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TITLE: The Influence of Social Media Marketing on Consumer Based Brand Equity

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Abstract

This study examines the influence of social media marketing on consumer-based brand equity, using Coca-Cola as a study. A survey of 200 respondents, drawn across two countries; Nigeria and Norway were carried out. Data was generated from administered questionnaire and analysis is done by means of frequency distributions and percentage data analysis. Regression analysis is the method used to test the research hypothesis. Findings revealed that entertaining and informational content on social media platforms influence brand equity whilst interactive post has no influence on brand equity. The recommendation drawn from the results of the study is that brands need to make more entertaining and informative content for their social media platforms.

CHAPTER 1: INTRODUCTION

1.1   Problem Statement

Internet world statistics (cited in Schinvinski and Dabrowski 2014) shows that in recent times there has been a surge in the number of people having access to the internet, which exceeds 34 percent of the world's current population. As a result, brands are seeking to build online relationship with customers thereby enhancing their brand communication via social media channels.

According to Schinvinski and Dabrowski (2014), social media has revolutionized traditional marketing communication. Brand communication is being reinvented by Internet users, it was formerly controlled by marketers and traditional one-way communication but has now metamorphosed into multi-dimensional two way and peer-to-peer communication.

According to Pham and Gammoh (2015), some industry reports show that a good percentage (49%) of social media users have purchased a product as a result of information they discovered on social media platforms or passed on information to others, and most people who source for information on social are influenced by word of mouth. As a result, information on social media goes viral.

Social media is progressively being recognized by companies as a highly relevant and efficient marketing channel that should be used to connect with existing and prospective customers (Pham and Gammoh 2015). Argenti (cited in Pham and Gammoh 2015) opines that adopting new media is not a choice businesses have to make but rather a necessary and massive opportunity that firms should take advantage of. Individuals and consumers now have a huge say in what brands turn out to be and is no longer being determined by just the brand owners. These interactions impact to a large extent, a company's marketing performance and it's branding. As a result, marketers now have to be deliberate and cautious about how they engage their audience on social media and watch out for what people speculate about their brands.

Previous studies have investigated issues pertaining to social media and branding from the perspective of consumers both at individual or group levels. However, not so many studies have examined the impact of a firm's activities on social media on developing and building brand equity.

Although several researchers acknowledge that social media marketing is useful in building brand equity only a handful of research has studied the effect of various social media marketing activities on important brand equity elements such as brand image. This study would close in on aspects of social media marketing such as brands posting entertaining content, informational content and interactive post.

Entertaining content refers to content that is fun, exciting, cool and sometimes funny. Informative content refers to content that contains information about the brand or product while interactive content means posts that facilitate communication among a brand's followers and between the followers and the brand (Vries, Gensler and Leeflang 2012).

1.2   Research Objectives

The broad objective of this study is to find out if social media marketing activities influence the creation of brand equity for firms. The specific research objectives are;

- To investigate the influence of brands posting entertaining content on social media on a brand's image.

- To examine the impact of a brand posting informational content on social media on it's brand image.

- To identify the influence of interactive brand post on social media on a brand's image.

- To determine the differences in responses of consumers in a mature economy versus an emerging economy to social media marketing.

1.3   Research Questions

The specific research questions which this work seeks to answer are:

- What is the relationship between posting entertaining content on social media and brand image?
- What is the relationship between posting informational content on social media and brand image?

- What is the relationship between interactive brand post on social media and brand image?

- What is the difference in the response of consumers to social media marketing in a mature versus emerging economy?

1.4   Academic Relevance

This study takes into consideration, the work that has been done by previous researchers and aims to fill a gap in literature. Scholars such as Kim and ko (2010) found out that social media marketing activities have a strong influence on a brand's reputation; LaRoche et al (2012) found out that social media boosts brand awareness and fortifies trust; Shen and Bissel (2013) found out that social media enhances brand loyalty while Michaelidou et al (2011) found out that social media improves brand relationship. However, the question of what social media activities aid firms in building brand equity is left unanswered, this is the gap which this research seeks to fill.

1.5   Managerial Relevance

This research work would be beneficial to managers and firms in the following ways:

- Help managers see the importance of embracing social media marketing: It would help managers see the need to implement the use of social media if they aren't doing so already.
- Aid managers in understanding how social media can be used to enhance the customer-based brand equity of firms in the marketplace.
- Help firms understand how social media activities would be of benefits to them.
- Act as a tool for firms and managers to re-evaluate their present social media portfolios.
- Equip managers with relevant knowledge to re-adjust and make appropriate decisions regarding social media, which would help firms in achieving their brand objectives and enhance brand performance.
- Provide recommendations that would help firms develop strategies that aid the achievement of their branding objectives using social media.

1.6   Structure of the Thesis

This thesis is structured as follows: the first chapter lays out the foundation of the study, the research problem, research objectives, and the research questions; the next chapter reviews related theories and previous research on the topic in focus; the third chapter presents a detailed description of the research methods used; the fourth chapter presents the results of the study and the final chapter discusses the results, provides implications for managers and makes recommendations of area of study for future research.

CHAPTER 2: LITERATURE REVIEW

The structure of this chapter is as follows: the first part looks at defining brand equity, how brand equity can be measured, managed and how it can be built; the second part examines the concept of social media, its types, social media marketing, it's advantages and disadvantages and the third part looks at theories surrounding social media marketing while the fourth part comprises of the conceptual map and hypothesis development.

2.1 CUSTOMER-BASED BRAND EQUITY

2.1.1 What is Brand Equity

Keller (1993) defines "brand equity as the differential effect of brand knowledge on a consumer's response to the marketing of a brand". This differential effect is arrived at by juxtaposing a consumer's response to a brand's marketing strategies with that of a fictional version of the brand.

Brand knowledge is defined in "terms of brand awareness and brand image and is conceptualized according to the characteristics and relationships of brand associations described previously". A consumer's response to marketing is determined by perceptions, preferences, and behaviours arising from marketing mix activities such as brand choice or comprehension of copy points from an advertisement (Keller, 1993).

According to (Keller, 1993), a brand has positive customer-based brand equity if it consumer's reaction to its marketing efforts is more favourable than it is to the marketing of a fictional brand. Keller (1993) avers that positive customer-based brand equity and favourable consumer response can lead to an increase in revenue, lower costs and greater profits. The differential response gotten from the comparison between the marketing of a brand and a fictional brand is as a result of the strength and uniqueness of brand associations. If a brand has weak brand associations, it would be seen by consumers to be the same as a fictional brand but if it has strong and unique brand associations it would be seen as different from a fictional version.

The nature of the variation of consumer's responses to the marketing of a brand versus its fictional version depends on the nature of the marketing mix elements under consideration. The creation of positive brand image and brand awareness in the minds of consumers results in the creation of different types of customer-based brand equity depending on the marketing mix elements used.

Farquhar (cited in Lassar, Miital and Sharma, 1995) opines that brand equity is a very paramount theory in business practice because through it marketers gain competitive advantage which results in long-lasting brands. Successful extensions, resilence against competitors and resilience against promotional pressures are some of the competitive advantages that firms stand to gain when they have high brand equity.

Lassar, Mittal and Sharma (1995) state that brand equity is comprised of two crucial constituents which are brand value and brand strength. Brand strength comprises of customer held brand associations while brand values are companies gains when brand strength is taken advantage of to obtain higher current and future profits. Lasaar,Mittal and Sharma (1995) further state that brand equity arises when consumers have greater confidence in a brand than they do in its competitors.

Lassar, Mittal and Sharma (1995) postulate that brand equity can be described as when a consumer is familiar with a brand and the brand is well established in the mind of the consumer. Based on this definition Lassar,Miital and Sharma (1995) opine that there are five main factors to defining brand equity. "First, brand equity refers to consumer perceptions rather than any objective indicators. Second, brand equity refers to a global value associated with a brand. Third, the global value associated with the brand stems from the brand name and not only the physical aspects of the brand. Fourth, brand equity is not absolute but relative to competition. Furthermore, brand equity positively influences financial performance". In view of these characteristics, brand equity is being operationalized as the enhancement that the perceived utility and desirability a product gets as a result of bearing a particular brand name. It is a consumer's impression of the overall superiority of a product as a result of carrying a particular brand name.

Vazquez, Belendel, Rio and Iglesias (2002) define consumer-based brand equity as "the overall utility that the consumer associates to the use and consumption of the brand including association expressing both functional and symbolic utilities". Aaker (cited in Washburn and Plank 2002) defines brand equity as "a set of brand assets and liabilities linked to a brand, its name and symbol, that add to or subtract from the value provided by a product or service to a firm and that firm's customers". Washburn and Plank (2002) opine that brand equity may vary based on context and could be classified into five groups namely: "brand loyalty, brand awareness, perceived quality, brand associations and proprietary assets".

