

The Effect of Social Media on Brand Awareness: A Case of Uganda SMES in the Manufacturing Sector

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ABSTRACT

This study sought to determine how social media affects SMEs in the manufacturing sector. When it comes to building or raising brand awareness. This study also looked at how social media sites affect interactions between clients and brands when they get familiar with them.

In this investigation study based on the literature review survey instrument was prepared to interview with SME employees and different management levels from SMEs in the manufacturing sector of Uganda. This study used quantitative approach with the statistical program for social sciences (SPSS), questionnaires were coded, sorted and categorized before being administered as part of the quantitative technique. The data were analyzed using incidences, percentages, means, and standard deviation. Using the test of significance, the effect's significance was also evaluated.

The researcher of this study has determined that social media has a significant impact of SMEs in building brand awareness through interviews with employees of SMEs in Uganda's manufacturing sector and reading previously produced literature on the subject. Furthermore, there is a better comprehension of how social media contributes to the development of a solid and positive relationship between a company and its clients. There is interest in conducting more research that includes SMEs outside of the industry. Customers would contribute more to the research if they were asked questions in the interviews. In addition to whether a partnership affects the decision to invest in advertising.

Keywords: Social Media, Small Medium Enterprises, Brand Awareness.

ÖZ

Bu çalışma, sosyal medyanın imalat sektöründeki KOBİ'leri nasıl etkilediğini belirlemeye yöneliktir. Marka bilinirliği oluşturmak veya yükseltmek söz konusu olduğunda. Bu çalışma aynı zamanda sosyal medya sitelerinin müşteriler ve markalar onlara aşina olduklarında aralarındaki etkileşimleri nasıl etkilediğine de baktı.

Literatür taramasına dayalı bu araştırma çalışmasında, Uganda'nın imalat sektöründeki KOBİ çalışanları ve KOBİ'lerden farklı yönetim seviyeleri ile görüşmek üzere anket aracı hazırlanmıştır. Bu çalışmada sosyal bilimler için istatistik programı (SPSS) ile nicel yaklaşım kullanılmış, anketler nicel tekniğin bir parçası olarak uygulanmadan önce kodlanmış, sıralanmış ve kategorize edilmiştir. Veriler insidanslar, yüzdelere, ortalamalar ve standart sapma kullanılarak analiz edildi. Önem testi kullanılarak, etkinin önemi de değerlendirildi.

Bu çalışmanın araştırmacısı, Uganda'nın imalat sektöründeki KOBİ'lerin çalışanları ile yaptığı görüşmeler ve konuyla ilgili daha önce üretilmiş literatürü okuyarak, sosyal medyanın KOBİ'lerin marka bilinirliği oluşturmada önemli bir etkiye sahip olduğunu belirlemiştir. Ayrıca, sosyal medyanın bir şirket ile müşterileri arasında sağlam ve olumlu bir ilişkinin gelişmesine nasıl katkıda bulunduğu daha iyi anlaşılmaktadır. Sektör dışındaki KOBİ'leri içeren daha fazla araştırma yapılmasına ilgi var. Müşteriler, görüşmelerde kendilerine soru sorulsa araştırmaya daha fazla katkı sağlayacaktır. Bir ortaklığın reklama yatırım yapma kararını etkileyip etkilemediğine ek olarak.

Anahtar Kelimeler: Sosyal Medya, Küçük ve Orta Ölçekli İşletmeler, Marka Bilinirliği.

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Chapter 1

INTRODUCTION

Brand awareness is the degree to which your target market is aware of your company's name or even your unique goods or services. The foundation of all one's marketing initiatives, from social media to SEO, must be brand recognized. It's what raises awareness of your business and goods you sell, enabling you to gain customers trust and influence their purchasing resolutions in order to boost sales more rapidly.

The absolute champion of brand awareness has to be Coco-Cola, 94% of the world's population recognizes their logo. Take your time to let that sink in, even if you're not a fan of fizzy drinks, you'll have to admit that's impressive. Coco-cola never passes on an opportunity to expose you to their branding-even if you're not really aware it's them. A fantastic strategy to position your brand for the future is to launch a brand awareness campaign that focuses on getting your name out there and into the search bars of interested customers. (Kili, 2021).

Social media users made up 5.9% of the population in Uganda in the beginning of 2022, but it's crucial to keep in mind that they could not all be distinct individuals (Kemp, 2022). Due to its popularity among a sizable majority of users and its importance among corporate organizations, social media is quickly developing as a new channel for advertising and managing clients' interactions. Customers of various businesses express specific thoughts, worries and complaints about the goods and services they use on Facebook, Twitter, YouTube, WhatsApp and blogs are just a few

of the social media sites that allow businesses to respond. The internet and social media today have no distinction between the private and professional lives. It now serves as a crucial link that connects people from all over the world. By providing easy venues, social media networking sites like Facebook, Twitter, LinkedIn, and WhatsApp are free or low-cost tools that can encourage the formation of social ties (Bargh and McKenna, 2004).

Facebook Commerce is one example of the idea of social commerce, where businesses use Facebook as a platform to advertise their items, conduct transactions, and exhibit their products (Syuhada and Gambetta, 2013). In addition to using social media for digital advertising, businesses are also using it to manage customer service, gather inspiration for new products, and build loyal brand communities (Enginkaya and Yilmaz, 2014).

Utilizing social media is challenging and may call for unconventional thinking (Kaplan and Haenlein, 2010). This applies to a variety of media and formats, such as billboards, print advertisements, and radio and television commercials. There are many diverse types of offline marketing each with their own advantages and disadvantages. According to Charles Kiyimba, (2017), offline marketing encompasses, but is not limited to; signs (are a wonderful approach to grab the attention of your target clients), most businesses use word-of-mouth advertising, which is an easy and powerful marketing tactic.

Additionally, customers promote your company, which results in referrals from them. For example, free promotional products (branded goods like caps, pencils, and glasses). Targeted clients receive all these things without charge. You must, however,

have sufficient money if you want to apply this marketing method. Flyers (Most firms use flyers to notify their targeted clientele about their products and services).

Most businesses advertise in newspapers and distribute flyers to their target markets to inform consumers about their goods and services. (One of the traditional marketing methods most firms with a decent budget use to promote themselves). Internal marketing (this involves you and your employees dressing alike in matching uniforms featuring your company logo). After hours, you can hang door hangers-materials printed with the name of your business, its goods and services on the doors of commercial buildings.

It is a successful door to door marketing strategy. As a result, the study examines the influence of social media on brand awareness in the context of Uganda's SMEs engaged in manufacturing. Introduction, background, case study background, problem statement, study purpose, research questions, study scope, justifications, and importance are all included in this chapter. Additionally, the common terms utilized often during the investigation were defined.

1.1 Background of the Study

Numerous businesses have recently made great use of social media to learn what customers think of their products, services and customers themselves. (Spangler et al, 2007). Enterprises have, however, voiced a growing need to move beyond listening and actively participate in consumer conversations in real-time and directly on the various Social Media platforms. Businesses have begun to create brand pages on well-known social media platforms like Facebook and Twitter to further this goal.

Brand pages assist businesses in capturing pertinent consumer conversations and

present a chance to interact with them for both marketing and customer service purposes. The rate at which organizations and consumers are embracing social media (Carolyn and parasnis, 2011).

Additionally, in the Asia-pacific area, 240.3 million people visited social networking sites in February 2010, representing 50% of the region's overall internet population. It manifests that this is where customers are congregating, and businesses would want to be here as well. In Uganda, the choice between offline and online purchasing comes down to experience and convenience, according to Ivan Ignite (2018).

Online buying has just lately become a major part of our consumer culture, especially among millennia's. Most of the buying is still done offline in actual stores, despite the increased media buzz about e-commerce and discounts. Aside from e-commerce-only websites like Jumia, Amazon, Shien certain brick-and mortar shops have also made it simple for customers to order things online and have them delivered reliably to their doorsteps, (Ivan, 2018)

One of the world's fastest-growing platforms for promotion is social media (Core metrics, 2010). This pattern shows a change in basic assumptions in how business has traditionally been done. Traditional media outlets including television, newspapers, radio, and magazines are increasingly being replaced by interactive platforms (Pentina et al., 2012). Although social media's benefit to businesses is acknowledged, SMEs may not necessarily choose to employ this new advertising platform (Pentina et al, 2012).

SMEs, particularly those in developing countries, are hesitant to accept and use social media claim Abou-Shouk, Megicks, and Lim (2013). Social media usage is currently significantly increasing in the twenty-first century. There are more than four Sixty-six billion internet users as of January 2021, of whom more than four. Two billion utilize social media (Hootsuite, 2021). The popularity of social media also affects client brand loyalty to retailers. The increase in mobile technologies over the past several years has boosted the custom of social media. As of the year, more than 3.6 billion people used social media (Statista, 2021). To better deal with target customers and build brand awareness.

Brands must use social media networks. It might be argued that digital and mobile technologies have become essential to human existence (Hootsuite, 2020). It is simple to state that activities like influencer outreach, content marketing and social media platforms should receive the entirety of one's marketing budget. While it is true that they are very meaningful and valuable, this does not mean that offline marketing has lost its position in conventional campaigns. It is true that online marketing is frequently easier, it is mostly digital work that you may complete at your convenience from the comfort of your desk. But the facts are in numbers: These facts demonstrate the effectiveness of offline marketing. You may significantly enhance brand exposure by showing up if you understand your audience and where they spend their time (Latana, 2020).

The bulk of small firms have little financial resources and little time to reach consumers and establish their brands before rivals do (Homburg, Klarmann and Schmitt, 2010). Companies, organizations, and governments have reportedly been forced by social media and the global economic downturn to find ways to do more

with less in order to spread their messages to the public and generate discussion without spending a lot of money on dwindling media like television, radio and print. (Kerprn, 2011).

The aforementioned comment asserts a connection between collective media and the current economic downturn, Social media has remained in usage by businesses in Uganda as one of their promotion tool because the global recession forces businesses, organizations, and organizations, and governments to achieve results with little funding and can communicate a message without spending as much as when using the main stream media, such as radio and television. The standard for a social media account is the quantity of fans/followers or the online audience.

An account must have a specific following to be used as a marketing platform. To increase followings and use them to promote a company's goods, social media accounts need to keep their viewers interested. The brand has grown in importance for any SME due to the current era's fierce business competitiveness. Brand responsiveness is the degree to which a good or service owned by a SME is recognized by its clients (Kaser, 2012). Social media usage by SMEs has increased brand recognition of their products among online audiences, which has a significant impact on SME's performance.

Social media platforms like Facebook, WhatsApp, Instagram and TikTok have been established and the marketing and communications departments of SMEs have taken advantage of them to raise brand awareness for their goods and services. A social media coordinator or influencer are needed to hire with the growing demand for businesses to be on social media and raise brand awareness of their products. Hence,

the title for this research. The Effects of social media on Brand Awareness, Case of Uganda SMEs in the Manufacturing Sector.

1.2 Problem Statement

Even though the Uganda Communications Commission estimates that over 22 million Ugandans are already online, (Belva Digital, 2022). It also claims that most firms still give digital marketing a low priority, 58% of the firms polled were mid-sized to big, with annual revenues ranging from \$1million to \$10 million USD. A little over fifty-five. Three percent of those who responded to the survey indicated that they spend more than 30% of their budgets there. Of these, 11% are confidently spending more than 50% of their marketing budgets on digital.

Due to the social media networks, freshness, difficulties in monetizing them, and difficulty in measuring how they affect business performance, it is impossible to determine the strategic value of employing them as a marketing tool currently. Even today, numerous businesses have started using social media platforms as a marketing tool, given the novelty of the phenomena and its popularity. The writer of this study subsidize to the growing yet understanding field of internet platform use by emphasizing social media networks as a marketing tool when discussing their merchandise or facility with existing or prospective clients. This enables businesses to pay for traditional marketing channels like televisions, radio, or even billboards, which are frequently expensive. This may be due to their lengthy history of success or large revenues.

On the other hand, small firms lack the essential financial resources to invest in significant marketing efforts. According to Krake (2005), most of the SMEs' revenue comes for the selling of their goods and services. With its low cost and effectiveness,

social media marketing may aid in raising brand awareness for any small business. Most previous research studies on brand awareness focus mostly on large worldwide companies or even medium-sized firms due to their public visibility (Berthon, Ewing, and Napoli, 2008). As a result, research has been done to examine how social media affects brand awareness in the context of Ugandan SMEs operating in the manufacturing sector.

1.3 Objective of the Study

1.3.1 General Objective

To establish the relationship amid social media and Brand Awareness case of Uganda SMEs in the manufacturing sector.

1.3.2 Specific Objectives.

1. To establish the relationship amid social media online marketing and Brand Awareness case of Uganda SMEs in the manufacturing sector.
2. To establish the relationship between offline marketing and Brand Awareness case of Uganda SMEs in the manufacturing sector.

