imo, viber and many of them can be linked to allow cross-posting. This creates an environment where users can reach the maximum number of people without sacrificing the intimacy of person-to-person communication. We can only speculate about what the future of social networking may look in the next decade or even 100 years from now, but it seems clear that it will exist in some form for as long as humans are alive.

## **2.3 TYPES OF SOCIAL MEDIA**

Different kinds of information are exchanged in a different way. That is because there are various types of social media.

Collaborative projects are the simplest type of social media. They allow each user to add, remove or change text based content. It is believed that throughout the collaborative efforts of different users the information offered by that source of social media is becoming more reliable. A widely spread collaborative project is Wikipedia. That is a free, web based, online encyclopedia written with the common efforts of volunteers and accessible by everyone with an Internet access.

Blogs are another representative of social media. They let user to publish and participate in a multithreaded conversations online (Weber, 2009). Blogs are important for companies as they can easily higher their reputation in case of positive blogging and at the same time destroy a good reputation with negative blogging.

Content communities give people the opportunity to share media content between each other. Under media content is meant the exchange of videos (You Tube), photos (Flicker) or even PowerPoint presentations (SlideShare). Users of content communities usually don't create a profile page, but just have a personal record with their recent and overall activity. For companies and large corporations content communities are of a great thread because of the chance to be used as platforms for sharing copyright materials (Kaplan, 2009).

Social Networking Sites follow the content communities in the review of social media types. It's important to clarify their meaning and usage as they take central place in the current thesis. Trough these kinds of sites people connect while exchanging personal information, photos,

videos and even instant messages. People can also invite friends to have access to this information. Facebook and Twitter are considered to be the most popular social networking sites. Companies nowadays switch to Facebook in their efforts to bond with the customer (Kaplan, 2009). Twitter is a free social network and micro blogging service that allows people to read and exchange text based posts that are up to 140 characters. These posts are called “tweets”.

Last but not least comes the turn of virtual game worlds and virtual social worlds as social media representatives. Virtual game worlds present three dimensional environments where users interact with each other taking the form of avatars and experiencing real world situations. Virtual game worlds provide the highest level of social presence and media richness (Kaplan, 2009).

Virtual social worlds slightly differ from the game worlds. They allow users to choose their behavior and actually live a life that is similar to their own ones. As in virtual game worlds, virtual social world users appear in the form of avatars and interact in a three-dimensional virtual environment but, in that case, there are no rules for the possible interactions, except for basic physical laws such as gravity (Kaplan, 2009).

#### **2.4 COMPARISON BETWEEN SOCIAL MEDIA AND TRADITIONAL MEDIA**

During the traditional marketing area, marketers employ integrated marketing communications principles in order to present a unified message to the target audience. As Mangold and Faulds (2009) stated that integrated marketing communications not only try to put the promotional mix (advertising, personal selling, public relations, publicity, direct marketing and sales promotion) into the scope of marketing activities, but also it is a simple way to help enterprise show their unique information to customer.

The majority of media theories assume that traditional media has singular power to disseminate information and thus, impact public opinion; however, in the age of net-worded media, citizens can bypass traditional media to engage with other like-minded citizens. As the supply of media shifts away from the limited content offerings of traditional media monopoly ownership towards a long tail of niche-based, personalized media forms (Anderson, 2006), it is important to examine how the impact of social influence within networks of like-minded communities impact traditional media power.

Social media has gained a lot of popularity over the past few years and as a result of this popularity, other traditional media have experienced decline in both business and popularity. Palmer and Lewis (2009) argued that the main stream media channels have faced many challenges in recent times that have led to closure with TV, Newspapers and Radio facing down turn in their profits levels. Palmer and Lewis are correlating the performance of these traditional channels to the rise of social media in marketing and brand management. As a result of completion and tough economic environment, companies have tightened their budgets especially advertising budgets which have shifted to online channels. According to Forrester research study (Ernst, et al, 2011) found that companies or brands are gradually shifting their advertising priorities to align better with today's buyers. Today's buyers are tech savvy and social media maniacs.

Also, it has been noticed that consumers are starting to be averse to traditional advertisement platforms such as television and the print media and are constantly looking for ways of self-determine how much mass media they are exposed to. In this light, Rashtchy et al. (2007) observed that consumers are demonstrating affinity for accessing and obtaining information promptly according to their perceived need and without jeopardizing their convenience.

## **2.5 SOCIAL MEDIA AND MARKETING**

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

The task of aggregating customers is done in two ways: by providing compelling content on your website and creating retail environments that customers want to visit, and by going out and participating in the public arena (Weber 2009).

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

Also the way of segmenting changes radically with the advent of the social web. Demographics like gender, age, education and income, lifestyle factors have become less relevant, and what really counts is segmenting according to what people do and feel- their behaviour as well as their attitudes and interests. The goal for the marketer is to identify groups of customers within the larger market that can be reached and affected through the marketing (Weber 2009).

## 2.6 SOCIAL MEDIA AND BRANDING

Weber defines branding as the dialogue you have with your customer, and claims that the stronger the dialogue is, the stronger the brand is, and vice versa. Branding offers the world a great variety of definitions and concepts. It's one of the most broadly defined terms in contemporary marketing. Nowadays brands are used as symbols that allow consumers to make a difference between the producers and trace the quality of the product back to the manufacturer and if companies want to compete successfully on the market, they must have a brand that consist of various characteristics (Bertilsson, 2009). All that leads to the conclusion that when approaching the effect of social media on marketing we need also to focus on branding as an essential and huge part of it.

A brand can be defined as "a name, term, sign, symbol, or design, or combination of them which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors" (Kotler 1991; p. 442). A brand plays three significant roles. First, it aims to attract new customers to the firm. Second, it can be a reminder to customers about the firm's product and services. Finally, a brand can become the customer's emotional tie to the firm (Rust, et al.2005, p.24). Moreover customers' brand attitude plays a great role in firms' efforts to make profitable business. That is because of the fact that a strong brand could gain a firm competitive advantage and leading positions in a certain sector (Kim et.al.2008). It is not a surprise that many companies and organizations of all types and sizes are using social media to monitor and respond to negative feedback about their brands or products (Brown, 2010). In that line of thought social media and branding go hand to hand. Social networking is bringing branding to new dimensions by offering quicker deployment and return of information,

a significantly cheaper platform than traditional marketing and a way for people to get into conversations about a brand and in this way to spread the information more effectively (Chordas, 2009).

## **2.7 SOCIAL MEDIA MARKETING**

Social media also referred to as consumer-generated media. This form of media describes a variety of new sources of online information that are created, initiated, circulated and used by customers intent on educating each other about products, brands, services, personalities, and issues“ (Blackshaw & Nazzaro, 2004 , pp..2).

Social media are distinct from industrial or traditional media, such as newspapers, television, and film. They are relatively inexpensive and accessible to enable anyone (even private individuals) to publish or access information, compared to industrial media, which generally require significant resources to publish information.

## **2.8 BRAND AWARENESS**

Brand awareness is related to the ability of the consumer to identify the brand under certain conditions. The greater awareness, the better work that each of the brand identities (logo, name, characters, design, slogan or any symbols) have done (K.Keller,1993). There are two possibilities of how brand awareness can be expressed. One is through brand recall or the process when a certain brand is recalled by the consumer when he is given a certain category as a cue, and brand recognition when respectively a consumer is able to recognize the brand when he is given a brand as a prompt (Dew,Kwon, 2009). Brand recognition can be two types - visual or

verbal. Visual when a customer sees the brand in the store or verbal which is popular in the telemarketing when a customer hears the brand name, which can lead to the creation of awareness ( L. Percy, 2008). Scholars claim that brand recognition may be more important than brand recall as most of the decisions people made are made in the store and rarely outside of it (Keller, 1993). In that line of thought the connection between verbal brand recognition, social media and brand attitude is pretty clear. Social media can be presented as a way of a customer to get familiar with the brand and this way create attitude toward it. Brand awareness and brand attitude in that aspect are mutually important. Therefore brand attitude cannot occur as well as any purchase decisions unless first brand awareness takes place (Macdonald, Sharp, 2003).

According to the associative model theory by Anderson, 1983, awareness is a crucial and preliminary step for the formation of brand associations. This statement is also confirmed by the theory of Keller, 2003 for the building blocks of customer based brand equity, where he puts awareness as the most important factor needed for the realization of the other ones. Once the customer attaches associations to the brand then some feelings and judgments will follow, which by themselves represent the brand attitude (Keller, 2003). In the recent years people got significantly engaged in social media platforms. That's why companies started using namely social media for creating awareness.

## **2.9 BRAND AWARENESS AND CONSUMER ATTITUDES**

As Keller (2003) state that the definition of brand awareness is "the consumers' ability to recall and recognize the brand as reflected by their ability to identify the brand under different conditions and to link the brand name, logo, symbol, and so forth to certain association in memory." In another words, brand awareness is about the strength of a brand in the mind of its

target audience along a continuum (Aaker, 1996). In addition, Aaker (1996) emphasizes that brand awareness can be important for new or niche brands; and for well-known brands, brand recall and top of mind are more significant.

In the social media environment, enterprise gains the increased exposure to its brand when customer uses their product or service every time. It is vital for retailers and marketers to be aware of the factors that affect consumer attitudes and motives because consumers are increasingly creating content about brands, something previously controlled solely by companies (Heinonen 2011). As a result, current research has examined what aspects of social media sites affect consumer attitudes and motives.

Chu (2011) examined the link between Facebook brand related group participation, advertising responses, and the psychological factors of self-disclosure and attitudes among members and nonmembers of Facebook groups. The study determined that users who are members of groups on Facebook are more likely to disclose their personal data than nonmembers are. Chu (2011) explains group participation and engagement with online ads requires a higher level of personal information because users openly reveal their connections with Facebook groups and promote brands or products when they pass on ads to their friends. “Facebook groups provide channels that consumers deem useful when seeking self-status in a product category, as does passing on viral content about brands to their social contacts” (Chu 2011, 40).

Chu (2011) also found that users who are Facebook group members maintain a more favorable attitude toward social media and advertising. Users who have more positive attitudes toward advertising are more likely to join a brand or a retailer’s Facebook group to receive promotional

messages. Based on this result, Chu (2011) suggests that a link exists between consumers' use of and engagement in group applications on a social media sites. The relationship between consumers' use of and engagement with group applications influences the rate and effectiveness of advertising on social media, particularly Facebook. Generally, as Chu (2011) notes, Facebook's college-aged users have the most favorable attitudes toward social media advertising and are the largest growing demographic, which suggests that social media sites are a potentially rich platform for online advertising campaigns, especially for companies with a younger target market.

