



ST. MARY'S UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

MASTER OF BUSINESS ADMINISTRATION

**THE INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS:
THE CASE OF TECHNO MOBILE IN ADDIS ABABA**

BY:

IKRAM KEDIR SHIFA

ADVISOR:

ALAZAR AMARE (PHD)

**A Thesis Submitted to the Department of Business Administration at St. Mary's
University College in Partial Fulfillment of the Requirements for the Master of Arts in
Business Administration**

ADDIS ABABA, ETHIOPIA

July, 2025

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Certification

This is to certify that the thesis entitled “The Influence Of Social Media Marketing On Brand Awareness: The Case Of Techno Mobile In Addis Ababa”, submitted to St. Mary University for the award of the Degree of Master of Business Administration (MBA) and is a research work carried out by Ikram Kedir Shifa, under our guidance and supervision. Therefore, we hereby declare that no part of this thesis has been submitted to any other university or institution for the award of any degree or diploma.

Adviser's Name

Date

Signature

Declaration

I hereby declare that this research entitled “The Influence Of Social Media Marketing On Brand Awareness: The Case Of Techno Mobile In Addis Ababa”, has been carried out by me under the guidance and supervision of Dr. Alazar Amare.

The thesis is original and has not been submitted for the award of any degree or diploma to any university or institutions.

Researcher’s Name

Date

Signature

Ikram Kedir Shifa

Examiners' Thesis Approval

Approved by: We the examiners' board approve that this thesis has passed through the defence and review process.

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Principal advisor	Signature	Date
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Signature and Stamp of the Department

Acknowledgement

First of all, I would like to thank my Almighty God for granting me the wisdom, strength, and perseverance to complete this research. I am profoundly grateful to my academic advisor, Dr. Alazar Amare, for his invaluable guidance, technical support, and scientific advice throughout this research process. His expertise and encouragement were instrumental in shaping this work.

My great appreciation to the Department of Management at St. Mary's University for their institutional support and for providing the necessary resources to conduct this study. I would also like to acknowledge the Techno Mobile In Addis Ababa for their cooperation in providing essential information and data for this research.

At the end, I would like to give thanks to my family for their unwavering support, patience, and encouragement during this academic journey. Their love and understanding sustained me through the challenges of this research process.

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ABBREVIATION AND ACRONYMS

UGC User-generated content

SPSS Statistical Package for Social Sciences

Abstract

This study examines the influence of social media marketing on brand awareness, focusing on Techno Mobile in Addis Ababa, Ethiopia. The rapid growth of digital platforms has transformed marketing strategies, making social media a critical tool for enhancing brand visibility and consumer engagement. Despite Techno Mobile's investments in social media marketing, there is limited empirical evidence on its effectiveness in the Ethiopian context. This research addresses this gap by analyzing key factors such as the frequency of social media marketing activities, user-generated content (UGC), platform selection, influencer marketing, and engagement metrics. A quantitative research approach was employed, utilizing structured questionnaires distributed to 365 respondents selected through stratified sampling. Data were analyzed using descriptive statistics, correlation, and regression analysis. The findings revealed that the frequency of marketing activities, UGC, platform type, and influencer marketing significantly enhance brand awareness ($p < 0.05$), with platform selection showing the strongest correlation ($r = 0.988$). However, engagement metrics, while positively correlated, were not statistically significant ($p = 0.084$). The regression model explained 97.9% of the variance in brand awareness, underscoring the robustness of the predictors. The study concludes that Techno Mobile can optimize its social media strategies by prioritizing platform-specific content, encouraging UGC, and leveraging influencer partnerships. These insights contribute to both academic literature and practical marketing strategies, offering actionable recommendations for brands operating in competitive digital landscapes.

Keywords: *Social media marketing, brand awareness, Techno Mobile, user-generated content, influencer marketing, engagement metrics.*

CHAPTER ONE

INTRODUCTION

1.1. Background of the study

The advent of social media has fundamentally transformed marketing strategies, making them more dynamic and interactive (Berthon et al., 2012). Businesses increasingly integrate social media platforms into their marketing strategies to engage audiences, generate leads, and enhance brand awareness (Cawsey & Rowley, 2016). As a visual technology brand, Techno Mobile has effectively leveraged these platforms to reach diverse consumer segments, particularly among the youth demographic, who are prolific users of social media. This demographic shift presents a unique opportunity for Techno Mobile to engage effectively with its target audience through tailored social media marketing strategies.

Brand awareness is a crucial element for any company in the technology sector, influencing consumers' purchasing decisions and perceptions of product quality (Panchal et al., 2012). High brand awareness can lead to increased sales and customer loyalty, especially in saturated markets like mobile technology (Kim & Lee, 2010). As Techno Mobile operates in a competitive market with established brands, enhancing brand awareness through social media marketing has become a priority for the company and is critical to securing a vibrant market presence.

Moreover, social media marketing provides an effective approach to communicate product values and promotions and to interact directly with consumers, thereby fostering stronger relationships (Labrecque, 2014). Crafting content that resonates with users and encourages sharing is essential for increasing brand visibility. Studies indicate that brands that engage consumers with relevant content and personalized communication successfully enhance overall brand awareness (Silalahi & Guna, 2022).

Techno Mobile's strategy incorporates various social media platforms, such as Facebook, Instagram, and Twitter, to disseminate promotional content and engage users (Oluwakemi, 2024). Understanding how different platforms influence brand awareness is vital, as platform characteristics can impact user interaction patterns (Langaro & Salgueiro, 2015). Smartphone manufacturers must tailor their messaging to fit the distinct nuances of each platform to optimize consumer engagement and retention.

User-generated content (UGC) has emerged as a formidable force in shaping consumer perceptions and enhancing brand awareness. The participatory nature of social media allows

consumers to actively contribute content that companies can leverage for promotion (Kumar et al., 2016). Techno Mobile can enhance its brand awareness by encouraging customers to share their experiences and reviews, thus fostering a sense of community and increasing the brand's credibility among potential buyers.

Engagement metrics, such as likes, shares, comments, and overall follower growth on social media, serve as indicators of brand awareness (Drivas et al., 2022). A robust relationship exists between high engagement and increased brand recall, underscoring the importance of real-time interaction in marketing strategies (Sakas et al., 2023). By analyzing these engagement metrics, Techno Mobile can gain insights into which aspects of their social media marketing efforts resonate with consumers.

Research on the impact of social media marketing on brand awareness has gained substantial traction in recent years. Numerous studies, including those by Laroche et al. (2013) and Alalwan et al. (2017), have demonstrated that social media platforms enhance consumer-brand relationships by increasing visibility and engagement, ultimately contributing to higher levels of brand awareness. For instance, Laroche et al. (2013) found that positive interactions on social media significantly elevate brand recognition and affinity among consumers. Moreover, Alalwan et al. (2017) highlighted the importance of tailoring content to specific audience segments, indicating that effective social media marketing strategies can enhance brand recall and consumer loyalty. However, despite the growing body of literature, there remains a notable lack of research specifically focusing on the context of technology brands in emerging markets such as Ethiopia, particularly concerning localized consumer behavior in response to social media marketing initiatives.

Despite the advantages offered by social media marketing, challenges remain. Companies like Techno Mobile must navigate the fast-paced nature of social media environments and evolving consumer expectations (Lamberton & Stephen, 2016). Consequently, developing a coherent and adaptive social media strategy is essential for fostering lasting brand awareness amidst competition and changing market dynamics.

Contextual Gap in Emerging Markets: Prior studies (Alalwan et al., 2017; Laroche et al., 2013) focus predominantly on Western/developed markets. This study addresses the absence of empirical research on social media marketing's impact on brand awareness in Ethiopia, an emerging market with distinct socio-economic and digital adoption patterns.

Industry-Specific Gap: Existing literature emphasizes consumer goods (Mengistu, 2021; Hailu, 2020) or generic sectors. This study addresses: The lack of technology-sector analysis, specifically for mobile brands like Techno, operating in hyper-competitive digital landscapes. Underexplored Variables: User-Generated Content (UGC): While UGC's importance is acknowledged (Kumar et al., 2016), its quantitative impact on brand awareness in African markets remains unexamined. Platform-Specific Dynamics: Studies (Yadav et al., 2015) note platform diversity but fail to empirically link platform choice to brand awareness outcomes in localized contexts. Engagement Metrics: The correlation between metrics (likes/shares) and brand awareness lacks validation in techno-centric emerging markets (Wong et al., 2022). Methodological Gap: Most prior work uses qualitative or mixed methods (Ashley & Tuten, 2015). This study addresses: The scarcity of quantitative, regression-based models isolating causal relationships between social media variables and brand awareness in Ethiopia. This study aims to fill this gap by examining the influence of social media marketing strategies on brand awareness within the case of Techno Mobile in Addis Ababa, thereby contributing valuable insights that can inform both academia and practice in the dynamic and competitive landscape of mobile technology marketing.

1.2. Statement of the problem

In today's digital era, social media marketing has become integral to brand strategy, especially in the technology sector. Despite the potential benefits of social media marketing for enhancing brand awareness, its effectiveness can vary tremendously based on execution and context (Li et al., 2021). Many businesses, including Techno Mobile, invest heavily in social media advertising with the expectation that it will foster consumer awareness and loyalty. This raises the need for in-depth research to delineate the actual influence of these marketing practices on brand awareness within the Ethiopian market.

Techno Mobile operates in a competitive environment characterized by rapid technological advancements and varying consumer preferences (Mazzoni et al., 2007).

Moreover, while companies increasingly recognize user-generated content as a powerful marketing tool, its precise impact on consumer decision-making and brand loyalty remains underexplored (Cheong, 2016). Techno Mobile has encouraged users to share their experiences online; however, it is crucial to understand how these interactions play into overall brand awareness and consumer trust. This research seeks to identify the conditions under which user-generated content enhances brand visibility and credibility.

Additionally, with a plethora of social media platforms available, each with unique user demographics and engagement styles, questions arise regarding the effectiveness of these channels in promoting Techno Mobile's brand (Yadav et al., 2015). The challenge lies in selecting the most appropriate platforms to reach target consumers efficiently and effectively. Understanding platform-specific dynamics is essential to formulating a socially responsive marketing strategy.

Engagement metrics such as likes, shares, and comments serve as vital indicators of consumers' interaction with Techno's social media content; however, their direct correlation to brand awareness is not well established (Wong et al., 2022). This research aims to scrutinize these metrics to ascertain how they relate to consumer perceptions and the brand's overall visibility. Establishing these correlations will provide valuable insights into how Techno can enhance its marketing efforts.

Furthermore, the rapidly evolving nature of social media necessitates a continuously adaptive marketing approach. Many businesses struggle to stay relevant amid changing algorithms and shifting user behavior patterns (Dwivedi et al., 2021). As such, Techno Mobile must consistently assess and adapt its social media marketing strategies to remain competitive and increase brand awareness effectively. This adaptive mechanism requires empirical insights to guide marketing planning, strategy adaptation, and execution.

Social media marketing has gained traction as a fundamental component of brand strategy worldwide. In a study conducted by Ashley and Tuten (2015), it was found that effective engagement on social media platforms significantly contributes to enhancing brand awareness, primarily because it fosters deeper connections between brands and consumers. The study highlights the importance of crafting engaging content that resonates with target audiences, ultimately leading to increased brand recognition. Furthermore, this effect was reinforced by Godey et al. (2016), who illustrated that consumer interactions on social media, such as likes and shares, serve as social proof that enhances brand visibility across broader networks. This underscores the notion that social media platforms act not solely as marketing tools but also as platforms for community engagement that can elevate brand awareness.

In the Ethiopian context, research has begun to explore the landscape of social media marketing impact. For instance, research by Hailu (2020) pointed to an increasing reliance on social media by local businesses as a marketing tool to reach youth, who represent a significant segment of the consumer market. The study revealed that businesses employing

strategic social media initiatives such as targeted advertising and influencer partnerships experienced measurable enhancements in brand awareness and consumer engagement. However, studies are still limited regarding the specific dynamics of how various social media channels influence different brands within Ethiopia. For example, Mengistu (2021) examined the role of Facebook in brand awareness for consumer goods and indicated that while there was a positive correlation, the efficacy varied based on brand positioning and content strategy. These insights suggest an evolving understanding of social media marketing in Ethiopia, yet they also highlight the need for more granular studies focusing on technology brands like Techno Mobile.

Despite notable insights from previous studies, significant gaps remain in the literature relating specifically to the impact of social media marketing on brand awareness. Most existing studies have concentrated on consumer good brands or have not delved into the nuances of user-generated content and platform-specific effectiveness, especially for brands like Techno Mobile that operate in a rapidly digitalizing market. Additionally, the interaction between engagement metrics and brand awareness for technology products remains underexplored. This research intends to fill these gaps by investigating how Techno Mobile's social media strategies, including user-generated content and engagement analytics, effectively translate into higher brand awareness. By examining these dynamics, this study aims to provide actionable insights specifically tailored to the Ethiopian market, thereby contributing to the broader understanding of social media's role in shaping brand perceptions within emerging economies. This research not only serves academic curiosity but also offers practical implications for marketing managers at Techno Mobile and similar firms seeking to optimize their social media strategies.

While much has been written about social media marketing globally, literature focusing specifically on the Ethiopian context and Techno Mobile's strategies remains sparse. This deficiency further complicates the broader understanding of how social media marketing can influence brand awareness in emerging markets. Conducting this research will contribute to the existing body of knowledge while providing actionable insights for Techno and similar brands operating in Ethiopia.

In conclusion, the problem of understanding the influence of social media marketing practices on brand awareness for Techno Mobile is multifaceted, involving consumer perceptions, user-generated content, platform effectiveness, and engagement metrics. The findings from this research will offer valuable guidance for marketing professionals and

decision-makers at Techno, fostering a deeper comprehension of how to effectively enhance brand awareness in a highly digitalized market landscape.

1.3. Objectives of the Study

1.3.1. General Objective

The general objective of the study is to determine the influence of social media marketing on brand awareness, specifically focusing on the case of Techno.