1.4 Research Questions

1. What is the relationship between social media online marketing and Brand Awareness case of Uganda SMEs in the manufacturing sector?
2. What is the relationship between offline marketing and Brand Awareness case of Uganda SMEs in the manufacturing sector?

1.5 Hypothesis of the Study

H1. Social media online marketing influences Brand Awareness case of Uganda SMEs in the manufacturing sector.

H2. Social media offline marketing influences the Brand Awareness case of Uganda SMEs in the manufacturing sector.

1.6 Constraint of the Study

1.6.1 Content Scope

The study will majorly concentrate on social media online marketing offline marketing and Brand Awareness case of Uganda SMEs in the manufacturing sector. The dimensions explained include; Facebook, WhatsApp, Instagram, YouTube, Twitter, LinkedIn online platforms for social media and offline marketing platforms which included; face to face conferences, Broadcasting, magazines, exhibitions/events/festivals, print commercial which are the independent variables and those for a dependent variable which is Brand Awareness include, Brand Image, Brand Name, Brand identity.

1.6.2 Geographical Scope

The study will be centered in SMSs in Uganda manufacturing sector. Uganda has quite a number of SMEs and most of them are deal in a variety of things. Most SMEs in Uganda are both remotely and urban based. The manufacturing SMEs in Uganda were chosen for the study because they are among the most competitive in the nation. Employing at least 50-200 employees and several depot shops all over the country, this would be a rich institution for research information.

1.6.3 Time Scope

The 2020–2022-time frame was chosen for the study because it contains a sufficient amount of data and material relevant to the subject of inquiry, it also allows for the analysis of the impact of social media has on brand awareness.

1.7 Significance of the Study

The study will benefit different categories of people, especially those who are stake holders trendy in the area of both social media and Brand Awareness. Manufacturing sectors will benefit in such a way that they will acquire knowledge of how to improve

their Brand Awareness strategies in this new digital era where social media is part of the community. This, therefore, means that they will obtain knowledge on how to use social media to attain better Brand Awareness coverage and not only dwell on the traditional approaches.

The study will assist all SMEs in the manufacturing sector's management and executive bodies in understanding the effects of traditional offline marketing and online marketing on brand awareness. This will help guide the decision making of management towards the overall success of the business. Business scholars and researchers will also use this study to produce further research in this environment to provide enhanced information for the business community in this globalized era.

1.8 Justification

This research was conducted due to the following reasons.

The research was conducted because the earlier research conducted on this particular study topic rotated around certain dimensions and therefore it failed to bring out the results on a wider scope. Past researchers analyzed social media about general business performance and therefore would not come up with specific aspects of the business. Also, past research looked at connectivity; there was a need to incorporate new aspects within the study to make it more relevant to the business community today.

Secondly, there has not been adequate research about social media and Brand Awareness specifically on SMEs in Uganda's manufacturing sector. Many companies, SMEs are missing out on the benefits of social media, particularly media companies, struggle to sustain a consumer base through utilizing social media effectively. Failure to conduct this research may leave organizations vulnerable to losing potential clients.

1.9 Conceptual Framework

According to Vaughan(2008),a conceptual frame work is a transcribed or photographic presentation that enlightens, either realistically or narratively, the key study focus, the important concepts, factors or variables and the assumed relationship between them. According to Tidwell (2012), a conceptual framework is the researcher’s perspective on the issue that guides the investigation. The researcher may be able to demonstrate the connections between or among the various constructs that they wish to study.

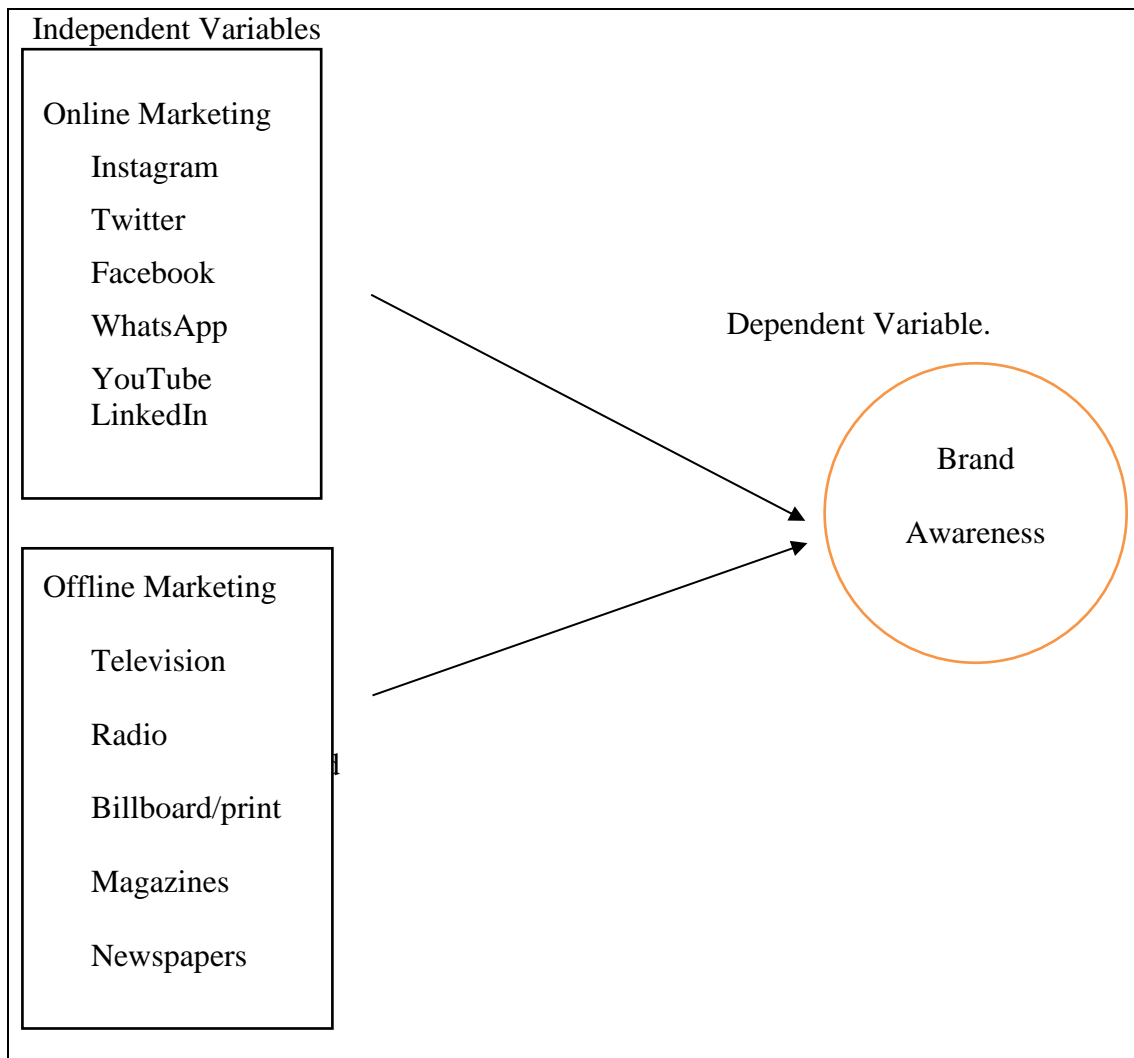


Figure 1: Conceptual Framework
Source: Modified by the researcher from Jobber 2010

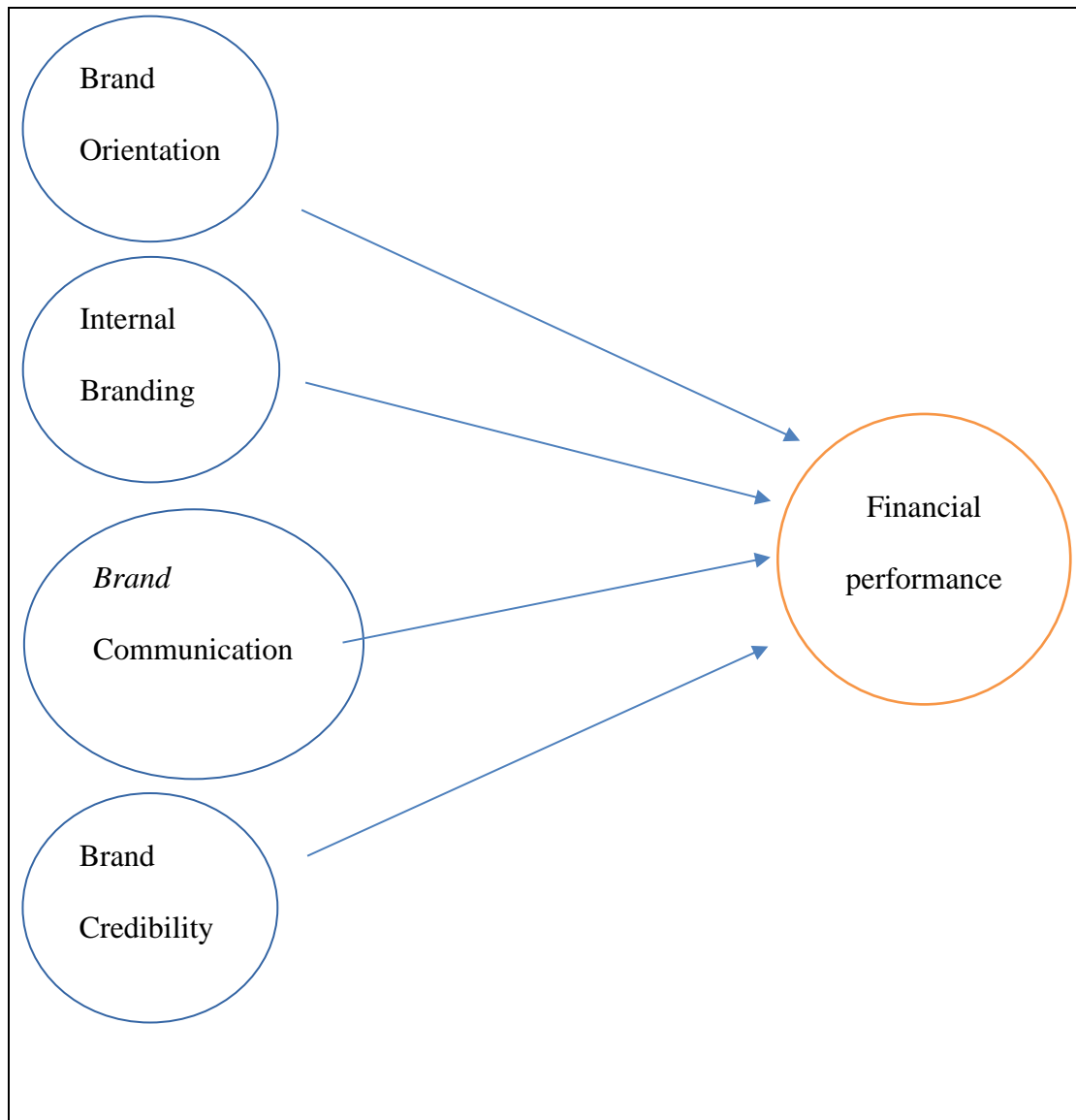


Figure 2: Conceptual Framework for Financial Performance
Source: Adopted and modified by the researcher from Jobber 2010

Chapter 2

LITERATURE REVIEW

2.1 Introduction

The theoretic review will be presented in the chapter, which will consider pertinent literature be extracted from different scholars, the chapter will review the main notions of the study and the actual review will mainly be focused on social media and Brand Awareness a case of Uganda SMEs in the manufacturing sector. The research in this chapter will be based on the various objectives as stated in chapter one.

2.2 Theoretical Reviews

2.2.1 Network Theory

This sociological concept, which sheds light on the consequences of the structural characteristics of interaction between different entities, including individuals and corporations, with in a wider network (Houston et al.,2014) and inter-firm connections have recently been studied using this network viewpoint to demonstrate that exchange performance is significantly influenced by relationship breadth, network density, and relationship composition in addition to relationship quality factors like trust and commitment (Palmatier, 2008).

2.2.2 Societal Exchange Theory

One of the most popular theories examines the dynamics of social interactions (P.Blau M.1964). According to the Social Exchange Theory, one party will help another party because they are motivated by the possibility of receiving something in the expected future. As a result, it would also imply that a consumer who receives a

benefit from a brand relationship is anticipated to react in a favorable way. (Hollebeek, 2011). It assumes that people are goal-driven and that their decision about which social contacts to engage in is based on a personal assessment of the social or material resources involved. The time, effort, reputation, enjoyment, honor, and friendship are all examples of resources that might be physical or intangible and are used as currency in social trade.

Using the theories as a basis, the Social Exchange Theory is the one that best applies to this specific research study on how social media affects brand awareness a case of Uganda SMEs in the manufacturing sector since it explains what customers expect from their interactions with the company and its social media platforms. To produce value from both the organizational and customer perspectives, the Social Exchange Theories out to determine what customers anticipate from the company.