## **2.10 THEORETICAL FRAMEWORK**

The frame of reference has been defined by the dictionary Merriam-Webster as “ a set of ideas, conditions or assumptions that determine how something will be approached, perceived or understood”

This thesis aims at providing an increased understanding of how social media impacts brand awareness, and a presentation of the theoretical framework for marketing with the use of social media and brand awareness will now be presented:

Concerning how to manage marketing with the use of social media, the analysis will be based on the findings of Weber. Weber argues, as previously mentioned, that marketing within social media means to adopt a completely new way of communicating with an audience in a digital environment. Instead of continuing as broadcasters, marketers should become aggregators of customer communities. It is not about broadcasting marketing messages to an increasingly indifferent audience, but about participating in, organizing and encouraging social networks to

which people want to belong. The catchword should be talking with customers instead of at them.

The task of aggregating customers is done in two ways: by providing compelling content on your website and creating retail environments that customers want to visit, and by going out and participating in the public arena.

Weber (2009) suggests that the social web can play a role throughout the entire life cycle of product development, market introduction and market adoption, thus the theory of Diffusion of Innovation.

As regards brand awareness, the analysis will be based on a combination of the traditional view defended by Aaker (1996) concerning brand awareness, and the new perspective that Weber presents. This leads to the following assumption: the strongest form of brand awareness will be considered to be word-of-mouth, i.e. that the customer has such a high brand awareness that she/he recommends the brand to others. This stage is preceded by very strong brand awareness (dominant, the brand is the only one the customer can remember), strong brand awareness (top-of-mind, the brand is the first the customer come to think of), medium brand awareness (recall) and weak brand awareness (recognition).

How, then, can one reach the strongest form of brand awareness? In this thesis it is assumed, following Aaker's ideas, that building a brand contemporarily is hard, and that the winning concept is to coordinate messages across all the different media. To create awareness is a process with different layers, ranging from weak brand awareness to the strongest form of brand awareness.

The first steps in the process are for firms, besides having a broad sales base, to acquire the knowledge of operating outside the traditional media channels. The highest layer of awareness can be created through acting as aggregators of customer communities and participate in, organize and encourage social networks to which people want to belong instead of broadcasting marketing messages to an increasingly indifferent audience.

### **2.10.1 THE DIFFUSION OF INNOVATION THEORY**

#### **Development of Theories on Adoption**

Rogers (1962) introduced five main dimensions that influenced the adoption of an innovation, namely: complexity, compatibility, observability, trialability, and relative advantage. Rogers and Shoemaker (1971) further discussed these five dimensions which formed the foundation of subsequent studies on adoption of new innovations. Ostlund (1974) built on this research by adding a sixth dimension, the perceived risk of adoption. Perceived risk and risk attitudes were further discussed in various literatures. For instance, Rogers (1995) indicated that early adopters tend to be less risk averse than late adopters, hence providing an association between risk attitudes and adoption of innovation. Smith and Andrews (1995) explained that when the perceived risk of the innovation increased, it would have a negative impact on the evaluation of the product; this further correlated risk with the adoption of innovation.

The number of dimensions thought to effect adoption continued to expand through the years with Tornatzky and Klein (1982) proposing 10 dimensions. They conducted a meta-analysis of all past studies on the innovation characteristics that had an impact on innovation adoption. Of the 10 dimensions they introduced, five were those proposed by Rogers (1962). The additional five

new dimensions introduced were cost, communicability, divisibility, profitability, and social approval. Of these additions, communicability tended to mirror observability; and divisibility and cost paralleled trialability; the original dimensions laid down by Rogers (1962).

Of these newly introduced dimensions, cost of innovation to consumers received much attention by researchers and as a result, various studies on prices affecting rate of adoption followed. Kalish and Lilien (1986) postulated that the price of the innovation would affect its market potential. However, Jam and Rao (1990) contended that prices affect the rate of adoption rather than the market potential. In an earlier study, Kamakura et al (1988) had suggested that prices of innovation affect the timing of adoption and not whether consumers would adopt the product or not. They believed that lower prices would encourage consumers to buy the product at an earlier date, but not necessarily motivate them to buy just for that reason. They also stated that prices affecting rate of adoption would be true only to products with a narrow price range. Another view of price affecting rate of adoption was by Mason (1990), who provided empirical evidence that product attributes rather than price should be the main impetus for adoption.

In view of the various opinions, Moore and Benbasat (1990) tried to summarise and redefine the various dimensions. After an extensive instrument development process, they arrived at a classification of seven characteristics, which included compatibility, complexity, trialability, relative advantage, result demonstrability, visibility, and image. However, they did not incorporate price as one dimension but treated it as part of trialability.

## **2.10.2 REVIEW OF THE DIFFUSION OF INNOVATION THEORY IN PRODUCT MARKETING (BRAND AWARENESS)**

New products and innovations often come with high risks as most of them fail in the marketplace (Cooper, 1993). There has been extensive research carried out to unveil and discover the critical success factors affecting adoption as well as on the process of innovation diffusion itself.

In new product marketing, one has to understand the process of innovation diffusion and new product adoption: how an innovation/new product idea spreads and gets adopted by the different segments of a society/market over time. New product diffusion/innovation diffusion is actually defined as the spreading of a new idea from its source of invention to the ultimate users.

As the innovation spreads, adoption of the product by the consumers picks up. All consumers in a given market are not responding to a new product in the same manner. The speed and enthusiasm with which different consumers respond to a new product are seen to vary widely. Some are quick in trying out the product and even in adopting it as a regular item of consumption. Some others take more time to embrace the product. Some others hesitate for a longer time and yet others are willing to try it at all. The differing speed in adoption by consumers is one of the most crucial issues in new product marketing.

A new product marketer must understand thoroughly the diffusion process and the diffusion rate, and get a correct indication of the size of early adopters of the product, who will give him the initial sales. In fact, in launching a new product, most attention is given for attracting the innovators and early adopters.

Microwave ovens, introduced in the United States initially in the 1950s, took nearly 20 years to become widespread; the contraceptive pill was introduced during that same period and gained acceptance in a few years.

### **2.10.3 APPLICATION OF THE DIFFUSION THEORY BY PAPAYE FAST FOODS.**

Over the course of time, integrated marketing communicators and researchers described different steps of hierarchy of effects model. However, as suggested by Belch and Belch (2009) customers always pass through the steps while going to purchase: Awareness, Interest, Desire and Action i.e. AIDA. This notion is also supported by Derrick White (2000) as he concluded that “AIDA is probably the oldest acronym in marketing. It is the best and will never change”. It is in this context of historical development of AIDA model, that Papaye Fast Foods applies a theory to its practice.

However, Papaye has added “S” to this model to mean “Satisfaction”. The AIDA is an acronym used in marketing and advertising, which helps Papaye Fast Foods Public Relations department develop effective communication strategies and communicate with customers in a way that better responds to their needs and desires. AIDA describes a common list of events that occur when a consumer views an advertisement / adopts to an innovation.

Each letter in the acronym stands for the following:

- The "A" represents attention or awareness, and the ability to attract the attention of the consumers.
- The "I" is interest and points to the ability to raise the interest of consumers by focusing on and demonstrating advantages and benefits (instead of focusing on features, as in

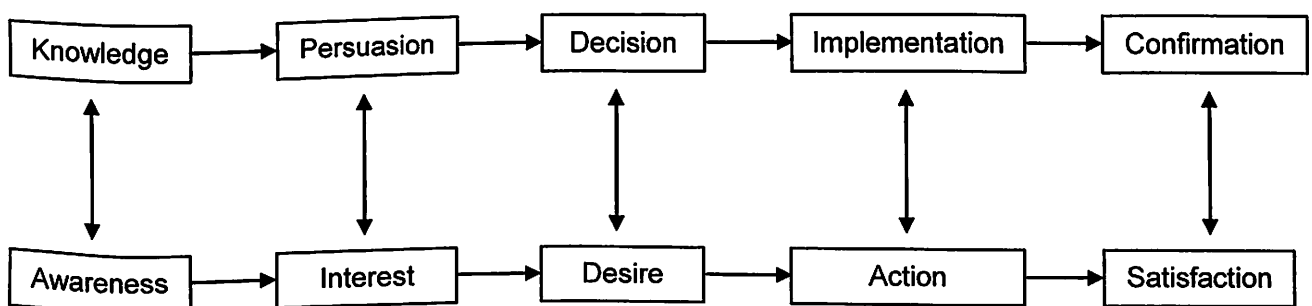
traditional advertising).

- The "D" represents desire. The advertisement convinces consumers that they want and desire the product or service because it will satisfy their needs.
- The "A" is action, which leads consumers toward taking action by purchasing the product or service.

The system which is used to guide marketers to target a market effectively has seen Papaye Fast Foods adding an "S" to mean satisfaction gained by the customer for which reason the customer decides to keep to the innovation (product and service) and even become brand ambassadors to recruit others to use the product. The head of PR and Marketing for Papaye Fast Foods stated that "naturally, as Papaye moves through each step of the AIDA(S) model, a percentage of initial prospective customers are lost throughout the sales cycle."

The Public Relations and Marketing department of Papaye Fast Foods agrees with Rogers outlined five process of innovation that influence a person's decision to adopt or reject an innovation (Knowledge, Persuasion, Decision, Implementation and Confirmation).

### Roger's Diffusion of Innovation Model



### Papaye's Fast Foods AIDA(S) Model

Source: Author's field research

The Public Relations and Marketing department of Papaye Fast Foods further agrees with Rogers outlined five characteristics that influence a person's decision to adopt or reject an innovation (Relative Advantage, Compatibility, Complexity, Trailability and Observability).

## **PAPAYE FAST FOODS PRACTICALIZES DIFFUSION OF INNOVATION THEORY**

Here's how Papaye plays off this brilliantly (From Diffusion of Innovations).

**Relative Advantage** – How improved an innovation is over the previous generation. Papaye has over the years added on to its original Fried Rice and Fried Chicken menu, and now has a variety of menu including ice cream, burgers, sandwiches etc, unlike KFC that has only fried chicken and chips, thus giving their customers and potential customers a relative advantage over its main competitors.

**Compatibility** – The level of compatibility that an innovation has to be assimilated into an individual's life. This Papaye has done perfectly as it realizes that man will always have to eat to stay healthy. Papaye has per their research in the area of situation theory of publics rolled out a product line to integrate the needs of the customers. Fish and Grilled Chicken are on their menu now to meet the needs of those who are not compatible with the supposed "fatty fried chicken". They have also introduced the small packs to meet the pockets of those who cannot afford the original bigger packs.