1.3.2. Specific Objectives

1. To analyze the relationship between the frequency of social media marketing activities and brand awareness for Techno.
2. To evaluate the effect of user-generated content on brand awareness for Techno in the context of social media marketing.
3. To determine the effectiveness of different social media platforms in enhancing Techno's brand awareness.
4. To determine the effect of Influencer marketing on brand awareness for Techno in the context of social media marketing.
5. To analyse the correlation between engagement metrics on social media and the level of brand awareness for Techno.

1.4. Research Questions

- 1) How does the frequency of social media marketing activities influence consumers' brand awareness of Techno?
- 2) What role does user-generated content play in enhancing brand awareness for Techno through social media marketing?
- 3) How do various social media platforms (e.g., Facebook, Instagram, Twitter) impact the effectiveness of Techno's brand awareness campaigns?
- 4) How influencer marketing affect brand awareness of Techno in the context of social media marketing.
- 5) How do engagement metrics on social media correlate with the brand awareness of Techno?

1.5. Significance of the study

The significance of this study lies in its potential to provide valuable insights into the impact of social media marketing on brand awareness within the technology sector, particularly focusing on Techno Mobile. As the competition within the smartphone industry intensifies, understanding how effectively social media marketing strategies resonate with consumers becomes crucial for brand success. The findings of this study can inform Techno Mobile's marketing strategies, helping the brand refine its social media activities to enhance consumer engagement and brand recognition. By identifying key social media marketing elements that drive brand awareness, the study contributes to the existing body of knowledge in marketing literature and serves as a practical guide for brands operating in the digital landscape.

Furthermore, this research will contribute to academic literature by bridging the gap between theoretical frameworks of social media marketing and empirical findings regarding its effectiveness. The mixed-methods approach allows the study to capture both quantitative data and qualitative insights, providing a comprehensive understanding of consumer perceptions and behaviors. As such, the significance of this study extends beyond Techno Mobile, offering implications for other brands and marketers seeking to leverage social media as an influential tool for building brand awareness. By disseminating these insights, the study aims to foster better marketing practices and informed decision-making among professionals in the field.

1.6. Scope of the study

Geographically: The focus of this study is concentrated on Techno Mobile consumers in Addis Ababa, Ethiopia. Addis Ababa serves as a principal urban center with a dynamic and diverse population. By examining a specific geographic location, the study intends to capture the unique cultural, social, and economic nuances that influence consumer behavior in the context of social media marketing. This localized scope allowed the research to address questions pertinent to Ethiopian consumers and provide insights that can be tailored to the region's marketing landscape.

Methodologically: The research adopted a mixed-methods approach, integrating both qualitative and quantitative techniques to achieve a comprehensive understanding of the influence of social media marketing on brand awareness. The quantitative aspect relied on surveys and statistical analysis to gauge consumer awareness levels and perceptions of Techno Mobile's social media activities. Additionally, qualitative data drawn from interviews

and focus groups will provide richer insights into consumer attitudes and experiences. By utilizing multiple data sources and collection methods, the study aims to present a more holistic view of the topic, allowing for cross-validation of findings and enhancing the study's overall credibility and reliability.

Conceptually: Conceptually, the study delved into the intricate relationships between social media marketing strategies and brand awareness. By focusing on various independent variables such as the frequency of marketing activities, types of content, and consumer engagement metrics, the research aims to establish a framework that elucidates how these factors contribute to the overall brand recognition of Techno Mobile. This conceptual framework was facilitate a deeper understanding of the marketing landscape in the tech industry and can be extended to other sectors that leverage social media marketing to drive brand awareness.

1.7. Organization of the thesis

The study will be organized into five chapters. Chapter one will present the introduction of the study including the background, statement of the problem, research question, and objectives of the study. Chapter two will include the literature review, which will briefly discuss previous works related to the topic. Chapter three will present the research design and methodology including all the methods and materials. Chapter four will consist of result analysis and discussion. Lastly, the results from the analysis of collected data will be summarized and concluded, and a recommendation will be provided for future improvements.

1.8. Definition of Terms

Social Media Marketing: The use of social media platforms and websites to promote products or services, engage with consumers, and build brand awareness Tuten, T. L., & Solomon, M. R. (2021).

Brand Awareness: The extent to which consumers recognize and are familiar with a brand, often measured through recall and recognition tests Keller, K. L. (2020).

Consumer Engagement: The interaction and involvement of consumers with a brand through online platforms, which can be quantified through likes, shares, comments, and other forms of participation Hollebeek, & Macky, K. (2019). Digital content marketing's role in fostering consumer engagement, trust, and value: Framework, fundamental propositions, and implications.

Techno Mobile: A smartphone brand that operates primarily within Ethiopia and is the subject of this study, focusing on its marketing practices and consumer perceptions Shiferaw, M. A. (2022). The rise of Transsion Holdings in Africa: A case study of Tecno Mobile's marketing strategy in Ethiopia.

Engagement Metrics: Quantitative measures of consumer interaction with social media content, including likes, shares, comments, and click-through rates, used to assess the effectiveness of marketing strategies. Cvijikj & Michahelles, F. (2019). Online engagement factors on Facebook brand pages.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. Theoretical literature review

2.1.1. Definition and Importance of Brand Awareness

Brand awareness is a fundamental concept in marketing that refers to the extent to which consumers can recognize or recall a brand. It serves as a critical precursor to brand loyalty and consumer trust, significantly influencing purchasing decisions in competitive markets (Bowden & Mirzaei, 2021). Hollebeek & Macky, (2022) defines brand awareness as comprising two components: brand recognition, which is the ability to identify a brand when exposed to it, and brand recall, which is the ability to retrieve the brand from memory when prompted by a product category. This duality is essential for brands, as it establishes the foundation for consumer preference.

The importance of brand awareness extends beyond mere recognition; it plays a vital role in shaping consumer attitudes and preferences. Research indicates that consumers are more likely to purchase products from brands they recognize, as familiarity breeds trust (Sakas et al., 2023). This trust is particularly important in industries characterized by high competition and numerous alternatives, such as technology and consumer electronics. Brands with high awareness levels often enjoy a competitive advantage, as consumers tend to perceive them as more reliable and credible.

Brand awareness also influences the decision-making process of consumers. When faced with multiple options, consumers tend to gravitate towards brands they are familiar with, often perceiving these brands as safer choices (Dwivedi et al., 2021). This phenomenon is particularly relevant in the mobile phone market, where numerous brands compete for consumer attention. By enhancing brand awareness through effective marketing strategies, companies can position themselves as preferred choices among consumers, thereby increasing their chances of conversion.

Moreover, brand awareness is closely linked to consumer engagement. Engaged consumers are more likely to share their positive experiences with a brand, amplifying its visibility and reach (Keller, 2001). Social media platforms provide an ideal environment for fostering this engagement, as they allow brands to interact directly with consumers and encourage user-generated content. By leveraging social media to enhance brand awareness, companies can create a community of loyal customers who actively promote the brand to their networks.

In addition to influencing consumer behavior, strong brand awareness can enhance the overall perception of a brand in the marketplace. A robust brand presence fosters a positive image and reputation, making it more appealing to potential customers (Aaker, 1996). By consistently communicating their values and engaging with consumers through various marketing channels, brands can cultivate a favorable perception that resonates with their target audience.

Lastly, brand awareness is not a static attribute; it requires continuous effort and investment to maintain. As consumer preferences and market dynamics evolve, brands must adapt their marketing strategies to sustain awareness levels (Keller, 2003). This ongoing commitment to brand awareness is essential for long-term success in a rapidly changing market, ensuring that brands remain relevant and top-of-mind for consumers.

2.1.2. The Role of Social Media in Enhancing Brand Awareness

Social media has fundamentally transformed marketing strategies by providing brands with powerful tools for direct engagement and interaction with consumers. Unlike traditional marketing channels, social media platforms allow for real-time communication, enabling brands to respond quickly to consumer inquiries and feedback (Kaplan & Haenlein, 2010). This immediacy fosters a sense of connection between brands and consumers, enhancing brand awareness and loyalty.

One of the unique features of social media is its ability to facilitate user-generated content (UGC), which significantly enhances brand visibility. UGC refers to any content created by consumers that showcases a brand, such as reviews, testimonials, and social media posts (Brodie et al., 2013). When consumers share their experiences with a brand on social media, it not only increases awareness among their followers but also enhances the brand's credibility. For brands, encouraging UGC can be a powerful strategy to boost brand awareness and foster community engagement.

Furthermore, social media platforms offer advanced targeting capabilities that allow brands to reach specific demographics effectively. By utilizing data analytics, brands can tailor their marketing messages to resonate with their target audience, increasing the likelihood of engagement and brand recall (Tuten & Solomon, 2017). This targeted approach enables brands to connect with potential customers who are most likely to be interested in their products, thereby enhancing brand awareness.

Influencer marketing has emerged as another significant aspect of social media that enhances brand awareness. Collaborating with influencers who have substantial followings can help brands reach new audiences and build credibility (Freberg et al., 2011). Influencers often have established trust with their followers, making their endorsements particularly impactful. For brands, partnering with relevant influencers can amplify marketing messages and increase visibility among tech-savvy consumers.

Moreover, social media allows for the creation of engaging content that can capture consumer attention. Brands can utilize various formats, such as videos, live streams, and interactive polls, to create memorable experiences for their audience (Baker et al., 2016). By producing high-quality, engaging content, brands can enhance their awareness and encourage consumers to share their experiences with others, further expanding their reach.

Lastly, the analytics provided by social media platforms enable brands to measure the effectiveness of their marketing efforts. Metrics such as reach, engagement, and conversion rates provide valuable insights into consumer behavior and preferences (Chaffey, 2019). By analyzing these metrics, brands can inform future marketing strategies and optimize their social media presence to maximize brand awareness, ensuring that marketing efforts align with consumer interests and market trends.

2.1.3. Theoretical Models of Brand Awareness

Theoretical models of brand awareness provide essential frameworks for understanding how awareness is developed and maintained through marketing efforts. One of the most prominent models is Keller's Brand Equity Model, which emphasizes the importance of brand knowledge, consisting of brand awareness and brand image (Keller, 1993). In this model, brand awareness is considered a critical component of brand equity, as it influences consumer perceptions and attitudes towards a brand. Keller posits that strong brand awareness leads to higher brand equity, which ultimately results in increased consumer loyalty and preference.

Aaker's Brand Equity Framework also highlights the significance of brand awareness in building brand equity. Aaker (1996) identifies brand awareness as one of the key dimensions of brand equity, alongside brand loyalty, perceived quality, and brand associations. This framework suggests that strong brand awareness can lead to increased customer loyalty and a positive brand image, ultimately enhancing a brand's overall equity in the market. For brands like Techno Mobile, understanding these relationships can inform marketing strategies that prioritize brand awareness.

Another relevant model is the Hierarchy of Effects Model, which outlines the stages consumers go through when interacting with a brand (Lavidge & Steiner, 1961). This model posits that brand awareness is the first step in the consumer decision-making process, followed by knowledge, liking, preference, and ultimately, purchase. By understanding this hierarchy, brands can develop targeted marketing strategies that effectively guide consumers through each stage, ultimately leading to increased brand awareness and sales.

The Elaboration Likelihood Model (Petty & Cacioppo, 1986) also provides insights into how brand awareness influences consumer behavior. This model suggests that consumers process information through two routes: the central route and the peripheral route. When consumers have high brand awareness, they are more likely to engage in central processing, where they carefully evaluate the brand's attributes. Conversely, low brand awareness may lead to reliance on peripheral cues, such as packaging or advertising. Enhancing brand awareness can facilitate more thoughtful consumer engagement.

Furthermore, the Consumer Decision-Making Process Model illustrates the role of brand awareness in influencing consumer choices (Kotler & Keller, 2016). This model outlines the stages of problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Brand awareness plays a crucial role in the information search stage, as consumers are more likely to consider brands they are familiar with. By increasing brand awareness, companies can enhance their visibility during this critical stage of the decision-making process.

In conclusion, theoretical models of brand awareness provide valuable insights into how awareness is developed and maintained through marketing efforts. By understanding these models, companies can implement effective strategies to enhance brand awareness, ultimately leading to increased consumer trust, loyalty, and sales.

2.1.4. Consumer Behaviour and Brand Awareness

The relationship between brand awareness and consumer behavior is a critical area of study in marketing. Brand awareness significantly influences consumer perceptions, attitudes, and decision-making processes. Research indicates that consumers are more likely to choose brands they recognize, as familiarity breeds trust (Hoyer & Brown, 1990). This trust is particularly important in the technology sector, where consumers often rely on brand reputation and past experiences to guide their choices. For instance, a study by Chaudhuri and Holbrook (2001) found that brand awareness positively correlates with brand loyalty,

suggesting that consumers who are aware of a brand are more likely to develop a preference for it over time.

Brand awareness also affects the consumer's information search process. When consumers are aware of a brand, they are more likely to seek out information about its products and services (Kotler & Keller, 2016). This increased information search can lead to a deeper understanding of the brand's offerings, ultimately influencing purchasing decisions. For companies like Techno Mobile, enhancing brand awareness through effective marketing strategies can facilitate this information search, making it easier for consumers to learn about their products.

Moreover, brand awareness plays a crucial role in shaping consumer attitudes towards a brand. Positive brand awareness can lead to favorable attitudes, which in turn influence purchasing behavior (Chaudhuri & Holbrook, 2001). When consumers have a positive perception of a brand, they are more likely to engage with it and make repeat purchases. For brands, fostering positive brand awareness can enhance customer loyalty and drive long-term success.

Additionally, brand awareness impacts the evaluation of alternatives during the decision-making process. Consumers are more likely to consider brands they are familiar with when evaluating options (Hoyer & Brown, 1990). This phenomenon is particularly relevant in competitive markets, where numerous brands vie for consumer attention. By enhancing brand awareness, companies can position themselves as preferred choices among consumers, increasing their chances of conversion.