2.2.3 Social Media Concept

The phrase social media has been used multiple times in relation to various technologies and of what they are capable. Social media is the creation, consumption, and exchange of information across platforms for social interactions. (Patil, 2014). It turns media monologues into social media conversations using web-based technology. Most people who are interested in internet marketing and search engine optimization are extremely interested in this technology.

Another advantage of social media technology is the democratization of knowledge and information which transforms users from passive consumers of content into content producers. To be informed about events, people increasingly rely more on social media, and peer influence is stronger than ever. As a result, social media now has a significant impact on how the public feels about various issues in the corporate

world and elsewhere. The most significant advancement in communication in modern years has been the rise of social media networks. (Kaplan and Haenlein, 2010).

Platforms for social media are today recognized as being of utmost importance, both for individuals and for enterprises, as they enable the development of first-hand user connections as well as the repairs of prevailing social interactions. (Boyd & Ellison, 2007). These podiums have developed into a collaborative medium that empowers the expansion of straight and personalizes interaction between the business and its clients, regardless of place or fads. Social media platforms also make it possible for different client interactions such as informational exchanges, order customization, and after trade's activities. (Kim and Ko). It is made feasible to examine the conduct patterns from friend request, followers, or tweets (Hogan, 2008). This makes it possible for firms to reach out to customers more quickly, directly, affordably, and effective than they could with conventional marketing strategies.

As can be shown, SMEs benefit from social media platforms, business and non-profit organizations, and the government in addition to huge corporations (Kaplan and Haenlein, 2010). There is little doubt that social media marketing will be crucial in the future of marketing, even though its impact on corporate performance is still on a controversial issue (Harris and Rae, 2009). Proving the assertions made by Lindgreen, Palmer and Vanhamme (2004) that network marketing and interactive marketing would develop more quickly in the future.

It should be mentioned that not all aspects of online advertising can be viewed favorably. Online marketing has given rise to this kind of advertising for small and medium-sized firms. They mention that businesses must conduct their marketing plans

in accordance with where the consumer is and be present. Consumers now frequently use social media; therefore, businesses must design their tactics there in a more organized approach to increase their effectiveness. The technique to draw in and retain new customers has changed because of social media marketing; some aspects now include providing appealing content and a space where the public can access information. (Ztamur and Karakadlar, 2014). A key aspect of social media marketing is customer focus, as well as interaction between the target audience and the advertising effort. As a result of removing the sway of advertisements, marketing campaigns, and messages and allowing users to make decisions independently while relying on reputable networks to form opinions of a brand, social media marketing represents a significant, yet positive change on how people search for and purchase goods and services. (Paquette, 2013).

Kkotona et al. (2011) contend that companies need to have a polished online presence on popular social media sites like Facebook, Instagram and Twitter whose main objective is to increase brand awareness and user engagement rather than to sell products and services. As a result, Lorenzo-Romero et al, (2011) hypothesized that the main goal of social media networks for businesses 'brands into convert strangers into friends, friends into customers, and customers into brand champions. Social networking sites have become excellent tools for marketing businesses as a result. After all, since they are free, making an account wouldn't require any investment, as many prominent social media networks advertise. It is important to note, though, that companies can still choose to pay for advertising on social networking platforms.

2.2.4 Internal Branding

According to Becki Hall (2016), internal branding is a corporate strategy that tries to turn employees into ambassadors or sincere representation of the company and its

ideals. It focuses on communicating to both employees and customers the company's fundamental culture, identity and concept. The goal of internal branding is to help employees connect with your firm's external brand by helping them understand and truly live the company objective. An internal brand strategy takes time and money to develop and integrate. (Hall, 2006). Iranian researchers looked at the effects of internal classifying on brand loyalty and organizational financial performance, with psychological empowerment as a moderating element. They looked at the 200 employees of Iran's Pasargadae insurance company. Using R and structural equation modelling, the model was evaluated.

Four concepts (ROI, ROE, sales growth and ROA) were utilized to measure financial success using data that was available from March 2010 to March 2020. The research revealed that internal branding and psychological empowerment had a surprisingly positive effect on brand loyalty but no appreciable effect on financial performance. Furthermore, it was established that psychological empowerment mediates the discussion surrounding the impact of internal branding on consumer loyalty.

2.2.5 Brand Communication

According to Chelsea D'Angelo (2022), brand communication relates to strategies that businesses employ to communicate with both current and potential customers, including social media and publicity. The goal of brand communication is to alter how consumers view the brand and its importance. Examples of brand messaging include billboards, radio and TV ads, newsletters, internet bulletins, reviews, and direct contact with the company through its employees.

Building a strong, coherent, and effective communication plan is a key objective of brand communication, and all these channels of communication are focused on the

company's bigger more comprehensive brand image. When executed properly, brand communication can provide a business with a real advantage as it seeks to increase and diversify its clientele. Among these outcomes is the ability to impact consumer's emotions in a system that helps them relate to the brand. Reliable communication is perceived as belonging to a brand with efficient channels of communication devoted by consumers. Business develops brand advocacy and loyalty over time by consistently providing consumers with famous brand communication experiences (D'Angelo, 2022).

2.2.6 Brand Credibility

According to Lynn Pechinski's post on brand credibility from 2022, your brand's reputation and image can influence the market of a company's potential customers to get into the buying mode. Marketing experts usually cite brand credibility as a psychological factor that might affect consumers' tendency to make purchases. In this context, it refers to your brand's reputation and ability to drive sales, however any trigger can have either a positive or negative impact. Even if you offer high-quality products or services, it wouldn't matter if customers don't believe your company is able to live up to such standards; every firm is built on credibility.

It would be impossible for your business to present it as a reliable option among the many alternatives available. (Pechinski, 2022). Brand credibility, in the opinion of Larry Light (2022), is a factor in purchasing intention. According to studies, a brand's buy intention increases as credibility increases. Credible brands are more likely to pique the interest of consumers. Customers like hood of including a brand in their consideration set may grow, according to research published in 2004. Years of research on credibility and brands have made it abundantly evident that providing knowledge is one of the key elements in enhancing brand credibility. Credibility is the ability to

trust a brand to consistently deliver on its claims. One element that contributes to trust-building is the backing of those with credentials. Credentials refer to possessing qualifications or verifiable accomplishments as proof of pertinent skill. (Light, 2022).

2.2.7 Brand Orientation

A strategic mind-set known as brand orientation places constant emphasis on building, developing, and preserving brand identity across all customer and stakeholder touch points. It entails treating the brand as a key organizational strategic tool. It is an organization-wide process facilitator. It can provide a considerable source of reasonable improvement when executed properly. A management concept known as brand orientation prioritizes brands. It views the brand as a tactical tool and a source of advantage. In addition to offering a framework for behaviour, brand orientation affects profits and brand performance (Johann, 2021).

2.2.8 Brand Awareness.

The degree to which a customer remembers a product or service is known as brand awareness in promotion. (Pappu, Quester & Cooksey, 2005). When a potential buyer identifies a brand with a specific merchandise category, they are said to be connected. Therefore, responsiveness can be increased via brand recognition, a brand is dominant if it is the only one the customer can recall. (Hakala, Syensson & Vincze, 2012). Many writers have conducted extensive research on the subject, focusing particularly on the measurement and classification of brand awareness. There are numerous methods to look at this concept, but its worth as a marketing approach stands out most. (Miller and Berry, 1998).

Brands and products are connected, according to Jin and Villegas (2007), since doing so enables the consumer to recognize or recall a particular brand simply because doing so distinguishes the product from others on the market. They also discuss the

significance of brand awareness as a crucial element of brand equity. (Jin&Villegas).He also discussed the factors that increase awareness in a variety of ways, such as creating new collaborations and connections, building solid relationships, showing commitment, and strengthening the undertaker's brand.

All of these qualities are beneficial when a brand becomes customer's top mind. (Gautam & Shrestha, 2018). Every company strives to increase brand recognition in the marketplace. It's important to establish a connection to the brand when a company initially introduces a product to its target market. (Kumar and Moller, 2018).

The most important factor in increasing brand awareness is having a memorable slogan that communicates the core of the business to the public (Till B& Waterman, 2011). Aaker (1991), asserts that it is crucial for products to differ from their brand-class counterparts because there is a chance that their features and modes of communication will become too similar. In order to prevent this, product must be distinctive in order to stay in the customer's minds and prevent them from forgetting about the brand.

Additionally, as it is one of the most important ways to raise a company's profile in the consumer market, using promos and advertisements is one of the most doable and effective ways to boost and develop higher brand recognition in marketing.(Jalleh, Donovan,Giles-Corti,and Holman,2002).Due to the favourable effects of advertising on brand equity value, firms can employ promotional techniques to increase brand recognition and boost customer interest (Osman and Subhani, 2010). Stegemann (2006) thinks that this is a beneficial strategy to improve brand recognition in the marketplace by trying the same product with diverse product lines because there many numerous manufacturers of products with the same brand name and a huge variety of

items accessible on the market for customers. Unique and distinctive packaging is essential for a business to develop and demonstrate its brand image in consumer's mind. (Till et al. 2011). Due to intense market competition, customers may mix up the brand picture of many businesses in their minds. It is simpler to establish a brand and spread awareness of it among potential customers, but it is more challenging to stay in the thoughts of those customers so they will remember the brand in the future. (Dauphinee, Doxey, Schleicher, Fortmann, and Henriksen, 2013). Additionally, consumer's engagement and quick communication are benefits of awareness, and raising consumer awareness and brand recognition for well-known brands is primary goal of brand marketing in the marketplace. (Weinberg and Pehlivan, 2011). Actual review (Objective by Objective).

2.2.9 Facebook- Brand Awareness of Uganda SMEs in the Manufacturing Sector

With over two Eight billion active members per month, Facebook, which was founded by Mark Zuckerberg in 2004, continues to be the biggest social network. For companies looking to interact with a sizable audience of potential clients, Facebook is a terrific social media platform. Its accessibility via a variety of mobile apps and a mobile website is what has led to its success. (Statista, 2021). Facebook's declared aim is to give people the power to share. It serves as a virtual home where friends can gather, exchange tales and images, and even discuss favorite products. (Kotler and Armstrong, 2018). According to We Are Social, Hootsuite, and Statista (2021), there are currently at least 6 platforms with more than 1 billion monthly active users. Many businesses focus their marketing efforts on the top specialty platforms as a result. For users who are not businesses, Facebook is free, and they are therefore spared from all forms of misery and monetary loss. Although it resembles broadcast television, banner ads and tailored adverts are still shown to them.

Facebook is innovative Company that treats its users as social capital. Facebook always advises its addicts to use their genuine names and the appropriate descriptions rather than any form of anonymity. By examining their true profiles, advertisers can find a suitable audience. As a result of having access to user data, including personal information about their friends and family, advertisers can target users with appropriate offers. It provides huge opportunities for business organizations to access precise demographic data as well as the real social connections and networks they are a part of, such as details about a user's family, co-workers, classmates, and peers.

According to the Interactive Advertising Bureau, Facebook has more users than all the global TV networks combined. (Rosoff, 2011). Furthermore, the portal becomes truly crucial for the advertisers due to the precise information on users' demographic characteristics like gender, age, interest, and buying scenario. The interests of marketers and business users are also served by Facebook's professionalism and strategic planning. I collaborated with Nielsen, a marketing research firm, to demonstrate how social networking affects things like brand awareness. If any of their friends like or remarks on something, Facebook users are 30% more likely to share it or know what the message from the marketer is. (Lilley, Grodzinsky, and Gumbus, 2012).

After giving the matter some thought, Facebook adopts a highly shrewd strategy to determine the kind of advertisements users favor and the causes of their hate for ads. Facebook takes aggressive measures to protect the interests of both users and advertisers. Meaning that it directs consumer interest towards a specific advertisement and enables advertisers to tailor their facts to suit the preferences of consumers. Lorenzo (2019) claims that Facebook is a place to advertise the company name,

address, and contact information as well as describe products and services. In addition, Choi (2019) suggested that business owners may utilize Facebook to send and receive messages from both current and potential consumers to speak to them. Therefore, it is highly likely that sharing business-related information that is valuable or fascinating to other users will lead to far greater success.

By fostering enduring relationships with other users, this raises credibility and advances business. According to Buckley (2016), "by encouraging current and potential customers to hit the Facebook pages like button, one can increase their company's profile on media. This will help to establish the brand awareness and helps customer's subordinate friends with the company.

2.2.10 YouTube and Brand Awareness of Uganda SMEs in the Manufacturing Sector.

A well-known website for sharing videos is YouTube. It includes both short original videos and a range of user-generated content, such as product evaluations. Additionally, YouTube contains a variety of well-organized gratified, such as music videos, movie trailers, television show and commercial snippets, and clip collections. Visitors to the You Tube website can see these videos, but only registered users of the site are baled to upload them. Depending on the size of the screen they watch on, online video viewers seek audio-visual content and value-added services with increased accessibility and an improved viewing experience. (Bachmayer, et al, 2010).