2.1.2 Building Customer-Based Brand Equity

Keller (1993) observed that brand equity is only possible if consumers are familiar with the brand and is established in the mind of consumers through the use of a logo or symbol, brand names and logos or symbols should be well integrated and supported with right marketing programmes. Keller (1993) opines that a brand and its various identities need to be connected and pass across the same message. Although brand identities contribute to brand equity, the supporting marketing programmes are also very important.

Keller (1993) states that familiarity and awareness increases when a consumer consistently experiences or is exposed to a brand. Frequent and continuous mentions in advertising and promotion vehicles can enhance consumer exposure to a brand, as can event or sport sponsorship, publicity and other activities. Keller (1993) opines that consumer perceptions of a product or service is influenced by the marketing communication efforts of a firm. Most times, marketers have to convert product attributes to benefits and effectively infuse this into supporting marketing programmes.

Lassar, Mittal and Sharma (1995) postulate that promotion is a very important element in building brand equity. Promotion can improve or enhance performance expectations, increase trustworthiness, increase social image, increase commitment and increase value.

2.1.3 Measuring Customer-Based Brand Equity

According to Keller (1993), there are two approaches to measuring customer-based brand equity; the indirect and the direct approach. The indirect approach measures customer-based brand equity by measuring brand knowledge (i.e. brand awareness and brand image) while the direct approach measures brand equity by determining the impact of brand knowledge on consumers to different elements of a firms marketing programme. Keller (1993) opines that the indirect and direct approaches to measuring customer-based brand equity are not separate but cohesive. According to Keller (1993), "the indirect approach is useful in identifying what aspects of brand knowledge cause the differential response that creates customer-based brand equity while the direct approach is essential in determining the nature of the differential response".

Regarding the indirect approach, Keller (1993) states that the first step in measuring customer-based brand equity entails measuring brand knowledge which in turn leads to measuring

relationship among brand associations, characteristics and brand awareness. Brand knowledge is multidimensional in nature and as a result, multiple measures must be used to get all aspects of brand knowledge. There are several ways through which brand associations can be measured one of which is qualitative techniques, such as free association task where consumers are asked to express what a brand represents to them. Another is project techniques such as sentence completion, picture interpretation and brand personality descriptions which are used when consumers are unable to express their feelings.

Measuring customer-based brand equity using the direct approach entails exposing one chain of consumers to certain marketing mix elements attributed to a brand and exposing another group to the same marketing mix elements attributed to a fictional version of the brand (Keller 1993). The reaction of the two groups of consumers helps to determine if a brand has negative or positive customer-based brand equity (Keller1993).

2.1.4 Managing Customer-Based Brand Equity

Keller (1993) in his work enumerates the following ways through which brands can manage brand equity:

- In making marketing decisions, marketers should adopt a broad view. The marketing activities that a brand adopts has the power to create value for the brand by improving a consumer's ability to recall or recognize the brand. Sales can be improved by creating and maintaining favourable brand associations in the mind of consumers

- Knowledge structures to be created in the consumer's mind should be clearly defined. This can be done through specifying the desired levels of awareness and favourability, strength and uniqueness of product and non-product-related attributes.

- Marketers should leverage on various marketing communication alternatives such as non-traditional media, promotions and other marketing activities to build customer-based brand equity.

- Marketing decisions should be made with long term implications in mind. In making marketing decisions, marketers should consider how those decisions would impact on brand awareness and brand image.

- Marketers should constantly monitor consumers level of brand knowledge and should use marketing mix elements to strengthen or reinforce knowledge structures in the mind of consumers.

Furthermore, marketers, before endorsing brand extensions, should evaluate such product putting in mind the effect it might have on the core brand image.

2.2 SOCIAL MEDIA MARKETING

2.2.1 What is Social Media?

According to Kaplan and Haenlien (2010), social media is an aggregation of internet-based applications that emanate from the ideological and technological foundations of web 2.0 and that facilitate the creation and exchange of user-generated content.

Alexa, Alexa and Stoica (2012) opine that "social media comprises of activities that involve socializing and networking online through words, pictures and videos". They further state that social media is revolutionizing how we interact as humans and how we relate with organizations that serve us. Social media triggers two-way communication, thereby bringing people together to discover and share information. According to Alexa, Alexa and Stoica (2012), the most important attribute of social media is that it enhances two-way communication, unlike websites which only allows for one-way communication.

According to Pentina and Koh (2012) the rise of web 2.0 and 3G/4G technologies have brought about a major shift in business-to-customer relationships and consequently, this shift has brought about a change in information control. Customers are no longer passive receivers of brand messages. Boyd and Ellison (cited in Pentina and Koh 2012) define social media as online sites that give users the room to create and share profiles, information and develop new connections in an interactive manner.

Drury (2007) defines "social media as online resources that people use to share content; videos, photos, texts, ideas, insight, humour, opinions, gossip, news, the list goes on". These resources include blogs, vlogs, social networks, message boards, podcasts, public bookmarking and Wikis. Well known examples of social media platforms include Flickr, Wikipedia, Bebo, Facebook, Myspace, Twitter, Instagram, Snapcaht, Pinterest and World of Warcraft. Drury (2007) avers that most people including marketers misunderstand the concept of social media. They emphasize media as being the most important element whereas the social element is the most paramount. The social element enables people to share and interact with each other as a result content becomes more democratised.

2.2.2 Types of Social Media

Kaplan and Haenlien (2010), classified social media on the basis of social presence and media richness. From the foregoing Kaplan and Haenlien (2010) grouped social media across 5 broad types which are; collaborative projects (e.g. Wikipedia), content communities (e.g. YouTube), social networking sites (e.g. Facebook), virtual game and social worlds (e.g. World of Warcraft, Second life).

Table 2.1 Types of social media

| | | Social presence/ Media richness | | |
		Low	Medium	High
Self-presentation/ Self-disclosure	High	Blogs	Social networking sites (e.g., Facebook)	Virtual social worlds (e.g., Second Life)
	Low	Collaborative projects (e.g., Wikipedia)	Content communities (e.g., YouTube)	Virtual game worlds (e.g., World of Warcraft)

Source: Kaplan and Haenlien (2010)

Furthermore, According to Cavazza (cited in Alexa, Alexa and Stoica 2012), the various forms of social media have been divided into ten categories: publication tools, sharing tools, discussion tools, social networks, micro publication tools, social aggregation tools, livecast, virtual worlds, social gaming and massively multiplayer online gaming.

Figure 2.1 Forms of Social media
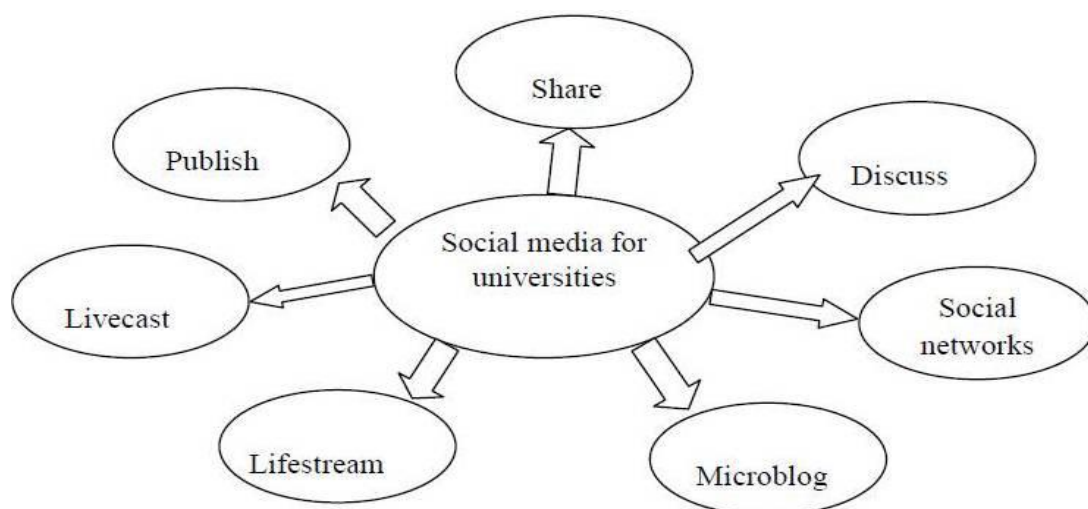
Source: Kaplan and Haenlien (2010)

2.2.3 Social Media Marketing

Pentina and Koh (2012) view social media marketing as the use of internet networking sites to trigger viral communication. Drury (2007) states that marketing with traditional media is focused on delivering a message while marketing with social media comprises of a deliberate effort that involves building a relationship and conversation with an audience. He further states that marketing is no longer one dimensional but is now a two-way process between a brand and an audience. Marketing as result of social media has changed from telling and giving a message to receiving and exchanging perception and ideas.

2.2.4 Advantages and Disadvantages of Social Media Marketing

Advantages

The first advantage relates to low cost

According to Nadaraja and Yazdanifard (2013) the main advantage of social media marketing is cost related. Social media sites or accounts are accessible to everyone and can be created at no cost meanwhile traditional marketing/advertising usually cost millions of dollars. Running campaigns or adverts on social media can be done at relatively low cost and businesses are assured of reaching their targeted audience.