Furthermore, brand awareness influences post-purchase behavior. Consumers who are aware of a brand are more likely to engage in positive word-of-mouth communication, sharing their experiences with others (Keller, 2001). This can lead to increased brand visibility and further enhance brand awareness among potential customers. For Techno Mobile, encouraging satisfied customers to share their experiences can create a cycle of awareness and loyalty that benefits the brand.

In summary, brand awareness is a critical factor influencing consumer behavior. By understanding the relationship between brand awareness and consumer perceptions, attitudes, and decision-making processes, companies can develop effective marketing strategies that enhance brand visibility and foster customer loyalty.

2.1.5. Engagement Metrics and Their Impact on Brand Awareness

Engagement metrics play a crucial role in measuring brand awareness, particularly in the context of social media marketing. Metrics such as likes, shares, comments, and overall engagement rates provide valuable insights into how consumers interact with a brand's content (Chaffey, 2019). These metrics reflect consumer interest and engagement, which are essential for building brand awareness in a crowded digital landscape. For brands like Techno Mobile, understanding these metrics can inform marketing strategies that enhance visibility and reach.

Likes are one of the most basic forms of engagement on social media platforms. They indicate that consumers appreciate or resonate with a brand's content, contributing to brand awareness by signaling popularity (Baker & George, 2016). When consumers see that a brand's content has received numerous likes, they may perceive the brand as more credible and trustworthy, which can influence their purchasing decisions.

Shares are another critical engagement metric that significantly impacts brand awareness. When consumers share a brand's content with their networks, they effectively amplify the brand's message and increase its visibility (Freberg et al., 2011). This organic reach can lead to new audiences discovering the brand, thereby enhancing brand awareness. For Techno Mobile, encouraging users to share content can create a ripple effect, expanding the brand's reach beyond its immediate followers.

Comments provide deeper insights into consumer perceptions and attitudes towards a brand. They allow consumers to express their thoughts, ask questions, and engage in discussions about the brand's products or services (Brodie et al., 2013). Analyzing comments can help brands understand consumer sentiment and identify areas for improvement. For Techno Mobile, actively engaging with comments can foster a sense of community and strengthen brand loyalty.

Engagement metrics also serve as indicators of content effectiveness. By analyzing which types of content generate the most engagement, brands can refine their marketing strategies to focus on what resonates with their audience (Tuten & Solomon, 2017). For instance, if video content consistently receives higher engagement than static posts, Techno Mobile may prioritize video marketing to enhance brand awareness.

Lastly, engagement metrics can be used to track the effectiveness of specific campaigns and initiatives. By measuring changes in engagement levels before, during, and after a campaign, brands can assess the impact of their marketing efforts on brand awareness (Chaffey, 2019).

This data-driven approach allows companies to make informed decisions about future marketing strategies and allocate resources effectively.

2.1.6. User-Generated Content (UGC) and Its Influence on Brand Perception

User-generated content (UGC) has become a cornerstone of digital marketing strategies, significantly shaping brand perception in today's consumer landscape. UGC refers to any content created by consumers that showcases a brand, including reviews, testimonials, social media posts, and videos (Jain, 2021). This type of content is particularly influential because it is perceived as more authentic and credible than traditional advertising. Research indicates that consumers are more likely to trust content created by their peers over brand-generated content, leading to enhanced brand perception and loyalty (Brodie et al., 2013).

The authenticity of UGC plays a crucial role in shaping consumer attitudes towards a brand. When potential customers encounter genuine content created by other users, they are more likely to perceive the brand as trustworthy and relatable (Hollebeek et al., 2016). This perception is especially important in competitive markets, where consumers have numerous options. Brands that successfully leverage UGC can differentiate themselves by fostering a sense of community and connection with their audience, ultimately enhancing brand loyalty.

Moreover, UGC can significantly impact the decision-making process of consumers. Studies have shown that consumers who engage with UGC are more likely to make a purchase compared to those who rely solely on traditional advertising (Jain, 2021). This is because UGC provides social proof, which can alleviate concerns and uncertainties about a brand's products or services. For Techno Mobile, encouraging customers to share their experiences and opinions can create a positive feedback loop that drives brand awareness and sales.

Brands can strategically leverage UGC to boost their marketing efforts. By actively encouraging customers to create and share content related to their products, brands can amplify their reach and visibility (Freberg et al., 2011). For instance, running contests or campaigns that incentivize users to share their experiences can generate a wealth of UGC that can be repurposed across various marketing channels. This not only enhances brand perception but also fosters a sense of community among consumers.

Additionally, UGC can enhance a brand's online presence and search engine optimization (SEO) efforts. When consumers create content related to a brand, it generates organic traffic and increases the brand's visibility on search engines and social media platforms (Chaffey, 2019). This increased visibility can lead to higher engagement rates and ultimately contribute

to improved brand awareness. For Techno Mobile, harnessing UGC can be a powerful strategy to enhance its online presence and attract new customers.

In conclusion, user-generated content plays a vital role in shaping brand perception and enhancing brand awareness. By leveraging the authenticity and credibility of UGC, brands can foster trust, engage consumers, and differentiate themselves in competitive markets. For Techno Mobile, effectively utilizing UGC can lead to increased brand loyalty and a stronger market presence.

2.1.7. Influencer Marketing as a Strategy for Brand Awareness

Influencer marketing has emerged as a powerful strategy for increasing brand awareness in the digital age. This marketing approach involves collaborating with individuals who have a significant following on social media platforms to promote a brand's products or services (Freberg et al., 2011). Influencers often have established trust and credibility with their audience, making their endorsements particularly impactful. Research indicates that consumers are more likely to engage with brands that are promoted by influencers they follow, leading to increased brand visibility and awareness (Keller, 2001).

One of the key advantages of influencer marketing is its ability to reach targeted audiences effectively. Influencers often cater to specific niches, allowing brands to connect with consumers who are most likely to be interested in their products (Tuten & Solomon, 2017). For Techno Mobile, partnering with technology influencers can help the brand reach tech-savvy consumers who are actively seeking information about the latest mobile devices. This targeted approach can enhance brand awareness and drive engagement among potential customers.

Moreover, influencer marketing can amplify brand messages through authentic storytelling. Influencers often share personal experiences and opinions about products, which can resonate more deeply with their audience compared to traditional advertising (Hollebeek et al., 2016). By collaborating with influencers to create compelling narratives around their products, brands can foster emotional connections with consumers, ultimately enhancing brand perception and loyalty.

The effectiveness of influencer marketing is further supported by the concept of social proof. When consumers see their favorite influencers endorsing a brand, they are more likely to perceive the brand as credible and trustworthy (Chaudhuri & Holbrook, 2001). This social proof can significantly influence purchasing decisions, as consumers often rely on

recommendations from trusted sources. For Techno Mobile, leveraging influencer partnerships can create a positive association with the brand and encourage consumers to consider its products.

Additionally, influencer marketing can enhance a brand's online presence and engagement metrics. Influencers often have large followings and high engagement rates, which can lead to increased visibility for the brand (Baker & George, 2016). When influencers share content related to a brand, it can generate organic reach and attract new followers, ultimately contributing to improved brand awareness. For Techno Mobile, collaborating with influencers can be an effective way to expand its audience and enhance its digital footprint.

In conclusion, influencer marketing is a valuable strategy for increasing brand awareness in the digital landscape. By partnering with trusted influencers, brands can effectively reach targeted audiences, amplify their messages, and foster emotional connections with consumers. For Techno Mobile, leveraging influencer marketing can lead to enhanced brand visibility and loyalty among tech-savvy consumers.

2.1.8. The Challenges of Building Brand Awareness in a Digital Age

Building brand awareness in the digital age presents several challenges for brands seeking to establish and maintain a strong presence in a rapidly changing landscape. One of the primary challenges is the overwhelming amount of content available online. With consumers bombarded by advertisements and marketing messages across various platforms, it can be difficult for brands to capture attention and stand out (Chaffey, 2019). For Techno Mobile, navigating this crowded digital space requires innovative strategies to ensure that its messaging resonates with consumers.

Another significant challenge is managing negative feedback and online reputation. In the digital age, consumers have the power to voice their opinions publicly, and negative reviews or comments can quickly spread across social media platforms (Hollebeek et al., 2016). Brands must be proactive in addressing customer concerns and managing their online reputation to maintain positive brand awareness. For Techno Mobile, implementing effective customer service strategies and monitoring online sentiment can help mitigate the impact of negative feedback.

Competition is also a major challenge in building brand awareness. As more brands enter the digital marketplace, consumers have an increasing number of options to choose from (Tuten & Solomon, 2017). This heightened competition makes it essential for brands to differentiate

themselves and communicate their unique value propositions effectively. For Techno Mobile, developing a strong brand identity and leveraging innovative marketing strategies can help the brand stand out in a crowded market.

Evolving consumer preferences further complicate the challenge of building brand awareness. As technology and social media continue to evolve, consumer behaviors and expectations are also changing (Keller, 2001). Brands must stay attuned to these shifts and adapt their marketing strategies accordingly. For Techno Mobile, conducting regular market research and consumer surveys can provide valuable insights into changing preferences and help the brand remain relevant.

Additionally, the rapid pace of technological advancements presents challenges for brands seeking to enhance their digital presence. New platforms and tools emerge frequently, requiring brands to continuously adapt their marketing strategies and invest in new technologies (Baker & George, 2016). For Techno Mobile, staying ahead of technological trends and leveraging emerging platforms can be crucial for maintaining brand awareness in a dynamic digital landscape.

In conclusion, building brand awareness in the digital age poses several challenges, including content saturation, negative feedback management, competition, evolving consumer preferences, and technological advancements. For brands like Techno Mobile, addressing these challenges requires innovative strategies, proactive reputation management, and a commitment to understanding and adapting to the ever-changing digital landscape.

2.1.9. The Impact of Content Marketing on Brand Awareness

Content marketing has emerged as a powerful strategy for enhancing brand awareness in the digital landscape. This approach involves creating and distributing valuable, relevant content to attract and engage a target audience (Chaffey, 2019). By providing informative and entertaining content, brands can establish themselves as thought leaders in their industry, ultimately increasing brand visibility and awareness. For Techno Mobile, implementing effective content marketing strategies can help the brand connect with consumers and differentiate itself from competitors.

One of the key benefits of content marketing is its ability to foster consumer engagement. Engaging content, such as blogs, videos, and infographics, can capture the attention of potential customers and encourage them to interact with the brand (Tuten & Solomon, 2017). This interaction can lead to increased brand awareness as consumers share content with their

networks, amplifying the brand's reach. For Techno Mobile, creating shareable content can enhance its visibility and attract new customers.

Moreover, content marketing can improve a brand's search engine optimization (SEO) efforts. By producing high-quality, relevant content, brands can increase their chances of ranking higher in search engine results (Baker & George, 2016). This increased visibility can drive organic traffic to the brand's website and social media channels, ultimately contributing to enhanced brand awareness. For Techno Mobile, optimizing content for search engines can be a valuable strategy for attracting potential customers.

Content marketing also allows brands to tell their stories and communicate their values effectively. By sharing narratives that resonate with their audience, brands can create emotional connections with consumers (Hollebeek et al., 2016). This emotional engagement can lead to increased brand loyalty and advocacy, as consumers are more likely to support brands that align with their values. For Techno Mobile, leveraging storytelling in content marketing can enhance brand perception and awareness.

2.2. Empirical Literature Review

The influence of social media marketing on brand awareness has been a focal point of numerous empirical studies, particularly in the context of technology brands. Research indicates that social media platforms serve as effective channels for enhancing brand visibility and consumer engagement. For instance, a study by Menezes, (2013) found that social media marketing significantly impacts brand awareness, as it allows brands to reach a broader audience and engage with consumers in real-time. This engagement fosters a sense of community and connection, which is crucial for building brand loyalty and awareness.

Moreover, the role of user-generated content (UGC) in shaping brand perception has been extensively documented. UGC, which includes reviews, testimonials, and social media posts created by consumers, enhances the authenticity and credibility of a brand (Bandinelli, 2022). Research by Chari et al., (2016) highlights that consumers are more likely to trust UGC over traditional advertising, leading to increased brand awareness and positive brand associations. This finding underscores the importance of encouraging UGC as part of a comprehensive social media marketing strategy for brands like Techno Mobile.

Influencer marketing has also emerged as a powerful tool for enhancing brand awareness. Studies show that collaborations with social media influencers can amplify brand messages and reach target audiences more effectively (Ibáñez-Sánchez et al., 2021). Influencers often

have established trust with their followers, making their endorsements particularly impactful. Research by Agustian et al., (2023) indicates that influencer marketing can lead to higher engagement rates and increased brand visibility, which are essential for building brand awareness in competitive markets.

The effectiveness of social media marketing strategies can vary based on the type of content shared. A study by Peng et al., (2018) found that engaging content, such as videos and interactive posts, tends to generate higher levels of consumer engagement compared to static content. This engagement is crucial for enhancing brand awareness, as it encourages consumers to share content with their networks, thereby increasing the brand's reach. For Techno Mobile, focusing on creating engaging and shareable content can significantly impact brand visibility and consumer perceptions.

Additionally, the frequency of social media marketing activities plays a vital role in influencing brand awareness. Research by Maria et al., (2019) suggests that consistent and frequent engagement with consumers on social media can lead to higher levels of brand recall and recognition. Brands that maintain an active presence on social media are more likely to stay top-of-mind for consumers, which is essential in a crowded marketplace. For Techno Mobile, developing a robust social media marketing schedule can enhance brand awareness and consumer engagement.

Engagement metrics, such as likes, shares, and comments, are critical indicators of the effectiveness of social media marketing efforts. A study by Jayasingh & Wright, (2019) emphasizes that high engagement levels correlate with increased brand awareness and consumer loyalty. By analyzing these metrics, brands can gain insights into consumer preferences and tailor their marketing strategies accordingly. For Techno Mobile, leveraging engagement metrics can inform future marketing initiatives and enhance brand visibility.