Users can create and watch viral media material on You Tube that can be shared with other online consumers via blogs, share visual and audio content, and interact with other users in real time by rating submitted videos. (Mansson, 2018). A viral video is especially important as part of a social media marketing plan because it can be used to

inform or amuse your audience and promote participation. (Russel, 2018). In order to allow people to publish, views and share videos with others around the world in an educational and inspirational way is among the factors that led to the establishment of You Tube in February 2005. As a result, more companies are now adopting You Tube for their marketing and advertising initiatives, giving the platforms a competitive edge in online marketing.

Many businesses who want to use social media to increase their customer acquisition efforts start by releasing You Tube commercials. Customers can interact with such content by liking it or sharing it, or they can simply consume it. These initiatives can assist businesses in educating and influencing potential customers' opinions, which will help them attract new clients (Malthouse et al. 2013). Also, a scenario happened after two employees posted a video of them abusing pizza on You Tube, Domino's pizza's sales dropped, and its reputation took a hit. (Beaubien, 2009).

As they emphasized the need of recovering purchaser trust in such instances, which might arise and range widely on the many social media platforms, their answers provided early suggestions on how to address the crisis brought on by social media material. However, the Dove instance offers preliminary suggestions on how a business might effectively employ new multimedia technologies for product building (Deighton, 2007), although there are still uncertainties about how to do it, necessitating the use of a social media strategy. But questions on how to do so remain and therefore pose a need for a Social Media strategy. Marketers should be curious about how new hypermedia material affects the depletion of old media like TV because advertising forms the foundation of a lot of brand awareness.

2.2.11 The Effect of Blogs' Influence on Brand Awareness of Uganda SMEs in the Manufacturing Sector.

A blog is a type of content management system that makes it easier for anyone to broadcast briefs essays or postings (Zarrela, 2010). Since nearly anyone with Internet linking can now simply jolt up a blog using any of the many free programs available, blogging has become much more popular (Safko and Brake, 2009). A blog roll is a slant of associates to other blogs that are suggested, commenting, and simple syndication, a technique that makes it simple for users to view post summaries, are some of the common elements of blogs. Through interactions between the blogger and the visitor, blogs are consumer-generated, word of mouth broadcast of information, allowing readers to express their thoughts or opinions to the author (Mutum and Wang, 2011). Blogs enable a two-way conversation with the customer and help to increase potential for growth, product development and quality control (Wright, 2005). Additionally, blogs offer a place to look for and discover the latest brands, contrast competing brands, and read comments and customer reviews.

An illustration of this is customer input, in contrast to traditional marketing, blogs enable immediate customer feedback, providing marketers with immediate access to information about products and services. Influencer marketing, as defined by Smart Insights (2017), entails brands organically connecting with relevant influencers to develop long-lasting, authentic connections. Influencers tend to appear more authentic, personable, and dependable since they support the brands they promote. The text was the first social media, and it took the shape of blogs (also known as web blogs). Critiques, compliments and constructive criticism are all types of feedback.

Blogs have transformed the way that marketers promote their goods and services.

Bloggers were able to generate money through blogging once marketers realized the reach that bloggers had among their following and that they could target new audiences by integrating adverts on blogs. (Rettberg, 2013). This development changed the dynamic of blogging and advertisement. Based on their recommendations and opinions, bloggers now could influence consumers' purchasing decisions (Hsu, Chuan-Chuan, and Chiang, 2013). Mutum and Wang (2011) assert that the marketing and advertising industries have undergone a revolution because of the rapid proliferation of blogs. Academics and industry professionals appear to agree with this claim. An example of a blog kind that contributes to increasing brand recognition is a professional blogger.

The interplay between blog type and brand awareness affects the effectiveness of advertising. (Ho et al, 2015). When readers are more familiar with the product's brand, they have a more positive perception of the blog's post's recommendations, favorable opinion of the sponsored suggestion than they do when readers are less familiar with the brand. (Lu, Chang and Chang, 2014). In other words, consumer views about commercials and, consequently, the brand, are favorably correlated with a reliable advertising source.

2.3 Offline Marketing

According to Hitesh Bhasin (2019), the word offline marketing refers to a type of marketing strategy in which a product is advertised through offline channels such as billboards, newspapers and flyers. Offline marketing, in general, refers to a type of advertising that utilizes media outlets other than online media. Almost all large and small firms who want to maintain a competitive edge in their field still largely rely on this method of marketing, which was widely used before the invention of the internet.

Offline marketing's main objective is to increase brand recognition by connecting with as many individuals as possible. The target audience for this form of marketing could be specific consumers or all consumers. Everything depends on the company that markets the products. With the help of offline marketing, the companies or businesses that are advertising are able to increase their brand's attractiveness, hasten product sales, generate considerable revenue, maximize their profits margin, and also bridge the gap between service providers and customers. (Bhasin, 2019). According to Elizabeth Harr (2022), here are some techniques of offline marketing.

2.3.1 Interacting Activities

Even in the age of internet connections, face-to-face relationships still play an important part in networking. They can also help to increase website traffic so that the contacts you have established in person can learn more about you and your company. An effective handshake is still crucial in many situations since it helps to place a face with a name and makes your company seem more approachable. Trade shows can provide opportunities to network with potential clients and other company decision-makers. These occasions also offer opportunities for offline promotion; for instance, they make wonderful venues for handing out printed materials.

2.3.2 Communication Opportunities

Communication opportunities put you in front of a captive audience that is highly targeted and eager to hear what you have to say. They have also been utilized effectively to build the credibility and authority of your business.

2.3.3 Sincere Calling

Despite being less common than they once were, calls to prospects still have a personal touch and can connect with potential consumers. More personal than emails, phone calls require an immediate reaction which, unhappily, can go either way. According to

our latest data, phone conversations are enjoying a comeback, especially among the businesses that are growing the quickest.

For high-growth businesses, so-called sincere calling is extremely beneficial. Unlike cold calls, which are a low-yield numbers game, sincere calls produce more consistent, higher-quality results. A sincere prospect is aware of your company and has read or heard you speak. While offline tactics like speaking engagements or books can also enhance offline interaction, this exposure often happens through digital channels like your websites, social media, or email marketing .Some companies even go so far as to provide the potential customers something valuable on the call itself to demonstrate their competence.

2.3.4 Consultations

Direct communication between buyers and sellers is possible when the two parties interact. They rank among the greatest bottom-of –the-funnel tools accessible as a result .Now a prospective client may see and touch the company’s expertise and goods. But these operations work best when they are preceded by prior marketing agreements. After visiting the corporate website and reading numerous blog posts a prospective purchaser is far more likely to make a purchase. They already know and believe in the business. Consumer is frequently given the extra comfort they need to request a proposal and move forward with signing a contract after receiving a live demo or a free consultation. (Harr, 2022). Online marketing, according to James Javier (2021), is essential for being competitive. However, in practice, the most effective marketing plans link and integrate offline and online operations.

2.3.5 Commercial Cards

The greatest way to market your business is by investing in premium business cards.

You should always make sure that every employee in your organization has one to hand out since you never know when they might need to share information about your company with a potential customer. As with all print designs, consider your options and the associated expenses. There are many low-cost, template-based business card makers available. But you might want to look for a local designer and print shop if you have anything specific in mind or want to be able to choose and feel a certain type of business card paper. Remember that your commercial card is an extension of your brand, therefore maintaining consistency is beneficial. Do not alter your website's logo, front style, or colour scheme or those of the rest of your online and offline marketing collateral.

2.3.6 Brochures and Flyers

Giving free printed marketing materials is another technique to communicate your brand's message to your target market. Flyer printing is still effective, even though it might seem like an old-fashioned tactic, especially if you are attending a trade show or hoping to boost your company's visibility in your neighborhood. Go beyond when it comes to innovation and break the mold. Flyers and pamphlets can also be used in creative ways to capture the interest of your target audience, so make sure yours are easy to read, preserve and save.

2.3.7 Re-branding

Minor changes can make a significant difference. Simply altering the appearance of your company can make you appear current, impressive, and relevant. Making constant improvements to your brand will give it a stronger corporate voice and eventually speak to the credibility of your firm. Think about using sleeker packaging for your goods. Add vibrant brand colors, logos, and a commanding voice. Look at what has been successful for your company and rethink any areas that could be improved for a stronger overall brand.

2.3.8 Offer Coupons

Throwing a sale is the best approach to increase brand loyalty and spread your message. By providing deductions, exclusive deals, Increasing leads and revenue while providing your clients a feeling of exclusivity. If you advertise the benefits, you may even draw in potential clients who have heard of you, you might even provide free trial periods to impress your consumers with how great your product or service is and convince them to keep doing business with you.

2.3.9 Seasonal Postcards and Gifts

Send clients cards and modest presents and take advantage of milestones and special occasions to let them know you are there. And there is no need to break the bank to hold a party with your customers. A thoughtfully created, personalized greeting of little gifts can demonstrate that you value them and that their business is important to you. (Javier, 2021).

2.4 Community Engagement and Brand Awareness of Uganda SMEs in the Manufacturing Sector

Public health and visibility can community engagement improve both. The advantages of community involvement also include increased understanding of issues and trust development. Engagement with the community can improve brand recognition and reputation. Consumers today are increasingly interested in what their preferred brands and businesses are up to. The reputation of a corporation can be made or broken by this raised consumer awareness. This is crucial right now, given how vital trust is to the economy. Businesses should therefore welcome the increased visibility it brings. (King, 2022).

2.4.1 Billboard Use ,Brand Awareness of Uganda SMEs in The Manufacturing Sector

There are a few significant reasons why billboards are particularly beneficial for

raising brand recognition, (Paul Inman, 2019). First of all, billboards from 96 sheet roadside displays to smaller bus and train station posters-offer advertisers significantly better exposure among their target customers. According to studies, bus shelter advertisement reaches up to 92% of the UK's population each week, and an astounding 71% of people recall the billboards they often pass by. Second, compared to just 44% for search engine ads, it is believed that 57% of consumers trust the messaging they see on billboards. This helps organizations create trust through billboard messages and create lasting relationships with their customers by partially negating some of the cynicism associated with brand promotion. (Inman, 2019).

Khizer Amed Siddiqu's (2016) study on brand awareness in relation to billboards revealed that other aspects, such as traffic and inventiveness, must also play a role in brand awareness in addition to placement, size, and content. Findings also indicated that using the billboard industry ethically and refraining from purchasing public properties for business purposes will help marketers and government agencies generate revenue. Brand awareness also increased brand popularity and creating this brand awareness involved factors such as location, size, and content. These factors could be more effectively used if the government established a regulatory body to oversee this industry. (Siddiqu, 2016). According to Mesh Innovation (2021), outdoor advertising is getting more and more competitive in Uganda and more brands and businesses are joining in to use billboards to sell their goods and services.

There are several businesses in Uganda that deal with billboards advertising, and these include, Wright innovation and creativity, Capital outdoor Advertising Co. Ltd, Alliance Media Uganda and Atom Outdoor Ltd billboard. Billboard advertising in Uganda is currently nationwide with as far as Western, Eastern and Northern Uganda.

We have seen many big companies like MTN Uganda, Airtel Uganda, DSTV, Start times, nice plastics with big billboards across the country. Not so much from the small companies because of the unaffordable prices charged to have your billboard up.

However, if you investigate numerous benefits of having your brand on one billboard, it is a wise investment into your business. They provide both outdoor and indoor advertising services depending on the preference of the client. These customers may come from commercial and marketing efforts, government and non-governmental organizations, faith-based groups, and development agencies. (Mesh Innovation Center, 2021).

2.4.2 Tradeshows and Brand Awareness of Uganda SMEs in the Manufacturing Sector

Peggy Swords (2019) claims that hundreds of firms go to trade shows every year to promote their brands, introduce new products and services and find out more about competitors. Trade exhibitions are also a wonderful location to make business contacts and distribute promotional items that will help guests remember your company. If you have never participated in a trade fair, you might be missing one of the world's most successful marketing techniques. When preparing to attend a trade show, it is crucial to realize that your selection of exhibits is crucial. Trade exhibitions are wonderful places to introduce your business and meet people in your field (Swords, 2019).

According to Jessica Turnball (2019), I would stay at home if your main objective at a trade show is brand recognition. Let us face it, brand recognition is a common response, therefore if you could alter one aspect of your display campaign, it would be this. You can completely change your exhibition promotion by narrowing in on this main goal. Although brand awareness is crucial and has a place in your display

campaign. Companies from Uganda and from Africa, Europe, and Asia exhibit in the Uganda International Trade Fair in Kampala every year. Because it gives everyone equal chance to advertise themselves, going to the fair is thought to be an effective approach to expand one's business. Some businesses who seized the chance have since expanded.

The typical manufactured good must compete with imports, which are offered at a lower price. He has discovered over time that the typical manufacturer cannot afford to travel to the market to conduct market research since his cost of doing business is already high due to the high cost of petrol and energy. In other words, a producer would prefer to budget money for expenses that he cannot avoid. Therefore, the trade show provided producers with a chance to interact directly with consumers and highlight the reasons why their product is superior to that of their rivals (Daily Monitor, 2021).

