THE INFLUENCE OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS: A SURVEY ON CONSUMERS OF SOFT DRINK BEVERAGES IN KISUMU CITY, KENYA

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A RESEARCH REPORT SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS FOR THE AWARD OF THE DEGREE OF MASTER OF BUSINESS ADMINISTRATION, SCHOOL OF BUSINESS, UNIVERSITY OF NAIROBI

2018
DECLARATION

I, the undersigned, declare that this project is my original work and has not been presented in any other University or institution for academic credit.

Signature .........................................................Date............................................................

Hellen Prisca Muma

D61/77871/2012

Declaration by the Supervisor

This project has been submitted for examination with our approval as university supervisor of the University of Nairobi.

SUPERVISOR

Sign .................................................................Date.............................................................

DR. Joseph Owino

Department of Business Administration

University of Nairobi
DEDICATION

I dedicate this project to God, my loving husband Felix Omamo for his endless support and encouragement, I appreciate my parents for their love and motivation, my children Kristie Amani and Jayden Nzuri may God bless you all.
ACKNOWLEDGEMENTS

I would like to acknowledge God for giving me the opportunity to take up this project and gratefully acknowledge my supervisor Dr. Joseph Owino.
ABSTRACT

Brand awareness is the reasons why brands are purchased. The use of social media is one way brands increase global awareness, with the growing competition among different brands, getting noticed has become challenging. The major reason for this study was to establish the influence of social media marketing on brand awareness among consumers of soft drinks and beverages in Kisumu City. The study used descriptive research design and the target population was the consumers of soft drink and beverage within Kisumu City shopping at the three major malls. The determined sample size is 384 respondents. Stratified random method of sampling was used and self administered questionnaires were used to capture necessary information. Both descriptive and inferential analyses was used to analyse collected data. Findings reveal that all the social media platforms (Facebook, Twitter and YouTube) influence consumer search for different brands, consumer share satisfaction feedback of the brand, consumer mention brands by electronic word of mouth, consumer engage through likes and comment on brands and the brands remaining top of mind among consumers are strong and significant determinants of brand awareness in the Kisumu City. Based on findings, it is concluded that social media platforms have an influence on brand awareness among consumers of soft drink beverage in Kisumu City. It is therefore recommended that companies should share brand posts regularly on social media platforms to enable the product remain top in minds of consumers at the point of purchase and increase brand awareness.
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CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

There has been significant shift globally on how businesses compete with the advent and development of social media marketing platforms. With the increase in complexity of global markets where consumers are faced with several choices, companies put more effort on creating brand awareness to help consumers choose on products at the point of purchase (Teixeira, 2014). Companies develop clear strategies on social media marketing to create brand awareness by producing contents that consumers share with their friends to help their brands stay top in minds of current consumers and to attract new customers (Kottler, 2016). Social media presence is one way small business can increase global awareness and interact with consumers in a more interactive way (Grapevine, 2017). Social media provides companies with an easy and fast way to reach targeted customers to promote products and services (Valtari & Kärkkäinen, 2016).

Soft drink beverage industry has evolved over period of time with products that typically contains carbonated water, artificial flavoring and sweeteners like sugar and high fructose. The industry is dynamic with increasingly new product innovations that have created stiff competition among different product categories forcing marketers to invest in online marketing strategies to gain competitive advantage and create brand awareness.

Consumers of soft drink beverage consist of young, youth and adults who are currently more conscious about their health and concerned with the high sugar level in soft drink and beverages. Consumers tend to shift to products that are perceived to be healthy like the drinking water, milk and tea.
The underpinning theories for the study are Honeycomb model which explains the functionalities of social media as to create brand awareness and AISDALS LOVE Model which emphasize on the use of affection and consumer experiences in the advertising process.

### 1.1.1 Social media marketing

Social media marketing is the use of social media sites to publish content that users can share to help companies increase brand awareness and increase customer reach in different regions (Keller, 2006). They have data analysis tools that help companies to keep track of brand online level of engagements. Social media marketing help companies to get direct feedback from customers who have already used their products to gauge their satisfaction level.

Social media is interactive in nature giving customers the opportunity to ask questions or voice complaints as they get instant feedback. (Kaplan & Haenlein, 2009). Social media creates brand exposure and increases traffic to the company’s website creating brand awareness. Strong social media presence allows companies to develop business partnerships, reduce marketing costs of advertising and improve sales (Palmer & Lewis, 2007; Tuten, 2008, Webber, 2007). Social media platform discussed are Facebook, Twitter and Youtube since they are commonly used by consumers to seek information about a brand.

Facebook is a social media site that enable users to create account that is used to share relevant product information, post videos and keep in touch with other Facebook users. In
April 211, a new service was launched that allow marketers to build and share brand promotions and increase media presence.

Twitter is social networking online service that allows registered members to send and receive short post called tweets. Through Twitter, companies share information at a fast rate to a wide audience using a simple tweet that has helped companies to market their products and services. Twitter has lifted brands and improved sales by reaching out directly to the targeted audience (Heine, 2017).