The second advantage is in the ease of targeting the right audience.

Nadaraja and Yazdanifard (2013) opine that social media affords marketers with the opportunity to target audiences and consumers based on a social media site users' personal interest, gender, geographical location and other personal information. For example, if a person lists country music as one of his or her interest on a social networking site, such a person will come across adverts about country music concerts. With this feature, marketers can effortlessly reach people most likely to make a purchase.

Disadvantages

The first disadvantage is that it is time consuming

Nadaraja and Yazdanifard (2013) state that the main focus of social media marketing is to develop long term relationships that can transcend into sales. The development of these long-term relationships requires an organization having someone or a group of people who monitor

each network they are on, answer questions, reply comments and post product information that consumers would find useful. Barefoot and Szabo (cited in Nadaraja and Yazdanifard 2013) states that social media requires a significant investment of time and effort as a result businesses without personnel to manage their social media platforms will find it difficult to compete in the social media landscape.

The second disadvantage is the prominence of trademark and copyright Issues

According to Nadaraja and Yazdanifard (2013) companies who use social media need to ensure that they protect their copyright and trademarks. Social media's capacity to facilitate informal and impromptu communication can aid companies in promoting their brands however it also exposes businesses to third-party abuse of their trademarks and copyrights. Companies should regularly monitor social media platforms to be sure that other social media users are not taking advantage of or unlawfully making use of their trademarks or on infringing their copyright.

The third disadvantage is the inability to control the spread of negative feedback

Nadaraja and Yazdanifard (2013) opine that social media offers its users freedom to post videos and reviews on products that they like. While this is good, it can have a negative impact on a firm's reputation as competitors and disgruntled customers can take advantage of this to tarnish the image of an organization by giving negative feedback and comments on a brand's social media platform.

2.3   Social Media Marketing and Consumer-Based Brand Equity

Pharm and Gamoh (2015) opine that nowadays, companies try to take advantage of the global reach and low cost which social media offers in order to build their brands and improve their marketing performance. Harvard Business Review Analytic Service (cited in Pharm and Gammoh 2015) states that research carried out consisting of 2,100 companies shows that a huge percentage (87%) of the companies in the research promote their products, services and brands through social media channels. This indicates increase in the adoption of social media by companies to promote their businesses.

Kim and Ko (2012) discovered that marketing through social media positively impact brand equity. Schinvinski and Dabrowski (2014) found that marketing through social media involves activities that have positive relationship with brand attitudes which is a critical element of

consumer-based brand equity. (Kim and Ko 2010; Laroche et al 2012) postulate that social media marketing increases brand awareness and strengthens brand trust as well as a brands relationship with its customers. While (Shen and Bissel, 2013) state that social media marketing enhances brand relationships.

From the onset, previous studies point towards the fact that a brand employing social media marketing would positively influence its brand equity in general.

2.4   THEORIES ASSOCIATED WITH SOCIAL MEDIA MARKETING

Source credibility theory

According to Umeogu (2012), the source credibility theory propounded by Howland, Janis and Kelly (1963) states that information receivers are more likely to be persuaded by a message if the source of the information is considered to be credible. Omeogu (2012) states that two very common elements that influence source credibility positively are the expertise and trustworthiness of the source. Omeogu (2012) states that Howland (1963) and Wiess (1974) carried out a study on the influence of informaional sources on audience perssuasion. The study compared credible and non-credible sources using persuasive messages to test sources. The study discovered that the assumption that credible sources tend to create the desired impact on an audience was true.

McCroskey et al (cited in Umeogu 2012) opine that communicators who have high credibility in the eyes of message receivers are highly respected and their words are taken more seriously.

Media Richness Theory

Koo,Wati and Jung (2011) state that the media richness theory was first developed by Daft and Lengel (1986). The theory states that managers can enhance their performance by matching media characteristics to task characteristics. This theory measures situation requirement in terms of types of messages, numbers, the purpose, the participant and the limitations on how a potential user may use a particular medium.Koo. Wati and Jung (2011) postulated two task characteristics which are uncertainty and equivocality.

Uncertainty is associated with lack of information, so organizations should develop structures to aid the flow of information while equivocality refers to a task with multiple and conflicting interpretations of the available information.

Elaboration Likelihood model

Cho (1999) avers that the Elaboration Likelihood Model propounded by Petty and Cacioppo (1980) indicates that when people receive persuasive information, it passes through two different routes, the central route and the peripheral routes. When consumers have high involvement in the communication process, consumers will be able to exert a lot of cognitive processing effort called 'high elaboration likelihood'. According to Cho (1999,) in contrast to high elaboration likelihood is 'low elaboration likelihood'. In this situation, peripheral persuasion cues such as attractive sources, music, visuals and humour are determining factors of effective persuasion. In a situation of low elaboration likelihood, peripheral persuasion cues as mentioned above are used to pass across information to the audience.

2.5 CONCEPTUAL MAP

Social media marketing activities   Consumer-based brand equity
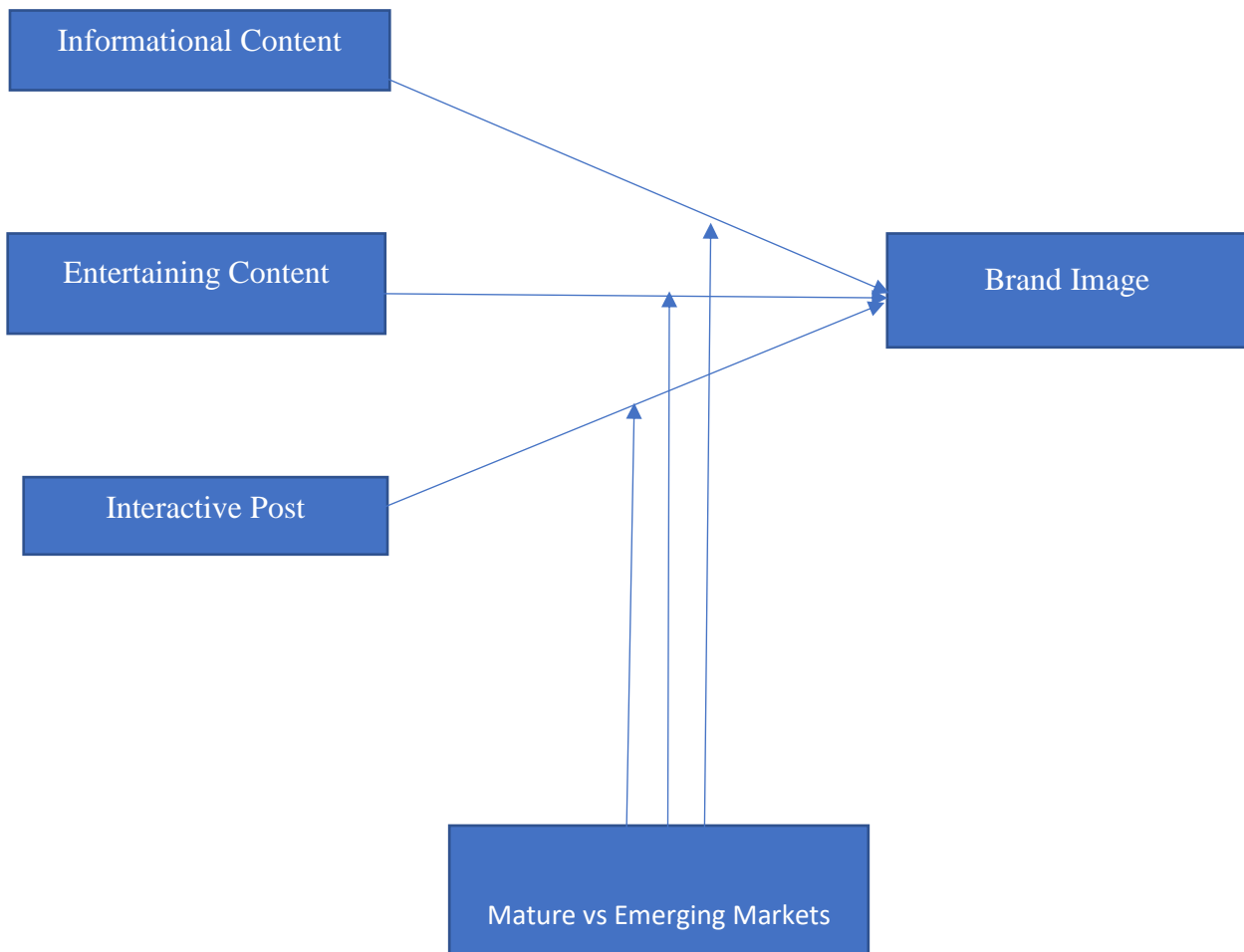
Figure 2.2

2.6 HYPOTHESIS DEVELOPMENT

<u>Informational Content</u>

Social networking sites have become a major source of information, this is why many people participate on these sites and in the virtual community. Furthermore, most people in the thirst for information, consume brand-related content (Vries, Gensler and Leeflang, 2012). Likewise if relevant information concerning a brand or product is posted on a its social media platform, then the followers need for information is met.