2.4.3 Print media and Brand Awareness of Uganda SMEs in the Manufacturing Sector

According to Djordje Djordjevic (2021), print media marketing and digital marketing are not mutually exclusive. The best marketing initiatives, in fact, combine print and internet advertising. When it comes to impressions, digital ads have impressive stats. According to Kyamutetera (2019), unless Ugandan newspapers diversify their funding streams, their operations will face difficulties. This is because the country's newspapers rely on advertising money rather than circulation revenue.

2.5 Online Marketing

2.5.1 Radio Advertising and Brand Awareness of Uganda SMEs in the Manufacturing Sector

In a land market long term review of campaigns, radio advertising was demonstrated

to drive efficacy across the board. (Ella Sagar, 2021). According to the study, post-campaign improvements in awareness, brand relevance, trust, brand consideration, and ad reaction for advertising ranged from 18% to 50%. According to Sagar (2021), listeners to commercial radio had over 50% higher ad awareness than the control group of non-listeners, regardless of whether a consumer had seen or heard advertising from a company in the previous four weeks, Individual exposed to a radio campaign were 24% more likely than the unexposed to strongly agree that brand is for people like themselves. Indicating that radio advertising boosted brand relevance.

2.5.2 Television Advertising and Brand Awareness of Uganda SMEs in the Manufacturing Sector

Aashish Pahwa(2022) defined television advertising as the process of making and airing television commercials with the intention of marketing a good or service. One of the most popular and successful ways to reach people is through television advertising. This is as a result of its wide application, regular application, and potent effects. Digital content is becoming more and more of a rival for consumers' attention to TVs as the most common medium for advertising. A person watches TV for roughly four hours every day on average. You may greatly raise consumer awareness of your brand by using TV advertising. Customers in your sector might not always have an instant demand, particularly if you work in a profession where customers don't frequently need to make purchases, like law firms, health care provider, or real estate organizations.

On the other side, if consumers are generally aware of who you are and what you have to offer when they do have a need in your industry, they will be more inclined to choose your brand. The perception of trust that comes with brand familiarity may influence consumers to choose your brand or make larger purchases. (Hussain, 2021). Henry

Lubega (2016) claims that radio was the first kind of electronic communication used in Uganda when it was first introduced in 1953. A black and white TV was released a short time after words. However, seeing a color television set now is just as uncommon as it was in the late 1960s.

2.6 Conclusion

The ability of an SME to learn as much as it can about the market and its demands will determine the success of its brand recognition. The conventional methods for gathering this data include direct client interaction, market research, questionnaires, and reliance on prior knowledge. Social media presents the chance to add market perspectives and conversations amongst market participants that were previously inaccessible directly. (Greenberg, 2010). The Social Exchange Theory was selected as the best theory for this research because it aims to find value in interactions between customers and commercial organizations.

Chapter 3

RESEARCH METHODOLOGY

3.1 Introduction

A methodical way to address the study topic is referred to as research methodology. (Kothari, 2004). Thus, the methods that were employed to permit the investigator to collect data, study population, choose an appropriate sample size, data collection methods, sampling techniques, data collection tools, data analysis, and variable measurement are all covered in this chapter.

3.2 Research Designs

An investigation design is a blueprint and plan utilized to conduct a specific research investigation. (Amin, 2005). A research design, then is the conceptual framework that the study was conducted inside. An imaginative research design will be used for this investigation. The researcher adopted the due approach which consisted of Quantitative approach. On the other hand, the quantitative approach refers to a logical method of data gathering and analysis that uses design strategies and actions to generate discrete numerical or measurable data.

This form of research design was used specifically in questionnaires to enable the investigator to collect in-depth data .Because each method was used to verify the other, dual approach helped to avoid biases that could be introduced by either method alone. The design, therefore, was considered in all the steps involved in the survey regarding the analysis of social media and Brand Awareness of Uganda SMEs in the

manufacturing sector.

3.3 Area of the Study

The researcher chose small and medium enterprises in the manufacturing sector because they are among the most competitive companies in Uganda and the majority with 50-200 employees, which makes it a rich institution for research information.

This sector was chosen because most of the organizations have tried to embrace social media to create massive brand awareness for their different products. Penetration of new markets and maintenance of a competitive edge have reflected positively on sales volume that have seen these SMEs experience suitable growth and become profitable with time.

3.4 Study Population

A population is any group of individuals the researcher finds interesting and who share one or more characteristics (Creswell, 2005). Therefore, the target population of this study included the finance team, procurement, marketing, operations, and others who manage and interact with the company brands. This target population of 150 was chosen simply because it is composed of people thought to be known as far as social media and Brand awareness in the business is concerned. The unit of analysis was on SMEs in the manufacturing sector where over six different sectors were analyzed this population is homogenous because the stakeholders are under the same owner. It's from this population that few people were asked for data on the research questions.

3.5 Sample Size

The sample size, according to free body (2003), is the number of observations utilized to compute estimates for a specific population. The Krejcie and organ table used to regulate the sample size for the research population (1970). The simple random

sampling technique, as provided below in a tabular format from Krejcie and Morgan, was used to choose the respondents.

Table 1: Presenting Population And Sample Size.

Population class	Population	Sample size	Method
Finance	10	10	Simple random sampling
Procurement	10	10	Simple random sampling
Marketing	50	44	Purposive sampling
Operations	55	48	Purposive sampling
Others	25	24	Purposive sampling
Total	150	136	

3.6 Sampling Techniques

According to Kothari (2004), sampling tactics are the strategies used by the researcher to select participants or respondents from the target population. Sample is a method of choosing a small group of people commencing the overall population to conduct a study. To analyze the marketing divisions, operations and other the researcher used the purposive sampling technique. The responders were chosen by the researcher from among other finance and procurement personnel using straightforward random sampling techniques.

3.7 Data Sources

The researcher collected data for the study using primary sources.

3.7.1 Primary source

According to Alehouse, who is cited by Rwegoshora (2006), primary data are those that are gathered for the first time and are hence distinctive. The major data collection

tools utilized in

3.7.2 Secondary source

Secondary data refers to information that is already public, information that has previously been gathered and examined by another party. (Kothari, 2004). Since they have previously undergone processing, they are not original. These could be previously published or unpublished works. The researcher tried to use documents, reports, and other types of material on the topic at hand, including journals and online sources.

3.8 Method of Data collection and Instrument

Questionnaires and interviewing guidelines were among the tools utilized in the investigation.

3.8.1 Questionnaires

A questionnaire, in the words of Kothari(2009),is a list of questions that are often given to the chosen respondents for them to respond to at their own convenience and then return the completed questionnaire to the researcher .The questions were written for the respondents in plain language and were organized in accordance with the study's goals to produce data for each goal. Respondents only need to check the option they believe best captures their response to the questions. It contains questions that must be answered with predetermined replies on a 5-point Likert scale. This will make it easier for the researcher to gather a lot of data quickly that is appropriate for literate people, like new employees, who benefit from strategic planning in firms, especially the size sampled organizations. The questionnaire will be self-administered to save money and reach a wide sample of responders as quickly as possible.

3.9 Quality Control

This consists of reliability and validity. Punch (2009) explains that reliability refers to

the consistency of instrument over time. To verify that the data collecting tool produces the same findings every time it is used with the same settings and subjects, reliability necessitates testing. Punch (2009) also asserts that an instrument's measurement range should be considered while evaluating its validity. The questionnaire's validity is assessed through pilot testing.

3.9.1 Reliability and Validity

3. 9.1.1 Reliability

Amin (2005) defines reliability as dependability or trustworthiness in the context of a measurement device. It refers to how consistently the instrument measures whatever it is measuring. According to Sekaran (2003), information reliability is a metric that illustrates how neutral or error-free the data obtained is, ensuring consistent measurement over time and among the various parts of the instrument. In order to assess reliability, questionnaires were pre-tested. Coded options to check were provided for questions. Answers were weighted, and reliability was tested from responses using Cronbach's coefficient alpha (α) as recommended by Sekaran (2003).

The results were utilized to assess questionnaire administration techniques and make improvements to the surveys to ensure dependability. As a result, the degree components were associated with one another as independent measures of the same notion. Alpha for Cronbach's coefficient, because there were options to be made that had varied weights connected, Cronbach's (1946), Alpha was preferred, and the acceptable reliability coefficient was >0.7 . The data from the pilot study were examined using the Statistical program for Social Science (SPSS), which also allowed the researcher to test the internal reliability of the research instrument.

3. 9. 1. 2 Validity

Punch(2009) defined validity as the extent to which a measurement tool accomplished

its declared objective. Amin defines validity as the aptitude to generate results that are dependable with theoretical or conceptual values. A pilot study was used to assess the validity of the questionnaire prior to the completion of the surveys. The questionnaire was improved using the respondents' suggestions and answers. To ensure content validity by focusing on the domains of the study variables, questionnaires were created in accordance with the dimensions and indicators of the conceptual framework and the literature review. According to Wallen (2006), test validity refers to how well a test captures the subject matter. It is meant to evaluate and allows for accurate score interpretation. Wallen added that the content Validity Index was used to determine validity (C.V.I). C.V. I = items rated 3 or 4 divided by the total number of items in the questionnaires. Based on these presumptions, Wallen created a method to calculate the content validity ratio, which is equal to a number of pertinent items signifying the essential among all the items. Positive results indicate that at least half of the respondents believe the item to be essential; the results of this formula vary from +1 to -1. The mean CVI across all items was used to determine the overall test content validity.

$$\text{Content Validity Index} = \frac{\text{Number of relevant times}}{\text{Total number of items}} \times 100$$

3.10 Data Analysis

Data analysis is the process of converting unprocessed data into insightful knowledge. The researcher employed both quantitative and partially qualitative research design approaches for the investigation (Tailor, 2005).

3.10.1 Quantitative Analysis

It entails modifying and measuring study outcomes to draw conclusions about the factors being investigated (Amin, 2005). Before being used as part of the quantitative

technique, questionnaires were coded, sorted and categorized using the statistical program for social sciences (SPSS). The data were analyzed using frequencies, percentages, means and standard deviation. Using the test of significance, the effect's significance was also evaluated. Correlation is the measure of how closely two variables are related. A tenuous association between two or more variables is indicated by a weak or low correlation, whereas a strong or high correlation suggests a meaningful relationship. The technique of assessing the strength of that link with previously gathered statistical data is known as correlation analysis. (Crossman, 2016). Additionally, the relationship between the variables was established using the correlation (dependent and independent). Inferential statistics establish a probability of population attributes in relation to sample characteristics by extrapolating from the sample to the population. They make it easier to gauge how strongly the independent (cause) and dependent (effect) variables are correlated. (Albreach, 2017).

3.11 Ethical Considerations

To create a high-quality and trustworthy study, the researcher first secured consent from six different manufacturing sectors 'top management to be allowed to undertake this study by use of a letter of introduction from my supervisor. To ensure that questions in the questionnaires and interviews guide were carefully constructed to elicit the right response and not to be perceived as time wastage and an intrusion into their personal lives, the researcher properly introduced herself before outlining the purpose of the research to the respondents. Individuals who got the data kept it private. During the data collection, there was no record of any type of identity. This gave the respondents confidence to answer the questionnaires freely. Further, to ensure integrity, inappropriate relationships and any other influence were strongly avoided. This prevented the collection of biased data by the respondents.

3.12 Limitations to the Study

The time allocated to collect research and compile the findings was not adequate, so this made the data collected insufficient and this affected the correctness of the complied data in the research report. One of the constraints was lucky if finding, which resulted in significant transportation and stationary costs during the data collection process. In this aspect, the investigator saved costs by walking and using emails to collect the data.

Most of the target population was not well versed in the knowledge of research, for example, the employees' and as a result, it was difficult to acquire information from them and some did not know the researcher personally. This caused uncertainty regarding information and uncertainty led to failure when it came to accessing critical data.

Chapter 4

PRESENTATION, ANALYSIS AND DISCUSSION OF FINDINGS

4.1 Introduction

This chapter dowries the findings from the field surveys. To present data, tables, pie charts and bar graphs have been employed. On the various variables, descriptive statistics comparing the means and standard deviation have also been given. Correlation analysis, which was intended to establish relationships between variables, was also addressed.

4.2 Response Rate

Although 180 questionnaires were sent to the field, only 157 were returned and were useable. This corresponded to a response rate of eighty-seven, Two percent (87.2%) which was deemed enough for the research. This is consistent with Mugenda (2003). An answer rate of 50% is considered appropriate for exploration and reporting, a rate of 60% is considered good, and a rate of 70% or more is considered extraordinary. This demonstrates unequivocally that the study's response rate was above average.

4.3 Biographical Information of Respondents

Respondents were expected to supply information about their age group, education, department, and length of work with the company when asked for their biographical information. The results of the study recommended the following responses.