Youtube is an online site that is used to upload, view and share videos with information on product attributes with others across the globe. Consumers’ visit Youtube frequently to watch and share brand contents with friends (Cohen, 2016). Pictures create a great impact in the mind of consumers giving Youtube a competitive advantage over other social media marketing platforms. Companies with exceptionally good video campaigns break even mostly when the videos adverts have gone viral. Youtube creates awareness with the creativity of the brand adverts to inform and engage consumers in a more entertaining way to enable consumers share the videos with others on social media network.

1.1.2 Brand awareness

According to Rossitter and Percy (1987) brand awareness is the ability of consumers to recognize and recall a brand. Branding is one way a business differentiates itself from competitors by targeting distinct market with unique brands. This can be achieved by use of unique names, signs, symbols or combinations that differentiates the brand from competition. Brand awareness is one way in which businesses protects its market and
ensure success through meeting customers expectations compared to other brands in the market.

Aaker (1991) identified different levels of brand awareness as brand unaware, brand recognition, brand recall and top of mind. Brand recognition is when consumers are able to confirm prior engagement with a product when given the product as a cue. A consumer can actually remember that a brand has been heard or seen previously. Memories are mostly based on what has been heard or seen at the point-of-sale (Keller, 1993; Keller, 2008; Aaker, 1996).

Brand recall is when the consumer is able to retrieve brand information based on a product category and needs fulfilled (Evans, 2008). Consumers store in mind information and past experiences about the product used and recalled at the point of purchase. Top of mind awareness is when brands are clear in the minds of consumers when purchasing products and can easily be remembered (Haaften, 2005). Top of mind awareness is important mostly with low involvement product categories (Drieseneretlal, 2004).

According to Rossitter (1987) companies uses different indicators to measure the level of brand awareness. Brand search where by the companies look at the number of people who search for their company’s brands online. Brand awareness is also measured by the volume of social media mention and reach. They also check at the engagement rate which shows how many users on social media have liked, commented or shared marketing posts (Smitha, 2011). Brand awareness can be gauged by monitoring website traffic using google analytic tool to trace the number of consumers who log in to the company’s website.
1.1.3 Soft drink beverage industry in Kisumu City

Soft drink beverages are carbonated and non carbonated drinks which contain artificial sweeteners, vitamins, caffeine, fruit extracts, preservatives and added flavors & colors. The main product categories in this industry include carbonated soft drinks, juices, drinking bottled water, energy drinks and sports drinks. The industry is unique in the sense that products are bought mainly because of the brand image created of the company rather than the utility for the product, companies therefore strives to capture the market share through extensive advertising and branding ranging from new colour, various flavors, packaging or formula to generate demand and build brand loyalty.

Consumers of soft drink and beverage consist of children, youth and adults who create a high demand from their increase in consumer disposable income and ever growing population. However, consumers have become more health conscious and are specific on the products they consume. Manufacturers have responded to their concerns by introducing low sugar and low calorie products to meet the changing consumer taste and preference. Kisumu City has a population of 968,909 with four major shopping malls within the city center.

1.2 Research Problem

Social media is important for companies interacting with their clients on the networking platforms. However, research on how social media marketing has influenced brand awareness among consumers of soft drink and beverages is limited and it is difficult to tell if social media marketing has led to increased sales, strengthening brand, finding new customers and retaining old customers (Carlson, 2010).
Studies undertaken in the areas of social media marketing display inconsistencies, are not conclusive and do not directly demonstrate how social media impacts on brand awareness. Mwangi (2014) examined the influence of social media marketing on brand equity at Safaricom limited in Kenya and stated that companies that use social media marketing have improved brand equity, saves on costs and this translates to better performing companies with better relations with the consumer hence ensuring continuity in business. However the study did not specifically address in a consistent manner how social media creates brand awareness. Mutero (2014) found that media interactions had a positive influence on performance of banks in Kenya and social media marketing interaction reduced commercial bank’s cost of getting new customers which increased their revenue.

Whereas studies conclude that social media has a positive influence on brand awareness, they do not justify how awareness is created. Both Mwangi and Mutero studied social media influence in a service context, however services are different in form and nature from physical product because they are tangible. Therefore, it is important to further investigate how social media creates awareness of tangible products like soft beverages in Kenya. Other scholars are of the opinion that awareness is a direct outcome from customer engagement.

Xu and Chan (2010) argue that electronic word-of-mouth and consumer engagement has a positive relationship with product brand awareness in the social media context. From the previous literature, the influence of social media on brand awareness is an ongoing debate. Consequently the study seek to answer the research question: How does social media influence brand awareness in consumers soft drink beverage in Kisumu City?
1.3 Research Objective

The objective of the study is to establish the influence of social media marketing on brand awareness among consumers of soft drink beverage in Kisumu City.

1.4 Value of the Study

Results of the study provide recommendations to be used by policy makers in the industry to develop appropriate social media marketing strategies to help organizations increase sales and reduce cost of advertising. They also obtain knowledge on social media marketing dynamics and understand how social media marketing influence brand awareness.