**Complexity** – If the innovation is too difficult to use an individual will not likely adopt it. Papaye has food an all inclusive package of the food in a foil container to keep it warm over a longer period, sauce, cutlery as well as wet sanitizer tissue for convenience. Thus one can eat anywhere without craving for water to wash hands.

**Trialability** – How easily an innovation may be experimented with as it is being adopted. I pick from the study that Papaye has consistently specifically designed an interacting device in a casual way and tried their innovations (new products, price, promotions) randomly on their customers. Based on the feedback, they carry on with the innovation.

**Observability** – The extent that an innovation is visible to others. An innovation that is more visible will drive communication among that person’s peers and personal networks and will in turn create more positive or negative reactions. Papaye’s strategy here is their strategic locations. All their branches are located by principal streets, have the same branding, and used activations to reach their target and potential customers. They have over the years held a flagship programme termed “Our Day Special” where brilliant pupils from over 30 schools within their operating areas are rewarded for academic excellence. This, the children trickle down by informing their peers about the Papaye brand. This I gathered from the research as a means of making the Papaye brand visible to the young ones so they could get their parents buying for them and being loyal and possible retention.

## **2.11 CONCLUSION**

In conclusion, research has determined that business can increase awareness of their brand by being creative when engaging customers on social media sites. “As more shoppers are using social media (e.g., Twitter, Facebook, Whatsapp, Viber, IMO, Youtube, MySpace, and LinkedIn) and rely on them for marketing shopping decisions, promotion through these media has become important” (Shankar et al. 2011, 32).

Furthermore, Hill, Provost, and Volinsky’s (2006) research establishes that a firm can benefit

from social networks to predict the likelihood of purchase intention. This can be done by taking into account a firm's choice of network (i.e. Facebook, Instagram, Pinterest etc.) and by examining that network's data.

Weber et al. (2011), stress that a retailer must go beyond the advertising aspect of social networking sites and find groundbreaking ways to use them as a way to conduct conversations with consumers, instead of a one-way communication network. Sinclair and Vogus (2011) determined that large companies are regarding social media sites as strategic tools and some businesses are even hiring employees to oversee their social media pages. "Consumers are no longer passive receivers of marketing messages; instead, they are using Facebook, MySpace, YouTube, and Twitter to voice their opinions-both positive and negative" (Sinclair and Vogus 2011, 293).

The researcher is however of the view that the literature reviewed stopped short of acknowledging the deficiency of social media sites being exploited for the information it provides on consumer behavior with regards to their purchasing intentions. The researcher thus suggests that businesses should incorporate social networking sites into their business model or promotional mix. Thus it is recommended that social media should be regarded as an integral part of an organization's integrated marketing strategy and should not be taken lightly.

As Curran et al. (2011) points out, almost 1 in every 13 person in the world is an active Facebook user, which points to the potential of finding a ready market for any product or service. Social networking sites are being utilized to enhance a company's brand appeal and increase their target market because "new technologies allow for more personal, targeted communications, as well as increased consumer participation in the creation of marketing and

brand related information” (Jaffe 2005 as cited in Muniz and Jensen Schau 2007, 35). Feedback from consumers has always been important when it comes to product, brand, and business model development.

Social media opens up a whole new world for small retailers by providing an endless array of potential interactions with consumers, which is the main reason why there is a need for an increase in studies examining the impact of this new phenomenon on small retailers. (Sorescu et al. 2011, 11)

From the literature reviewed it looks like a bed of roses for organizations if they apply social media marketing; but the researcher will look into both the positive and negative longterm effects of social media marketing on a small firm.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.0 INTRODUCTION**

This chapter presents the methodology used in this study. It focuses on the brief profile of the study area and the research design that will be employed. The methodology adopted was systematic, rigorous, conventional and value-free or unbiased. The process ensures the gathering of relevant and reliable data and the application of appropriate statistical techniques in the analysis of the data in order to control potential statistical errors. The design among other things includes the sampling technique, sample size determination, the sample frame, data sources and methods of collection as well the methods employed in analysing the data collected from the field. Finally, critical questions about how to handle reliability and validity of the study are presented.

#### **3.1 Research Design**

This study would employ the hybrid method; both qualitative and quantitative. This is because using quantitative and qualitative data in isolation might not inescapably bring the best results. The quantitative aspect could be used for generalization of findings (Lobe 2008), while the qualitative approach would help uncover variables and explain why things happen after discovering them through statistical analysis, drawing on the introspective insight shared by respondents. As Patton (1990: 132) suggested, 'qualitative data can put flesh on the bones of quantitative results, bringing results to life through in-depth case elaboration'.

According to Collis and Hussey (1997:54, in Saunders et al., 2009:72), research design is the overall approach to the research process from the theoretical underpinnings to the collection and analysis of the data; while Buame (1996) defines research design as the basic framework outlining the interrelationships between the various activities required in order to effectively address the central stages of a project to ensure that the research will effectively address the research question. The design of this study will be non-experimental with very little amount of control exercised over subjects. The choice of this design was informed by the qualitative nature of the study. Measures would be imposed on subjects as required by non-experimental design.

This will involve asking a large number of individual's representative of the population, the same set of questions. Responses are then tabulated and reported in the form of frequencies and percentages. As such, the objectives of this particular research will be achieved through: Identify variables needed to be analyzed to achieve research objectives, sample respondents for the study, analyze data using appropriate techniques of analysis in order to achieve objectives, interpret findings in relation with the research objectives, conclude on the findings and make necessary recommendations for policy implementation.

There are two major research methods, quantitative and qualitative. Each method is considerably different in the way data are collected and analyzed. Both methods are widely used in business research. A quantitative method means that the data collection techniques and data analysis procedures that generate or use numerical data. In contrast, qualitative method refers to any data collection techniques and data analysis procedures that generate or use non-numerical data (Saunders et al. 2009). It is the research problems and purposes that determine which method is more appropriate.

For quantitative study, the vital skills needed for the researcher are the ability to develop proper hypotheses, test them with proper statistical techniques, and interpret statistical information into descriptive information. A large sample size is preferred and it should be possible to generalize from the finding.

In most qualitative research, in contrast to quantitative research, no statistical calculations aimed at establishing correlations between certain stated variables, with the ambition to give an exact representation of an objective reality “out there”. It is possible to use a variety of qualitative techniques such as interviews, observations, and analysis of texts and documents. Using different techniques and combining them within one study gives a possibility to cover multiple perspectives of the phenomenon under study (Yin 2009).

When examining the research problem in this thesis, a qualitative research method has been chosen. The reason is that there are complex connections between various factors that cannot be quantified numerically, and there is a need to create a deeper understanding of the situation of the relationship and impact of social media on brand awareness.

### **3.2 Research population**

Population could be defined as a group of variables that have common characteristics that are of interest to the researcher (Manson *et al.* 1999).

A research population as indicated by the study of Joan Joseph Castillo (2009) is generally a large collection of individuals or objects that form the main focus of a scientific research. It is usually a well-defined collection of individuals or objects with similar characteristics. The

population under study is made up of mainly the marketing and communication department of Papaye (These department members are responsible for planning, implementation, monitoring and evaluation of social media and other communication channels) as well as some identifiable customers of Papaye who are the target of the communications via social media.

The target population of the study will be customers and staff of Papaye Fast Foods Limited in Osu, Spintex, Tema and Tesano branches in the greater Accra region. The study will focus basically on a population universe comprising both male and female across the educational ladder and varied economic background.

### **3.3 Sample Size**

A total population of 103 respondents will be sampled to represent the various groups in the population. 100 people from the customer base of the company under study with 3 respondents from the organization. This is because time will not permit me to work with a higher number which would grant me the statistical power to generalize the results.

### **3.4 Sampling Technique**

Probability and non-probability strategies will be used to achieve the required data. Probability sampling will ensure that every customer within the sample size determined is given an equal opportunity of being represented. Specifically, the systematic random sampling will be used to select respondents based on a system of intervals in the numbered homogenous population. Customers will be numbered and survey every fifth person to enter the restaurant at Osu,

Spintex, Tema and Tesano branches after selecting the first person until the required sample is achieved.

On the part of the non-probability strategy, the purposive sampling technique will be considered in soliciting views from persons who have special knowledge in issues such as social media use by the company, roles they play and the challenges confronting them which were not covered by the sample size chosen. It will be used as follows: Purposively, three staff members from the headquarters branch will be selected for their knowledge on the activities the company carries out on social media. The organization has various departments but the study was limited to only officials from the corporate communications, administration and marketing departments to ascertain their views. This is because the corporate communications and marketing departments manages the media content of the organisation of which the social media is inclusive with the Chief Executive Officer being the head of decision making. Accordingly, subjects will be non-randomly sampled.

### **3.5 Types and Sources of Data**

This study would make use of primary and secondary sources. The secondary data would be gathered mainly from books, articles and other online publications. The primary data would of course be obtained from the questionnaires and in-depth interview.

The study employed the use of in-depth interviews questionnaires and personal observations. Personal observations on the facebook page and the patronage of users on the YouTube portal and the company website were used to ascertain data on the impact of social media on the Papaye brand creating awareness.

### **3.6 Data Collection Instruments**

A combination of qualitative and quantitative tools will be used to collect data from the respondents. For the quantitative method, semi structured questionnaire containing close and open-ended questions on the demographic data of respondents, questions regarding the objectives of the study as well as the questions of the study will be used. Structured interview guide and focus group discussion will be employed to complement the quantitative method. The use of questionnaire is to guarantee confidentiality of anonymity of the respondents so that they will be forthcoming with appropriate responses without hesitation. A checklist will be used to monitor those who will take copies of the questionnaires so that they could be easily monitored for retrieval. It will also ensure that all questionnaires distributed are collected back.

### **3.7 Data Collection Procedures**

Preparation of questionnaire will be based on the research objectives of the study, divided into sections with each section having a set of questions that could elicit appropriate responses to answer the corresponding research questions. After verbal permission had been sought and duly granted by the respondents, the researcher will distribute the questionnaires to respondents. This would be done one at a time to ensure that no respondent see others completing theirs. No respondent would be allowed to take the questionnaires home. The researcher will move away to leave a distance between the respondents who would answer their questionnaires instantly, and himself so that his presence would not unduly influence responses being provided. All these measures would be taken to prevent unnecessary external interferences. The one-on-one in-depth interviews would also be conducted in line with the ethics of research. All necessary permissions would be sought from the organizations in the sample. A face-to-face interview will

also be conducted in English language as all the respondents can read and speak English. The questionnaires will be recalled from the respondents and edited for inconsistencies and the responses will be coded and analyzed for data interpretation.

In order to improve and test the questionnaire, the researcher conducted some pilot test. Two sets of the questionnaire were administered to senior executives of Papaye company who were familiar with all the issues involving social media use in the company. This was done to determine whether the questions made sense and was easy to understand.