Taylor, Lewin and Strutton (2011) state that people most times have a positive attitude towards informative adverts on social networks. This literature backs up the derived hypothesis that a brand posting informational content on it's social media platforms would have a positive effect on brand image.

Hypothesis 1: There is a significant relationship between informational content on a brand's social media platform and brand image.

<u>Entertaining Content</u>

According to Godey et al (2016), entertainment is the result of the fun and play experience on social media. He further states that people who use social media amongst several reasons, consume content on social media platforms to pass time and as a source of enjoyment. Vries, Gensler and Leeflang (2012) state that one of the important factors for using social media is its entertainment value. Entertainment leads people to consume, create or contribute to brand related content online.

According to Taylor, Lewin and Strutton (2011) entertaining adverts, i.e. adverts that come across as exciting, cool, fun and flashy would create a positive bias of consumers both towards the advert and the brand. Therefore, if a brand posts entertaining content on its social media platforms it is expected that such would have a positive effect on brand image.

Hypothesis 2: There is a significant relationship between entertaining content on a brand's social media and its brand image.

Interactive content

Vries, Gensler and Leeflang (2012) define interactivity "as the extent to which two or more communication parties act on each other, on the communication medium and on the messages and the degree to which such influences are synchronized". According to Godey et al (2016) social media acts as a place for discussions and exchange of ideas for consumers. It fosters interaction between consumers or between consumer and a brand. According to Furtin and Dholakia (2005) a brand's post varries in degree of interactivity, for instance a brand's post with only text is not as interactive as a post with a link to a website.

Vries, Gensler and Leeflang (2012) aver that research findings to back results on interactivity outcome measures such as attitude towards an advert are inconclusive. However, since the objective of a brand's post on social media is to trigger a reaction from its followers, it is expected that interactive brand post on social media would have a positive effect on brand image.

Hypothesis 3: There is a significant relationship between interactive posts from a brand and the brand's image.

Mature versus Emerging Markets

Surbhi (2015) states that according to the United Nations, countries are divided into two major categories which are developed countries and developing countries, or emerging markets and mature markets. According to Surbhi (2015), mature markets are countries which are developed in terms of economy and industrialization. Emerging market are countries who are going through the initial levels of industrial development along with low per capita income.

According to Pauwels, Ergancu and Yildirim (2013) there exist differences in the responsiveness of consumers in emerging versus mature markets to marketing communication. They state that there exist differences in consumer mindset between consumers in emerging versus mature market which impacts on consumers perception, attitudes and intentions.

Social media and the internet is still relatively new in emerging markets. People in emerging markets have a tendency to embrace social media more than people in mature markets who are already accustomed to social media and the internet. In line with this,the following hypotheses are proposed:

Hypothesis 4a: The relationship between informational content on a brand's social media and brand image is stronger in emerging markets than in mature markets.

Hypothesis 4b: The relationship between entertaining content on a brand's social media and its brand image is stronger in emerging markets than in mature markets.

Hypothesis 4c. The relationship between interactive brand post and a brand's brand image is stronger in emerging markets than in mature markets.

CHAPTER 3: RESEARCH METHODS

In this chapter, the research method is discussed. It also introduces the research methods to be adopted, data sources, data collection instruments to be used and data analysis.

3.1 RESEARCH DESIGN

According to Punch (1998), research design is the fundamental plan for a piece of research and includes four main ideas; "the strategy, the conceptual framework, the question of who or what will be studied and last but not the least concerns the tools and procedures to be used for collecting and analysing empirical materials".

According to Kothari (2004), research design is a layout of how data would be collected and analysed in a manner that helps the researcher achieve the research purpose. Kothari (2004) opines that research design is essential because it aids carrying out research operations in an efficient way that ensures that maximal information is derived with minimal expenditure of time, money and effort.

According to Ojo (2003), research design is a "plan, structure and strategy of investigation used to provide answers to research questions and to control variance". Research design may be descriptive, experimental or exploratory while survey method may be cross-sectional or longitudinal. This study uses descriptive research design and a cross-sectional survey method for data collection using a questionnaire as an instrument for data collection.

3.2 POPULATION OF THE STUDY

According to Akinwande and Owolabi (2009), the population of a study refers to "the set of potential observations from which a sample is drawn". It comprises of a group that makes up the object of interest in any study.

The population of this study cuts across two countries; Norway and Nigeria, as one of the objectives of this study is to do a cross country comparison between a developed and an emerging economy as regards the influence of social media marketing on customer-based brand equity.

3.3 SAMPLE SIZE DETERMINATION

Ojo (2003) opines that sampling can be described as the procedure of choosing representative elements from a given population. Sample size determination is the process of selecting the number of observations to be included in a statistical sample. According to Israel (1992), the least number of samples to be used for a study is 200.

This study adopts a sample size of 200. Being a cross-country comparison between Norway and Nigeria, a sample of 100 is chosen for each country.

3.4 RESEARCH SAMPLE

According to Punch (1988), sampling is a very important subject in research methodology. According to Bailey (1982), a sample can be defined as a portion of a total population from which deductions are being made. The sample should always be seen as an approximation of the entire population rather than the population in itself. He states that there are two types of sampling methods; probability and non-probability sampling. For the purpose of this research, non-probability sampling is used and specifically, convenience sampling is adopted.

3.5 DATA COLLECTION

This study makes use of primary data. The primary data was obtained from respondents who are administered questionnaires. The questionnaire was designed to extract the information required from the respondents. Data was collected from two countries, Nigeria and Norway. In Nigeria, a paper survey was conducted while in Norway, an online survey was conducted using Google Forms. In collecting data, Armstrong and Overton (1977) has criticized mail survey for having a potential of non-response bias. Non-response bias simply means people not responding to the questionnaire sent via emails or other electronic means. Armstrong and Overton (1977) state that the most commonly recommended protection against non-response bias is the reduction of bias. In order to reduce and combat non-response bias, the following steps are taken:

- A well-designed survey is drafted using questions from top journals.
- Most of the respondents who the questionnaire are administered to are people who I have a personal relationship with; church members, friends, dormmates, old school mates etc.

- In constructing the survey, respect for the respondent's time is being put into consideration. I ensured to keep the survey, simple and short.
- In carrying out the survey, a cover letter is attached which explains to respondents that information obtained will be used only for academic purposes and would be treated with confidentiality.

3.6 RESEARCH INSTRUMENTS

According to Akinwande and Owolabi (2009), questionnaire is the most widely used instrument in a survey study. Based on this, a structured questionnaire was drafted, which consists of closed-ended questions.The five-point type rating scale is used in measuring responses to most of the questions. The questions used in the questionnaire are drawn from literature such as Kim and Ko (2012), Godey et al (2016) and Ducoffe (1995).

3.7 VALIDITY OF RESEARCH INSTRUMENT

The validity of the instrument used for this research is supported by Ojo (2003), who opines that the instrument is valid as long as the researcher ensures that the questionnaire contains questions relating to the topic in focus and that they measure what they are meant to measure, Given that the questionnaire drafted for this research was structured with consideration of the aforementioned criteria, it is assumed to be a valid instrument designed to get the best responses from the respondents.

According to Bailey (1982), face validity is a matter of judgement and majorly two questions must be answered; is the instrument really measuring the kind of behaviour that the researcher assumes it is or does it provide a sample of that kind of behaviour. He further states that face validity is simply carried out by examining the instrument to determine if it measures what it is meant to measure. For the purpose of this study, face validity is used, the questionnaire was vetted by the researcher's supervisor who gave suggestions on items to be retained or removed. Also, in order to ensure the validity of the research instrument, questions are gotten from top journals.

3.8 RELIABILITY OF RESEARCH INSTRUMENT

According to Bailey (1982), a research instrument is considered reliable "if the measure does not change when the concept being measured remains constant in value. However, if the concept being measured does change in value, a reliable instrument will indicate change". Bailey (1982) further opines that the reliability of an instrument refers to the consistency of the responses from the respondents from one administration of the instrument to another.

This study uses the Cronbach Alpha Method to test the reliability of the instrument used.

Table 3.1

Reliability Statistics

Section	Cronbach's Alpha	N of Items
Overall	0.87	13
Informational content	0.749	3
Interactive post	0.663	3
Entertaining content	0.893	3
Brand image	0.739	4

Reliability of the research instrument was performed for each scale (section) within the instrument, and a combination of all scales using the Cronbach alpha coefficient. The result indicates that the entire instrument yielded a reliability statistic of 0.87. The coefficient is considered high enough to conclude that the instrument is reliable and is considered suitable for the study.