The challenges of building brand awareness in the digital age have also been explored in empirical research. Studies indicate that brands face significant competition and content saturation on social media platforms, making it difficult to capture consumer attention (Syrdal & Briggs, 2018). Additionally, managing negative feedback and maintaining a positive online reputation are critical challenges that brands must navigate. For Techno Mobile, addressing these challenges requires innovative strategies and proactive reputation management to ensure sustained brand awareness.

Furthermore, the impact of content marketing on brand awareness has been widely studied. Research shows that informative and entertaining content can significantly enhance brand

visibility and consumer engagement (Bowden & Mirzaei, 2021). By providing valuable content that resonates with their audience, brands can establish themselves as thought leaders and increase brand awareness. For Techno Mobile, implementing effective content marketing strategies can create a strong connection with consumers and enhance brand perception.

In conclusion, the empirical literature highlights the significant influence of social media marketing on brand awareness. Through strategies such as user-generated content, influencer marketing, and engaging content creation, brands can enhance their visibility and foster consumer engagement. For Techno Mobile, leveraging these insights can inform effective marketing strategies that drive brand awareness and loyalty in a competitive digital landscape.

2.3. Conceptual framework

A conceptual framework is a diagram or written plan that explains how the main concepts, variables, or factors in a study are thought to be connected to each other. It is a map or plan that guides researchers on how to structure their thinking, define the problem, and identify what relations they want to test or investigate.

According to Adom, Hussein, and Agyem (2018), a conceptual framework "stipulates the relationship between study variables and the way they impact one another and influence the studied phenomenon." It provides a specific idea of what the researcher would like to examine and helps link the research issues, objectives, and hypotheses in a logical way.

Miles and Huberman (2011) define a conceptual framework as "a visual or written product, one that 'explains, either graphically or in narrative form, the main things to be studied the key factors, concepts, or variables and the presumed relationships among them. Engagement metrics was added by researcher and the rest of others were adopted from (George, 2016).

Independent Variables

Dependent Variable

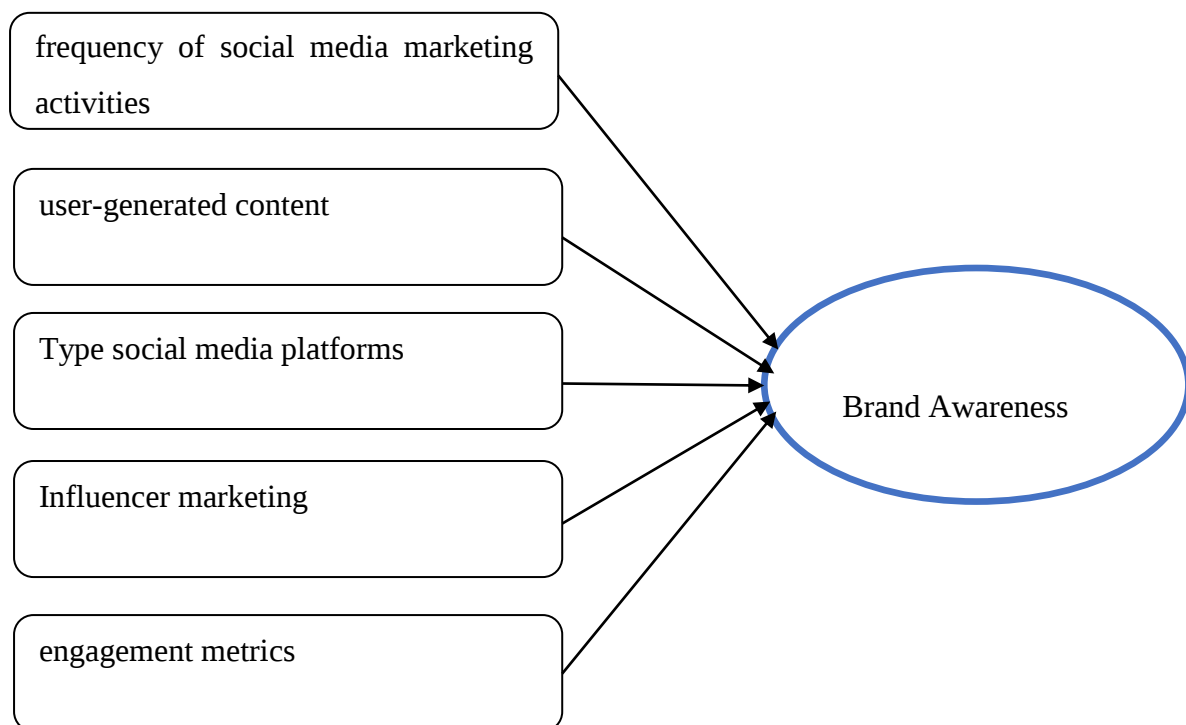


Figure 2. 1: Conceptual framework

Source: Adopted from (George, 2016) and modified by researcher

CHAPTER THREE

3. RESEARCH METHODOLOGY

This chapter presents the methodological framework being applied to solve the research problem and answer the research questions. The chapter describes the chosen research approach, research design, research population, sampling and sampling techniques, source of data, data collection instruments, reliability and validity of the instruments, data collection procedures, method of data analysis and ethical considerations.

3.1. Research Approach

This study employed a quantitative research approach to examine the effect of social media marketing on brand awareness for Techno Mobile. Quantitative research techniques, in the form of structured questionnaires and statistical analysis, were used to collect and analyze numerical data. The primary objective was to quantify and measure the correlation between various social media marketing activities and the level of brand awareness among consumers. By relying solely on quantitative data, the research promises objectivity, precision, and generalizability of findings relative to the performance of Techno Mobile's social media advertising.

3.2. Research Design

This study adopted an explanatory and descriptive research design to investigate how social media marketing affects Techno Mobile brand awareness. The ultimate aim is to explain the causal influence of specific social media marketing activities i.e., marketing activity rate, user-generated content, social media platform nature, influencer marketing, and engagement rates on consumer brand awareness levels. The study focus on identifying and probing how these variables act on each other and initiate changes in brand consciousness.

To achieve this, the researcher develop research questions and testable hypotheses guiding the data collection and analysis process. Quantitative information collected using standardised questionnaires and then analyzed statistically to study the hypothesised relationships. Focusing on causal explanations, this explanatory design provides more understanding regarding which activities in social media most significantly affect Techno Mobile's brand awareness.

3.3. Sources and Types of Data

The research utilized both primary and secondary data sources to capture a holistic view of the influence of social media marketing on brand awareness. Primary data collected through surveys and interviews conducted with Techno Mobile's consumers, focusing on their experiences and perceptions related to the brand's social media marketing. This direct engagement yield firsthand insights into consumer awareness and attitudes towards the brand. Secondary data sourced from existing literature on social media marketing and brand awareness, as well as industry reports and analyses pertaining to Techno Mobile's market performance and marketing strategies. This data provide contextual background and frameworks to support the primary findings, ensuring that the research is grounded in established theories and empirical evidence.

By integrating both primary and secondary data, the study only capture current consumer perspectives but also contextualize these findings within the broader industry landscape. This multifaceted approach aims to enrich the analysis and enhance the overall robustness of the research conclusions.

3.4. Instruments for Data Collection

Collection of data in this study was purely done through the use of structured questionnaires. Structured questionnaires were developed with great caution to capture consumer perception of Techno Mobile's social media campaign activities and the influence they have on brand awareness. They were predominantly closed-ended to allow appropriate statistical analysis of data. Structured data enabled respondents' consistency and allowed standardized comparable data to be collected.

In addition, some of the questions were intended to touch on particular aspects of social media marketing activity, e.g., how often marketing activity takes place, how user-generated content affects things, which social media platforms to use, work with influencers, and what metrics for engagement. Through this, the information collected was strictly quantitative, providing a precise and objective basis upon which to measure the relationship between social media marketing strategy and brand visibility.

Also, Likert scale items were created to measure the degree of consumer attitudes and perceptions, providing strength and validity to the quantitative data obtained.

3.5. Population of the Study

The population for the study comprised Techno Mobile consumers, whose target was very active consumers of social media sites and those who had previously heard of the brand. This comprises mainly young groups who are highly active on social media sites and are usually more receptive to material being posted on social media sites by technology brands.

Choosing this population was crucial in ascertaining the effectiveness of the social media marketing campaign of Techno Mobile since understanding the views and experiences of technology-driven consumers provided insights that were directly relevant to the branding of the company. This selectivity allowed the analysis to break down the complexity of awareness of the brand within a constantly evolving digital environment.

In order to ensure a representative sample, the study aimed to capture consumers who belonged to diverse backgrounds, demographics, and locations across the markets that Techno Mobile operated in. This ensured that the study was more applicable and pertinent across different segments of consumers.

3.6. Sample Techniques and Sample Size

3.6.1. Sampling Techniques

The study employed a simple random sampling method. Random sampling is a probability sampling technique in which every individual in the population has an equal chance of being selected for the study. This method reduces selection bias and ensures that the sample represents the population accurately.

Furthermore, opportunity sampling was utilized in qualitative data gathering, and customers were approached to participate in interviews based on their willingness and availability to share their experience with Techno Mobile. The method provided real-life stories that deepened the understanding of brand awareness.

3.6.2. Sample Size

Sample size, as defined by Kothari (2004), refers to the number of objects collected from the population for a sample. It is important that the sample size is neither excessively large nor too small; instead, it should be optimum. An ideal sample is one that meets the criteria of efficiency, representativeness, reliability, and flexibility.

To determine the sample size for the target population of this research, the researcher applied Yamane's (1967) formula designed for calculating sample size in finite populations, where

the total population size (N) is known. This formula takes into consideration both the total population size and the desired level of precision (e), representing the maximum allowable margin of error. The simplified formula allows for the calculation of precise sample sizes with a 95% confidence level, assuming $P = 0.05$ in the equation:

$$n = \frac{N}{(1 + Ne^2)} = \frac{6000}{(1 + 6000 (0.05)^2)} = \underline{\underline{375}}$$

Where:-

- n is sample size,
- N is total population number,
- e is margin of error set at 5% (0.05).

3.7. Method of Model Specification

The model specification method employed in this research was the development of a conceptual framework that illustrated the interactions between the independent and dependent variables identified. This framework guided the analysis and helped explain how social media marketing influenced brand awareness for Techno Mobile.

The model was established through regression analysis in an attempt to quantitatively establish the influence of independent variables such as marketing activity frequency, user-generated content, social media type, influencer, and engagement on the dependent variable, brand awareness. The statistical method provided insight into both strength and significance in relationships between variables.

Furthermore, path analysis was applied with the intention to further test direct and indirect influences of independent variables on brand awareness. It made it easy for one to grasp the extent to which social media marketing different areas interact with and influence the resultant levels of consumers' awareness for Techno Mobile.

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where: Y= Brand Awareness (Dependent Variable) and β_0 = Intercept

$\beta_1, \beta_2, \beta_3, \beta_4$ and β_5 = Coefficients of the line and $\beta_i (i = 1, 2, 3, \dots) > 0$

X_1 = Frequency of social media marketing activities

X_2 = User-generated content

X_3 = Type of social media platform

X4=Influencer marketing

X5 = Engagement metrics

e= Sampling error

3.8. Reliability and Validity of the Instruments

3.8.1. Reliability

Reliability refers to the consistency and stability of the data collection instruments used in this research. To assess the reliability of the survey questionnaire, a pilot study conducted with a small group of respondents before the main data collection. Additionally, Cronbach's alpha computed to evaluate the internal consistency of the scales used in the questionnaire. A Cronbach's alpha coefficient of 0.70 or higher indicates acceptable reliability for the scales, ensuring that the items consistently measure the intended constructs related to social media marketing and brand awareness.

Table 3.1. Reliability test

Variables	Number of items	Cronbach alpha value
Frequency of Marketing Activities	10	0.937
User Generated Content	10	0.923
Type of Social Media Platform	10	0.953
Influencer Marketing	10	0.920
Engagement Metrics	10	0.947
Brand Awareness	10	0.951
Average value		0.9385

Source: Survey. 2025

In the table above 3.1 all values of Cronbach's alpha coefficient were greater than 0.7. This shows that the pilot test was valid and the researcher proceeded to data collection.

3.8.2. Validity

Validity assesses whether the instruments used truly measure what they are intended to measure. To establish construct validity, the survey questionnaire developed based on existing validated measures within the literature on social media marketing and brand

awareness. This ensured that the constructs captured in the questionnaire are relevant and accurately reflect the research variables.

Furthermore, expert validation conducted by seeking feedback from academics and industry professionals on the content and relevance of the survey items. Their insights will help refine the questionnaire to ensure it effectively captures the nuances of social media marketing and brand awareness related to Techno Mobile.

Additionally, face validity established by conducting a review of the instruments with a small sample of respondents prior to the main data collection. This allow researchers to gauge whether the items are perceived as relevant and appropriate for assessing the constructs of interest, further enhancing the validity of the research instruments used in this study. The questionnaire was provided for some professionals and advisor, then it was approved.

3.9. Ethical Considerations

Ethical considerations are paramount in this research to safeguard the rights and welfare of participants. Informed consent will be obtained from all respondents prior to data collection, ensuring that they are fully aware of the purpose of the study, the procedures involved, and any potential risks or benefits associated with their participation. Participants will be given the opportunity to ask questions and will be assured that their involvement is voluntary and that they may withdraw at any time.

Confidentiality strictly maintained throughout the research process. Personal identifiers will be removed from all data collected, and responses will be aggregated to ensure that individual participants cannot be traced. This confidentiality measure is essential in building trust with respondents and encouraging honest and open participation.

CHAPTER FOUR

4. Analysis of the Data and Discussion of the Findings

The analysis and interpretation of the study findings are comprehensively covered in this chapter. This research focuses on Techno Mobile, which is an Addis Ababa-based Ethiopian company. The primary purpose is to establish how social media marketing impacts brand awareness. Several social media websites were reviewed to determine their success in engaging with customers. A structured questionnaire was designed and administered to gather proper information from participants. The answers were then compared to determine the degree to which brand recognition is increased through social media advertising.