After refining some of the questions which were deemed to be too technical for the intended respondents, a much improved questionnaire was developed and administered.

### **3.8 Data Treatment, Presentation And Analysis**

With regard to data analysis, qualitative analysis refers to the non-numerical examination and interpretation of observations for the purpose of discovering underlying meanings and patterns of relationships while quantitative analysis is the numerical representation and manipulation of observations for the purpose of describing and explaining the phenomena that those observations reflect (Babbie 2004).

Collected field data would be critically examined to detect mistakes, errors and irrelevant information, while ensuring that data is not interfered with. After Coding, the quantitative data collected from the field, the questionnaire was sorted into males' and females' category, positive and negative perception of social media and brand awareness. Factor analysis was then used to collate the open ended responses into meaningful and explainable data. The views so expressed in the open ended questions were presented in bar chart and other presentable formats as shown

in Chapter four. For the close ended questions, the Statistical Package for Social Sciences (SPSS) was used for all preliminary analysis. Both descriptive and inferential statistics were carried out. For the descriptive statistics, the frequency distribution and cross tabulation were done. The qualitative data will be transcribed and discussed as such.

### **3.9 Research Ethics**

Ethical standards prevent the fabrication and falsifying of data and therefore, promote the pursuit of knowledge and truth which is the primary goal of research. One of the most important ethical considerations in research is the use of human subjects (Burgess 1989). This study would adhere to the ethical standards and follow the appropriate guidelines outlined for researchers. These principles will be followed to guarantee that all human subjects are choosing to participate of their own free will. The consent of respondents will be duly sought after explaining the purpose of the research, expected duration and procedures. This study will make use of anonymous questionnaires and naturalistic observations which disclosure of responses would not place participants at risk of criminal or civil liability or damage their financial standing, employability or reputation, and for which confidentiality is protected.

### **3.10 Brief Profile of Study Area (Papaye Fast Foods Limited)**

Papaye Fast Foods Limited is a business focused on the production and selling of fast foods as a restaurant. Papaye Fast Foods was incorporated and issued with certificate to commence business on the 17<sup>th</sup> of June, 1991. However, it was not until December 1991 that the first Papaye pack was sold.

Papaye's corporate vision is "to be the brand leader in the integrated hospitality industry in Ghana." And its mission is "to provide affordable, quality food and service to the general public, to play a meaningful role in the promotion of tourism and to offer facilities for renting in promoting culture and entertainment, sports and other social events".

According to the Chief Executive Officer of Papaye Fast Foods Limited, there was a gap in the restaurant business, the idea was thus to satisfy a demand of providing quality food at a competitive price and fast delivery service, particularly for people on the go.

He further stated "as a table top business and with staff strength of barely twelve, Papaye over the years has grown bigger and bigger. Today Papaye Fast Foods has become a household name and has been acknowledged as the pace setter and market leader in the fast food industry.

Papaye serves meals including fried rice, fries, grilled chicken, roasted chicken, fish, burger, sandwich and natural juices.

It's a fully Ghanaian-owned registered company and also registered as a catering enterprise, committed to contributing its quota towards the promotion of tourism in Ghana and under visionary leadership and by dint of hardwork the company has grown and opened 4 branches. (Osu, Tesano, Tema and Spintex) with a work force of over 400. Two new branches at Lapaz and Awudome will be opened before the end of 2017.

Papaye has since been a good corporate citizen by being in good standing with the Ghana Tourism Authority, Accra Metro (LEKMA), Ghana Revenue Authority, Ghana Chamber of

Commerce, Ghana Investment Promotion Centre, Association of Ghana Industry, Food and Drugs Authority, Environmental Protection Agency and the Ghana Standards Authority.

Papaye over the past 25years of its existence has won numerous regional, national and international in the areas of innovation, statutory compliance, quality services, good corporate citizen, customer care etc. **(Citations and Certificates I personally cited)**

With the company's commitment to quality and excellence, it currently commands a 65 percent market share in the Ghanaian fast food industry in the Greater Accra Region. (Talent Marketing Research Report, 2017)

### **3.11 Reliability versus Validity**

Reliability estimates the extent to which data collection technique will yield consistent findings, similar observations would be made or conclusions reached by other researchers or there is transparency in how sense was made from the raw data – or more simply the degree to which an instrument measures the same way each time it is used, under the same conditions, with the same subjects.

Validity, on the other hand, estimates the extent to which data collection method accurately measure what they were intended to measure, the degree to which you are measuring what you are supposed to (Saunders et al. 2009).

Thus, should another researcher use the sample technique, population, the approach, data collection methods, same time frame etc, he / she must arrive at the same results. Therefore this study is reliable and valid.

### **3.12 Limitations to the study**

Although, substantial amount of effort was put into the designing of the research work and in administration of the questionnaire, certain problems were encountered which are worth mentioning. Some of the limitations encountered include:

The literacy level of the Ghanaian populace was discovered to be low. The level of awareness of social media was also very low. These created problems of poor communication and an abysmally poor response from some intended respondents while others just did not bother to respond to the questionnaire at all despite repeated calls.

Another major constraint that was faced was the time available for the study, which was limiting. Cost of travelling to project locations for the data collection, and stationery items were quite high and therefore a limitation.

Even though this study is to investigate the impact of social media and brand awareness of the Papaye Fast Foods brand in Ghana, due to lack of resources, only a few sample size was considered. The findings cannot therefore be generalized to the whole population.

Again the researcher encountered non availability of literature to conduct a longitudinal study to provide wider perspective to the present study, and provide a holistic picture.

This research was conducted using non-probability sampling. A judgmental selection has been used to choose the company that will be investigated and the employees that will be interviewed and thus are not necessarily representative of the entire population.

Also certain commercially sensitive data, as the company desired, was withheld from the researcher. With all these limitations being realized before the actual work, efforts were put in place to mitigate its effect.

### **3.13 SUMMARY**

This chapter presents the methodology used in this study. It can be summarized as follows: The study is exploratory and descriptive, the approach deductive and qualitative, the strategy a single case study, the sample selection based on non-probability sampling, the data collection method is primary and secondary data, the data analysis used qualitative and quantitative data analysis and careful attention has been given to create high reliability and validity in the study.

## **CHAPTER FOUR**

### **DATA ANALYSIS AND DISCUSSION OF RESULTS**

#### **4.1 INTRODUCTION**

In this chapter, the study presents an analysis of the data collected from both participants and respondents by means of question-guide and structured-questionnaire. The chapter also contains the data in relation to the research objectives that guided the study. The interpretations of the results were categorized according to demographics data, general information and general attitudes of the respondents towards the social media approach by Papaye Fast Foods. The data are presented using tabulations and descriptive analysis.

#### **4.2 QUANTITATIVE ANALYSIS**

##### **CLASSIFICATION AND CHARACTERISTICS OF RESPONDENT**

Socio-demographic variables are crucial in the analyses of data in any sociological study (Kumekpor, 2002). The demographic characteristics of a group of people such as, sex, ethnicity, level of education, occupation and religion influence their action and reactions to a particular situation. In exploring the consequences of social media and brand awareness on Papaye Fast Foods Limited in the Greater Accra region of Ghana, socio-demographic features could influence knowledge, attitude and perception about the use and exposure to social media. It is believed that demographic characteristics of the respondents and participants continue to be important factors that people make about technological use and its influence. In this wise, it defines the relationship between the demographic variables and the character of respondents.

The following subsections give detailed descriptions of the socio-demographic characteristics of the respondents within the operational areas of Papaye. The demographic characteristics of respondents analysed for discussion are age, sex, and marital status, level of education amongst others.

#### 4.2.1 GENDER

Gender is socio-culturally generated to institute the relationship between males and females. The choice of gender is necessary to reveal equity in the disparity of perceptions and attitudes, as well as for comparative purposes. The table below displays the gender of respondents.

**Table 1: Valid respondents based on gender and social media use**

Sex	Total Respondents	Percent
Male	60	60
Female	40	40
<b>Total</b>	<b>100</b>	<b>100</b>

*Source: Field Data, 2017*

Table 1 indicates that out of the 100 questionnaires administered to the customers, all the 100 were completed and returned. Out of the total completed questionnaire, 60% valid respondents were male while 40% valid respondents were female. This implies that more males patronize fast food more than females based on information gathered on social media.

#### 4.2.2 AGE

The age of respondents is one of the most important characteristics in understanding their views about social media and its impact on creating brand awareness. The Age was necessary because it indicated the level of maturity of the individuals as well as their interest in social media use in the research sample. The table below shows the age distribution of respondents.

**Table 2: Age ranges of respondents and social media use**

AGE	18-25	Percent	26-35	Percent	36-45	Percent	46+	Percent	TOTAL
MALE	15	65	20	63	15	52	10	63	60
FEMALE	8	35	12	37	14	48	6	37	40
TOTAL	23	100	32	100	29	100	16	100	100

Source: Field data, 2017

Table 2 shows that out of the respondents, 32% were within the 26-35 years age bracket being the most who patronize fast foods based on their knowledge of social media. 46 years and above were found to be least who patronized the fast food industry based on their knowledge on social media. This means the age brackets of 18–25, 26–35, and 36–45 are much into social media than the age 45 and above. While the age bracket 18–25 constitute the highest number of males (65%), that for the females is within the age bracket 36–45 representing 48%. These are relevant in capturing the diversity of experiences in social media usage and also power the differences between the different age groups.

### 4.2.3 MARITAL STATUS

Marriage is one of the most important social institutions. The perceptions and attitudes of respondents can differ by their marital status because the marriage might make a person little more responsible and matured in providing responses to the questions asked. Relationship status plays a crucial role when assessing the use of time and one's exposure to new technology bearing in mind the supposed pressure of marriage and its numerous responsibilities. The table below shows the marital status of respondents.

**Table 3: Marital status of valid respondent and social media use**

Marital Status	Frequency	Percent
Married	30	30
Single	58	58
Divorced	10	10
Separated	2	2
Total	100	100

Source: Field data, 2017

Table 3 shows that 58% of Papaye customers who use social media are single. 42% of the respondents have once been married. This can be categorized into 30% are married (Traditional and Ordinance), with 10% divorced and 2% separated. From the above, it can be inferred that singles do have much time to have access to social media than those who are married.

#### 4.2.4 EDUCATIONAL BACKGROUND

Education is vital for empowerment and also affects the person's attitudes and the way of looking at any particular social phenomenon. In a way, the response of an individual is likely to be determined by his/her educational status and it's therefore imperative to know the educational background of respondents. Hence, the variable Educational level was investigated by the researcher and the data pertaining to educational attainment of respondents is presented in Table 4 below.