The study help practitioners understand the role of social media marketing on brand awareness and protect brand image particularly in the wake of rising counterfeit products in the soft drinks industry while maintaining competitive advantage. The practitioners also gains knowledge on how to measure different levels of brand awareness.

The study will also provide information to scholars who will improve their knowledge and understanding on the influence of social media on brand awareness and also identify areas of further study.
CHAPTER TWO: LITERATURE REVIEW

2.1 Introduction

This chapter looks at literature related to brand awareness and social media marketing. It analyzes the literature as presented by other scholars and researchers. The literature review has discussed the theories, social media marketing and brand awareness.

2.2 Theoretical Underpinning of the Study

This section explains the theories that guide the study. Specific theories discussed include Honeycomb model and AISDAL Love model.

2.2.1 Honeycomb Model

According to Smith (2007), the honeycomb model consists of four elements that are used to understand how social media functionalities is used and manipulated to build strong brand awareness. They are listed as identity, conversation, sharing, presence, relationships, reputation, and groups.

Rossitter & Percy (2011) state that identity is the level which companies disclose corporate information like name, age, gender, profession, location in a social media network. Keller (2001) argues that establishing brand identity in social media is about the impact it creates on brand awareness. The model argues that the main purpose for social media platforms is to make conversation among consumers more convenient (Kietzmann, 2011). Customers use tweets, blogs and status updates to share information and meet new like-minded people and build self-esteem (Smith, 2007).

Sharing is the level to which individual exchange, shares and receives information through social media (Babac, 2011). Consumers prefer to feel connected to other
consumers with the same interest and values (Mangold & Faulds, 2009). Presence is the extent to which consumers are available online (Kietzmann, 2011). High level of social media presence creates strong bonds with consumers of a product leading to an increase in brand awareness.

Relationships are the extent to which each consumers are related on social media platforms (Gummesson, 2011). Consumers can interact online with the service providers to build business relationships (Aaker, 1996; Lin & Lu, 2000).

Reputation is when individuals are able to identify their position in the society in a social media setting, it granted to people through their disclosed identities and earned through shared information, expressed thoughts, likes and dislike (Kottler, 2003). Groups is the formation of communities and sub-communities in a social media setting. More social media platforms leads to high number of groups, communities, followers and contacts made up of friends, followers that correspond to organizations increase in brand awareness (Kotler, 2006).

2.2.2 AISDALSLove model

Wijaya (2012) suggests a traditional AIDA-model and added search, like/dislike, share and love (love/hate). Attention involves attracting consumers with creative adverts that helps consumers know more about the brand and desire to search for more information about the product before purchasing (Kaplan, 2010).

Desire involves confirming to the potential customers that the product is the only solution to their problem to grows the desire to purchase. Action refers to motivating customers to purchase by giving discount upon purchase. This model argues that consumers begin to
search for a product and services when information obtained through advertising is not clear and accepted directly, consumers search before they make purchase decision (Palmer & Lewi, 2009).

Like/Dislike is the experiences that consumers get after purchasing and using a product. Consumers review the product based on what was promised during adverts. If the experience is good, consumer feel satisfied and talk good about the product. Unpleasant experiences leads to consumer dissatisfaction and a decrease in repurchase while positive experiences may lead to re purchase (Keller, 2012). Sharing positive or negative encounters with the product on social media platforms influences brand image. Love/hate is influenced by consumers’ experiences and perception about a product. Positive experiences and satisfaction create deep feeling of love and are potentially shared with others to generate demand while negative feeling and product hate may lead no demand and reduction of sales (Kumar, 2011).

2.3 Social Media Marketing and Brand Awareness

Companies should find a suitable social media platforms for their marketing strategies and objectives (Kottler, 2006). Social media platforms like Facebook, Twitter and Youtube help companies to offer advertising campaigns that are more interactive in nature at a low cost with a broad consumer reach. They work as a fast mode of transferring information from the companies to target customers with no geographical boundaries creating a wide market target. Gay et al. (2007) states that different cultures and languages causes a problem in transferring information across national boundaries. It is also hard to guarantee that respondents are the right people the company targeted (Healey, 2008).
To achieve brand awareness constant brand exposure should be done to create familiarity through advertising, promotion, sponsorship and event marketing that causes consumers to think about the brand causing a strong brand recall. Brand recognition can be improved through campaign repetition. The use of social media marketing directly influence brand awareness due to increased consumer word of mouth as a way of communication Abdelmoety, (2014).

Shojaee & Azman (2012) argue that brand exposure causes consumers to get familiar with the product brand through participation in marketing communication without intentions on social media platforms. Aaker (1996) argues that over exposure is the greatest enemy to branding, consumers easily get bored with daily and same adverts and they tend to pay less attention to the information being advertised and are always looking for something new. Electronic word of mouth is a powerful tool of marketing since consumers have trust on products recommended by their friends and family. Fader (1993) argue that electronic word of mouth is connected to new members who join brand sites and suggest that information passed through word of mouths stays longer in minds of consumers. One possibility is to offer incentives that will be attractive to new customers that may cause them to share brands with other consumers on social media platforms.