4.3.1 Gender Distribution

Male and female respondents were divided into categories. The results of the survey

showed the following reactions.

Table 2: Gender of respondents.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Females	86	54.8	54.8	54.8
	Male	71	45.2	45.2	100.0
	Total	157	100.0	100.0	

Source: Field survey(August, 2022)

Many respondents, according to the survey's findings, were women. These eighty-six responses made up 54.8% of all the responses. The remaining respondents, or seventy-one men, made up 45.2% of the total.

Gender can play a significant role in research, as it can affect the way that people respond to certain stimuli, the way that they behave, and the way that they perceive the world around them. As a result, it is important for researchers to consider gender when designing and conducting their studies. This can help ensure that the results of the study are accurate, and representative of the population being studied.

4.3.2 Age Group of the Respondents

Respondents were categorized as 18-25, 26-35, 36-45 years and 46 years and above. Survey findings revealed the following responses.

Table 3: Age Group of Respondents

		Frequency	Percent	Valid percent	Cumulative percent
Valid	18-25 years	51	32. 5	32. 5	32. 5
	26-35years	57	36. 3	36. 3	68. 8
	36-45years	32	20. 4	20. 4	89. 2
	46 and above	17	10. 8	10. 8	100. 0
	Total	157	100.0	100.0	

Source: Field survey (August 2022)

According to survey findings, 57 respondents, or 36.3% of all responses, were between the ages of 26 and 35, while 32.5% of those surveyed were between the age of 18 and 25. 32 respondents, 20.4% of the total, were between the ages of 36 and 45, while 17 respondents, or 10.8% of the total were over the age of 46.

Age is a crucial factor to consider in a research study because it can impact people's experiences and perspectives, and it can also be a relevant demographic characteristic. In a survey or interview, age can affect the answers that respondents provide.

4.3.3 Education Level of the Respondents

In directive to determine whether respondents had the education necessary to comprehend the research questions, their educational background was also evaluated. The researcher felt it was critical to learn how educated the respondents were. They were assessed on whether they had attained UACE, Certificate, and Diploma, Bachelor's degree, Masters or other qualifications. Below are the responses from the filed survey.

Table 4: Education Level of Respondents

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Diploma	24	15.3	15.3	15.3
	Degree	74	47. 1	47. 1	62. 4
	Masters	54	34. 4	34. 4	96. 8
	Other	5	3. 2	3. 2	100
	Total	157	100	100	

Source: Field survey(August 2022)

According to the results, the majority of respondents had earned degree with a frequency of seventy-four (47.1%), followed by masters with over a frequency of fifty-four (34.4%). Those that had diplomas were only twenty-four (15.3%) were others had the least with a frequency of five (3.2%). This shows that the respondents were intelligent and well-informed, and as a result, they contributed to the study because they were most appropriate sources of information for it.

Education level is critical in research, offering valuable information that refines our understanding of scientific results. Education level impacts the manner in which respondents answer survey questions, provide insights into their decision-making process, and also help draw conclusions concerning the efficacy of certain research protocols.

4.3.4 Department of the Respondents

The department in which the respondents work for the organization was also necessary information for the researcher. The results were as follows.

Table 5: Department of Respondents

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Accounting & Finance	21	13.4	13.4	13.4
	Non-Executive Directors	15	9.6	9.6	22.9
	Human Resources (Procurement)	37	23.6	23.6	46.5
	Information Technology	6	3.8	3.8	50.3
	Marketing	53	33.8	33.8	84.1
	Operations	15	9.6	9.6	93.6
	Production	8	5.1	5.1	98.7
	Service provider	1	.6	.6	99.4
	Strategy planning	1	.6	.6	100.0
	Total	157	100.0	100.0	

Source: Field survey(August 2022)

The outcomes suggest that the bulk of respondents, fifty-three in total, were from the marketing department, accounting for 33.8% of all respondents, Human resources and procurement departments followed with 37 responders (23.6%). 15 respondents (9.6%) were non-executive directors, while 15 additional respondents (9.6%) were from the operations department 21 (13.4%).

4.2.4 Period at Workplace of the Respondents

The researcher also needed to know how long the respondents were working at the organization. Below are the findings.

Table 6: Period at Workplace of the Respondents

		Frequency	Percent	Valid percent	Cumulative percent
Valid	0-3Years	50	31.8	31.8	31.8
	4-7Years	56	35.7	35.7	67.5
	8-10Years	34	21.7	21.7	89.2
	More than 10 Years	17	10.8	10.8	100.0
	Total	157	100.0	100.0	

Source: Field survey(August 2022)

The mainstream of respondents has worked for their organizations for 4-7years. This group of 56 people accounts for 35.7% of all respondents. 50 of them (31.8%) had

worked for their organizations for 0-3 years 34 (21. 7%) had been with their companies for 8-10years, while 17 had been with them for more than 10 years, accounting for 10. 8% responses.

The amount of time a person spends at work can be a key component in influencing their experience and viewpoint on the topic under study, so it is important to know how long they were there while responding to a research study. For instance, someone who has worked for a company for a long time its culture or policies differently than someone who has only recently joined.

4.4 Biographical Information of Companies

Respondents were asked to provide details about the organizations they work for, including the organization's years, number of employees, how frequently digital marketing plans are prepared, how frequently Google Analytics reports are used and whether the organizations use track software to analyze site reviews. The study's findings suggested the following responses.

4.4.1 Age of the Company

The age ranges of the company were divided into sections, including 0-10 years, 11-20 years, 21-30 years, 31-40 years, 41-50 years, and 51-60 years. The responses are listed below;

Table 7: Age of the Company

		Frequency	Percent	Valid percent	Cumulative percent
Valid	0-10 years	49	31. 2	31. 2	31. 2
	11-20 years	47	29. 9	29. 9	61. 1
	21-30 years	44	28. 0	28. 0	89. 2
	31-40 years	12	7. 6	7. 6	96. 8
	51-60 years	5	3. 2	3. 2	100. 0
	Total	157	100.0	100.0	

Source: Filed survey(August,2022)

Majority of the respondents mentioned that their companies are aged 0-10 years. These were 49 in number representing 31. 2% of the respondents, 47 respondents worked with companies aged 11-20 years accounting for 29. 9% of the respondents . 44respondnets (28. 0%) worked in companies that were aged 21-30 years. 12 respondents worked in companies aged 31-40 years representing 7. 6% of the respondent's ad the last 5 respondents (3. 2%)worked in companies aged 51-60 years.

The age of a company can provides some useful information about its history, experience, and track record for example, accompany that has been in industry for a long time may have a well-established reputation and a proven track record of success. Whereas a newer company may still be trying to establish itself in the market. Additionally, the age of a company can gives you an idea of how it has adapted to changes in the industry and market over time. This can provide some insight into the company's resilience and ability to innovate.

4.4.2 Number of employees in the company.

The company's workforce is divided into three categories:1 to 9 employees,10 to 49 people, and 50 or more.

Table 8: Number of Employees in the Business

		Frequency	Percent	Valid percent	Cumulative percent
Valid	1-9employees	27	17.2	17.2	17.2
	10-49 employees	78	49. 7	49. 7	66. 9
	50 employees and above	52	33. 1	33. 1	100. 0
	Total	157	100. 0	100. 0	

Source: Field survey(August 2022)

78 respondents mentioned that their companies had 10-49 employees representing 49. 7% of the respondents. 52 respondents said their companies had 50 employees and the

above, representing 33.1% of the respondents and 27 respondents (17.2%) worked in companies with 1-9 employees.

Knowing the number of employees in a company can provide some insight into its size and scale. For example, a country with a large number of employees may have a broader range of products and services, a larger customer base, and more resources at its disposal than a company with fewer employees. Additionally, the number of employees can give an idea of the company's organizational structure and the potential for career advancement within the company. This can be important for job seekers who are considering working for the company.

4.4.3 Sector of the Company

There are numerous industries where a wide variety of businesses can compete. The researcher aimed to comprehend the industries in which the various respondents' organizations operate.

Table 9: Sector of the Company

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Advertising	1	.6	.6	.6
	Information Technology	3	1.9	1.9	2.5
	Manufacturing	136	86.6	86.6	89.2
	Media	1	.6	.6	89.8
	Organic Cosmetics	1	.6	.6	90.4
	Pharmaceutical sales and distribution	1	.6	.6	91.1
	Service	1	.6	.6	91.7
	Telecommunication	1	.6	.6	92.4
	Banking	1	.6	.6	93.0
	Branding and Marketing	3	1.9	1.9	94.9
	Cleaning and Fumigation	1	.6	.6	95.5
	Clothing	1	.6	.6	96.2
	Construction	1	.6	.6	96.8
	Finance	1	.6	.6	97.5
	Hair and beauty	1	.6	.6	98.1

	Health	3	1.9	1.9	100.0
	Total	157	100.0	100.0	

Source: Field survey(August 2022)

Most people who responded, 136 in total, or 86. 6%, worked in the manufacturing industry, three respondents (1. 9%) worked in the information technology industry, three others (1. 9%) in the branding and marketing sector, and three others (1. 9%) in the health sector. Other industries with 1 response each were advertising, media, organic cosmetics, pharmaceutical sales and distribution, service, telecommunication, banking, cleaning and fumigation, apparel, construction, hair and beauty and finance.

Knowing the sector where a company operates can provide valuable information about the industry and market it is in. This can help understand the company's business model, its main competitors and the key factors that drive its success.

4.4.4 How Frequent Your Company Prepares Digital Marketing Plan.

The researcher set out to find out how the different companies of the respondents prepare digital marketing plans. The responses were broken down into different timelines I. e. weekly, monthly, Bi-monthly, every 6months, yearly or other.

Table 10: How Frequent Your Company Prepares Digital Marketing Plan.

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Weekly	31	19.7	19.7	19.7
	Monthly	43	27. 4	27. 4	47. 1
	Bi-monthly	36	22. 9	22. 9	70. 1
	Every six months	27	17. 2	17. 2	87. 3
	Yearly	18	11. 5	11. 5	98. 7
	Quarterly	2	1. 3	1. 3	100. 0
	Total	157	100.0	100.0	

Source; Field survey(August 2022)

According to 43 respondents (27. 4%), their organizations build digital marketing plans on a monthly basis. 36 respondents, or 22. 9% stated that their organizations construct digital marketing plans bi-monthly, or every two months, 31 respondents (19. 7%) stated that their organizations establish weekly digital marketing strategy, 17. 2% of respondents or 27 people, said their organizations produce digital marketing strategies every six months, while 18 people (11. 5%) said their companies prepare digital marketing plans yearly. 2(1. 3%) responders selected the alternative option and indicated quarterly.

It is vital to know how frequently a company produces a digital marketing strategy since I may give significant insights on the company's marketing approach and commitment to remaining up to date with the newest digital marketing trends and techniques as well as uncover chances for development and improvement.

4.4.5 Does Your Company Use Track Software to Analyze Reviews on Your Site?

The researcher sought to understand whether the companies use track software to analyze re-views on their sites. The responses were categorized as Yes, No or Not sure. Below are the responses.

Table 11:Does Your Company Use Track Software to Analyze Reviews on Your Site?

		Frequency	Percent	Valid percent	Cumulative percent
Valid	Yes	100	63. 7	63. 7	63. 7
	No	55	35. 0	35. 0	98. 7
	Not sure	2	1. 3	1. 3	100. 0
	Total	157	100	100	

Source: Field survey(August 2022)

The majority of respondents, 100 in total, or 63. 7%, indicated their organizations use track software to evaluate feedback on their websites. 55 respondents, or 35. 0%,

answered no to their firms employing track soft-ware to evaluate reviews on their websites, while 2 respondents, or 1. 3% stated they weren't sure.

Knowing whether a company uses tracking software to analyze reviews on their website gives insight into the company's approach to customer service and its overall focus on customer satisfaction. This can be important for customers, as it can help to ensure that their concerns and issues are being addressed in a timely and effective manner.

4.4.6 What Is the Frequency Which Your Company's Management Uses Google Analytics Reports.

The researcher sought to understand how often management teams of the different companies use google analytics reports.

Table 12: What Is The Frequency With Which Your Company's Management Uses Google Analytics Reports.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Weekly	35	22. 3	22. 3	22. 3
	Monthly	45	28. 7	28. 7	51. 0
	Bi-monthly	33	21. 0	21. 0	72. 0
	Every six months	21	13. 4	13. 4	85. 4
	Yearly	13	8. 3	8. 3	93. 6
	Quarterly	10	6. 4	6. 4	100. 0
	Total	157	100	100	

Source: Field survey(August 2022)

45 respondents, or 28. 7%, stated that their company's management teams utilize Google Analytics reports on a monthly basis. 22. 3% of respondents said their corporate management teams utilize Google Analytics reports weekly, while 21% said their management teams use Google analytics data bi-monthly. According to 13. 4% of respondents, their corporate management teams utilize Google Analytics reports

every six months, while 8.3% claim their management teams use Google Analytics data yearly. This leaves ten respondents, or 6.4%, who claim their company's executive teams utilize Google Analytics reports on a quarterly basis.