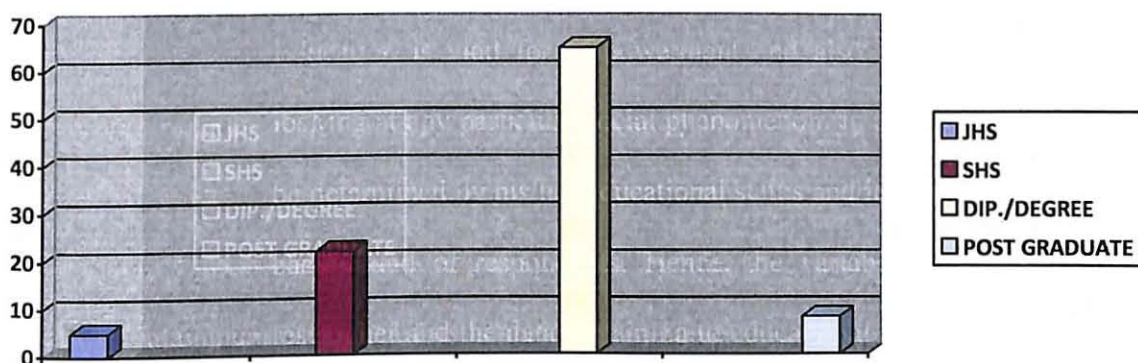
**Table 4: Educational background of valid respondents**

<b>Educational Background</b>	<b>Frequency</b>	<b>Percent</b>
<b>No formal Education</b>	0	0
<b>Junior Secondary</b>	5	5
<b>Senior Secondary</b>	22	22
<b>Tertiary (Diploma/Degree)</b>	65	65
<b>Tertiary (Post Graduate)</b>	8	8
<b>Total</b>	100	100

**Source:** Field Data, 2017

The educational background of the respondents, which is represented by Table 4.4, shows that none of the respondents has never had any form of education. 65% of the respondents have completed Tertiary level education, with 5% being Junior High School leavers, whereas 22% of the respondents were Senior High School leavers, and 8% post graduate degree holders. We can therefore conclude that the use of social media require some level of education.

**Figure 1: Relationship between level of education and frequency of social media use**



*Source: Field Data, 2017*

From the responses gathered, as plotted on the above **Figure 1**, it is clear that there is a relationship between level of education and the frequency of social media use. Those who have a tertiary background are exposed more to the social media for networking and information gathering than the Junior and Senior Secondary certificate holders.

**Table 5: Cross tabulation of valid respondents**

	Sex		Age				Marital Status				Educational Background		
	M	F	18-25	26-35	36-45	46+	S	M	D	S	JHS	SHS	T
Total Number of Respondents	60	40	23	32	29	16	30	58	10	2	5	22	73
<b>Total</b>	<b>100</b>		<b>100</b>				<b>100</b>				<b>100</b>		

*Source: Field Data, 2017*

### SEX

Table 5 above shows that Sixty out of the Hundred respondents were male while Forty of the remaining were female. The reason behind a greater number of respondents being males could be attributed to the diverse attitude towards cooking and males love for technology. Males are generally believed not to be interested cooking and ready

for the already prepared meal and so would usually patronize fast foods while most females are avid cooks hence the lesser number in the valid respondents.

On the other hand, even though there is a social change to more women working today as compared to some few years back in Ghana, on the whole, Males are expected by the society to shoulder responsibilities of most families and therefore the tendency for them to have also walked into the research area (PAPAYE) to get a meal for a female acquaintance, friend, wife is very high, which invariably result in higher numbers of valid respondents for males than females.

### ***AGE***

Following the results obtained from the table 4.2, it could be adduced that there is an inverse relationship between social media exposure and age. It is evident from the responses that 32% of the respondents fell within the age band of 26 - 35. This could be attributed to the fact that larger numbers of Ghanaians are able to mobile phones and other technological properties within that age band, hence, the higher respondent rate. On the other hand respondents within that age band have understanding of social media for the purposes of networking, source of information gathering and dissemination etc; hence their preparedness to invest in social media.

### ***MARITAL STATUS***

The marital status of an individual has a lot of influence on certain issues including the sources of eating, technology, spending and the use of time as well. The results in the table above, reveals that the number of single valid respondents was 58 percent. This is by far higher than

that of married, divorced and separated couples which are 30%, 10% and 2% respectively. This could be attributed to singles not having a lot of responsibilities, unlike the married who would have to fend for themselves and their families, and thus has money to spend on technology and time to use on the social media and food.

### **EDUCATIONAL BACKGROUND**

The table also shows that out of Hundred valid respondents, Five of them had up to Junior High level education, Twenty had Secondary High level education and then Seventy Three of them had Tertiary education. Form the valid respondents received, an inference could be drawn that education has a lot to do with peoples understanding and appreciation of using social media. It is evident from the bar graph in fig.4.1 that people with higher education are exposed or take more interest in technology more than those who have little education. This is because social media is perceived to be more technical and one must have an appreciable level of education to be able to comprehend to be able to configure and therefore people who are more educated can decipher the fine prints and make adequate judgments on the services.

**Table 6: Sources of information about Papaye on Social Media**

SOURCE	MALE		FEMALE		Total No.
	No.	%	No.	%	
Facebook	9	15	10	25	19
Twitter	0	0	0	0	0
LinkedIn	0	0	0	0	0
Youtube	7	12	6	15	13
Website	5	8	2	5	7
Whatsapp	9	15	12	30	21
More than One of the above	30	50	10	25	40
Total	60	100	40	100	100

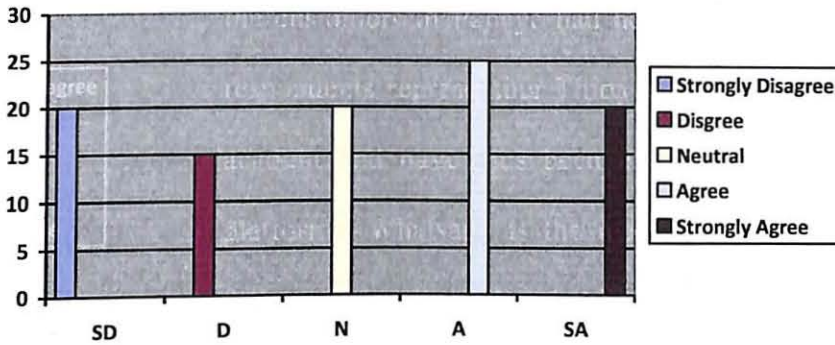
**Source:** Field Data, 2017

The table above shows the responses regarding the sources of information on social media the customers of Papaye had heard and read about Papaye and its products. Forty of the respondents representing Thirty males and Ten females uses more than one social media account and have thus been exposed to Papaye's social media messages across those platforms. Whatsapp is the next single used social media application with 21% usage, followed closely by Facebook (19%) and Youtube (13%). It was gathered from the data that LinkedIn and Twitter were not sources of social media information by the respondents although some of the respondents had Twitter and LinkedIn accounts. This is because as of the time of collecting this data Papaye had no official LinkedIn or Twitter accounts.

From the table above we can deduce that females are more interested on facebook and Whatsapp. While Ten out of the Forty females are facebook lovers, Nine out of the Sixty respondents are only facebook with Twelve of the females on Whatsapp with the males having Nine. However, it must be said that Thirty representing 50% of the male respondents has more than one social media accounts and thus has varied and various avenues of being reached with information with the female population having 25%.

Papaye therefore can pay attention per this research finding on communicating to their female customers more through Facebook and Whatsapp.

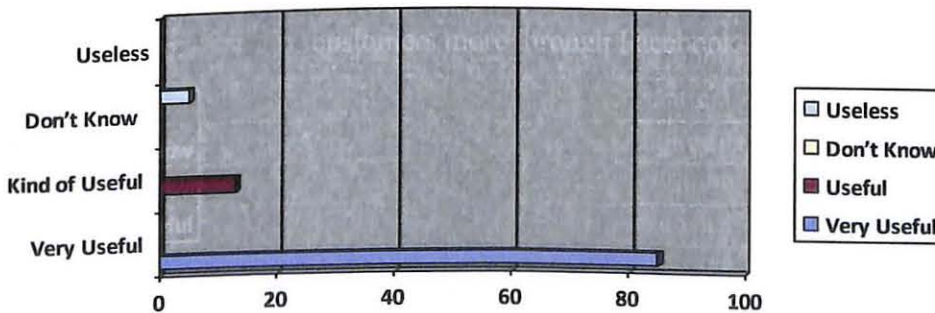
**Figure 2: Influenced to buy Papaye by their social media information.**



**Source:** Field Data, 2017

Figure 2 shows that 25% of the respondents Agreed to the fact that they are influenced to patronize Papaye based on brand information they are exposed to by Papaye, with 20% Strongly Agreeing they are influenced by the information given such as new products, pricing, advertisement etc. 20% were not sure as to whether they are influenced by Papaye’s social media information or not (that is to say they are neutral to their exposure on social media). 35% outrightly said they are not influenced in any way by what they are exposed to on social media. While 20% Strongly Disagreed, 15% Disagreed. It stands to reason that social media helps in creating brand awareness.

**Figure 3: Usefulness of social media in getting information about the Papaye brand?**



**Source:** Field Data, 2017

Figure 3 indicates the usefulness of social media to the respondents regarding brand information on Papaye products. 85% of the respondents said social media is very useful to them in getting information on the organization under study, with 13% saying getting information on the social media regarding Papaye was somehow / kind of useful. 2% of the respondents however were not sure whether Papaye’s social media information was useful to them or not. None of the respondents however responded that the information they require on the social media about the Papaye brand was not useful to them at all.

**Table 7: What respondents perceive as advantages of Papaye’s social media use**

Response	Frequency	Percentage
Good update	18	18
Informative	16	16
Reliable	18	18
Relevant	34	34
Customer Feedback	14	14
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Field Data, 2017

From Table 7, 18% of the respondents said social media gives them good updates regarding the Papaye product, 16% saw social media to be informative, 18% said information given is reliable, with 34% seeing information sent to them or accessed through social media as relevant. 14% perceived social media as a means of customer feedback to the organization. Hence, social media is seen to be more relevant as per the data gathered.