Negative word-of-mouth promotes negative brand awareness (Jeffery, 2010). Happy consumers always recommend preferred product to other consumers through liking and re posting brand on social media that positively affects brand awareness (Potter, 2011).
CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Introduction
This section covers the research design, population of the study, sampling, data collection, data analysis of the study.

3.2 Research Design
Trochim & William (2006) defines research design as the strategy that is used to understand the diverse area of study in a consistent manner by effectively addressing research problem. The study used descriptive research design because data collection process allows for gathering in-depth information that are quantitative in nature and enables multifaceted approach to data collection in large amounts and analysis.

3.3 Target Population
Target population for the study was 450 consumers comprising of adults and youth who are internet users and having active social media accounts. They come from different age sets comprising of consumers below 25 years, between 25 to 30 years, different sex female and male, cultures and believes that arise from different norms and practices. There are consumers who do not buy carbonated soft drinks because they associate it to high sugar levels which is a health risk.

3.4 Sampling
The study applied stratified random sampling procedures where the population is divided into relevant strata’s based on different attributes (Sanders & Thornhill, 2007). The sampling design is suitable for highly populated areas (Mugenda & Mugenda, 1999).
Kothari (2004) prefers stratified random sampling for its accuracy, accessibility, and divisibility into relevant strata. Random sampling includes sub groups which would be omitted by other sampling methods. The study employed sample survey as quantitative data was collected from consumers of soft drink beverages at major shopping malls within Kisumu City.

Using a structured questionnaire, respondents selected randomly at the main entrance of the main malls (United mall, Swan center mall and Mega plaza mall). These malls represent the largest malls in the city with high customer traffic. Customers were prequalified and dropped on the basis of being an internet user or not. Statistically according to Krejcie and Morgan (1970) table for sample size for given population size, 384 respondents was taken as the sample size

3.5 Data Collection

Primary data was used in the research and data collected using self administered semi-structured questionnaires that was issued to consumers who had gone to shop at the three major malls in Kisumu city. The questionnaire had close ended questions and Likert scale type of questions that was borrowed from existing literature like building personal brand through social networking Rossitter & Percy, (1987).

3.6 Data Analysis

Descriptive statistical analysis was performed to give a general summary on data in quantitative descriptions such as percentages, frequencies, mean and standard deviation
(Amin, 2005). The relationship between the independent variable and dependent variable was established using Pearson correlation analysis. Using analysis of variance (ANOVA), the ordinary least squares regression analysis was done and interpreted to determine the influence of independent variable on the dependent variable to give inference of social media on brand awareness.
CHAPTER FOUR: DATA ANALYSIS, RESULTS AND DISCUSSION

4.1 Introduction

In this chapter data is analysed and the results presented using tables.

4.2 Response rate

This chapter describes and analyses the data from the research with 384 end consumers. The purpose of the research was to establish the influence of social media marketing on brand awareness surveying consumers of soft drink beverage in Kisumu city. The data is presented and explained with the help of tabulations to give a clearer picture of the data. Table 1 shows the summary of responsive distributed questionnaire used for the study. According to the table, responsive questionnaire was 85%.

Table 1: Summary of responsive and questionnaire among the considered respondents.

<table>
<thead>
<tr>
<th>Distributed Questionnaire</th>
<th>Responsive Questionnaire</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Frequency</td>
</tr>
<tr>
<td>----------------------------</td>
<td>-----------</td>
</tr>
<tr>
<td>450</td>
<td>384</td>
</tr>
</tbody>
</table>
4.3 Demographic

Table 2: Respondents' Demographic

<table>
<thead>
<tr>
<th>Item</th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>167</td>
<td>43</td>
</tr>
<tr>
<td>Female</td>
<td>217</td>
<td>57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>384</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>&lt;25</td>
<td>23</td>
<td>6</td>
</tr>
<tr>
<td>25-30</td>
<td>69</td>
<td>18</td>
</tr>
<tr>
<td>30-39</td>
<td>180</td>
<td>47</td>
</tr>
<tr>
<td>&gt;40</td>
<td>112</td>
<td>29</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>384</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td><strong>Level of Education</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Certificate</td>
<td>137</td>
<td>35</td>
</tr>
<tr>
<td>Diploma</td>
<td>107</td>
<td>27</td>
</tr>
<tr>
<td>Degree</td>
<td>90</td>
<td>23</td>
</tr>
<tr>
<td>Post graduate</td>
<td>50</td>
<td>13</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>384</strong></td>
<td><strong>100</strong></td>
</tr>
<tr>
<td><strong>Marital status</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Married</td>
<td>137</td>
<td>43</td>
</tr>
<tr>
<td>Single</td>
<td>247</td>
<td>57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>384</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Table 2 shows demographic information of respondents. Gender wise, the percentage of female was 43.9 and male was 57%. Respondents were between 30-39 years old 47% and < 40 years old 29 %. Education level, 35 % of respondents has certificate, 23% were degree level, 27 % diploma and postgraduate (master and PhD) which was at 13%. 57% of the respondents were singles.
4.4 Frequency of internet users, social media usage and number of visit