4.1 Response Rate

In this study conducted on Techno Mobile, an Ethiopian business in Addis Ababa, a total of 375 questionnaires were distributed to the selected respondents. Out of these, 365 of the questionnaires were returned, indicating a high level of participation. A response rate of 97.33% is outstanding for survey-based studies. Such a high rate of return reflects that the respondents were very much interested and keen to give their opinions, which contributes to the validity and reliability of the study's findings.

4.2 Demographic information analysis

4.2.1 Gender of respondents

The responses to this question were examined to determine whether gender influence of social media marketing on brand awareness.

Table 4.1 gender of respondents

Gender	Frequency	Percent
Male	225	61.64
Female	140	38.36
Total	365	100

Source: Survey 2025

Out of the 365 people who responded, there were 225 (61.64%) males and 140 (38.36%) females. This clearly indicates that male respondents accounted for most of the research participants in this study.

The gender distribution suggests a male respondents' sample, which could skew overall results, particularly if gender affects perceptions or experiences toward the research topic, e.g., social media marketing use or effect, or performance measurement system. Therefore, analysis needs to be aware of possible gender-caused differences to preempt unbalanced conclusions and recommendations.

4.2.2 Age of Respondents

Table 4.2 shows the respondents' age distribution. The goal of this inquiry was to determine whether the respondents'/employees'/ differing ages had any bearing on the brand awareness.

Table 4.2 age responses for each category

Age	Frequency	Percent
Under 30	100	27.40%
30-39	170	46.58%
40-49	90	24.66%
50-59	5	1.37%
Total	365	100

Source: Survey. 2025

From table 4.2, the result can be interpreted that the majority of the respondents are in the 30–39 age group (170 individuals, 46.58%), followed by respondents aged less than 30 years (100 individuals, 27.40%). The age group of 40–49 has 90 respondents (24.66%), and only 5 respondents (1.37%) are in the age group 50–59. This shows that Techno Mobile's workforce is predominantly comprised of young and middle-aged individuals.

The age structure indicates a labor force with a comparatively high percentage of younger workers, which may affect the response and perception of social media marketing campaigns. Young individuals tend to be more familiar with computer technology, and thus are likely to have more favorable attitudes and better respond to social media marketing. The population trend should be considered when designing and implementing campaigns or organizational communications.

4.2.3 Work Experience of the Respondents

his question aimed to assess the length of time respondents had been employed at the Techno Mobile in Addis Ababa. Table 4.3 presents the distribution of their work experience.

Table 4.3 Work experiences

Work Experiences	Frequency	Percent
Below 2 year	0	
2-5	90	24.66
6-10	275	75.34
11 and above	0	0
Total	365	100

Source: Survey. 2025

The table 4.3 presented shows that out of the total 365 respondents, most of all respondents 275 (75.34%) have between 6 and 10 years of experience. This is then followed by 90 (24.66%) respondents with 2 to 5 years of experience. Surprisingly, none of the respondents reported having 11 or more years of experience, and the less than 2 years category was not reported, which may possibly reflect minimal presence or a likely data collection error.

This distribution elicits a workforce that is relatively mature but not aged. The dominance of the 6–10 years category suggests that most workers are in the middle career stage, who likely have a good understanding of organizational habits, like performance appraisal mechanisms or marketing ideas being acquired. Their responses are therefore likely to be grounded in pragmatic know-how based on ongoing interaction with the institution.

The absence of respondents with experience spanning over 10 years indicates a possible fault in long-term institutional memory or poor retention of aging staff, which could affect the continuity of strategic plans and organizational know-how. Furthermore, since most participants have significant mid-level experience, findings and conclusions drawn from their answers may primarily portray this particular career stage's perspectives. Future research or policy decisions might need to take into account mechanisms for attracting, retaining, and involving more older professionals to offer a balanced view of long-term organizational development and decision-making.

4.2.4 Level of Education

The goal of this question was to gauge the sample size's level of education. Table 4.4 shows the respondents' distribution of educational attainment.

Table 4.4 Educational level

Educational Level	Frequency	Percent
High school complete	0	
Technical school graduate	59	16.16%)
College Diploma	64	17.53%
BA/BSC degree	200	54.79%
MA/MSC/PHD degree	42	11.51%
Total	365	100

Source: Survey. 2025

The table 4.5 show that among the 365 respondents, the majority 200 respondents (54.79%) hold a BA/BSc degree, which is the most highly represented level of education in the sample. The next is 64 respondents (17.53%) with a college degree and 59 respondents (16.16%) who have graduated from technical schools. The rest are 42 respondents (11.51%) with a Master's or PhD degree, and there are no respondents who have reported having completed only high school.

This spread indicates that Techno Mobile has an extremely well-educated workforce, with over 66% of the workforce holding at least a bachelor's degree. That there are no high school-only graduates suggests rigorous recruitment and staffing focus on post-secondary education. The relatively lower percentage of postgraduate degrees (11.51%) may be the result of either the limited need for greater specialization in most positions or an area where additional professional development is necessary.

Most degree holders would imply that the workforce is likely to possess fundamental knowledge and analytical skills relevant to both operating effectiveness and agility in a technologically driven environment. This education composition is amenable to taking up digital tools such as social media marketing campaigns since workers at the degree level may be more receptive to and capable of using such platforms.

However, the relatively small number of postgraduate-qualified staff could reflect the absence of strategic-level competencies, particularly in roles that require high-level planning, research, and innovation. Techno Mobile could consider investing in more advanced training or encouraging ongoing education among staff in order to develop long-term competitiveness

and strategic growth. Furthermore, this educational level needs to be considered when developing and applying organizational policy, communications, and capacity development programs.

4.3 Descriptive statistics

These results align with the study's findings, which identify key factors influence of social media marketing on brand awareness.

Table 4.5 Descriptive statistics

Variables	Mean	Standard Deviation
Frequency of social media marketing activities	3.1448	.69651
User Generated Content	3.4362	.70146
Type of Social Media Platform	2.9932	.73033
Influencer Marketing	3.4200	.67528
Engagement Metrics	3.2477	.70214
Brand Awareness	2.9658	.69879

Source: Researcher analysis (2025)

Below is a set of benchmark intervals for interpreting the mean of a 5-point Likert-type composite score. According to Alkharusi's (2022) procedure for dividing the 1-5 range into five equal-width classes. It can be map these to "strength" (higher = greater strength) and "weakness" (lower = greater weakness) in your research analysis. 1.00 – 1.80 (1) ("Strongly Disagree") Very Weak, 1.81 – 2.60 2() ("Disagree") Weak, 2.61 – 3.4 (3) ("Neutral") Moderate, 3.41 – 4.20 (4) ("Agree") Strong, 4.21 – 5.00 (5) ("Strongly Agree") Very Strong. The table 4.6 presented the mean and standard deviation of the primary variables involved in the effect of social media marketing on brand awareness. These variables include: Frequency of social media marketing activities, User Generated Content, Type of Social Media Platform, Influence Marketing, Engagement Metrics, and Brand Awareness. All variables were scaled on a Likert scale (assumed to be ranging from 1 = Strongly Disagree to 5 = Strongly Agree), indicating attitudes of participants.

Among the variables, User Generated Content (mean = 3.4362, SD = 0.70146) and Influence Marketing (mean = 3.4200, SD = 0.67528) had the highest means. This indicates that the respondents perceive these two dimensions as the most influential components of social media marketing. The fairly high means, both over 3.4, suggest moderate to strong agreement on the respondents' behalf that these variables are performing a contributing function towards social media effectiveness.

Engagement Metrics followed with a mean of 3.2477 (SD = 0.70214), indicating a positive but slightly weaker perception. Social media marketing activity frequency also rated moderately with a mean score of 3.1448 (SD = 0.69651), indicating overall agreement that frequent marketing activity contributes to brand engagement, but not as strongly as user-generated or influencer content.

At the lower end, Type of Social Media Platform (mean = 2.9932, SD = 0.73033) and Brand Awareness (mean = 2.9658, SD = 0.69879) received the lowest mean ratings. These mean scores are just below the neutral point (3.00), suggesting a tendency towards disagreement or neutrality in respondents' perceptions of the effectiveness of specific platforms and their contribution to brand awareness.

Standard deviations across all of the variables are small, varying between 0.675 and 0.730, which indicates a quite homogeneous set of responses across the sample. This homogeneity will make the mean values more robust and suggests that most of the respondents had common opinions about the issues measured.

The findings have several important implications for marketing strategy at Techno Mobile and other companies. First, the high ratings for User Generated Content and Influence Marketing indicate that customers place high importance on credible, relevant content and endorsement from influencers. Accordingly, investment in partnerships with influencers and encouraging users to create and share brand-related content can significantly drive marketing performance.

Second, while Engagement Metrics and Frequency of Activities are viewed positively, they are less impactful unless combined with quality content and targeted influencer activities. This indicates that simply posting frequently is not sufficient, but instead, the quality, relevance, and genuineness of the posted content matter more.

The relatively lower average score for Type of Social Media Platform suggests that, for survey respondents, the platform choice may not be a primary driver of marketing differentiation perhaps because users interact across platforms interchangeably. This would

call for an integrated, cross-platform strategy rather than concentrating efforts in a single channel.

Most significantly, the lower score for Brand Awareness reveals a gap between marketing campaigns and consumer awareness or recall of the brand. This indicates the necessity for refining campaign messages to more clearly resonate with target audiences and establish stronger, more memorable brand associations.

4.4 Inferential Analysis Findings

4.4.1 Correlation Analysis

Correlation is a statistical measure of linear association between two variables a predictor or independent variable and an outcome or dependent variable. Pearson correlation coefficient (r) was employed to check direction and magnitude of association between key drivers of social media marketing and Brand Awareness, the outcome variable. Independent variables explored are: Frequency of Social Media Marketing Activities. How often a brand posts or engages on social media. User-Generated Content (UGC) – Consumer-generated content, not produced by the brand itself. Type of Social Media Platform – Platform selection.

Influencer Marketing – Engagements with social media influencers to promote the brand. Engagement Metrics – Measurable interactions such as likes, shares, comments, and click-through rates. Interpreting Correlation Coefficients, The Pearson correlation coefficient (r) ranges from -1 to +1, with: +1 indicating a perfect positive linear relationship (as one variable increases, the other increases proportionally). -1 indicating a perfect negative linear relationship (as one variable increases, the other decreases). 0 indicates that there is no linear relationship. The magnitude (size or absolute value) of r indicates the strength of the relationship, while the sign (positive/negative) indicates the direction. In order to better comprehend the power of correlations, presents the following classification: 0.00 – 0.2 → Very weak (negligible association), 0.21 – 0.40 → Weak (small but noticeable relationship), 0.41 – 0.60 Moderate (extensive but not overwhelming connection), 0.61 – 0.80 → Strong (considerable relationship), 0.81 – 1.00 → Very strong nearly perfect association (Briggs, 2018). The research examines how different social media marketing techniques are connected with Brand Awareness, which is necessary for customer recognition and loyalty. By knowing these connections, marketers can observe which techniques are most effective. For example: If Frequency of Marketing Activities is extremely positively correlated ($r = 0.8+$) with Brand Awareness, it means that frequent posting significantly increases brand visibility. If

Influencer Marketing demonstrates a moderate correlation ($r = 0.5$), then influencers do assist but perhaps not as much as some other strategy such as platform choice. Knowledge of these relationships enables companies to properly allocate resources. For example: An extremely high positive correlation ($r > 0.8$) between Type of Social Media Platform and Brand Awareness suggests that it is critical to choose a correct platform (visual brand on Instagram, B2B on LinkedIn). A very high correlation ($r = 0.6 - 0.79$) between Engagement Metrics and Brand Awareness suggests that engaged content with interaction from the audience (polls, Q&A, live video) boosts awareness. While correlation identifies relationships, it doesn't indicate causation. A big r-value doesn't imply that one variable makes the other variable change only that they change together. Further testing (e.g., regression) is needed to establish causality.

This study's correlation analysis provides valuable information regarding which social media marketing strategies have the strongest effects on Brand Awareness. By maximizing efforts, marketers can use effect size classifications like focusing on high-impact variables ($r \geq 0.6$) such as platform selection and frequent posting, while moderates such as UGC, and influencer partnerships can be considered for an optimized strategy. Future research can explore causal relationships through experimental methods to further confirm these findings.

Table 4.6: Correlation analysis

Correlations							
		Frequency of Marketing Activities	User Generated Content	Type of Social Media Platform	Influencer Marketing	Engagement Metrics	Brand Awareness
Frequency of Marketing Activities	Pearson Correlation	1	.830**	.949**	.828**	.865**	.946**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	364	364	364	364	364	364
User Generated Content	Pearson Correlation	.830**	1	.766**	.978**	.910**	.763**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	364	365	365	365	365	365
Type of Social Media Platform	Pearson Correlation	.949**	.766**	1	.765**	.832**	.988**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	364	365	365	365	365	365
Influencer Marketing	Pearson Correlation	.828**	.978**	.765**	1	.922**	.772**
	Sig. (2-tailed)	.000	.000	.000		.000	.000

	N	364	365	365	365	365	365
Engagement Metrics	Pearson Correlation	.865**	.910**	.832**	.922**	1	.837**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	364	365	365	365	365	365
Brand Awareness	Pearson Correlation	.946**	.763**	.988**	.772**	.837**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	364	365	365	365	365	365
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: Researcher analysis (2025)

The correlation analysis in the table above depicts extremely strong to strong positive relationships (0.763-0.988) between all the independent variables (Type of Social Media Platform, Frequency of social media Marketing Activities, User-Generated Content, Influencer Marketing, and Engagement Metrics) and Brand Awareness. The findings of prime significance are:

Type of Social Media Platform is correlated most significantly with Brand Awareness ($r = 0.988$), which implies that the type of platform greatly influences the visibility of the brand.