A commonly accepted rule of thumb for describing internal consistency is as follows:

Table 3.2

Cronbach's alpha	Internal consistency
$\alpha \geq 0.9$	Excellent
$0.9 > \alpha \geq 0.8$	Good
$0.8 > \alpha \geq 0.7$	Acceptable
$0.7 > \alpha \geq 0.6$	Questionable
$0.6 > \alpha \geq 0.5$	Poor
$0.5 > \alpha$	Unacceptable

3.9 COMMON METHOD BIAS

According to Mackenzie and Podsakoff (2012), Common Method Bias simply refers to variations in the responses of respondents caused by the research instruments and not the predisposition of the respondents. To test for Common Method Bias, Harman's Single Factor Method is used.

In other to avoid Common Method Bias, the following remedies adopted from Mackenzie and Podsakoff (2012) are implemented:

- The questionnaire is administered to respondents who are educated and whose capabilities are aligned with the task of answering the questions.
- The questionnaire is administered to respondents who use social media and are familiar with the Coca-Cola brand which is very popular.
- I have avoided using vague concepts in the questionnaire, and all concepts and words used are simple and easy to understand.
- I have avoided using double parallel questions.
- I have avoided the use of questions that ask respondents to make a retrospective recall.

Harman's Single Factor Test

Harman's Single Factor Test checks to see if the majority of the variance can be explained by a single factor.

Table 3.3

Factor	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.225	40.192	40.192	4.649	35.763	35.763
.	.	.	.			
.	.	.	.			
.	.	.	.			
13	.138	1.058	100.000			

Extraction Method: Principal Axis Factoring.

From the table above, the percentage variance obtained is 35.763% which is less than the threshold of 50%. Hence, we conclude that there's no presence of Common Method Bias (CMB).

3.10 DATA ANALYSIS

The data gathered and collected was analysed using SPSS Statistical Package. Regression analysis was used to test the research hypothesis. Regression analysis was chosen because the stated hypothesis measures the relationship between variables and regression analysis is a popular statistical method used to measure relationships between variables. For the purpose of a clear and concise presentation of data, the use of tables is employed in the course of presenting the gathered data

CHAPTER FOUR: DATA PRESENTATION, INTERPRETATION AND ANALYSIS

This chapter presents the research findings and interprets them.

4.1 DESCRIPTIVE STATISTICS

The sample largely consists of mostly male respondents as there were 124 male respondents and 71 female respondents. In addition, the sample was made up of mostly young respondents between the ages of 21-25 years, which was 107 of the 200 respondents. The sample was also made up of well-educated people as 83 respondents had at least a BSc. Degree at the minimum.

Furthermore, worthy of note is the fact that the sample was well split between the two countries; Norway and Nigeria, i.e. both countries had 100 respondents each. Majority (89 persons; 44.5%) of the respondents use social media often and (79 persons; 39.5%) always use social media. In addition, most of the respondents 115 persons (57.5%) are more likely to trust a brand that is present on social media. Most of the respondents are familiar with the Coca-cola brand as 99 stated that they are extremely familiar with the brand, 58 stated moderately familiar and 16 stated somewhat familiar. Also, a good number of the respondents at one time or the other have experienced or come in contact with Coca Cola's social media as 10 stated always, 31 stated often and 55 stated sometimes.

All information provided above is a summary of the distribution tables that can be found in appendix one. Looking at the distribution of the sample, it is safe to say the sample is good enough to provide data regarding the topic in focus.

4.2 TEST OF HYPOTHESIS

4.2.1 Hypothesis 1-3

Model 1

	Unstandardized B.	Coefficient Std. Error	Standardized Coefficient beta	T	Sig	
Constant	0.675	0.178		3.798	0.000	
Entertaining Content	0.150**	0.073	0.167	2.057	0.041	
Interactive Post	0.036	0.076	0.037	0.471	0.638	

	Unstandardized B.	Coefficient Std Error	Standardized Coefficient beta	T	Sig	
Informative Content	0.323***	0.066	0.363	4.899	0.000	
R-square						0.241

* significant at 10%,**significant at 5%,***significant 1%

Dependent Variable: Brand Image

Model 1 above is a multiple regression consisting of the variables Entertaining Content, Interactive Post, Informative Content and the dependent variable Brand Image. A critical view of the results indicates that Entertaining Content (0.150), Interactive Post (0.036) and Informative Content (0.323) all have a positive relationship with Brand Image. The R-square of (0.241) shows the explanatory power of the independent variables on Brand Image. The results show that 24.1% variation on brand image is explained by Entertaining Content, Interactive Post and Informative Content. Due to the level of significance of the variables, hypothesis 1 and 2 are accepted as there is a positive significant relationship between Entertaining Content, Informative Content and Brand Image. Meanwhile, hypothesis 3 is rejected as the variable Interactive Post is not significant at 10% level of significance.

4.2.2

Model 2

	Unstandardized B.	Coefficient Std Error	Standardized Coefficient beta	T	Sig	
Constant	-0.137	0.379		-0.362	0.718	
Entertaining Content	0.232***	0.073	0.260	3.196	0.002	
Interactive Post	0.061	0.074	0.063	0.821	0.413	
Informative Content	0.252***	0.070	0.283	3.615	0.000	
Age	0.092	0.057	0.118	1.626	0.106	
Gender	-0.805	0.090	-0.58	-0.941	0.348	
How Frequently Do You Use Social Media	0.001	0.000	0.071	1.137	0.257	
How Familiar Are You With The Coca Cola Brand	0.116***	0.042	0.190	2.777	0.006	
Country of Residence	0.272**	0.120	0.193	2.266	0.025	
R-square						0.323

* significant at 10%,**significant at 5%,***significant 1%

Dependent Variable: Brand Image

Model 2 above is a multiple regression consisting of the variables Entertaining Content, Interactive Post, Informative Content, Age, Gender, How frequently do you use social media, How Familiar Are You With The Coca-Cola Brand, Country of Residence and the dependent variable Brand Image. The R-square of (0.323) shows the explanatory power of the independent variables on Brand Image. The result shows that 32.3% variation on Brand Image is explained by the independent variables stated above. As seen in the table above the variables Entertaining Content, Informative Content, How Familiar Are You With The Coca-Cola Brand and Country of Residence are significant at 5% or 1% level of significance while the others are not significant.

4.2.4 Hypothesis 4a

Model 3

	Unstandardized B.	Coefficients Std Error	Standardized Coefficient beta	T	Sig	
Constant	-0.416	0.660		-0.631	0.529	
Entertaining Content	0.229***	0.073	0.256	3.133	0.002	
Interactive post	0.057	0.074	0.059	0.769	0.443	
Informative Content	0.364	0.228	0.409	1.600	0.111	
Age	0.095*	0.057	0.122	1.666	0.098	
Gender	-0.083	0.090	-0.057	-0.920	0.359	
How Frequently Do You Use Social Media	0.001	0.000	0.074	1.170	0.243	
How Familiar Are You With The Coca Cola Brand	0.117***	0.042	0.191	2.787	0.006	
Country of Residence	0.435	0.337	0.308	1.292	0.198	
Country of Residence X Informative Content	-0.066	0.127	-0.140	-0.518	0.605	
R-Square						0.324

* significant at 10%, **significant at 5%, ***significant 1%
Dependent Variable: Brand Image

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Model 3 above is multiple regression consisting of the variables Entertaining Content, Interactive Post, Informative Content, Age, Gender, How Frequently Do You Use Social Media, How Familiar Are You With The Coca-Cola Brand, Country of Residence, Country of Residence x Informative Content and the dependent variable Brand Image. The R-square of (0.324) shows the explanatory power of the independent variables on Brand Image, the result shows that 32.4% variation on Brand Image is explained by the independent variables stated above. The coefficient for Informative Content (0.364) is insignificant at 10% level of significance and so is the coefficient for the interactive variable Informative Content x Country of Residence (-0.066). As a result, hypothesis 4a is rejected.

4.1.5 Hypothesis 4b

Model 4

	Unstandardized B.	Coefficient Std Error	Standardized Coefficient beta	T	Sig	
Constant	-0.080	0.633		0.126	0.900	
Entertaining Content	0.211	0.196	0.237	1.077	0.283	
Interactive Post	0.061	0.074	0.063	0.820	0.414	
Informative Content	0.252***	0.070	0.283	3.606	0.000	
Age	0.091	0.058	0.117	1.582	0.115	
Gender	-0.086	0.091	-0.058	-0.944	0.346	
How Frequently Do You Use Social Media	0.001	0.000	0.071	1.122	0.264	
How familiar Are You With The Coca Cola Brand	0.116***	0.042	0.190	2.756	0.006	
Country of Residence	0.238	0.323	0.169	0.739	0.461	
Country of Residence X Entertaining Content	0.013	0.119	0.028	0.113	0.910	
R-square						0.323

* significant at 10%,** significant at 5%,*** significant 1%
Dependent Variable: Brand Image

Model 4 above is multiple regression consisting of the variables Entertaining Content, Interactive Post, Informative Content, Age, Gender, How Frequently Do You Use Social Media, How Familiar Are You With The Coca-Cola Brand, Country of Residence, Country of Residence x Entertaining Content and the dependent variable Brand Image. The R-square of (0.323) shows the explanatory power of the independent variables on Brand Image. The result implies that 32.3% variation on Brand Image is explained by the independent variables stated above. The coefficient for Entertaining Content (0.211) is insignificant at 10% level of significance and so is the coefficient for the interactive variable Entertaining Content x Country of Residence (0.013). As a result, hypothesis 4b is rejected.