Table 3: Frequency of internet users, social media usage and number of visit

<table>
<thead>
<tr>
<th></th>
<th>Number of users</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Internet Users</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>137</td>
<td>43</td>
</tr>
<tr>
<td>No</td>
<td>247</td>
<td>57</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>384</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Social Media Platforms</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>180</td>
<td>43</td>
</tr>
<tr>
<td>Twitter</td>
<td>147</td>
<td>38</td>
</tr>
<tr>
<td>Youtube</td>
<td>57</td>
<td>14</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>384</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Frequency of Visits</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Daily</td>
<td>207</td>
<td>53</td>
</tr>
<tr>
<td>Weekly</td>
<td>110</td>
<td>28</td>
</tr>
<tr>
<td>Monthly+</td>
<td>67</td>
<td>17</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>384</strong></td>
<td></td>
</tr>
</tbody>
</table>

According to table 3 the study revealed majority of the respondents have no accessibility to internet services with YES (36%) and NO (64%). Majority of the respondents use social media daily (54%) while 17% and 29% of the respondent use social media weekly and monthly. The study showed that most respondents visit Facebook (47%) while 15% and 38% of the respondent visit Twitter and Youtube respectively.
4.5 Influence of Youtube on Brand Awareness

This study was to find out to the influence of Youtube on brand awareness, a survey on consumers of soft drink and beverage by calculating mean, standard deviation and composite mean.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer search for different brands</td>
<td>3.77</td>
<td>0.320</td>
</tr>
<tr>
<td>Consumer share satisfaction feedback of the brand</td>
<td>3.86</td>
<td>0.371</td>
</tr>
<tr>
<td>Consumer mentions by electronic word of mouth</td>
<td>3.61</td>
<td>0.214</td>
</tr>
<tr>
<td>Consumer engagement through likes and comments on brands</td>
<td>3.74</td>
<td>0.2256</td>
</tr>
<tr>
<td>The brand remains top of mind on consumer</td>
<td>3.85</td>
<td>0.1112</td>
</tr>
<tr>
<td>Composite mean</td>
<td>3.767</td>
<td></td>
</tr>
</tbody>
</table>

From table 4 above, respondents highly agree that Youtube enables consumers to share satisfaction feedback of the brand (3.86), brands have remained top of mind due to repeated videos showing online hence creating brand awareness (3.85). Consumers search for different brands online thus creating brand awareness of soft drink and beverages (3.77). A majority of consumers however moderately agrees that through Youtube advertisement consumer engagement through likes and comments on brands create brand awareness (3.742) and that Consumer mention by electronic word of mouth (3.611). From this analysis, it is concluded that Youtube has significantly low impact on brand awareness among consumers of soft drink and beverage with a composite mean of (3.767).
4.6 The Influence of Facebook on Brand Awareness

This study was to find out the influence of Facebook on brand awareness, a survey on consumers of soft drink and beverage by calculating mean, standard deviation.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer search for different brands</td>
<td>4.43</td>
<td>0.213</td>
</tr>
<tr>
<td>Consumer share satisfaction feedback of the brand</td>
<td>4.65</td>
<td>0.222</td>
</tr>
<tr>
<td>Consumer mentions by electronic word of mouth</td>
<td>4.92</td>
<td>0.125</td>
</tr>
<tr>
<td>Consumer engagement through likes and comments on brands</td>
<td>4.74</td>
<td>0.142</td>
</tr>
<tr>
<td>The brand remains top of mind on consumer</td>
<td>4.85</td>
<td>0.112</td>
</tr>
<tr>
<td><strong>Composite Mean</strong></td>
<td><strong>4.721</strong></td>
<td></td>
</tr>
</tbody>
</table>

From table 5 above, majority of the respondents highly agree that through Facebook consumer mentions by electronic word of mouth (4.92) has created brand awareness and advertisement of brands have remained top of mind (4.85). Majority of consumers however moderately agrees that consumer engagement through likes and comments on brands create brand awareness (4.74) and consumers share satisfaction feedback of the brand (4.653). Consumers search for different brands online thus creating brand awareness on soft drink beverages (4.43). From this analysis, Facebook has a high influence on brand awareness in the soft drink and beverage industry with a composite mean of (4.721).
4.7 The Influence of Twitter on Brand Awareness

This study was to find out the influence of Twitter on brand awareness, a survey on consumers of soft drink and beverage by calculating mean, standard deviation.