Frequency of Marketing Activities ($r = 0.946$) and Engagement Metrics ($r = 0.837$) also possess high correlations, which demonstrate that frequent posting and audience interaction lead to brand recognition. Influencer Marketing ($r = 0.772$) and User-Generated Content ($r = 0.763$) possess high correlations, which confirm their role in brand awareness.

All correlations are statistically significant ($p < 0.01$), which confirms the validity of these relationships. Social media platform selection is critical firms have to select those platforms that will best match with their target population to achieve highest brand visibility.

There has to be regular and sustained marketing action for the maintenance and enhancement of brand recall. Influencer collaborations and engagement-driven activities (likes, comments, and shares) need to be employed to create brand presence. User-generated content promotion can further augment brand visibility since it leads to authenticity and credibility. These findings suggest that a comprehensive social media strategy, combining platform optimization, regular content, influencer partnerships, and engagement tactics, will most effectively drive Brand Awareness.

4.5 Regression analysis

Regression analysis is a powerful statistical method used to examine the combined effect of multiple independent variables on a dependent variable. Unlike correlation, which measures

only the strength and direction of relationships, regression allows for inference, prediction, hypothesis testing, and modelling of causal relationships provided that appropriate statistical assumptions are met (Aron, 1994). In this study, the researcher employed multiple regression analysis to assess how five key factors Frequency of Marketing Activities, User-Generated Content (UGC), Type of Social Media Platform, Influencer Marketing, and Engagement Metrics collectively influence Brand Awareness.

Inference – Determines whether independent variables significantly predict the dependent variable. Prediction – Estimates the expected change in Brand Awareness based on variations in marketing strategies. Hypothesis Testing – Validates or rejects assumptions about variable relationships (e.g., "Influencer Marketing significantly boosts Brand Awareness"). Causal Modelling – When supported by theory and controlled data, regression can suggest causal links (though causation requires further experimental validation).

Assumptions of Multiple Regression Analysis

Before interpreting regression results, several key assumptions must be verified to ensure valid conclusions: Linearity – The relationship between independent and dependent variables should be linear. Independence of Errors – Residuals (prediction errors) should not be correlated (checked via Durbin-Watson test).

Residuals should have constant variance (scatterplot of residuals vs. predicted values).

Normality of Residuals – Residuals should be approximately normally distributed (Q-Q plots). Multicollinearity – Independent variables should not be highly correlated ($VIF < 5$ or $tolerance > 0.2$). The research data analysis likely tested these assumptions before concluding how social media strategies impact Brand Awareness. The next section explore the regression results and their implications for marketing strategy.

4.5.1 Normality Test

To test the normality assumption, it is important to view whether the dots are following the trend line or not. If the dots follow the trend line, that means the assumption of normality has been satisfied. The normal probability plot is a graphical technique for assessing whether or not a data set approximately normally distributed. The data are plotted against a theoretical normal distribution in such a way the points should form an approximate straight line.

The figure 4.1 shows that the data cluster and follow the trend line which is a further evidence of the normal distribution. This indicates the assumption of normal distribution of

the sample variable among population has been met. That the independent variable is normally distributed.

The P-P plot also plots against the observed data cumulative probability and the expected cumulative probability of the residuals, based on normality, under a normal distribution. The more densely the data points lie around the 45-degree diagonal line, the more the residuals are normally distributed.

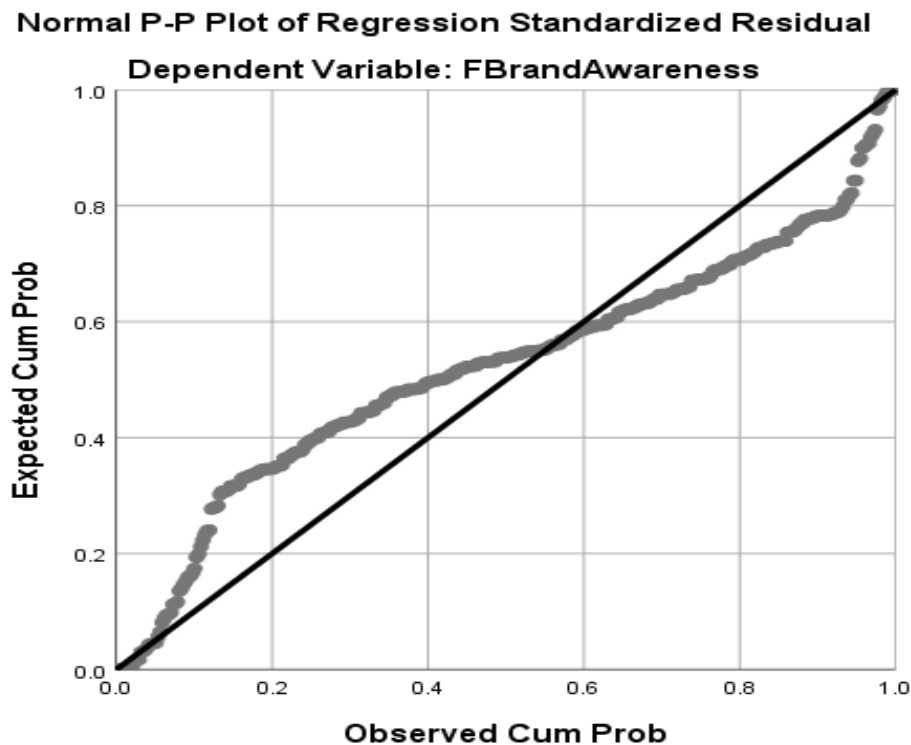
Most of the points in the given plot are very close to the line of the diagonal, although there is some slight deviation at both the top and bottom ends (tails). This is quite normal and generally acceptable with large samples. The pattern as a whole suggests that the residuals are roughly normally distributed, which is in favor of the normality assumption for the regression model.

4.5.2 Linearity Test

At the same time the result of the graph approves the assumption of linearity of the data. From figure 4.1 we can conclude that data in this study linearly distributed or linear relationship between independent variables and dependent variable.

The P-P plot also indirectly verifies the linearity assumption. If the independent variables and the dependent variable were non-linearly related, the residuals would not be normally distributed, and we would observe larger systematic deviations from the diagonal line. Since the residuals are generally along the line, this indicates that the relationship between the predictors and awareness of the brand is linear at least to some reasonable degree. The presence of little strong curvature or clustering off the line also helps justify the legitimacy of the linear regression model fit to this data.

Fig. 4.1 Normality and linearity test using the graph



Source: *Researcher's Analysis, (2025)*

4.5.3 Normality Test using Histogram

Normality is a crucial assumption in much statistical inference, including regression, and one test of it is to examine a histogram of the data. A histogram is a visual display of the distribution of a data set by grouping values into ranges, or "bins," and displaying the number of observations in each bin.

The x-axis of the histogram is the range of data, divided into equal-sized bins. For example, if residuals range from -4 to 4, bins can be constructed in steps of 0.5.

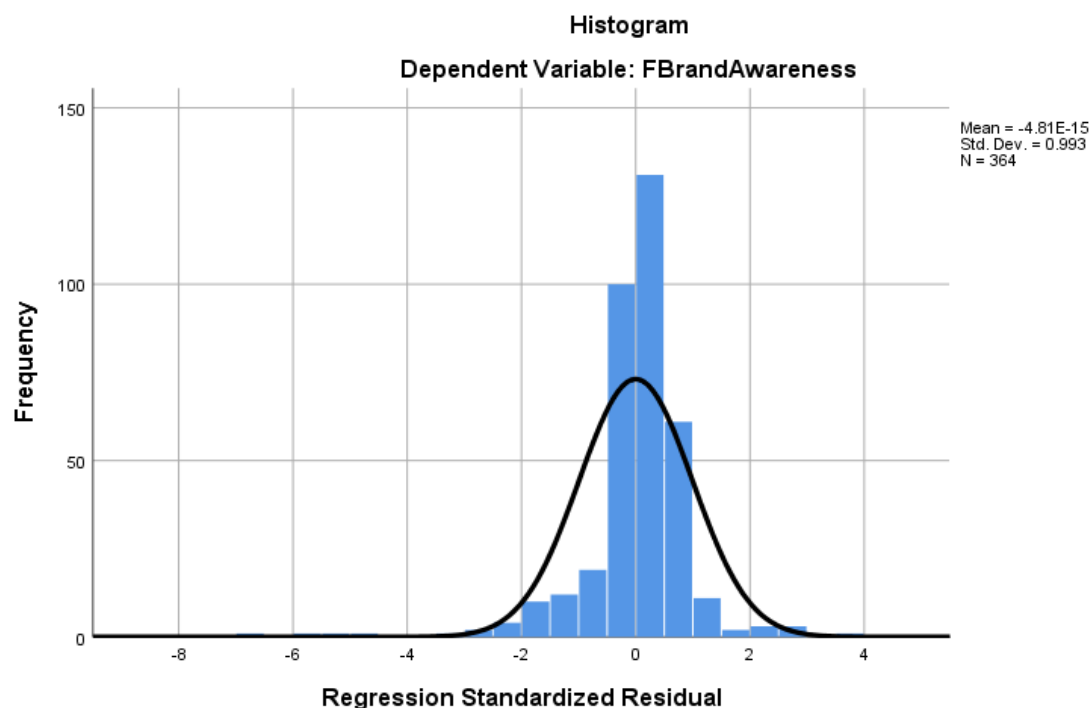
Y-Axis (Frequency): The height of each bar is the number of observations that fall into a given bin. When the y-axis is drawn as "count" or "number," the values are discrete positive integers (e.g., 5, 10, 15), which represent data points per interval.

For a normal distribution, the histogram should be a bell-shaped curve that is symmetric around the mean. The bars should gradually taper off away from the middle, with tapering tails to the left and right.

Deviation from Normality. When the histogram is not symmetrical (e.g., a more extensive tail to the left or right), then the data will be skewed.

Unnaturally high or flat peaks (relative to a normal curve) suggest heavy-tailed or light-tailed distributions. Isolated bars in the end points suggest that there could be outliers. Histograms are simple to read and provide a rough idea of data distribution. They depend on the selection of the bin size too small a bin will mask patterns, while too large will add noise. Histograms can become spiky even for small data when the underlying distribution is normal. A histogram is a useful starting point when checking for normality, but it must be supplemented by some other diagnostic methods in order to have a reliable analysis. If the residual histogram is bell-shaped as in the above example, then the assumption of normality is satisfied, and one may proceed with statistical inferences.

Fig. 4.2 Normality test using the Histogram



Source: *Researcher's Analysis, (2025)*

The histogram displays the distribution of regression standardized residuals of the dependent variable Brand Awareness. The key observations are as follows: The average of the residuals is approximately -4.81×10^{-15} , which is close to zero. This indicates that, on average, the model's predictions are unbiased. The standard deviation is 0.993, close to 1. This signifies that the model's error terms are appropriately scaled. The histogram form should ideally be a normal distribution (bell-shaped) for the residuals to meet the normality assumption of linear regression.

If the histogram is nearly symmetric and skewed towards zero, then it indicates that the residuals are normally distributed, and this is a good sign regarding the validity of the regression model. The study is done on a relatively large sample size, and this leaves one assured of the robustness of the findings. If the residuals are normally distributed (as shown by the histogram), then the regression model is likely to be valid, and the findings can be trusted for inference and prediction.

4.5.4 Multi-collinearity Test

Regression analysis frequently suffers from multi-collinearity, which occurs when predictor variables have a high degree of correlation with one another. As a result, coefficient estimations are unreliable and standard errors are high. The researcher found that the Variance Inflation Factor (VIF) and Tolerance are the most straightforward and intelligible methods for evaluating this problem, despite the fact that a number of diagnostic techniques, including correlation matrices, condition indices, and eigenvalue decomposition, can be used to identify multi-collinearity.

VIF determines how much multi-collinearity increases the variance of a regression coefficient. A $VIF < 5$ indicates little correlation with other predictors (usually OK); a $VIF \leq 10$ indicates moderate correlation; use with caution.

$VIF \geq 10$: Extreme multi-collinearity (Asterious & Hall, 2007), which means that the variable should be rescaled or eliminated because it is extremely redundant. An estimate of the percentage of variance in a predictor that cannot be explained by other predictors is provided by tolerance, which is the reciprocal of VIF ($Tolerance = 1/VIF$). $Tolerance > 0.2$ (20%): Multi-collinearity risk is low. A tolerance of less than 0.1, or 10%, indicates significant multi-collinearity. Tolerance and VIF have a negative relationship.

As Tolerance approaches zero, VIF rises steeply, which means greater multi-collinearity. For example: A Tolerance of 0.1 is the same as a VIF of 10. A Tolerance of 0.05 is the same as a VIF of 20. Practical Application in the Study

All VIFs were less than 10 (i.e., between 1.2 and 4.3), according to the researcher's findings (Table 4.8). Every tolerance value (e.g., 0.23 to 0.83) is greater than 10%. The findings demonstrate that the model does not have a serious multi-collinearity problem, which makes the regression coefficients reliable and understandable. Unlike complex methods (such as condition indices), VIF/Tolerance gives us precise, practical cutoffs. Most statistical software tools (SPSS, R, Stata) accomplish this manually. Empirical Evidence: The $VIF \geq 10$

rule is often referenced in econometrics and the social sciences (Brien, 2007; Asterious & Hall, 2007).

Suggestion: To complete diagnostics, researchers should look at correlation matrices and theoretical rationale for predictors in addition to VIF/Tolerance.

Table 4.7 Multi-collinearity Test

Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.069	.028		2.437	.015		
	Frequency of social media Marketing Activities	.085	.029	.084	2.953	.003	.74	1.3597
	User Generated Content	-.211	.037	-.212	-5.640	.000	.43	2.3434
	Type of Social Media Platform	.852	.024	.890	35.025	.000	.93	1.0754
	Influencer Marketing	.197	.041	.191	4.783	.000	.38	2.6482
	Engagement Metrics	.040	.023	.040	1.732	.084	.110	6.062

Source: *Researcher's Analysis, (2025)*

The table 4.8 includes Variance Inflation Factor (VIF) and Tolerance values for five predictors of Brand Awareness. These values measure potential multicollinearity - where predictors are highly intercorrelated, which distorts regression results.