**Table 8: Rating the brand perception in relation to the use of social media.**

Response	SD	D	N	A	SA	Total
Social Media is effective for brand awareness	12	2	20	36	30	100
Social Media is great for engaging with consumers	4	2	20	22	52	100
Social Media is very convenient	4	2	20	22	52	100
Social Media is effective for advertising a product	8	6	26	18	42	100
Social Media is source for reliable information	8	8	40	38	6	100
Social Media is a cheaper way of making a brand known	8	6	20	58	8	100

**SD = Strongly Disagree, D = Disagree, N = Neutral, A = Agree, SA= Strongly Agree**

*Source: Field Data, 2017*

From the above table 8, the respondents were asked some questions and their respondents rated per the likert scale. They include the following:

Regarding the question “Social Media is effective for brand awareness” 12% did not see social media as effective for brand awareness thus they strongly disagreed. Two respondents out of the Hundred disagreed with the question. 20% were neutral with the statement and neither agreed nor disagreed. 22% agreed with the question with 52% strongly agreeing with the question. This, from the data, those who saw social media as effective for creating brand awareness are far more than those disagreed or was neutral.

With the statement “Social Media is great for engaging with consumers” 4% of the respondents strongly disagreed with the statement, with 2% disagreeing and 20% having no position on it thus being neutral. Those who agreed were 20% and those who strongly agreed to social media

creating the avenue for consumer engagement was 52%. Hence those who strongly agreed to the statement overweigh the rest of the options.

As to “Social Media is very convenient”, Four respondents out of the Hundred respondents strongly disagreed that social media was convenient, Two respondents also disagreed with the assertion whereas Twenty respondents could not stick their neck out for social media’s convenience or otherwise thus neutral. However, Twenty Two respondents were of the view that social media is convenient in usage and therefore agreed to the statement with Fifty Two respondents strongly agreeing to the statement. Thus those who are in favour of social media being a convenient means of communicating and creating brand awareness are in the majority.

Reference the statement “Social Media is effective for advertising a product”, Eight out of the Hundred respondents strongly disagreed with that notion with Six respondents disagreeing. Twenty Six of the respondents representing 26% would not tell as to whether social media advertisement is effective or not, thus being neutral. Eighteen of the respondents however agreed to the statement with Forty Two of the respondents representing 42% strongly agreeing to the effectiveness of social media when it comes to product advertisement. From the analysis those who underestimate the effectiveness of social media advertisement were in the minority.

“Social Media is source for reliable information” is the other statement respondents were to rate in respect of their opinion on brand perception. In responding, 8% strongly disagreed with 8% further disagreeing. Forty out of the Hundred respondents could not confirm or deny the reliability of social media as a source of information, thus took a neutral position. Thirty Eight respondents were however of the view that social media is a source for reliable information, with

6 other respondents agreeing to the statement. Per the data collected and the analysis, it can be concluded that social media cannot be said to be a reliable source of information or not.

On the statement "Social Media is a cheaper way of making a brand known" 8% of the respondents strongly agreed with 58% agreeing to the statement. 20% could not substantiate whether social media is a cheaper way of making a brand known or not, thus taking a neutral position. 8% of the respondents disagreed strongly with the statement while Six of the remaining Hundred respondents disagreed. Hence most of the respondents were in favour of the statement social media is a cheaper way of making a brand known or creating brand awareness.

### **4.3 QUALITATIVE ANALYSIS OF PARTICIPANTS**

The researcher had a one-on-one interview using an interview guide with three officials of Papaye Fast Foods Limited. These officials were the Chief Executive Officer, the Head of Communications and their Marketing and Public Relations Consultant. These officials were interviewed because they are directly involved from the conceptualization to the execution stage of the organization's social media effort.

The in-depth interviews were conducted at separate times with notes taken and with their permission voices recorded. This was transcribed to enable coding for analysis. The main theme of the interview was to ascertain if social media is an effective tool for creating awareness of the Papaye brand. The overarching goal of this thesis is to build up an answer to the research problem: "To increase the understanding of the role of social media for the creation of brand awareness".

#### **4.3.1 What types of social media are used by Papaye today and which is most often applied?**

All the three participants agreed to the types of social media used by Papaye. Whatsapp, Facebook, Youtube and the Website. The marketing consultant explained further by saying: "While the overarching theme of social media is to connect with one another and share information, it's also important to understand how people use each social platform more specifically. Our product is the type that needs the look and feel and for which we use facebook a lot. The reason being that facebook is arguably the largest social platform. We use it to see what our network is doing in our customers' day-to-day activities. Facebook is where we share photos

of our products, our accomplishments, our kitchen, restaurants, etc. This gives our customers the bird's eye view of what pertains here”.

The communications manager added that they are currently working on an Instagram account and will soon add that to their social media stock. She further explained that “Instagram has fabulous filters and turns photography into a visual fun parlour”. She also mentioned that she has a Twitter account though personal she sometimes sends twits on behalf of the organization.

#### **4.3.2 When ask the question “why do you use social media”?**

The Chief Executive Officer said: “Social media came about at a time after the world had, in many ways, become one. Technology and the Internet have made it so we can connect with anyone, anywhere, anytime. We know more about each other than we ever did before. When decades ago we might have only had the ability to have allegiance to one group that we physically had to walk down the street to the town hall for, we now have all these micro groups that we can be a part of from the comfort of our couch, all thanks to the Internet and social media. The most specific interests or hobbies have groups online that we can be part of. Now that everything has moved online, including businesses, consumers have hundreds and thousands of choices to search for on their computer while sitting right at home. Therefore consumers want more accountability and more transparency when it comes to making a decision about their purchase. Social media is a perfect platform for businesses to communicate this kind of information”.

The Communications Manager however had this to say: “While most of us understand that being on social media for our small business is a worthwhile marketing endeavour we don’t always necessarily consider why our audience is on social media in the first place, which is ironic because that may be the most important thing to consider. Social media comes down to a simple basic human desire: the need to connect with other humans, to be part of a group”. Thus in the mist of the association, it makes it easy to reach an already made segmented market, making it easy to position your brand at the said targeted audience.” That is to say, with social media it is now possible to build a worldwide community of followers that love what you do. The Marketing Consultant looked at it from various dimensions. He stated that “Social Media is hot right now and rightly so. It offers enormous potential for brands and organizations. In essence it’s a new way of reaching and communicating with your (potential) consumers.

“We are into social media for diverse reasons. We were curios because we wanted to see what our competitors and our customers are up to so we are not overtaken by events. We are on social media to learn. This is because there are portals that gives us the ability to peek and peer into other people’s lives, and this sometimes enough to let us know their needs, wants and expectations so we are able to satisfy for our mutual benefits. We use social media to test our products strength against that of competitors. We post and publish to see if images of our new products will produce the necessary engagement with our customers.

“We are on social media to Communicate. This is very crucial in marketing our products. The ability to keep in touch is now global. You cannot afford not to communicate else nobody knows

what you are doing. It's in the process of communicating that you can get the necessary feedback for your customers to improve your business.

“We must also mention that making money in business is a big motivator. The social global networks can accelerate the opportunities to monetize your passion through increased online attention and connections that social media provides and marketing leverages”.

#### **4.3.3 Are social media used to create brand awareness and how?**

All the participants answered in the affirmative. This is what they had to say: “The Communications Manager explained that “It is quite hard to find an individual nowadays who has not heard of or does not use any of the popular social media platforms of the day. The same thing can be said about most businesses. You obviously need to harness the power and versatility of social media. While your company may benefit from using social media services to reach out to buyers and promote products, those services can be used to build and strengthen brand image too.

“Social media offers some important benefits to us in creating awareness of our brand online. We get the benefit of letting social media users connect with our brands; it helps in getting more traffic to our site and thus getting more balls which eventually translates into brand loyalty and brand equity”.

The Chief Executive agreed entirely with the Communications Manager but had this to add “Social media is being eyed by millions of brands nowadays and everyone is trying to attract attention of the buyers. So, how do we ensure your brand stands out among rivals and

mediocrity? To ensure more people become interested in our brand and its products. We give them enough reasons to feel excited! Offering promos, deals and time limited bargains through social media sites. We offer our target buyers the required insights about the brand and its products/services. For example we try to give a brief history of our brands and their Unique Selling Proposition. It further lets our brand, develop and strengthen relationships with customers and this enhances our brand image”.

The Marketing Consultant corroborated what his colleagues said but added that “Social media is an essential tool that, when used correctly, can exponentially increase the visibility of your brand within an arena where many simply get lost in the crowd. It can be hard knowing where to begin when it comes to using social media platforms to increase awareness of your brand or company. Indeed social media marketing raises your profile, so a strong online presence is a must for businesses. This is because companies in your industry are also using it, thus creating an online presence that pushes your brand above the parapet has become even more essential. For this reason, we first consider where are our customers? We identify the platforms they use and focus solely on those – by making our social media manageable we ensure that we are able to effectively target and communicate with the right people, at the right time and in the right place.

“The information we put out there on social media are appealing and informative. This attracts a lot of people to read. We use appealing header images and profile photos, and write an informative and engaging bio that not only explains who we are and what we do, but also gives an idea of what they can expect from our channel. We make sure we get their attention and engage them. We ‘humanise’ our brand or give our brand a personality and connect with our

customers on a more emotional level. This allows us to foster a meaningful relationship that lead to more engagements and interactions employing a fun tone and cheeky sense of humour. Making interactions interesting and compelling others to join the discussion, meaning you get mentioned more and therefore seen by a greater number of people. Creating brand awareness is assured.”

#### **4.3.4 Are social media used to increase sales? How?**

The Chief Executive stated that “An integral part of the sales process is getting to know your prospects and establishing relationships - and it turns out that social media can help us accomplish this quickly and easily. The company uses social media to create recognition by establishing dialogue with the consumers.”

“Social media allows salespeople to see what prospects are saying about our brand and that of competitors. You can really get to know his or her needs through social listening. It’s a great way to research a market and initiate conversation leading to a sale. We first identify and determine the best way to connect with prospects, join a target market or community online and create a brand persona, friend, follow or connect with individuals with profiles that match our customers, develop relationships to develop leads, because good relationships will turn into leads, engage a conversation with a pitch and a link to our website” says the marketing consultant.

The communications manager agrees. “Not only can it help you generate new leads or find opportunities, but it allows you to build deeper relationships with existing clients that drives them to purchase again and again. These loyal customers then share their experience with posts with their friends through social networks, leading to still more new customers. This is an

effective way of boosting sales and to build a thriving business with both new customers and reordering customers as a result of our online contacts.”

#### **4.3.5 Are social media used to find new customers? How?**

“The bottom line of our business is to make profit. We are in an industry that thrives with numbers. The number of customers you have to make purchase of your brand directly translates into sales. Therefore the whole essence on communicating our innovations, new products and updates on our existing brands are to create awareness in other to woo and win new customers while retaining the already converted. Our concerted effort in exposing our brand to users of social media is to engage and influence them to accept our brand as their brand of choice and encourage them to even become our brand ambassadors in propagating the virtues of our brand to their networked friends so as to have new and more customers.” – said the communications manager which was in agreement with the responses given by the other two officials.