<table>
<thead>
<tr>
<th>Statement</th>
<th>Mean</th>
<th>Std. Dev</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer search for different brands</td>
<td>4.73</td>
<td>0.210</td>
</tr>
<tr>
<td>Consumer share satisfaction feedback of the brand</td>
<td>4.96</td>
<td>0.171</td>
</tr>
<tr>
<td>Consumer mentions by electronic word of mouth</td>
<td>3.85</td>
<td>0.128</td>
</tr>
<tr>
<td>Consumer engagement through likes and comments on brands</td>
<td>3.73</td>
<td>0.181</td>
</tr>
<tr>
<td>The brand remains top of mind on consumer</td>
<td>4.75</td>
<td>0.181</td>
</tr>
<tr>
<td>Composite Mean</td>
<td>4.407</td>
<td></td>
</tr>
</tbody>
</table>

From table 6 above, majority of the respondents highly agree that Twitter enables consumers to share satisfaction feedback of the brand (4.96) and consumer mentions by electronic word of mouth (3.85). Majority of consumers however agrees that through Twitter advertisement, brands have remained top of mind hence creating brand awareness (4.75). Respondents moderately agrees that Twitter help consumers to search and tweet on different brands online creating brand awareness on soft drink beverages (4.73) and consumer engagement through likes and comments on brands(3.731). From this analysis it is concluded that Twitter has moderately high influence on brand awareness among consumers of soft drink and beverages with a composite mean of (4.407).
4.8 Pearson’s Correlation Analysis

The study conducted Pearson correlation to establish respective strengths of associations between the conceptualized use of social media platforms (independent) variables and brand awareness (dependent variable).

Table 6 below shows the Pearson correlations relationships between different variables.

Table 7: Pearson’s correlation matrix on effects of social media on brand awareness

<table>
<thead>
<tr>
<th>Social media platforms</th>
<th>Brand Awareness Attributes</th>
<th>Facebook</th>
<th>Twitter</th>
<th>YouTube</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Consumer search for different brands</td>
<td>0.0108*</td>
<td>0.018*</td>
<td>0.025</td>
</tr>
<tr>
<td></td>
<td>Consumer share satisfaction feedback of the brand</td>
<td>0.003*</td>
<td>0.027</td>
<td>0.031</td>
</tr>
<tr>
<td></td>
<td>Consumer mentions by electronic word of mouth</td>
<td>0.047</td>
<td>0.053</td>
<td>0.0112*</td>
</tr>
<tr>
<td></td>
<td>Consumer engagement through likes and comments on brands</td>
<td>0.001*</td>
<td>0.016*</td>
<td>0.032</td>
</tr>
<tr>
<td></td>
<td>The brand remains top of mind on consumer</td>
<td>0.0013*</td>
<td>0.021</td>
<td>0.001*</td>
</tr>
</tbody>
</table>

*Correlation is significant at the 0.05 level (2-tailed)

There is a positive correlation between the effects of social media variables and brand awareness. A correlation was established between Consumer engagement through likes and comments on soft drink beverage brands ($r = 0.001, 0.016$ and $0.032$), and a weak relationship found between consumer mentions by electronic word of mouth and brand awareness ($r = 0.047, 0.053$). Consumer search for different brands and consumer share satisfaction feedback of the brand are also positively correlated with the brand remains top of mind on consumer at correlation coefficient $(0.003, 0.027)$ and $(0.0013, 0.021, 0.001)$ respectively. Independent variables statistically have relationship at 0.05 confidence level.
4.9 Regression Analysis

To determine the level of influence of social media marketing on brand awareness, a regression analysis was done and a relationship between independent and dependent variables was achieved. Customer brand awareness = a + β1 (Facebook) + β2 (Twitter) + β3 (Youtube) + ε. This produced analysis of variance (ANOVA) that was done at 95% confidence level. The dependent variable is brand awareness (Y) and independent variables are Facebook users (X1), Twitter users (X2) and Youtube users (X3).

**Table 8: Model summary**

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R square</th>
<th>SE of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Regression (Facebook)</td>
<td>0.721a</td>
<td>0.519</td>
<td>0.499</td>
<td>0.0236</td>
</tr>
<tr>
<td>2 Regression (Twitter)</td>
<td>0.643a</td>
<td>0.413</td>
<td>0.393</td>
<td>0.0249</td>
</tr>
<tr>
<td>3 Regression (YouTube)</td>
<td>0.413a</td>
<td>0.171</td>
<td>0.151</td>
<td>0.0311</td>
</tr>
</tbody>
</table>

Predictors: (Constant-social media platforms): Facebook, Twitter, YouTube
Dependent Variable: Brand Awareness

Table 8 shows the relationship between the independent and the dependent variable that is measured by the relation R. Facebook present a R=0.721 which a shows positive correlation and Standard Error (SE) of estimate (= 0.0236) likewise Twitter present a R=0.643 reasonable positive correlation and Standard Error (SE) of estimate (= 0.0249).

**Table 9: Analysis of variance (ANOVA)**

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of square</th>
<th>Df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>600.951</td>
<td>247</td>
<td>2.433</td>
<td>20.076</td>
<td>0.000a</td>
</tr>
<tr>
<td>Residual</td>
<td>152.755</td>
<td>137</td>
<td>1.115</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>753.706</td>
<td>384</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Predictors: (Constant-social media platforms): Facebook, Twitter, Youtube
b. Dependent variable: Brand awareness

Table 9 ANOVA analysis shows that social media influence on brand awareness is statistically significant because F-value is F (21. 94) = 20.076. The p-value is less than
0.05 (P=0) which portrays that at least one of the four independent variables can be used to model brand awareness.