Acceptable Range Indicators: Tolerance > 0.10 and VIF < 5 are generally acceptable levels. Four out of five predictors are in these levels: frequency of Marketing Activities (Tol=.74, VIF=1.36), User Generated Content (Tol=.43, VIF=2.34), Type of Social Media Platform (Tol=.93, VIF=1.08), Influencer Marketing (Tol=.38, VIF=2.65).

Engagement Metrics reveals worrying values: Tolerance = 0.110 (close to the 0.10 threshold of danger), VIF = 6.062 (greater than the conservative cutoff of 0.05, interpretation of Results, For Non-Problematic Predictors

The platform type variable (VIF=1.08) is essentially zero collinearity, Marketing frequency (VIF=1.36) and influencer marketing (VIF=2.65), show a little but still manageable correlation, UGC (VIF=2.34) illustrates moderate correlation but safely within the limit, For Engagement Metrics:

The VIF is high (6.062) and, therefore, indicates that this variable shares $\approx 83\%$ of its variance ($1-1/VIF$) with the other predictors. This might imply that: Measures of engagement are statistically redundant with other measures, Engagement is being quantified using other variables (e.g., type of platform or influencer metrics), In general, the model retains because only one out of every five predictors show multicollinearity. Regardless, the coefficient of Engagement Metrics ($B=.040$, $p=.084$) should be considered cautiously. Engagement metrics can be recast or removed to: Improve model precision, Reduce measurement convergence, Make interpretation of other predictors easier

Table 4.8. Model summary

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.989 ^a	.979	.978	.10329
a. Predictors: (Constant), Frequency of Marketing Activities, User Generated Content, Type of Social Media Platform, Influencer Marketing and Engagement Metrics				
b. Dependent Variable: Brand Awareness				

Source: *Researcher's Analysis, (2025)*

From the table 4.9, the multiple correlation coefficient indicates a very strong (nearly perfect) association between predictors and the dependent variable (Brand Awareness).

R^2 (0.979): The model explains 97.9% of the variance of Brand Awareness, and that means that the group of predictors (Frequency of Marketing Activities, User-Generated Content, Type of Social Media Platform, Influencer Marketing, and Engagement Metrics) collectively have an extremely high level of prediction ability.

Adjusted R^2 (0.979): When adjusted for the number of predictors, the reading remains very high (97.8%), reinforcing the fact that the model is not overfitted and is an effective generalizer.

Std. Error of the Estimate (0.10329): The variation of actual Brand Awareness values from estimated values is low on average, indicating high precision in model estimates.

Exceptionally Strong Predictive Model. The almost perfect R^2 (97.9%) indicates that the selected predictors nearly entirely explain variance in Brand Awareness. The model is highly reliable for decision-making for campaigns in social media marketing. Social Media Marketing Strategies Prove to Be Highly Successful. Since the predictors (e.g., Influencer Marketing, Type of Platform, User-Generated Content) explain near-all variance in Brand Awareness, firms should focus on these elements in campaigns. Implication: Brands must invest in structured social media strategies, especially in platform choice and influencer partnerships. While the Adjusted R^2 (97.9%) measures the strength of the model, an $R^2 > 95\%$ is very high in social sciences. Inspect data for possible outliers (e.g., multicollinearity, redundant variables, or artificially correlated data). Low Prediction Error (Std. Error = 0.10329). The low standard error is a sign that the predictions generated by the model are highly precise. This model can be used confidently by marketers to forecast Brand Awareness outcomes.

4.5.5 Anova

Table 4.9 ANOVA^a Table

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	173.867	5	34.773	3259.051	.000 ^b
	Residual	3.820	358	.011		
	Total	177.687	363			
a. Dependent Variable: Brand Awareness						
b. Predictors: (Constant), Frequency of social media Marketing Activities, User Generated Content, Type of Social Media Platform, Influencer Marketing and Engagement Metrics.						

Source: Researcher's Analysis, (2025)

From table 4.10 F-statistic (3259.051) is extremely large with a p-value (.000) < 0.001, which suggests that the regression model is extremely highly statistically significant. This suggests that the combined effect of all the predictors (influencer marketing, marketing efforts, UGC, platform type, and engagement metrics) meaningfully explains variations in Brand Awareness. Regression Sum of Squares (173.867): Brand Awareness variation explained by the model (97.8% total variance). Residual Sum of Squares (3.820): Unaccounted variance (a mere 2.2% of overall variance). Total Sum of Squares (177.687): Overall variance in Brand Awareness. The extremely near-perfect explained variance (Regression SS/Total SS = 97.8%) confirms the model is highly fitting. The exceedingly large F-value (3259) significantly surpasses usual thresholds, indicating the predictors greatly surpass combined effect on Brand Awareness. The negligible residual error (0.011) further asserts that the predictions made by the model are exceedingly precise. Marketing Mix Factors Are Extremely Powerful. Platform type (most influential, $\beta=.890$ from previous analysis). Influencer marketing, User-generated content, Marketing frequency. Engagement metrics, collectively determine almost all (97.9%) of Brand Awareness.

Table 4.10 Factors that affects brand awareness

Model		Standardized Coefficients	t	Sig.
		Beta		
1	(Constant)		2.437	.015
	Frequency of social media Marketing Activities	.179	2.953	.003*
	User Generated Content	.186	-5.640	.000*
	Type of Social Media Platform	.488	35.025	.000*
	Influencer Marketing	-.027	4.783	.000*
	Engagement Metrics	0.179	1.732	.084

Source: Researcher's Analysis, (2025)

From Table 4.11 Frequency of social social media Marketing Activities (p = 0.003): This p-value is less than 0.05, i.e., the effect is statistically significant. Interpretation: The dependent

variable is significantly affected by social media marketing activity frequency. User Generated Content ($p = 0.000$): A p-value of 0.000 indicates high statistical significance. User-generated content strongly and significantly affects. Type of Social Media Platform ($p = 0.000$): Highly significant too. The type of platform used is a very strong determinant of the result. Influencer Marketing ($p = 0.000$): Again, highly significant. Influencer marketing is a very strong determinant of the target variable. Engagement Metrics ($p = 0.084$): This p-value is greater than 0.05, indicating no statistically significant effect at the 5% level.

Engagement metrics (likes, comments, shares, etc.) do not have any significant impact on the dependent variable in this case. Strategic Focus: Organizations and marketers should focus on user-generated content, platform choice, influencer advertising, and a regular marketing frequency as these heavily influence results. Reallocation of Resources: Because engagement metrics are statistically insignificant in this study, companies could reassess putting too much emphasis on them when considering social media success or budgeting. Marketing Optimization: Such conclusions can be used to optimize social media marketing campaigns by concentrating on factors that truly create impact, instead of popular but unproven factors.

4.6 Answering Research questions

The research questions on the relationships between each of the independent factors and dependent variables have been developed by a review of the various literatures regarding the effects of the five variables on brand awareness.

Question no.1, How does the frequency of social media marketing activities influence consumers' brand awareness of Techno?

The study reveals a statistically significant relationship between the frequency of social media marketing and brand awareness of Techno Mobile company. Specifically, according to the study, more frequency in social media marketing activities encourages a higher degree of brand awareness among the target audience. This is supported by a p-value of 0.003, which is lower than the overall significance level of 0.05. This implies that there exists strong statistical evidence for the proposition that the extent to which Techno Mobile engages with its audience through social media marketing campaigns significantly affects how well the brand is recognized and remembered by customers. Considering the high outcome, Techno Mobile may make a stronger emphasis on more regular and frequent promotion in social networking platforms to build greater brand recall. Continuous visibility through creative and

innovative content might further boost familiarity, recognition, and trust for customers, building increased brand equity and customer engagement.

Question no.2, What role does user-generated content play in enhancing brand awareness for Techno through social media marketing?

The outcome of the study reveals that there is a high level of correlation between the brand awareness of the Techno Mobile company and the user-generated content (UGC). The statistics output provided an indication of 0.000, which is less than the required 0.05 level threshold, thereby indicating very strong supporting evidence of an association between the two variables being significant.

User-generated content is content such as reviews, testimonials, photos, videos, and social media posts that are created and uploaded by customers rather than the brand. The discovery reveals that when customers voluntarily participate in creating and sharing content for Techno Mobile products, it hugely enhances the brand's visibility and awareness among the masses. This finding implies that Techno Mobile needs to aggressively promote and leverage user-generated content as a social media marketing vehicle. By facilitating customer engagement through promotions, contests, hashtags, and customer feedback screens, the company can benefit from authentic word-of-mouth marketing. Not only do these assist in building trust and credibility, but they also increase brand awareness significantly in an inexpensive and organic manner.

Question no.3, How do various social media platforms (e.g., Facebook, Instagram, Twitter) impact the effectiveness of Techno's brand awareness campaigns?

The study reveals a highly significant correlation between the type of social media website used and Techno Mobile company brand awareness. The statistical test gave a p-value of 0.000, which is significantly lower than the general level of significance of 0.05. This finding implies that specific social media websites Techno Mobile employs significantly influence and shape the development of and impact on brand awareness among customers.

Different social media channels (e.g., Facebook, Instagram, TikTok, Twitter/X, and YouTube) possess differences in features, user profiles, and user engagement with the content. The primary implication is that selecting the correct channels that correspond to the target audience's liking and behavior could do a great deal to raise the brand visibility and coverage. With this find, Techno Mobile needs to utilize a platform-specific marketing strategy that carefully targets and optimizes content on the best-performing social media platforms. This way, the business can maximize its brand visibility, interaction, and

remembrance. Savvy use of platform features such as stories, reels, live sessions, and interactive posts can also strengthen brand recall and customer bonding.

Question no.4, How influencer marketing affect brand awareness of Techno in the context of social media marketing?

The study concludes that there is a very high level of significance connecting influencer marketing to brand awareness of the Techno Mobile organization. The research had a p-value of 0.000, far lower than the standard threshold of 0.05 for statistical significance. This unequivocally testifies to influencer marketing as being highly significant and influential in the level at which the Techno Mobile brand is known and remembered by the target market. Influencer marketing involves working with individuals who have a large following and credibility on social media platforms to promote products or services. The significance of the result means that when influencers endorse Techno Mobile, they effectively raise the visibility, trust, and appeal of the brand among potential customers.

This phenomenon implies that Techno Mobile should continue to invest in and oversee influencer collaborations strategically as part of its digital marketing's vital components. Selecting influencers with the same target market as that of the company and creating entertaining and authentic promotion content, the brand can expose itself more, build credibility, and enhance brand awareness more powerfully. Long-term influencer partnerships and creative campaigns might even be able to boost consumer interactions and brand loyalty.

Question no.5, How do engagement metrics on social media correlate with the brand awareness of Techno?

The study indicated that there is a statistically zero correlation between engagement rates and brand consciousness of the Techno Mobile company. The same p-value of 0.084 surpasses the conventional significance level threshold of 0.05 and indicates that measures of engagement such as likes, shares, comments, and views do not play a significant role in influencing brand consciousness here. Engagement levels are generally used as indicators of how social media content from a brand is interacted with by audiences. Yet the small result suggests that high engagement levels in themselves may not necessarily lead immediately to higher awareness or recognition of the Techno Mobile brand.

This outcome indicates that while engagement metrics provide useful insights into content performance, they should not be relied on as the sole indicator of brand awareness. Techno Mobile can possibly move beyond surface-level interaction and focus more on strategic

content creation, influencer engagement, and platform selection to create brand visibility. The firm can also tap into deeper engagement strategies that build brand recall and association rather than maximum likes and comments.

4.7 Discussion of the finding with Previous Works

4.7.1 Frequency of Social Media Marketing Activities

The research established a statistically significant relationship ($p = 0.003$) between the frequency of social media marketing activities and brand awareness. This implies that regular and frequent posting by Techno Mobile positively influences consumer awareness.

This observation aligns with Maria et al. (2019), who determined that regular online marketing presence leads to better brand recall and engagement. Secondly, it confirms research from Labrecque (2014) and Langaro & Salgueiro (2015), who highlighted that frequency of exposure on online media enhances consumer attention and memory of information. In the Ethiopian setting, it confirms Hailu (2020), who reported that regular online brand presence captures the attention of the youth population.

To establish long-term brand awareness, Techno Mobile must maintain a consistent posting schedule and increase its presence across all social media websites.

4.7.2 User-Generated Content (UGC)

It was found that user-generated content significantly affected brand awareness ($p = 0.000$). Reviews, testimonials, and user postings are all included in user-generated content and indicate actual consumers' experiences.

This supports Kumar et al. (2016) and Jain (2021) as they state that customers trust more peer-generated content than brand-generated content, enhancing brand credibility and awareness. Furthermore, Chari et al. (2016) noted that UGC fosters social interaction and positively influences perceptions, which aligns with Techno Mobile's strategy of encouraging customer sharing of content. Techno Mobile needs to launch campaigns that encourage customers to share content such as review contests, hashtags, or reposting customer stories to fuel organic brand visibility.

4.7.3 Type of Social Media Platform

The research found a very significant association ($p = 0.000$) between the social media platform utilized and Techno Mobile's brand awareness. This supports the assertion that platform selection does matter in terms of reach and engagement with targeted audiences.

This is supported by Langaro & Salgueiro (2015) and Alalwan et al. (2017), who emphasized the importance of platform-specific strategies. In particular, they suggest adjusting content formats and messages to the respective user behaviors on platforms like Facebook, Instagram, and TikTok. In Ethiopia, Mengistu (2021) found that the relevance of a platform influences campaign success among different consumer segments.

Techno Mobile needs to customize content on each social media platform and prioritize platforms where they are most active and engaged.