4.1.6 Hypothesis 4c

Model 5

	Unstandardized B.	Coefficient Std Error	Standardized Coefficient Beta	T	Sig	
Constant	-0.032	0.647		-0.050	0.960	
Entertaining content	0.232***	0.073	0.260	3.192	0.002	
Interactive post	0.021	0.210	0.022	0.101	0.920	
Informative Content	0.252***	0.070	0.283	3.610	0.000	
Age	0.092	0.057	0.117	1.613	0.109	
Gender	-0.087	0.091	-0.059	-0.954	0.341	
How Frequently Do You Use Social Media	0.001	0.001	0.069	1.084	0.280	
How Familiar Are You With The Coca Cola Brand	0.116***	0.042	0.189	2.742	0.007	
Country of Residence	0.208	0.342	0.147	0.609	0.543	
Country X Interactive Post	0.026	0.127	0.53	0.201	0.841	
R-square						0.323

* significant at 10%, **significant at 5%, *significant 1%
Dependent Variable: Brand Image

Model 5 above is a multiple regression consisting of the variables Entertaining Content, Interactive Post, Informative Content, Age, Gender, How Frequent Do You Use Social Media, How Familiar Are You With The Coca-Cola Brand, Country of Residence, Country of Residence x Interactive Post and the dependent variable Brand Image. The R-square of 0.323 reveals the explanatory power of the independent variables on Brand Image. The result shows that 32.3% variation on Brand Image is explained by the independent variables stated above. The coefficient for Interactive Post (0.021) is insignificant at 10% level of significance and so is the coefficient for the interactive variable Interactive Post x Country of Residence (0.026). As a result hypothesis 4c is rejected.

In respect to the control variables, the variable that measures familiarity with the Coca-Cola brand seems to be the only control variable that influences brand image as it is significant at 1% level of significance.

CHAPTER FIVE: SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 GENERAL DISCUSSION

This research work has thus far investigated the topic "the influence of social media marketing on consumer-based brand equity", using Coca-cola as a study and a cross-country comparison of Norway and Nigeria. The following are the research findings made:

- In order for brands to build brand equity via social media marketing, they should keep the content on their platforms entertaining i.e. content should be fun, interesting and exciting, as this research work discovered that there is a positive relationship between entertaining content on a brand's social media platforms and it's brand image.

- This research work discovered that there is no relationship between interactive post and brand image. Brands should lay more emphasis on other variables such as entertaining content and informative content in their social media marketing strategy.

- In order to build brand equity, brands should ensure that they keep the content on social media platforms informative. Their social media platforms should provide timely and relevant information as regards the products and services they offer.

- This research work discovered contrary to the stated hypothesis, that there is no significant difference in the relationship between entertaining content, informative content and brand image in mature markets and emerging markets.

5.2 MANAGERIAL IMPLICATIONS

The following are the managerial implications of this research work:

- In order for brands to build brand equity via social media marketing, they should have entertaining content on their platforms. Brands should mandate their social media teams to come up with content strategies for their social media platforms that are fun, exciting and interesting. Brands should make use of both image and video content to achieve this.

- Brands should ensure that they keep the content on their social media platforms informative. Brands should mandate their social media teams to constantly put up relevant, timely and informative content about the products and services that a brand

offers. For example, if a brand is running a special promo/sales/discount their social media audience should be well informed about this.

- Brands should ensure continued and relevant presence on social media and on as many social media platforms as possible, as most respondents stated that they are more likely to trust a brand that is present on social media.Further more, social media presence should be accompanied with constant posting of relevant content on their platforms.

5.3 LIMITATIONS AND DIRECTIONS FOR FUTURE RESEARCH

This research work was limited in the following areas:

- Sample size: the sample used is a minute fraction of the population of the two countries examined. This limitation affects the generalizability of the results. Future studies should consider examining a larger population in order to obtain generalizable results.

- The respondents from which data is collected are drawn from just two countries. This limits the results of this study as two countries can not be used to generalize about emerging markets and mature markets. Future studies should consider examining more countries.

- The work is restricted to just a single brand (Coca-Cola) which serves as a study. This limitation also affects the generalizability of the results as the results are limited to or mostly relevant to the beverage industry and may not be obtainable in other industries or regarding other brands. Future studies as relating to this topic should examine brands across various industries.

- The study examines only one variable of brand equity. This affects the robustness of the study. Future studies should examine in addition to brand image, other variables of brand equity such as brand awareness, brand loyalty, perceived quality.

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APPENDIX 1

4.3 ANALYSIS OF RESPONDENT'S BIO DATA

Table 4.3.1

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	124	62.0	64	64
	Female	71	35.5	36	100.0
	Total	195	97.5	100.0	
Missing	System	5	2.5		
Total		200	100.0		

Table 4.3.1 shows that 124 (62.0%) of the respondents were males, while 71 (35.5%) were females. This shows that male respondents were more than the female respondents in the sample used.

Table 4.3.2

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20 years	39	19.5	19.6	19.6
	21-25 years	107	53.5	53.8	73.4
	26-30 years	36	18.0	18.1	91.5
	31-35 years	13	7.0	7.0	98.5
	35-40 years	2	1.0	1.0	99.5
	41 and above	2	.5	.5	100.0
	Total	199	99.5	100.0	
Missing	System	1	.5		
Total		200	100.0		

Table 4.3.2 shows that 39 (19.5%) of the respondents were below 20,107 (53.5%) were between 21-25 years old, 36 (18.0%) were 26-30 years old,14 (7.0%) were 31-35 years old, 2 (1.0%) were 35-40 years old and 1(0.5%)was above 41 years old. This shows that most of the respondents were aged between 21 and 25 years of age.

Table 4.2.3

Educational Attainments

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school/O level	52	26.0	26.8	26.8
	BSc	83	41.5	42.8	69.6
	Postgraduate	58	29.5	30.4	100.0
	Total	193	97.0	100.0	
Missing	System	7	3.0		
Total		200	100.0		

Table 4.3.3 shows that 52 (26.0%) had attained O levels/high school certificates, 83(41.5%) had BSc degrees and 59 (29.5%) had Post Graduate degrees. This shows that most of the respondents had at least a BSc degree.

Table 4.3.4

Country of Residence

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Norway	100	50.0	50.0	50.0
	Nigeria	100	50.0	50.0	100.0
	Total	200	100.0	100.0	

Table 4.3.4 shows that 100 (50.0 %) respondents reside in Norway and 100 (50.0%) reside in Nigeria.

4.4 ANALYSES OF RESPONSE TO RESEARCH OBJECTIVES

Table 4.4.1

How Frequently Do You Use Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	1	.5	.5	.5
	Rarely	5	2.5	2.6	3.1
	Sometimes	21	10.5	10.8	13.8
	Often	89	44.5	45.6	59.5
	Always	78	39.5	40.5	100.0
	Total	194	97.5	100.0	
Missing	System	6	2.5		
Total		200	100.0		

Table 4.3.1 shows respondents' social media usage. 1(0.5%) respondent has never used social media, 5 (2.5%) rarely use social media, 21(10.5%) use social media sometimes, 89 (44.5%) use social media often while 79 (39.5 %) use social media always. This shows that most of the respondents use social media.

Table 4.4.2
A Brand's Presence on Social Media Increases Your Trust for the Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	115	57.5	61.2	61.2
	No	73	36.5	38.8	100.0
	Total	188	94.0	100.0	
Missing	System	12	6.0		
Total		200	100.0		

Table 4.4.2 shows that 115 (57.5%) of the respondents state that a brand's presence on social media increases their trust for the brand while 73 (36.5%) are not more likely to trust a brand on social media. This shows that most of the respondent base their trust for a brand on the social media presence of the brand.

Table 4.4.3

What is Your Level of Familiarity with the Coca-Cola Brand

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Extremely familiar	99	49.5	50.5	50.5
	Moderately familiar	58	29.0	29.6	80.1
	Somewhat familiar	16	8.0	8.2	88.3
	Slightly familiar	10	5.0	5.1	93.4
	Not at all familiar	13	6.5	6.6	100.0
	Total	196	98.0	100.0	
Missing	System	4	2.0		
Total		200	100.0		

Table 4.4.3 shows that 99 (49.5%) are extremely familiar with the Coca-Cola brand, 58 (29.0%) are moderately familiar, 16 (8.0%) are somewhat familiar, 10 (5.0%) are slightly familiar and 13 (6.5%) are not at all familiar. This shows that most of the respondents are familiar with the Coca-Cola brand.