### Table 10: Regression Coefficients

<table>
<thead>
<tr>
<th>Predictors</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>T</th>
<th>Sig</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>4.231</td>
<td>6.261</td>
<td>5.323</td>
<td>0.005</td>
</tr>
<tr>
<td>Twitter</td>
<td>0.336</td>
<td>0.112</td>
<td>1.118</td>
<td>0.000</td>
</tr>
<tr>
<td>Facebook</td>
<td>1.572</td>
<td>0.625</td>
<td>6.583</td>
<td>0.000</td>
</tr>
<tr>
<td>YouTube</td>
<td>0.623</td>
<td>0.306</td>
<td>1.130</td>
<td>0.000</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Brand Awareness

The established regression equation was thus: Brand awareness = 4.321 + 0.336 (Twitter usage) + 1.576 (Facebook usage) + 0.623 (Youtube usage) + 6.261. Unit Change in using Twitter could cause a 0.336 change in customer brand awareness. A change in Facebook usage could cause a 1.576 change in customer brand awareness while a unit change in Youtube usage could cause a 0.623 increase in customer brand awareness. Confidence level for brand awareness is at 90% which shows that regression model can be used to establish the relationship between the dependent and independent variables. The highest coefficient is seen with Facebook which is 0.395 with highest t-statistic (6.583) and p-value of 0.000. Lowest coefficient with weight 0.322 possessed by Twitter which shows that one standard deviation increase in Twitter use is followed by 0.395 standard deviation increase in brand awareness provided that the Facebook, Twitter and Youtube are constant. This implies that among other factors, Facebook, Twitter, and Youtube are
strong and significant determinants of brand awareness among consumers of soft drink beverages in Kisumu city.

4.10 Discussion of the Results

The main objective of this research is to establish the influence of social media marketing on brand awareness among consumers of soft drink beverages in Kisumu city. To investigate the topic, one research question was formed: How does social media marketing influence brand awareness in consumers of soft drink beverage in Kisumu City? Brand awareness is when consumers are able to identify a previous encounter and recall a brand. Awareness is the initial purchasing stage which consumers follow within the purchase process.

Shojaee & Azman (2012) identify brand exposure and electronic word-of-mouth to positively influence brand awareness. Through social media marketing, repeated brand exposure is achieved among consumers who are already following a brand online. For consumer to follow a brand, it indicates a sign of interest and achievement of some levels of awareness (Sprout, 2016).

Based on findings of the study majority of customers visit social media platforms on a daily basis with Facebook having highest number of consumers following brands at 43% and highly influence brand awareness at a composite mean of 4.721. Through social media platforms, users show their brand engagement by liking and sharing product information that has been posted online by brand marketers. The study also revealed that consumers positively agreed that Facebook enabled them to mention product by electronic word of mouth on an average of 4.92. Trusov et al., (2009) state that electronic word of mouth is directly associated with the new members who join product online sites.
Companies should therefore promote online word-of-mouth to influence brand awareness targeting a wide audience that could lead to product purchase. The low brand engagement rate could be affected by the commercialized nature of social media platforms among consumers who are not able to afford bundles to stay online.

According to Heine (2017) brands are highly engaged in Facebook than Twitter and Youtube and this was supported by the fact, that more respondents at 43% agree to using Facebook more frequently. Honeycomb model argues that the main reason for social media marketing is to promote online interaction between companies and consumers by disclosing corporate information to the targeted customers, information sharing, conversations and presence that indicates brand awareness as the outcome of social media marketing. Consumer product online mentions are the most efficient variable on brand awareness (Kotler& Keller, 2009). Through social media marketing, information is transferred fast from the companies to consumers and from one consumer to another in a more interactive way covering a wide geographical reach. Consumers who frequently visit social media sites are able to share their feedback and thoughts about products creating brand awareness.

In addition, the study shows that social media marketing greatly influenced brand awareness among consumers of soft drink and beverages by the large number of connections of the social media user who are able to share their satisfaction feedback of the brand as the product remains top of mind at the point of purchase. Products are introduced to consumers through conversation process and feedback is easily received by consumers on questions about the products. This helps marketers to understand the market situation and come up with better marketing strategies to create brand awareness.
Social media marketing however have limitation that hinders potential use. Internet users are required to constantly stay online which more costly and tiresome (Farris, 2010). Service provider may loose network for a while making it difficult for consumer to get information about a product at the time they need, if this information delays, the potential market could be captured by another person. Due to high technological challenges business online accounts can be hacked and the information interfered with which could lead to negative impact on the companied reputation hence a decrease in sales.
CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.1 Summary

Understanding the influence of social media marketing on brand awareness among consumers of soft drink beverage is important in brand marketing not only for protecting brand image for genuine products, particularly in the wake of rising counterfeit products in the soft drinks industry, but also for maintaining consumer taste and preference. Literature both international and in the Kenyan context lacks consistency in exploring the relationship between social media and brand awareness which is the problem motivating this study which sought to fill the literature gap by finding the extent to which social media marketing influences brand awareness among consumers of soft drink beverages in Kisumu City.