If the management team frequently uses Google Analytics reports, it may indicate that they place a high value on understanding their online audience and using data to drive business decisions. Knowing how frequently the management team uses Google Analytics reports can also help you to understand the resources and support that may be available to you as you research and analyze the company's online presence.

4.5 Descriptive Statistics of Variables

Descriptive statistics for independent and dependent variables are the main topic of this section. Descriptive statistics are mostly used to determine how much different responses deviate from the mean values of the majority. Large standard deviation, however, responses greatly differed from the mean value, low standard deviation suggest that the responses were closely related to the mean value. On a 5-point scale, the mean values of the various assertions under the various conditions were described as follows;

1,0-1,4-StronglyDisagree, 1.5-2,4-Disagree,2,5-3,1Neutral,3.2-4.4-Agree,and 4.5-5,0-Strongly Agree

4.5.1 Descriptive Statistics on Online Social Media Usage

To establish a relationship between online social media and brand awareness, the researcher had to find out which online social media platforms are used by the companies where the respondents work. This provided valuable insights into which platforms are most popular among the research population, and how they are being used.

Table 13: Descriptive Statistics on Online Social Media Usage

	N	Minimum	Maximum	Mean	Std. Deviation
Facebook	157	1	5	4.50	.998
LinkedIn	157	1	5	4.44	1.021
Twitter	157	1	5	4.46	.977
YouTube	157	1	5	4.54	.881
Instagram	157	1	5	4.57	.872
Valid N (listwise)	157				

Source: Field survey (2022)

The majority of respondents, with a mean of 4.5 and a standard deviation of 0.998, approved of Facebook use by their companies. The majority of respondents with a mean of 4.44 and a standard deviation of 1.021, said that their firms use LinkedIn. Many respondents, with a mean of 4.46 and a standard deviation of 0.977, agreed that their companies use Twitter.

The majority of respondents, with a mean of 4.54 and standard deviation of 0.881, concur that their companies use YouTube. One of the platforms that businesses of respondent's use is Instagram. With a mean of 4.57 and a standard deviation of 0.872, they concurred.

Businesses in Uganda have significantly increased their social media platforms in recent years. This pattern is probably brought on by the rising use of social media and the expansion of internet access in Uganda.

According to a survey by Nanette(2019), the majority of companies in Uganda use social media sites like Facebook, Twitter and LinkedIn to advertise their goods and services, interact with clients, and raise brand awareness, these platforms let companies target particular demographics, reach a larger audience, and offer real-time

customer service. Social media has developed into a significant instrument for customer service and support in Uganda, according to a different report by Kasimu and Saadat, 2002. The widespread use of social media by businesses to promptly address consumer complaints, questions and comments has increased customer satisfaction and loyalty.

4.5.2 Descriptive Statistics on Offline Social Media Usage

To establish a relationship amid offline social media and brand awareness, the researcher had to find out which offline social media platforms are used by the companies where the respondents work. This provided valuable insights into the platforms most popularly being used.

Table 14: Descriptive Statistics On Offline Social Media Usage

	N	Minimum	Maximum	Mean	Std. Deviation
Face to face meetings	157	1	5	4.62	.789
TV/Radio	157	1	5	4.38	.996
Magazines	157	1	5	4.30	1.077
Exhibitions/Events/Festivals	157	1	5	4.50	.903
Print Advertisement	157	1	5	4.34	1.048
Valid N (listwise)	157				

Source: Field survey (2022)

With a mean of 4.62 and a standard deviation of 0.78, most respondents preferred in person interactions. Most respondents (with a mean of 4.38 and a standard deviation of 0.996) said they would utilize TV or radio, with a mean of 4.30 and a standard deviation of 1.077, magazines are also widely read. Most respondents, with a mean of 4.5 and a standard deviation of 0.903, agreed to use exhibitions, events, and festivals. Another widely used medium is print advertising, with a mean of 4.34 and a standard deviation of 1.048.

Investigation found that radio is the most widely used offline media platform in Uganda (EARS, n.d.), with over 90% of businesses surveyed reporting that they use radio advertising to reach their target audience. The study also found that television and newspapers are the next most popular offline platforms, with about 70% and 60% of businesses using them, respectively. Another study looked at the effectiveness of face-to-face requests. This study found that face-to-face meetings are particularly effective for businesses looking to build relationships with potential customers and partners (Vanessa, 2017). Overall, the literature on offline media platforms in Uganda suggests that these traditional forms of advertising and marketing are still important for businesses in the country, and that they can be effective when used strategically.

4.5.3 Descriptive Statistics on Brand Orientation

To establish a connection between brand orientation and brand awareness, the researcher had to investigate the respondent's understanding of their brand.

Table 15: Descriptive Statistics on Brand Orientation

	N	Min	Max	Mean	Std. Dev.
In our company, we have a clear idea of what our brand stands for; brand identity and brand promise are well defined. We recognize our brand as an asset and strategic resource, which we continually develop and protect in the best possible	157	1	5	4.57	.682
	157	1	5	4.62	.664
Brand equity (or brand strength) is a control factor in us Company The development of our brand is not the responsibility of a small group within the company, but also the business of top management. All business decisions are evaluated with respect to their impact on the brand are evaluated with respect to their impact on the brand.	157	1	5	4.62	.693
	157	1	5	4.62	.721

The overwhelming majority of our company's employees understands and lives the brand values	157	1	5	4.66	.705
	157	1	5	4.64	.744
Valid N (listwise)	157				

Source: Field survey (2022)

The study's results showed that most respondents thought they had a good understanding of what their brands stood for, with brand identity and brand promise well defined, with a mean of 4.57 and a standard deviation of 0.682. The majority of respondents considered their brands as important assets and strategic resources that they needed to actively develop and protect, with a mean of 4.62 and standard deviation of 0.664. With a mean of 4.62 and a standard deviation of 0.693, the majority of respondents highlighted brand equity as a control aspect in their businesses.

With a mean of 4.62 and a standard deviation of 0.721, most respondents stated that the development of their brand is the duty of senior management as well as a small group inside the firm. Most respondents, with a mean of 4.66 and a standard deviation of 0.705, think that all corporate decisions are weighed in terms of how they will affect their brands. Most respondents said that the majority of their company's employees comprehend and uphold the brand values, with a mean of 4.64 and a standard deviation of 0.744.

Social media brands have become increasingly powerful in recent years, as people turn to online networks to stay in touch with friends, communicate with brands, and learn about the world around them (Schubert 2017). By understanding how their audiences use social media, brands can develop their own identity and engage their users with content that resonates with them (Loving 2018). For example, social media podiums

such as Instagram, Twitter, and Facebook offer businesses the opportunity to craft branded content that delivers their message to their followers effectively (Dworaczek 2020). Social media brands are shaped by user behavior, as brands observe the way people use their platform and tailor their messages to resonate with their target market (Palacios 2019). Through understanding user behavior and creating contemporaneous content, brands can reach their full potential on social media. Social media is undoubtedly a strong tool for brand orientation. To sum up, it can assist in expanding your audience and developing a brand that is customer focused. It can promote consumer loyalty, raise brand recognition, and promote dialogue and feedback. Additionally, it gives businesses the chance to interact more personally with their clients. Social media may be utilized as a powerful tool to increase brand recognition, consumer loyalty and engagement.

4.5.4 Descriptive Statistics on Internal Branding

Presented below are Minimum and maximum values, frequencies, means and percentages that have been generated from the responses given on the different statements on internal branding.

Table 16: Descriptive Statistics on Internal Branding

	N	Min	Max	Mean	Std. Deviation
Our employees are informed of our brand values	157	1	5	4.55	.737
We counsel our employees in branding issues	157	1	5	4.51	.798
We encourage our employees to improve the brand consistency of their behavior	157	1	5	4.54	.738
Brand values influence staffing and recruitment decisions	157	1	5	4.48	.837
We review our employees' behavior as a part of our branding process	157	1	5	4.54	.866
We are confident that our employees support the brand message when dealing with our customers	157	1	5	4.63	.710
Valid N (listwise)	157				

Source: Field survey (2022)

With a mean of 4.54 and a standard deviation of 0.74, the mainstream of respondents claimed that the majority of their company's employees understand and uphold the brands values, mean of 4.48 and 0.837 standard deviations. With a mean of 4.54 and standard deviation of 0.866, majority of the employees agree that they review workforces' behavior as part of their branding procedure while with a mean of 4.63 and 0.710 standard deviations, companies are confident that their employees support the trademark message when dealing with their customers.

Social media has revolutionized communication, allowing organizations to reach an unprecedented number of potential customers, spurring the fusion of modern-day businesses and their practices (Castells, 2011). This fusion has blurred what was once a linear understanding of organizational hierarchies by introducing a more inclusive, interconnected landscape (Weil, 2019). Increased social media presence has given organizations access to untapped markets, brought previously unknown products to the forefront, and created lasting connections between customers and brands alike (Lucas, 2018). By engaging with and responding to customers, organizations can foster relationships and build brand awareness, thus increasing adoption of products and services, and proliferation of their company. (Wang, et al. 2015).

The increase of social media has enabled companies to foster collaboration internally, and this has had a profound effect on their brand awareness and adoption. Companies are now able to engage with their target audience, build relationships and communities, and gain increased visibility in search engine results (Kotler & Rein, 2016) more effectively. An entire industry has developed dedicated to marketing their brand on social media platforms, enabling companies to use these platforms to attract customers, build a brand image and manage customer feedback (Hollander, 2017). Additionally,

companies can use social media to monitor industry trends, track online conversations, and deliver tailored content to customers (Tsai, et al., 2010). In doing so, companies can interact with their customers directly and address their needs (Hanasab & Leonidas, 2014). This has had a significant impact on their overall brand awareness and adoption – further enabling their brand to become a cornerstone of their customers’ lifestyles (Ackermann & Markovic, 2012).

Social media has allowed for the merging of different departments in organizations, allowing for a greater exchange of information and collaboration (Kkristoff, 2017). This has proven to be a key factor in the successful engagement and interaction of customers, who in turn have generated a heightened brand awareness for these organizations (Kamiaka & Park, 2020). This in turn has increased the adoption and use of the brand’s product, allowing for a greater number of resolute customers, resulting in them becoming advocates of the respective organization (Chaste, 2015).

The impact of social media on internal organizational branding in today's digital world is undeniable. Social media brings both opportunities and challenges to organizations, providing the potential to build, engage, and connect with larger audiences than ever before. At the same time, it requires organizations to be vigilant in monitoring and managing online conversations, because any negative or false information can become viral quickly, damaging the organization’s reputation. Organizational leaders should be aware of the potential impacts social media can have on their internal brand and use it strategically to build trust, show transparency, and create strong bonds with customers and employees. By encouraging brand loyalty and transparency, organizations can leverage social media’s power to continuously nurture their brand.

4.5.5 Descriptive Statistics on Brand Communication

Presented below are Minimum and maximum values, frequencies, means and percentages that have been generated from the responses given on the different statements on brand communication.

Table 17: Descriptive Statistics on Brand Communication

	N	Min	Max	Mean	Std. Deviation
The company integrates various communication channels for brand communication aimed at a wide range of audiences, not just customers	157	1	5	4.52	.844
We ensure that the meaning of the brand is represented consistently in all internal and external marketing communication activities	157	1	5	4.55	.780
A lot of our branding effort focuses on raising brand awareness and values amongst our target customers	157	1	5	4.57	.753
Valid N (listwise)	157				

Source: Field survey (2022)

Study findings revealed that their companies integrate various communication channels for brand communication aimed at a wide range of audiences and not just customers with a mean of 4.52 and standard deviation of 0.844. Findings from the study also highlighted how they make sure that all internal and external marketing communication activities consistently reflect the brand's meaning. With a mean of 4.55 and standard deviation of 0.780, with a mean of 4.57 and standard deviation of 0.753, the vast majority of respondents concurred that many branding initiatives center on increasing brand recognition and values among our target customers.

Social media has drastically changed the way businesses communicate as well as promote their brands. By having direct access to consumers, organizations can build relationships with the public and foster loyalty towards their products and services

(Guimarães and Pina, 2019). While this has many positive effects, such as increasing brand visibility and engaging with users, the downside is that social media can cause an unforeseen negative impact on the brand's reputation (Garofano and Schawe, 2020). This is especially true when followers leave negative comments that can spread quickly and appear on search engine results from companies. Furthermore, companies that rely solely on social media to communicate with customers find more difficulty in monitoring and responding to any comments (Gorla and Mmeje, 2020). As such, it is significant to comprehend the risks allied with using social media for brand communication, and to develop strategies to counter any negative impact it can have.