Table 4.4.4

How Frequently Do You Experience Coca-Cola's Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Never	28	14.0	14.2	14.2
	Rarely	73	36.5	37.1	51.3
	Sometimes	55	27.5	27.9	79.2
	Often	31	15.5	15.7	94.9
	Always	10	5.0	5.1	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

Table 4.3.4 shows that 28 (14.0%) never experienced Coca-Cola's social media, 73 (36.5%) rarely experienced Coca-Cola's social media, 55 (27.5%) experience Coca-Cola's social media sometimes, 31(15.5%) experience Coca-Cola's social media often and 10 (5.0%) experience Coca-Cola's social media always. This shows that most of the respondents at one time or the other have experienced Coca-Cola's social media.

Table 4.4.5

Coca-Cola's Social Media Supplies Relevant Information About It's Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	34	17.0	17.1	17.1
	Agree	80	40.0	40.2	57.3
	Undecided	66	33.0	33.2	90.5
	Disagree	13	6.5	6.5	97.0
	Strongly disagree	6	3.0	3.0	100.0
	Total	199	99.5	100.0	
Missing	System	1	.5		
Total		200	100.0		

Table 4.4.5 shows that 34 (17.0%) respondents strongly agreed that Coca-Cola's social media supplies relevant information, 80 (40.0%) agreed, 66 (33.0%) were undedcided, 13 (6.5%) disagreed, and 6(3.0%) strongly disagreed.

Table 4.4.6

Coca-Cola's Social Media Provides Timely Information On It's Products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	14	7.0	7.1	7.1
	Agree	90	45.0	45.7	52.8
	Undecided	75	37.5	38.1	90.9
	Disagree	15	7.5	7.6	98.5
	Strongly disagree	3	1.5	1.5	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

Table 4.4.6 shows that 14 (7.0%) strongly agreed that Coca-Cola's social media provides timely information about its products, 90 (45.0%) agreed, 75 (37.5%) were undecided, 15 (7.5%) disagreed and 3 (1.5%) strongly disagreed.

Table 4.4.7

Coca-Cola's Social Media Provides Information About It's Promotional Offers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	20	10.0	10.2	10.2
	Agree	97	48.5	49.2	59.4
	Undecided	63	31.5	32.0	91.4
	Disagree	15	7.5	7.6	99.0
	Strongly disagree	2	1.0	1.0	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

Table 4.4.7 shows that 20 (10.0%) strongly agreed that Coca-Cola's social media provides information about it's promotional offers, 97 (48.5%) agreed, 63 (31.5%) were undecided, 15 (7.5%) disagreed and 2 (1.0%) strongly disagreed.

Table 4.4.8
It Is Possible To Share Information With Others Via Coca-Cola's Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	30	15.0	15.3	15.3
	Agree	86	43.0	43.9	59.2
	Undecided	63	31.5	32.1	91.3
	Disagree	14	7.0	7.1	98.5
	Strongly disagree	1	1.0	1.0	99.5
	12	1	.5	.5	100.0
	Total	195	98.0	100.0	
Missing	System	5	2.0		
Total		200	100.0		

Table 4.4.8 shows that 30 (15.0%) strongly agreed that it is possible to share information with other via Coca-Cola's social media, 86 (43.0%) agreed, 63 (31.5%) were undecided, 14 (7.0%) disagree and 2 (1.0) strongly disagreed.

Table 4.4.9

Exchanging Information Or Conversing With Others Is Possible Through Coca-Cola's Social Media

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	16	8.0	8.1	8.1
	Agree	81	40.5	41.1	49.2
	Undecided	81	40.5	41.1	90.4
	Disagree	17	8.5	8.6	99.0
	Strongly disagree	3	1.5	1.0	100.0
	Total	198	99.0	100.0	
Missing	System	2	1.0		
Total		200	100.0		

Table 4.4.9 shows that 16 (8.0%) strongly agreed that exchanging information or conversing with others is possible through Coca-Cola's social media ,81 (40.5%) agreed,81 (40.5%) were undecided,17 (8.5%) and 2 (1%) strongly disagreed.

Table 4.4.10

Providing One's Opinion Through Coca-Cola's Social Media Is Easy.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	15	7.5	7.6	7.6
	Agree	61	30.5	30.8	38.4
	Undecided	89	44.5	44.9	83.3
	Disagree	27	13.5	13.6	97.0
	Strongly disagree	6	3.0	3.0	100.0
	Total	198	99.0	100.0	
Missing	System	2	1.0		
Total		200	100.0		

Table 4.4.10 shows that 15 (7.5%) strongly agreed that it is easy to provide their opinion through Coca-Cola's social media, 61 (30.5%) agreed, 89 (44.5%) were undecided, 27 (13.5%) disagreed and 6 (3.0%) strongly disagreed.

Table 4.4.11

Coca-Cola's Social Media Is Fun

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	32	16.0	16.2	16.2
	Agree	68	34.0	34.5	50.8
	Undecided	83	41.5	42.1	92.9
	Disagree	9	4.5	4.6	97.5
	Strongly disagree	5	2.5	2.5	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

Table 4.4.11 shows that 32 (16.0%) strongly agree that Coca cola's social media is fun,68 (34.0%) agree,83 (41.5%) are undecided,9 (4.5%) disagree and 5 (2.5%) strongly disagree.

Table 4.4.12

Content On Coca-Cola's Social Media Seem Interesting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	30	15.0	15.2	15.2
	Agree	82	41.0	41.6	56.9
	Undecided	73	36.5	37.1	93.9
	Disagree	9	4.5	4.6	98.5
	Strongly disagree	3	1.5	1.5	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

Table 4.3.12 shows that 30 (15.0%) strongly agreed that content on Coca-Cola's social media seems interesting, 82 (41.0%) agreed, 73 (36.5%) were undecided, 9 (4.5%) disagreed and 3 (1.5%) strongly disagreed.

Table 4.4.13

Coca-Cola's Social Media Seems Exciting

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	23	11.5	11.7	11.7
	Agree	79	39.5	40.1	51.8
	Undecided	79	39.5	40.1	91.9
	Disagree	13	6.5	6.6	98.5
	Strongly disagree	3	1.5	1.5	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

Table 4.4.13 shows that 23 (11.5%) strongly agreed that Coca-Cola's social media seems exciting, 79 (39.5%) agreed, 79 (39.5%) were undecided, 13 (6.5%) disagrede and 3 (1.5%) strongly disagreed.

Table 4.4.14

Coca-Cola is a Leading Company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	89	44.5	45.4	45.4
	Agree	71	35.5	36.2	81.6
	Undecided	33	16.5	16.8	98.5
	Disagree	1	.5	.5	99.0
	Strongly disagree	2	1.0	1.0	100.0
	Total	196	98.0	100.0	
Missing	System	4	2.0		
Total		200	100.0		

Table 4.4.14 shows that 89 (44.5%) strongly agreed that Coca-Cola is a leading company, 71 (35.5%) agreed, 33 (16.5%) were undecided,1(0.05%) disagreed and 2 (1.0%) strongly disagreed.

Table 4.4.15

Coca-Cola Has Extensive Experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	77	38.5	39.1	39.1
	Agree	85	42.5	43.1	82.2

		Frequency	Percent	Valid Percent	Cumulative Percent
	Undecided	27	13.5	13.7	95.9
	Disagree	7	3.5	3.6	99.5
	Strongly disagree	1	.5	.5	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

Table 4.4.15 shows that 77 (38.5%) of respondents strongly agreed that Coca-Cola has extensive experience, 85 (42.5%) agreed, 27 (13.5%) were undecided, 7 (3.5%) disagreed and 1(0.05%) strongly disagreed.

Table 4.4.16
Coca-Cola is a Representative Of The Beverage Industry

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	88	44.0	44.7	44.7
	Agree	79	39.5	40.1	84.8
	Undecided	27	13.5	13.7	98.5
	Disagree	1	.5	.5	99.0
	Strongly disagree	2	1.0	1.0	100.0
	Total	197	98.5	100.0	
Missing	System	3	1.5		
Total		200	100.0		

Table 4.4.16 shows that 88 (44.0%) strongly agreed that Coca-Cola is a representative of the beverage industry, 79 (39.5%) agreed, 27 (13.5) were undecided, 1 (0.05%) disagreed and 2 (1.0%) strongly disagreed.

Table 4.4.17
Coca-Cola is a Customer-Oriented Company

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly agree	54	27.0	27.6	27.6
	Agree	84	42.0	42.9	70.4
	Undecided	49	24.5	25.0	95.4
	Disagree	6	3.0	3.1	98.5
	Strongly disagree	3	1.5	1.5	100.0
	Total	196	98.0	100.0	
Missing	System	4	2.0		
Total		200	100.0		

Table 4.4.17 shows that 54 (27.0%) strongly agreed that Coca-Cola is a customer-oriented company, 84 (42.0%) agreed, 49 (24.5%) were undecided, 6 (3.0%) disagreed and 3 (1.5%) strongly disagreed.