#### **4.3.6 Will you say social media has been effective for creating awareness for your brand?**

The Marketing consultant attributed the effectiveness of social media creating brand awareness to increase in visibility and value. He said “our social media networks have simultaneously made us easier to identify and more accessible for new customers, and makes our brand more familiar and recognizable for existing customers. For example, from our feedbacks we know some otherwise apathetic customer became better acquainted with our brand after seeing our presence on multiple networks. Indeed social media has increased our brand recognition.”

He further asserted that social media has also improved their brand loyalty. “Our customer survey indicated that majority of our customers who do repeat purchases are largely those who

our brand engages on social media channels. These loyal customers of Papaye post pictures of them eat in the restaurant on their social media accounts while others tell their friend by word of mouth thus giving Papaye more mileage”.

He concluded by saying that “Improved customer insights is one of the effect social media has had on us. Social media has given us the opportunity to gain valuable information about what our customers are interested in and how they behave, through social listening. For example, we monitor user comments to see what people think and expect from us directly.”

The Communications Manager also stated that through social media they have had the opportunities to convert other social media users as customers. Every post made on a social media platform is an opportunity for customers to convert. As a post, image, video, or comment shared is a chance for someone to react, and every reaction could lead to a site visit, and eventually a conversion. Social media is a place where brands can act like people do, and this is important because people like doing business with other people; not with companies. She further stated that social media has been effective for Papaye as “Our inbound traffic has increased. Every social media profile you add is another path leading back to our site, and every piece of content we syndicate on those profiles is another opportunity for a new visitor thus more traffic means more leads and more conversions. It has further decreased our marketing costs as compared to the traditional advertising cost. Moreso it has given our customers a richer experience as customer interaction you have on social media is an opportunity to publicly demonstrate your customer service level and enrich your relationship with your customers.”

The Chief Executive in his submission to whether social media had been effective for the Papaye brand responded in the affirmative and said the effectiveness of social media cannot be overemphasized. He mentioned that social media has given their brand higher brand authority as interacting with customers regularly is a show of good faith for customers. He further mentioned that when the Papaye brand is posted, new audience members will want to follow them online for updates. “The more people that are talking about you on social media, the more valuable and authoritative your brand will seem to new users.” he said.

#### **4.3.7 Has social media changed the way the company communicates about its brand?**

The transcriptions pointed out to the same destination. All the participants were of the view that social media had changed the way the company used to communicate its brands to potential and existing customers drastically. They concurred that in the past they had communicated using the traditional media of radio, television, newspapers and flyers. Though they were paid forms of advertising, they claim it was difficult to reach their targeted customers, spent a lot on production of audio visuals and artwork, and paid a huge sum of money for airtime and print advertisement. The communications manager reiterated that “communicating with our target audience has been very easy and convenient through social media. We are able to update messages as often as possible from different locations; not necessary in the office, and we are now in the position for instant feedback and at a relatively cheaper cost. But I should say that we also rely on radio and newspapers to compliment the effort of social media using an integrated marketing communication strategy.” She was quick to add that they are guided in all communications be it social media or traditional media by the AIDA model.

#### **4.3.8 How do you measure brand awareness when social media is used?**

To ascertain the impact social media has in creating brand awareness, the researcher to the question of how the participants measure the effect of social media on their brand. The participants were divergent on their responses.

The marketing consultant mentioned exposure, influence, engagement and convert / action as the indicators of measuring brand awareness using social media. He explained that in measuring social media's effect on brand awareness "we consider the number of people who visits, views, followers, likes, and brand mentions, subscribers, fans who go the social media sites as people our brand are exposed. With influence we consider share of voice, sentiments and even sometimes consider stories the media publish from our social media sites. While the number of retweets, clicks, wall posts, comments, shares, replies thus how many people did something with our message on our social media sites are what we consider as engagements. Action is the point we can confidently say we have Return On Investments (ROI) through sales, word of mouth advertisements and downloads thus being able to convert fans, followers, visitors etc."

He illustrated his point "With Facebook, we track the total number of fans we have on our brand page. In addition, we review the number of friends from those who became fans during a specified period of time or during a promotion and those who commented on or liked our posts to identify the potential monthly Facebook reach as well as the number of people who have liked our page."

The communications manager however said they looked at a lot of indicators including but not limited to survey - conduct a survey by email, website or telephone to either ask existing

customers how they heard of us or ask a random selection of customers who walk into our restaurants to purchase and eat about our brand.”

“We also consider website traffic. We have a google analytic which tracks the number of people who typed our URL into their address bar, used a browser bookmark, or clicked a link in an untracked email or offline document. Monitoring this over a period gives us an indication of changes in brand awareness.”

“We again undertake serious social listening. Social listening allows us to listen into online, organic conversations about our brand across social media and the web. Listening to these unsolicited opinions allows us to hear consumer’s thoughts as they are naturally expressed.”

She concluded by saying that they are guided in all communications by the AIDA model. That is their initial aim in communication is to create Awareness using contents that generates Interest among the target audience to influence them in Desiring for the brand and eventually take Action.

The Chief Executive said social media and its impact on brand awareness is measured based on the activity or campaign they undertake. “It may be number of visits, showing of pages, number of comments, number of fans, subscribers etc, number of sites and blogs that links to the company’s proactive contents, search-words and search phrases in search engines, the number of people writing about the company blog, the industry, a certain type of products or particular

words, sales / turnover etc. To us the main indicators are creating brand awareness, engaging the customers online, getting them to recall our brand and being loyal to the brand”. He said.

#### **4.3.9 What are the advantages (if any) in using social media to creating brand awareness?**

The Chief Executive had this to say when asked if social media has any advantages to the Papaye brand in creating awareness. “The upsurge of social media has changed the way in which the company works with brand awareness. The company has no choice but to be active on social media. Papaye sees clear advantages, but also sees no alternative to not using social media. The discussion about our brand goes on in social media whether we choose to become involved or not. If we are actively involved in social media we can have an influence on what is being said and an influence in questions that are important to us in different ways. Our company holds a strong reputation and has a lot to gain from being present in social media and to build credibility and to create a positive dialogue where great parts of our target group are and where they talk about us”.

The Communications manager posited that social media has enormous advantages but set out to items what she sees as the advantage for Papaye in respect of helping create awareness for their brand:

- **Broad reach:** Social media enables us to reach millions of people all around the world
- **Fast:** We are able to quickly distribute information to many people at the same time
- **Personal:** Social media allow you to communicate on a personal basis with individual customers and groups

- **Easy:** One does not require high-level skills or computer equipment to participate in social media. The average person with a standard computer or a smart phone should have no difficulty.
- **Ability to target particular groups:** Many forms of social media (e.g. Facebook, Whatsapp) allow businesses to target specific groups.
- **Free or low-cost:** Many forms of social media are free for business, and paid options are relatively cheaper as compared to other avenues of publicity.

The marketing consultant agreed with the communications manager and the chief executive on the advantages but added this “Through social media our brand has the opportunity to communicate on a daily basis with our (potential) customers. This is a huge benefit over the other media, as print advertising can be sent at intervals which make it difficult to get your message across at the right time. Communicating every day makes the messages more relevant for our customers.

“It is advantageous to us again because people who react extend the reach of your message to their friends. The added benefit is that the people who react to your messages share this with their friends and in essence start communicating and advertising for you. This can be powerful because it increases the reach of your message, and your fans become advocates of your message. Added to that, their friends may start reacting and thus increasing the power of your message exponentially.”

He concluded by saying that “social media present great marketing opportunities for businesses of all sizes. We can say that we have used social media to promote the name of our brand and

business, tell customers about our brands, find out what customers think of our business, attract new customers and build stronger relationships with existing customers.”

#### **4.4.0 What are the disadvantages in using social media to creating brand awareness?**

The responses from the participants were not pointing at explicit disadvantages in using social media to create brand awareness, but they emphasize that there is no alternative for them to not being active in social media. The issues mentioned are that the company constantly needs to assure that they remain relevant within social media, and to really consider what the purpose is by the involvement in social media.

The marketing consultant however told the researcher he did not want to consider them as disadvantages or challenges but rather see them as risks. He stressed that “of course, marketing through social media also has its risks”. These he said included: wasted time and money for little or no tangible return, the rapid spread of the wrong kind of information about your business (e.g. incorrect information accidentally posted by you, negative reviews posted by others), legal problems if you don't follow privacy legislation and the laws regarding spam, copyright and other online issues. Here he sighted legislation regarding data protection as an example and said it is important to be aware of these risks and to have strategies in place to avoid them one decides to get involved in social media marketing.

The above assertions of these company officials are in tune with the positions expressed by authorities in the field of social media and marketing as follows as reflected in the literature review:

Carlsson (2010) did state that “social media are a key part of the branding process, this relates to the strategy that companies have with the use of social media - they are to be used to strengthen the brand, increase sales, find new customers, recruit more competent staff, to improve the support-function, to be part of the product development and/or to improve the internal communication.”

Also the responses to the question on how the company created brand equity through brand awareness corroborated Aaker (1996) position that “brand awareness is the strength the brand’s presence has in consumer’s minds and thus every effort must be made to constantly update customer to be exposed to the brand and stick to that brand”.

Social media guru Weber’s (2009) opinion that “brand awareness is to be measured not in brand recall but by dynamic measures such as customer word-of-mouth” strongly came up in the response of the participants when asked the effectiveness of social media to the company’s brand awareness creation. Weber’s view is shared strongly. “Satisfied customers, who might also become loyal customers, will talk positively about the brand to other consumers, will show a positive attitude towards the brand, and will repurchase the product” (Sivadas and Baker-Prewitt, 2000).

The company again runs its communications on the premise of the theory propounded in 1898 by E. St. Elmo Lewis who used the slogan, ‘Attract attention, maintain interest, create desire,’ which eventually became known as the AIDA model – ‘Attention, Interest, Desire and Action’

## **CHAPTER FIVE**

### **CONCLUSIONS AND RECOMMENDATIONS**

#### **5.1 INTRODUCTION**

This chapter highlights the findings with their implications, recommendations, and conclusions drawn from the responses of the respondents and participants. It involves recommendations that can provide pragmatic inputs to inform national policy on how social media can be used to effectively and efficiently to bring about changes in roles communication tools play especially new technology such as social media in creating brand awareness to achieve business goals of visibility, brand recognition, brand recall, word-of-mouth referrals and profitability.

#### **5.2 SUMMARY**

The purpose of this study was to, based on the fact that social media are predicted to really have a strong breakthrough in the corporate sector, look at how companies use them in branding.

Initial research on the branding area and on the social media area led to the formulation of the research problem as previously described, to increase the understanding of the role of social media for the creation of brand awareness. The specific area of fast foods hospitality sector within business to consumer market was chosen.