4.7.4 Influencer Marketing

There was a strong significant relationship ($p = 0.000$) between influencer marketing and brand awareness in the present study. Collaboration with social influencers has contributed to making good contributions towards growing visibility and trust.

This validates the work of Freberg et al. (2011) and Agustian et al. (2023), who proved that influencer endorsements drive brand awareness and better attitudes among consumers since their fans have confidence in such individuals. Likewise, Godey et al. (2016) emphasized that influencer marketing encourages emotional links that boost brand awareness.

Techno Mobile should continue to invest in influencer partnerships, particularly with local technology influencers whose audience is highly congruent with their target market.

4.7.5 Engagement Metrics

Interestingly enough, unlike for all other metrics, engagement scores showed a marginal correlation ($p = 0.084$) with brand recognition. This supports the fact that likes, comments, and shares alone might not necessarily translate to consumer recall and recognition.

This defies the belief by Wong et al. (2022) and Chaffey (2019) that high engagement automatically translates to effective brand communication. It confirms Li et al. (2021) who held that engagement metrics must be contextualized rather than utilized as independent measures of achievement.

While engagement metrics might be useful to measure audience engagement, Techno Mobile should not rely on them to measure brand awareness. Instead, these are to be combined with deeper probing analytical tools that track recall, recognition, and sentiment.

CHAPTER FIVE

SUMMARY, RECOMMENDATIONS, AND CONCLUSION

5.1 Introduction

The overall aim of this study was to examine the influence of social media marketing determinants i.e., frequency of social media campaigns, user-generated content, social media platform types, influencer marketing, and engagement metrics on employee turnover intention in Techno Mobile organization. The variables were selected because they increasingly find uses in organizational communication and employee stimulation, particularly within work environments of digital connectivity.

This chapter provides a longer discussion of the findings derived from the research questions previously set in the study. Each of the determinants was examined to identify its potential effect on the attitude and intention of employees to exit the organization. The chapter discusses the major conclusions drawn from the quantitative data analysis and additional literature, thereby providing insights into how these digital marketing determinants can be related to or affect employee retention or turnover.

Through the exploration of these links, the study aims to bridge the gap between communication external tactics (social media promotion) and internal organizational effects, enhancing the literature towards a fuller perspective of human resource matters in today's world.

5.2 Summary of Main finding

This study aimed to investigate the impacts of various social media marketing elements on brand awareness in the scenario of Techno Mobile in Addis Ababa. Based on a quantitative study with 365 valid responses, the following were the key findings:

Frequency of Social Media Marketing Activities: The frequency of Techno Mobile's marketing updates was found to have a statistically significant relationship ($p = 0.003$) with brand awareness. The correlation coefficient ($r = 0.946$) is extremely strong and positive, and it indicates that higher frequency of marketing activity has a strong correlation with higher levels of brand awareness. This confirms that more posting enhances visibility and strengthens brand recall among consumers.

User-Generated Content (UGC): The effect of UGC on brand awareness was strongly significant ($p = 0.000$) with strong correlation ($r = 0.763$).

Respondents recognized UGC i.e., customer reviews, endorsements, and shared posts as genuine and influential information source, which enhanced trust and identification with the brand.

Type of Social Media Platform: Strongest correlation established was between brand awareness and type of social media platform ($r = 0.988$), with a significant p-value of 0.000. This indicates that selecting the optimal platforms (e.g., Instagram, Facebook, TikTok) for brand awareness is crucial to their success, considering that each platform has different users as well as user activity.

Influencer Marketing: The influencer marketing also appeared with a significant impact ($p = 0.000$) on brand awareness, with substantial correlation ($r = 0.772$).

Participants acknowledged the reach and credibility of the influencers as significant forces in establishing trust and familiarity of the Techno Mobile brand.

Engagement Metrics: Although engagement measures such as likes, shares, and comments were strongly correlated with brand awareness ($r = 0.837$), their p-value (0.084) was not indicative of a statistically significant effect at the 0.05 level.

This means that although engagement measures might signal audience engagement, they would not necessarily be the drivers of brand awareness unless tactfully woven into other components of content.

The regression model explained 97.9% ($R^2 = 0.979$) of the variation in brand awareness, indicating a robust relationship between the predictors and the dependent variable.

5.3 Conclusion

This study sought to investigate the effects of social media advertising on brand awareness through the case of Techno Mobile in Addis Ababa. Adopting a quantitative research approach facilitated by descriptive, correlational, and regression analyses, the study sought to examine how five prominent dimensions of social media advertising frequency of marketing communications, user-generated content (UGC), social media type of platform, influencer marketing, and engagement metrics contributed to generating brand awareness.

The findings determined that the frequency of social media marketing activities, user-generated content, the social media platform type, and influencer marketing are all statistically significant and positively contributing factors to brand awareness. The most significant correlation among them is the social media platform type, which emphasizes how the platform choice is a key factor in reaching the right target audience. This means that

platform-specific approaches designed to the behavior and taste of users are important to enhance visibility and recognition.

User-generated content and influencer marketing were also revealed to be compelling drivers of brand awareness. Customers are open to genuine, peer-to-peer content and brand endorsement by credible influencers. These strategies boost credibility and encourage engagement, which in turn fuels stronger brand recall.

Frequency of marketing activity was also confirmed to be an important factor in creating awareness. Ongoing and regular social media engagement was linked with higher brand recognition, suggesting that having a consistent presence online is the solution in today's competitive mobile technology market.

On the other hand, engagement metrics, although positively correlated, were not found to have a statistically significant influence on brand awareness. This means that likes, comments, and shares are worthwhile measures of interaction but may not necessarily influence consumer recognition unless supplemented by high-quality content and strategic marketing activities.

In conclusion, the study establishes that Techno Mobile's brand recognition in Addis Ababa depends largely on how the company organizes, implements, and customizes its social media marketing initiatives. The research contributes to theoretical and applied knowledge by bridging the gap between digital marketing initiatives and consumer-brand outcomes within the framework of an emerging market.

5.4 Recommendations

On the basis of the key findings and conclusions of this study, the following recommendations are made to help Techno Mobile enhance its brand awareness through better social media marketing efforts:

- Conduct regular audience analysis to determine where its core consumers are most active (e.g., Instagram for visual content, TikTok for younger users).
- Develop platform-specific content that aligns with the features and user behaviours unique to each platform.
- Techno Mobile should adopt a well-structured content calendar to maintain consistent posting across all platforms.
- Regular updates, campaign announcements, and user engagement posts should be scheduled to keep the brand top-of-mind for consumers.

- Techno Mobile should collaborate with trusted and relevant influencers who resonate with its target market in Ethiopia.
- Instead, combine engagement data with metrics on brand recall, customer sentiment, and conversion rates to assess effectiveness more holistically.
- The company should provide ongoing training for its marketing team in areas like content creation, data analytics, and digital storytelling.
- Techno Mobile should regularly assess customer perceptions of its brand visibility and online presence through surveys or focus groups.

5.5 Suggestions for Future Study

While this research presents valuable insight into the use of social media marketing in influencing brand awareness, it also offers a number of areas of research through which more and greater insight can be obtained in this field:

- Future researchers are encouraged to examine how social media marketing influences other aspects of consumer behaviour, such as: Brand loyalty, Purchase intention, Customer satisfaction and Brand equity.
- Future studies could benefit from a mixed-methods or qualitative approach, including: In-depth interviews or focus groups with consumers.
- Future researchers should conduct longitudinal studies to: Track changes in brand awareness over time and assess the sustained effects of long-term social media campaigns.

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APPENDIX A

QUESTIONNAIRE

Dear Respondent,

My name is Ikram Kedir Shifa, and I am a student at St. Mary's University working towards a Master of Arts in Business Administration. This research, which serves as partial fulfillment of an academic requirement, is entitled "The Influence of Social Media Marketing on Brand Awareness: The Case of Tecno Mobile in Addis Ababa." Your honest responses to this survey are very important, as they will determine the success of the study. This questionnaire is intended solely to collect primary data for this investigation.

I respectfully ask that you take a few moments out of your busy day to respond to the questions as described below:

-  There is no need to write your name.
-  Please answer each question.
-  You are only required to mark the option number that best represents your choice.
-  For questions that require explanations, please provide your answers in the space provided.

If you require any clarifications or descriptions regarding the study or the questions presented, feel free to contact me at +251 98 874 2545. Please be assured that we will treat the information you provide with the utmost confidentiality.

Thank you for taking the time to participate in this study!

Sincerely, Ikram Kedir

Master of Arts in Business Administration

St. Mary's University, School of Postgraduate Programs

General Information

1. No need of writing your name.

2. In all cases where answer options are available please tick ☒ in the appropriate box.

Part I Demographic information

1. Sex:

Male ☐ Female ☐

2. Age in year:

Under 30 ☐ 30 - 39 ☐ 40-49 ☐ 50-59 ☐ above 50 ☐

3. Work Experience

< 1 year ☐ 2-5 years ☐ 6-10 ☐ >= 11 ☐

4. Educational background

High school complete ☐ Technical school graduate ☐ College Diploma ☐

BA/BSC (degree) ☐ Master Degree above ☐

If other, please state _____

Part II:

Please tick (✓) on the appropriate column to indicate your reactions to the following statements.

Key: 1=strongly disagree, 2= disagree, 3=moderately Agree, 4= agree, 5= strongly agree

NO	Statement	SD (1)	D(2)	MD (3)	AG(4)	SA(5)
1. Frequency of social media Marketing Activities						
1	Techno Mobile frequently posts updates about its products on social media.					
2	I see Techno Mobile advertisements on social media almost every day.					
3	Techno Mobile regularly shares promotional offers on their social media pages.					
4	Techno Mobile consistently updates its social media profiles with new content.					
5	Techno Mobile posts about industry news and trends related to mobile technology.					
6	Techno Mobile runs social media campaigns on a weekly basis.					
7	The frequency of Techno Mobile's social media posts is higher than its competitors.					
8	Techno Mobile actively uses social media to announce new product launches and events.					
9	I find the number of posts from Techno Mobile to be sufficient.					
10	Techno Mobile maintains a consistent presence on social media throughout the year.					

2. User-Generated Content						
1	Techno Mobile encourages customers to share their experiences with the brand on social media.					
2	I often see Techno Mobile re-sharing customer photos and videos on their official social media accounts.					
3	Techno Mobile actively seeks and shares customer reviews on its social media platforms.					
4	Techno Mobile uses hashtags to encourage users to create and share content related to their products.					
5	I have seen Techno Mobile running contests that encourage user-generated content.					
6	Techno Mobile values and appreciates the content created by its customers on social media.					
7	The brand responds to user-generated content and comments promptly.					
8	Techno Mobile's social media content seems authentic because it includes user-generated content.					
9	I am more likely to trust Techno Mobile because of the positive user-generated content I see online.					
10	Techno Mobile effectively uses user-generated content to promote its products.					
3. Type of Social Media Platform						
1	Techno Mobile is actively present on a variety of					

	social media platforms (e.g., Facebook, Instagram, Twitter).					
2	Techno Mobile tailors its content to suit the specific platform it is using.					
3	Techno Mobile utilizes platforms like Instagram and Facebook effectively to showcase their products.					
4	I find Techno Mobile's presence on video-sharing platforms (e.g., YouTube, TikTok) to be engaging.					
5	Techno Mobile uses different social media platforms to reach different target audiences.					
6	Techno Mobile effectively uses social media platforms popular in Addis Ababa.					
7	Techno Mobile's content on social media aligns with current trends on each platform.					
8	I believe Techno Mobile invests in social media platforms that generate the most brand awareness.					
9	Techno Mobile maximizes the tools and features available on each social media platform.					
10	Techno Mobile's choice of social media platforms is effective in reaching a wide audience.					
4. Influencer Marketing						
1	Techno Mobile collaborates with social media influencers to promote its products.					

2	The influencers Techno Mobile partners with are credible and trustworthy.					
3	I am more likely to consider purchasing a Techno Mobile product if it is recommended by an influencer I follow.					
4	Techno Mobile selects influencers whose values align with the brand's image.					
5	I often see Techno Mobile products featured in sponsored posts by influencers.					
6	Techno Mobile discloses when an influencer post is a paid promotion or advertisement.					
7	The influencers effectively communicate the benefits of Techno Mobile products.					
8	Techno Mobile's choice of influencers fits the Addis Ababa context.					
9	I trust Techno Mobile more because of their influencer marketing campaigns.					
10	Techno Mobile uses influencer marketing to increase its brand visibility and awareness.					
5. Engagement Metrics						
1	Techno Mobile's social media posts receive a high number of likes and comments.					
2	Techno Mobile actively responds to comments and messages on its social media pages.					
3	Techno Mobile runs contests and giveaways that encourage users to interact with their content.					
4	The brand often asks questions and polls to					

	encourage engagement.					
5	Techno Mobile shares interesting and relevant content that sparks conversation among its followers.					
6	I often see Techno Mobile posts being shared by my friends and contacts on social media.					
7	Techno Mobile's social media content generates positive sentiment and discussion.					
8	The engagement metrics are a true representation of Techno Mobile's social media success.					
9	Techno Mobile adapts its social media strategy based on engagement metrics.					
10	Techno Mobile's social media presence encourages me to interact with the brand.					
Dependent variable: Brand Awareness						
1	I am familiar with the Techno Mobile brand.					
2	I can easily recognize the Techno Mobile logo.					
3	I am aware of the products and services offered by Techno Mobile.					
4	When I think of smartphones, Techno Mobile is one of the first brands that comes to mind.					
5	I have seen Techno Mobile advertisements in Addis Ababa.					
6	I am aware of Techno Mobile's brand slogan or tagline.					
7	I know what Techno Mobile stands for as a					

	brand.					
8	I can easily recall the name Techno Mobile when thinking about mobile phones.					
9	I would recommend Techno Mobile to friends or family because I am aware of the brand.					
10	Techno Mobile has a strong brand presence in the Addis Ababa market.					

Thank you for your participation!