Model 1

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.491[a]	.241	.230	.63688

a. Predictors: (Constant), Informative Content , Interactive Post , Entertaining Content

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.293	3	8.431	20.785	.000[b]
	Residual	79.502	196	.406		
	Total	104.795	199			

a. Dependent Variable: Brand Image
b. Predictors: (Constant), Informative Content , Interactive Post , Entertaining Content

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.675	.178		3.798	.000
	Entertaining Content	.150	.073	.167	2.057	.041
	Interactive Post	.036	.076	.037	.471	.638
	Informative Content	.323	.066	.363	4.899	.000

a. Dependent Variable: Brand Image

Model 2

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568[a]	.323	.293	.59498

a. Predictors: (Constant), Country of Residence, How Frequently Do You Use Social Media, Gender, How Familiar Are You With The Coca-Cola Brand , Interactive Post , Age, Informative Content , Entertaining Content

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.681	8	3.835	10.834	.000[b]
	Residual	64.429	182	.354		
	Total	95.110	190			

a. Dependent Variable: Brand Image
b. Predictors: (Constant), Country of Residence, How Frequently Do You Use Social Media, Gender, How Familiar Are You With The Coca-Cola Brand , Interactive Post , Age, Informative Content , Entertaining Content

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.137	.379		-.362	.718
	Entertaining Content	.232	.073	.260	3.196	.002
	Interactive Post	.061	.074	.063	.821	.413

		.252	.070	.283	3.615	.000
	Informative Content	.252	.070	.283	3.615	.000
	Age	.092	.057	.118	1.626	.106
	Gender	-.085	.090	-.058	-.941	.348
	How Frequently Do You Use Social Media	.001	.000	.071	1.137	.257
	How Familiar Are You With The Coca-Cola Brand	.116	.042	.190	2.777	.006
	Country of Residence	.272	.120	.193	2.266	.025

a. Dependent Variable: Brand Image

Model 3

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568[a]	.323	.289	.59656

a. Predictors: (Constant), Country_x_Interactive_Post, Gender, Informative Content   , How Frequently Do You Use Social Media, How Familiar Are You With The Coca-Cola Brand , Age, Entertaining Content , Interactive Post   , Country of Residence

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.696	9	3.411	9.584	.000[b]
	Residual	64.414	181	.356		
	Total	95.110	190			

a. Dependent Variable: Brand Image
b. Predictors: (Constant), Country_x_Interactive_Post, Gender, Informative Content   , How Frequently Do You Use Social Media, How Familiar Are You With The Coca-Cola Brand , Age, Entertaining Content , Interactive Post   , Country of Residence

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.032	.647		-.050	.960
	Entertaining Content	.232	.073	.260	3.192	.002
	Interactive Post	.021	.210	.022	.101	.920
	Informative Content	.252	.070	.283	3.610	.000
	Age	.092	.057	.117	1.613	.109
	Gender	-.087	.091	-.059	-.954	.341
	How Frequently Do You Use Social Media	.001	.001	.069	1.084	.280
	How Familiar Are You With The Coca-Cola Brand	.116	.042	.189	2.742	.007
	Country of Residence	.208	.342	.147	.609	.543
	Country_x_Interactive_Post	.026	.127	.053	.201	.841

a. Dependent Variable: Brand Image

Model 4

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.569[a]	.324	.290	.59618

a. Predictors: (Constant), Country_x_Information_Content, Gender, How Frequently Do You Use Social Media, Entertaining Content , Age, How Familiar Are You With The Coca-Cola Brand , Interactive Post , Country of Residence, Informative Content

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.776	9	3.420	9.621	.000[b]
	Residual	64.333	181	.355		
	Total	95.110	190			

a. Dependent Variable: Brand Image
b. Predictors: (Constant), Country_x_Information_Content, Gender, How Frequently Do You Use Social Media, Entertaining Content , Age, How Familiar Are You With The Coca-Cola Brand , Interactive Post , Country of Residence, Informative Content

Coefficients[a]

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	-.416	.660		-.631	.529
	Entertaining Content	.229	.073	.256	3.133	.002
	Interactive Post	.057	.074	.059	.769	.443
	Informative Content	.364	.228	.409	1.600	.111
	Age	.095	.057	.122	1.666	.098
	Gender	-.083	.090	-.057	-.920	.359
	How Frequently Do You Use Social Media	.001	.000	.074	1.170	.243
	How Familiar Are You With The Coca-Cola Brand	.117	.042	.191	2.787	.006
	Country of residence	.435	.337	.308	1.292	.198
	country_x_information_content	-.066	.127	-.140	-.518	.605

a. Dependent Variable: Brand image

Model 5

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.568[a]	.323	.289	.59660

a. Predictors: (Constant), Country_x_Entertaining_Content, Gender, How Frequently Do You Use Social Media, Informative Content , How Familiar Are You With The Coca-Cola Brand , Age, Interactive Post , Entertaining Content , Country of Residence

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	30.686	9	3.410	9.579	.000[b]
	Residual	64.424	181	.356		

Total	95.110	190			

a. Dependent Variable: Brand Image
b. Predictors: (Constant), Country_x_Entertaining_Content, Gender, How Frequently Do You Use Social Media, Informative Content , How Familiar Are You With The Coca-Cola Brand , Age, Interactive Post , Entertaining Content , Country of Residence

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.080	.633		-.126	.900
	Entertaining Content	.211	.196	.237	1.077	.283
	Interactive Post	.061	.074	.063	.820	.414
	Informative Content	.252	.070	.283	3.606	.000
	Age	.091	.058	.117	1.582	.115
	Gender	-.086	.091	-.058	-.944	.346
	How Frequently Do You Use Social Media	.001	.000	.071	1.122	.264
	How Familiar Are You With The Coca-Cola Brand	.116	.042	.190	2.756	.006
	Country of Residence	.238	.323	.169	.739	.461
	Country_x_Entertaining_Content	.013	.119	.028	.113	.910

a. Dependent Variable: Brand Image

Appendix 2

<u>Measurement scales used</u>

Personal Bio Data

1. Gender: Male { } Female { }

2. Age: (a) Below 20 ( ) (b) 21- 25 ( ) (c) 26- 30 ( ) (d) 31-35 ( ) (e) 35-40 ( ) (f) 41 and above ( )

3. Educational attainments: High school/O level { } BSC { } Post graduate { } other please specify ----------------------------

4. Country of residence:(a) Norway ( ) (b) Nigeria ( )

SECTION B

5. How frequently do you use social media: (a) never ( ) (b) rarely ( ) (c) sometimes ( ) (d) often ( ) (e) always ( )

6.Which social media sites do you use, tick as many as you use

  a. Facebook ( )
  b. Twitter   ( )
  c. Instagram ( )
  d. YouTube ( )
  e. LinkedIn ( )
  f. Pinterest ( )
  g. Snapchat ( )

7. Which social media sites do you use the most
  a. Facebook ( )
  b. Twitter   ( )
  c. Instagram ( )
  d. YouTube ( )
  e. LinkedIn ( )
  f. Pinterest ( )
  g. Snapchat ( )

8. A brand's presence on social media increases your trust for the brand : (a) Yes ( ) (b) No ( )

9. What is your level of familiarity with the Coca-Cola brand (a) Extremely familiar ( ) (b) moderately familiar( ) (c) somewhat familiar ( ) (d) Slightly familiar ( ) (e) Not at all familiar ( )

10. How frequently do you experience Coca-cola's social media (a) never ( ) (b) rarely ( ) (c) sometimes ( ) (d) often ( ) (e) always ( )

Please tick ( ) where you find your appropriate choice.
Key: **SA**= strongly agree, **A**= Agree, **U**= Undecided, **D**= Disagree, and **SD**= strongly disagree

Entertaining content   Godey et al (2016) Kim and ko (2012)

11. Coca-Cola's social media is fun.

12. Content on Coca-Cola's social media seems interesting.

13. Coca-Cola's social media seems exciting.

Interactive post   Godey et al (2016) Kim and Ko (2012)

14. It is possible to share information with others via Coca-Cola's social media.

15. Exchanging information or conversing with other is possible through Coca-Cola's social media.

16. Providing one's opinion through Coca-Cola's social media is easy.

Informative content   Ducoffe (1995)

17. Coca-Cola's social media supplies relevant information about its products.

18. Coca-Cola's social media provides timely information on its products.

19. Coca-Cola's social media provides information about its promotional offers.

Brand image   (Godey et al 2016)

20. Coca-Cola is a leading company.

21. Coca-Cola has extensive experience.

22. Coca-Cola is a representative of the beverage industry.

23. Coca-Cola is a customer-oriented company.