This study used the descriptive research design and the target population was consumers of soft drink and beverage within Kisumu City shopping at the three major malls. The determined sample size is 384 respondents out of a target population of 450 consumers. Stratified random sampling was used and self administered questionnaires were used to capture necessary information. Findings reveal that the use of Facebook, Twitter and Youtube are significant determinants of brand awareness among consumers of soft drink and beverages. The study shows that most of the respondents visit Facebook (47 %) while 15% and 38% of the respondent visit Twitter and Youtube respectively with a record of daily visits at 53%. Facebook has the highest influence on brand awareness at a composite mean of 4.72. The study showed a positive correlation between social media variables and brand awareness.
5.2 Conclusion

The following conclusions are made based on the finding that social media platforms have significant influence on brand awareness among consumers of soft drink beverage in Kisumu City. To a significant extent social media marketing has reduced firms advertising cost and the amount of time taken for adverts to reach targeted audience. The study finally concludes that the through social media marketing, brand awareness has to a great extent been achieved by having constant repetition of adverts being shared, liked and mentioned to other consumers on the social media platform. This is informed by the high levels of agreement alluding to the assertion that majority of the brands are top in minds of consumers, consumers market products by word of mouth and they are satisfied by the brand and give positive feedback.

5.3 Recommendation

It is recommended that a further research would be appropriate from a company’s perspective other than the consumers. Companies should plan to regularly publish brand posts to remain top of minds among the targeted audience. Companies should avoid too much promotional content and regular posting may inquire some pre-planning to keep consumers attracted to the posts done on the social media platforms. There is a great potential in social media marketing and soft drink beverages industries should exploit as they expand social media marketing strategies to also include online surveys. This can be achieved by posting online questionnaires on different social media platforms. To measure brand awareness, companies should monitor their product search volume data, the number of online product mentions, shares, likes, and the website traffic. Therefore companies are advised to build a strong online community to create brand awareness.
5.4 Limitations of the study

This study mainly focused on only three social media platforms to influence brand awareness. However, there are other social media platforms that would significantly influence brand awareness like Instagram, Blogs and Linkedin that are not discussed. The study covered one geographical area, Kisumu City that would not give a full representation of consumers of soft drink and beverages. The respondents were not fully cooperative during data collection process and this is shown by the response rate which is at 85%.
REFERENCES


Al Shobaki, M. J., & Naser, S. S. A. (2017). The Role of the Practice of Excellence Strategies in Education to Achieve Sustainable Competitive Advantage to Institutions of Higher Education-Faculty of Engineering and Information Technology at Al-Azhar University in Gaza a Model.


APPENDICES

Appendix I: Questionnaire
SECTION A: DEMOGRAPHIC FACTOR

Please pick the most appropriate answer (x )

<table>
<thead>
<tr>
<th>AGE</th>
<th>Below 25yrs</th>
<th>25yrs – 30years</th>
<th>30years – 39years</th>
<th>40years and above</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gender</td>
<td>Male</td>
<td>Female</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Marital Status</td>
<td>Married</td>
<td>Single</td>
<td>Widowed</td>
<td>Divorced</td>
</tr>
<tr>
<td>Education</td>
<td>Certificate</td>
<td>Diploma</td>
<td>Degree</td>
<td>Masters</td>
</tr>
</tbody>
</table>

35
### Are You an Internet User

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Which Social Media Platforms Do You Frequently Visit?

<table>
<thead>
<tr>
<th>Facebook</th>
<th>Twitter</th>
<th>Youtube</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### How Frequent Do You Visit Social Media

<table>
<thead>
<tr>
<th>Three times a day</th>
<th>Ones daily</th>
<th>Ones weekly</th>
<th>Ones monthly</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
SECTION B: The Influence of Social media marketing on brand Awareness a Case of Soft Drinks and Beverages

Please indicate your opinion as per the level of disagreement or agreement with the outline statement using 1 to 5 scale guideline. 1= Strongly Agree 2= Agree, 3= Neutral, 4 =Disagree, 5= Strongly Disagree

<table>
<thead>
<tr>
<th>Social medial marketing</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 I use social media platforms to understand different brands of soft drink beverages in the market.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 I visit social media platforms to share information with my friends and other online users (electronic word of mouth)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 I regularly engage with my online friends to share, like and comment on companies products advertised online.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 I interact with service providers on social media platforms.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6 I use social media to give my feedback on different products and services that I use.</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Brand Awareness</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7</strong></td>
<td>Use of social media platforms has helped me to differentiate products and services.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>8</strong></td>
<td>Use of social media has helped me know of different products in the market and their values.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>9</strong></td>
<td>Use of social media has positively influence my perception towards products.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>10</strong></td>
<td>Use of social media has helped me know where to buy the products and services that I need.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

What influences you to do repeatedly use social media site of the company  
-----------------------------  
-----------------------------  

THANK YOU FOR YOUR PARTICIPATION