The problem of running an effective brand awareness campaign on social media platforms that would satisfy the customers thereby exposes the potential customer to a brand and its attribute, thereby earning the confidence of the customers and consequently inducing repurchase.

There was therefore a need to carry out a research with a view to finding out a more efficient and effective method of handling brand communications on social media that will meet customers' satisfaction and in turn, create awareness of a brand to engender brand exposure, brand engagement, brand influence and brand loyalty from the potential and existing customers, paving a way for better brand performance and hence contribute to the visibility and profitability of the new product developed.

The emphasis here was to investigate the relationship between social media use and its impact on brand awareness of a hospitality product, to be specific fast food.

Due to the constraints of time, the researcher relied more heavily on the responses from the selected customers who were randomly picked from the company's clientele at their various operational locations.

In order to chart a trend of thought for the research effort, there was the need to have a good understanding of the history of social media and branding.

There was also the need to review the current literature on digital marketing and theories associated with audience acceptance of brand attributes and what makes a brand become top of mind to the consumer to enable the researcher see how other researchers who worked on similar problems went about their study. Some of the important current issues reviewed included the unique features of social media marketing, the challenges of social media marketing, the benefits inured by in using social media, the advantages and disadvantages of

exposing ones brand online, the influence social media has on customers and their loyalty to a brand and the cost implications of using social media marketing.

The efficient and effective conduct of the entire research work required a description of the approaches to be used in the study. This was done by carrying out a description of the research design, the identification of the data gathering techniques and data processing methods to be adopted in order to extract meaning from the data gathered in the course of the research work.

Structured questionnaire was randomly administered in the study area to gather the required data from the respondents and an interview guide used to solicit views from participants. The data gathered were thereafter screened and analysed to answer the research questions based on the processed data.

### **5.3 CONCLUSIONS**

Throughout this thesis an understanding of how social media has revolutionized people's lives in different ways has been sought with regard to creating brand awareness. The way consumers purchase products has influenced by their engagement with the brand. This huge social media development has therefore made it easier, faster, and more convenient for customers and companies to interact efficiently; while customers needs, wants and expectations are satisfied, the organization makes profit and gain market share.

Stakeholders have a big influence in this process. Hence, this study set out to find answers to the research questions which is a mix of the concept of brand awareness and the field of internet

marketing (Social media). The research questions included: What is the role of using social media in creating brand awareness, what are the various types of social media available to create brand awareness, how effective social media is to creating brand awareness and impact on market share and does using social media in marketing comes with any challenges?

It was established that the meaning of brands has evolved over the years. A brand is much more than just a name or a logo – it brings emotions and feelings to customers who feel attached to a brand. Consumers are using brands as a way of living, and to express their personalities. In this context, and in order to answer the research questions, the researcher looked at the relation between brands and stakeholders and how this relation is influenced by social media.

First, the concept of brand awareness was investigated. The majority of respondents agreed that brand awareness is linked with brand recall and brand recognition for which reason customers need to be exposed to and updated about a brand as there occur different interactions between a brand and a consumer not only before the purchase, but also during and, especially after the purchase – the theory advocated by Aaker (1996). Other brand awareness-related theory – the Diffusion of Innovation theory was applied to Papaye to get a deeper understanding of the company and how it's increasing its brand awareness. It however came to the fore that the company rather stakes more to the AIDA model. But it must be said that both fall in the hierarchy of customer effect category thus serving the same purpose with the bottom line of converting the customer to purchase and re-purchase the brand.

Considering the findings of the study, the research questions were answered with a strong point that customers can contribute notably to increase the brand awareness by the method of

word-of-mouth or recommendations after they have been exposed or engaged with the brand on social media thereby increasing brand visibility, attracting attract to the company's social media sites which eventually leads to profitability.

Form the study; it is indeed overwhelming assessing the advantages and effectiveness of social media as a communication tool in creating brand awareness for the Papaye brand.

In conclusion, the present research demonstrates that social media is gaining popularity in contemporary society. People and especially companies become more successful in their attempts to influence the different users via social media and social networks in particular. The usage, engagement, experience, associations and awareness lead to positive brand attitude – for some users in a high degree for some in not that high degree.

From the foregoing therefore, it follows that social media has a significant influence on creating brand awareness which eventually converts customers to purchase and repurchase fast food products in the research area of study – Papaye Fast Foods.

From the conclusion, it is obvious that social media is a very wide topic. There is therefore the need for further research in the following areas: The drawbacks of social media in relation to branding; Quantifying the Return on Investments over an advertising period of time within an organization; Social media as a tool in Crisis Management; The impact of social media on corporate profits or sales and marketing; Social media marketing and its ethical considerations

### **5.3 RECOMMENDATIONS**

After conducting this study, analysis from the research literature and interpretation of the data collected, the research findings and conclusions has been established that social media as a communication tool impacts positively on creating brand awareness which helps products stand out among competitors and able to expose brands to customers irrespective of time, place and at relatively cheaper cost.

Consequently, measures directed at running efficient and effective social media campaign would go a long way in addressing the lack of constant interaction a brand has with its customers, lack of prompt feedback, high cost of advertisement to create brand awareness, struggling to purchase airtime on radio and television and advertising space in newspapers and magazines etc.

It is in line with this that the following recommendations are made:

- Social media must be used to churn out relevant, truthful information about a brand promptly and equitably in order to earn the confidence of customers and to retain their loyalty.
- Social media handlers of organizations should be properly trained and more equipped in order to appreciate the sensitive nature and the role social media play in creating positive brand awareness for a product.
- Papaye should create and improve on their Customer Service Unit so that complaints and suggestions could be addressed promptly both online and offline.

- Papaye should undertake customer satisfaction research regularly online. This would keep them abreast with the extent of customer satisfaction, which will enable them adopt better approach in dealing with unfavourable posts by unsatisfied customers.

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## **APPENDIX**

### **QUESTIONNAIRE**

#### **FOR PAPAYE CUSTOMERS**

My name is Nana Kojo Dadzie, an MA in Public Relations student of the Ghana Institute of Journalism majoring in Public Relations. I am undertaking a research on the topic The Role of Social Media as a Communication Tool its Impact on Brand Awareness of which Papaye Fast Foods is my case study. Any response you give will be treated as confidential and you have assurance of the response being used solely for academic purposes only.

#### **SECTION A**

Please provide the following information about yourself. Information will be used only for statistical purpose by the researcher.

##### **1. Gender**

- a) Male [ ]
- b) Female [ ]

##### **2. Age**

- a) 18-25 [ ]
- b) 26-35 [ ]
- c) 36-45 [ ]
- d) 46+ [ ]

##### **3. Marital Status**

- a) Married [ ]
- b) Single [ ]
- c) Divorced [ ]
- d) Separated [ ]

4. What is your profession?.....

5. Educational Background

- a) No formal education [ ]
- b) Primary education [ ]
- c) Middle School Certificate [ ]
- d) Secondary school [ ]
- e) Diploma [ ]
- f) First Degree [ ]
- g) Postgraduate [ ]

6. Which Sector of industry do you work with?

- a) Public (Government) [ ]
- b) Private (Not own Business) [ ]
- c) Private (Own Business) [ ]
- d) Unemployed [ ]

7. How long have you been known Papaye?.....

**SECTION B**

8. Have you heard about Papaye Fast Foods?

- a) Yes [ ]
- b) No [ ]

9. Where did you hear about Papaye Fast Foods?

.....

10. Where do you get your information about Papaye.

- a) Facebook [ ]
- b) Twitter [ ]
- c) Whatsapp [ ]
- d) LinkedIn [ ]
- e) Youtube [ ]
- f) Website [ ]
- g) Others specify [ ]

11. You are influenced to buy Papaye by their social media information.

1. Strongly disagree, 2. Disagree. 3. Not sure 4. Agree 5. Strongly Agree

12. How often do you receive information about Papaye.

- a) Daily [ ]
- b) Weekly [ ]
- c) Fortnightly [ ]
- d) Monthly [ ]
- e) Others Specify [ ]

**SECTION C**

13. How useful is social media to you in getting information about Papaye brand?

- a) Very Useful [ ]
- b) Kind of Useful [ ]
- c) Don't Know [ ]
- d) Not Very useful [ ]
- e) Useless [ ]

14. Which is your preferred social media application

- a) Facebook [ ]
- b) Twitter [ ]
- c) Whatsapp [ ]
- d) LinkedIn [ ]
- e) Youtube [ ]
- f) Website [ ]
- g) Others specify [ ]

15. The following questions below are used to measure the brand perception in relation to the use of social media. Kindly circle one number per statement using the following scale.

1= Strongly disagree, 2= Disagree. 3= Not sure, 4= Agree, 5= Strongly Agree.

Social media is effective for brand awareness	1	2	3	4	5
Social media is great for engaging with consumers	1	2	3	4	5
Social media is effective for advertising a product	1	2	3	4	5
Social Media is a cheaper way of making a brand known	1	2	3	4	5

16. What are the advantages to you on social media and getting information from Papaye

.....

.....

.....

**17. Would you recommend using social media to another organisation, as a tool for marketing a product/service? Provide 2 reasons for your answer.**

.....  
.....  
.....

**18. Is there anything else you would like to add regarding the company and social media use?**

.....  
.....

## **INTERVIEW GUIDE**

### **FOR PAPAYE STAFF**

My name is Nana Kojo Dadzie, an MA in Public Relations student of the Ghana Institute of Journalism majoring in Public Relations. I am undertaking a research on the topic The Role of Social Media as a Communication Tool and its Impact on Brand Awareness of which Papaye Fast Foods is my case study. Any response you give will be treated as confidential and you have assurance of the response being used solely for academic purposes only.

#### **SECTION A (Introduction)**

1. What is your role within the company?

#### **SECTION B (Social Media)**

2. What kinds of social media are used by Papaye today?
  - If several kinds of social media are used, which is the most important one?
  - Which is the most often applied

3. Why do you use social media?

Are social media used to create brand awareness? How?

Are social media used to increase sales? How?

Are social media used to find new customers? How?

Are social media used to or for recruitment purposes? How?

Are social media used in product development? How?

Are social media used to improve communications with customers? How?

How useful do you think that social media has been for your company?

4. Will you say social media has been effective for your brand?

### **SECTION C (Brand awareness)**

5. How is brand awareness created in the company today?
6. Has social media changed the way the company communicates about its brand?
7. How do you measure brand awareness when social media is used?
8. What are the advantages (if any) in using social media to creating brand awareness?
9. What are the disadvantages (if any) in using social media to create brand awareness?
10. Is there anything else you would like to add regarding the company and social media and brand awareness?