Social media has become an increasingly powerful platform for companies to reach out to their customers with the engaging content and communication opportunities it offers. However, it has also come with a range of complications that can have both positive and negative implications for companies (Akçay, 2018). Companies that use social media for brand communication have the potential to improve their visibility and engagement, as well as connect with customers on an individual level (Gruzd and Roy, 2018). Despite its advantages, social media has also had a range of negative impacts for companies. Social media can be risky for companies since customers can quickly and easily voice their opinions (Akçay, 2018). This can be difficult for companies to manage, as well as affect their reputation and branding if messages go unaddressed or negative publicity begins to spread (Gruzd and Roy, 2018).

Social media has had a profound effect on how companies communicate with their customers. It has allowed them to reach larger audiences and create deeper, more meaningful relationships with their customers. Companies have been able to leverage social networks such as Facebook and Twitter to build an online presence, attract new

customers, and drive sales. While there are still many challenges to be faced, such as finding the right mix of content and platforms, social media has increased the impact of brand communication.

4.5.6 Descriptive Statistics on Brand Credibility

Presented below are Minimum and maximum values, frequencies, means and percentages that have been generated from the responses given on the different statements on brand credibility.

Table 18: Descriptive Statistics on Brand Credibility

	N	Min	Max	Mean	Std. Deviation
Our brand reminds our customer of someone who is competent and knows what we are doing	157	1	5	4.49	.813
Our brand delivers what it promises	157	1	5	4.65	.687
Over time, our customer's experience with our brand have led them to expect it to keep its promises, no more no less	157	1	5	4.57	.700
Our brand has a name our customers can trust	157	1	5	4.62	.703
Valid N (listwise)	157				

Source: Field survey (2022)

The results of the study show that most respondents emphasize that their brands remind our customers of someone who is knowledgeable and knows what they are doing with a mean of 4.49 and a standard deviation of 0.813. Respondents spotlighted that their brands deliver what they promise with a mean of 4.65 and standard deviation of 0.687. Respondents agree that over time, their customers' experiences with their brands have led them to expect them to keep their promises with a mean of 4.57 and standard deviation of 0.700. Respondents agreed that their brands have names customers can trust with a meaning of 4.62 and standard deviation of 0.703.

Social media has dominated many people's lives in the contemporary world. It has established a powerful platform on which brands can interact with their target audience, including in Uganda. However, social media also has the potential to significantly impact a brand's credibility, both positively and negatively. This essay will discuss the effect that social media has on brand credibility in Uganda, and how organizations can strive to maintain a good reputation on networks such as Twitter and Facebook.

Social media platforms have played an increasingly significant role in brand credibility in Uganda in recent years, allowing businesses access to a wide pool of potential customers and broadening marketing reach (Social Media Platforms, 2020). While social media provides an opportunity for brands to reach an unprecedented number of people, and Uganda has increasingly been embracing the technology, there are also risks and challenges that must be considered. Potential customers will often be quick to recognize if the content is not original or if the company is not being sincere.

Developing a successful online presence requires that all content be of high quality, kept up-to-date and engaging (Using Social Media Platforms, 2020). Additionally, brand credibility can be damaged by trolls, negative reviews, and cyberbullying, but through good customer service and moderate monitoring, it should be possible to act swiftly and remedy any situation (Using Social Media Platforms, 2020). Taking the necessary steps and being aware of the risks and opportunities of using social media platforms will allow companies to optimize their brand credibility in Uganda going forward.

In recent years, the impact of social media platforms in Uganda has become

increasingly prominent. Platforms such as Facebook, Twitter, and Instagram are popular methods of communication amongst Ugandans due to their widespread availability and their capacity to allow users to interact with each other quickly and easily. As a result of this, social media has become an influential platform for brands and businesses to target audiences, build relationships, and increase visibility (Lokodo, 2019). It thus presents an opportunity for businesses to gain credibility, provided that the platform is used strategically.

The potential paybacks of using social media platforms in Uganda stem from the ease of communication, allowing brands to address their target audiences directly, increase brand recognition, and build relationships with consumers (Cherono & Onyari, 2019). However, there are risks that come with using social media platforms in Uganda, such as potential for misuse and spread of misinformation, competitiveness, and the challenges of managing reputation (Obayi & Pfeiffer, 2017). To ensure brand credibility on social media platforms in Uganda, it is essential for businesses to be aware of these risks and create strategies to mitigate them. This includes creating content that is timely and relevant, utilizing organic engagement, and managing customer interactions appropriately (Obayi & Pfeiffer, 2017). By doing so, businesses can use social media platforms to develop and strengthen their brand credibility in Uganda.

Overall, social media has had a significant impact on brand credibility in Uganda. It has enabled brands to better engage with their target audience and build relationships in ways that were not possible before. Additionally, it has opened new avenues of marketing, advertising and connections that can help increase the credibility of a brand in Uganda. It is important, however, for brands to consider the values and preferences

of their target audiences when using these networks to maximize the positive benefits and minimize the potential risks associated with social media marketing.

4.5.7 Descriptive Statistics on Brand Awareness

Presented below are Minimum and maximum values, frequencies, means and percentages that have been generated from the responses given on the different statements on brand awareness.

Table 19: Descriptive Statistics on Brand Awareness

	N	Min	Max	Mean	Std. Deviation
Our potential customers have heard of our brand	157	1	5	4.55	.771
Our potential customers recall our brand name immediately when they think of our product category	157	1	5	4.54	.772
Our potential customers think of our product category	157	1	5	4.55	.711
Our potential customers can clearly relate our brand to a certain product category	157	1	5	4.60	.741
Our potential customers can easily identify our product logo in the market.	157	1	5	4.62	.747
Our potential customers can easily recognize our product because it is a leader in the market.	157	1	5	4.61	.766
Our potential customers can easily buy our products because they are of high quality.	157	1	5	4.68	.672
Our products are truly relevant to customer interests.	157	1	5	4.65	.639
Our products are incredibly unique in the market and customers want to associate with them.	157	1	5	4.64	.734
Valid N (listwise)	157				

Source: Field survey (2022)

The respondents granted that their potential consumers have heard of their brand with a mean of 4.55 and standard deviation of 0.771. According to respondents, prospective customers think about the product category with a mean, Mean of 4.54 and standard deviation of 0.772. Respondents noted that their target customers associate their product category with a mean of 4.55 and standard deviation of 0.711.

The majority of the respondents agreed that their potential customers can obviously relate their brand to convinced product category with mean of 4. 60 and standard deviation of 0. 741. The vast majority of responders concurred that their potential buyers can quickly recognize their product emblem in the market using a mean of 4. 62 and standard deviation of 0. 747. Most of the respondents said their customers may quickly distinguish their goods because it is leading in the market with a mean of 4. 61 and standard deviation of 0. 766.

The majority of respondents believe that because their products are of great quality, their potential clients will readily purchase them with a mean of 4. 68 and standard deviation of 0. 672. Numerous respondents agreed that their products are truly relevant to customer welfares with a mean of 4. 65 and standard deviation of 0. 639. Respondents also spotlighted that their products are incredibly unique in the marketplace and customers want to subordinate with them, with a mean of 4. 64 and standard deviation of 0. 734.

In regard to the last few years, the use of social media platforms has rapidly developed in Uganda, creating a whole new opportunity for businesses to potentially grow their brand awareness. Companies in the country now rely on social media to shape their reputation, increase their visibility, and attach with potential customers. This essay will dive into the fascinating ways in which social media has been leveraged to increase brand awareness, and how it has accordingly become a staple in the way businesses are built and sustained in Uganda.

In conclusion, social media is playing a major character in how brands are being perceived in Uganda.

It has provided a broader platform for brands to access large numbers of people, which can ultimately spread messages faster and wider. Through both organic and paid social media campaigns, brands are able to create higher brand awareness and loyalty with the customers. Social media provides larger scope for promotion and engagement, which in turn leads to increased brand awareness and loyalty with customers.

4.5.8 Descriptive Statistics on Innovation

Presented below are Minimum and maximum values, frequencies, means and percentages that have been generated from the responses given on the different statements on innovation.

Table 20: Descriptive Statistics on Innovation

	N	Min	Max	Mean	Std. Dev.
Developing new ideas to help customers	157	1	5	4.62	.703
Able to fast track new offerings to customers	157	1	5	4.59	.743
Able to manage processes to keep costs down	157	1	5	4.54	.756
Able to package total solution to solve a customer problem	157	1	5	4.61	.696
Valid N (listwise)	157				

Source: Field survey (2022)

With a meaning of 4.62 and a standard deviation of 0.703, respondents agreed on generating innovative ideas to assist clients. With a meaning of 4.59 and a standard deviation of 0.743, the majority of respondents agreed that they can quickly provide new services to clients. With a meaning of 4.54 and a standard deviation of 0.756, most respondents believed that they could manage operations to keep costs low. With a meaning of 4.61 and a standard deviation of 0.696, most respondents felt that they can offer a whole solution to solve a client problem.

Social media has had a profound impact on innovation in Uganda. According to Izigalu, a Ugandan researcher social media networks have become an important source of critical and informative research, education, and information sharing (2015). This has enabled the Ugandan public to better access, create, and understand educational materials and promote collaboration with other experts in their field. This technology has especially encouraged and widened the conversation around innovation by offering the public one outlet to voice their ideas and innovations, which was not an option before. Additionally, it gives individuals a platform to connect with people who share their innovative ideas and seek out new opportunities (Kyoumi 2020). This has allowed Ugandan innovators to break down socio-economic and geographic boundaries, allowing them to be more competitive and successful in their respective fields.

The social media phenomenon has drastically changed the way Ugandans interact and grow. Social media platforms have enabled citizens to have an educated online presence, allowing them to network and connect with global players and leading experts. Therefore, the rise of citizen-driven innovation has created many opportunities to expand business, encourage sustainability, and develop new methods and ideas. While it is undeniable that the impact of social media in Uganda is difficult to measure, its highly evident that social media has forever changed the country, fostered innovation, and accelerated the growth of the digital economy.

4.5.9 Descriptive Statistics on Financial Performance

Presented below are Minimum and maximum values, frequencies, means and percentages have been generated from the responses given on the different statements on financial performance.

Table 21: Descriptive Statistics on Financial Performance

	N	Min	Max	Mean	Std. Deviation
Having better Growth rate of sales in the last 12 months	157	1	5	4.54	.721
Having better Market share in the last 12 months	157	1	5	4.52	.837
Having better Profitability of your firm in the last 12 months	157	1	5	4.43	.849
Having better Overall financial performance in the last 12 months	157	1	5	4.46	.836
Having better return on investment over the past 3 years	157	1	5	4.50	.781
Increase in Total Income over the past 3 years	157	1	5	4.54	.820
Valid N (listwise)	157				

Source: Field survey (2022)

Majority of the respondents agreed to have better growth rate of sales in the last 12 month with a mean of 4.54 and standard deviation of 0.721. Majority of the respondents agreed that they have had better market share in the last 12 months with a mean of 4.52 and standard deviation of 0.837. Many respondents agreed to have better profitability of their firms in the last 12 months with a mean of 4.43 and standard deviation of 0.849. Majority of the respondents agreed with a mean of 4.46 and standard deviation of 0.836 to having better overall financial performance in the last 12 months. With a mean of 4.50 and standard deviation of 0.781, respondents agreed to have better return on investment over the past 3 years. There was an increase in total incomes over the past 3 years. Respondents agreed to this with a mean of 4.54 and standard deviation of 0.820.

Social media has drastically altered the way organization's function, communicate, and interact with their customers. According to the research conducted by Wilderom, Fischer & Gijsselaers (2016), the implementation of effective communication tools such as social media provides organizations with multiple advantages such as

increased customer relationships and improved customer satisfaction. Additionally, as reported by Hubbard and Jutla (2017), organizations that actively use social media to engage customers are likely to experience improved customer relationship, increased customer loyalty and an overall improvement in organizational performance. Finally, the same research suggests that when used correctly and strategically, social media can be a key increase in organizational performance and help reflect the organizations' vision in more effective ways.

4.5.10 Descriptive Statistics on YouTube and Brand Awareness

Presented below are Minimum and maximum values, frequencies, means and percentages have been generated from the responses given on the different statements on YouTube and brand awareness.

Table 22: Descriptive Statistics on YouTube and Brand Awareness

	N	Min	Max	Mean	Std. Deviation
We often post videos about our products on YouTube.	157	1	5	4.43	.922
We have very many subscribers to our YouTube platform.	157	1	5	4.31	1.005
Our YouTube videos have often been rated highly by customers.	157	1	5	4.38	.990
Our YouTube marketing videos are interactive and entertaining to customers.	157	1	5	4.46	.917
Most of our brand marketing videos have often gone viral.	157	1	6	4.45	.963
Valid N (listwise)	157				

Source: Field survey (2022)

Majority of the respondents mentioned that they often post videos about products on YouTube with a mean of 4.43 and standard deviation of 0.922. Majority of the respondents mentioned that they have very many subscribers to their YouTube platforms with a mean of 4.31 and standard deviation of 1.005. Majority of the respondents spotlighted that their YouTube videos have often been rated highly by clienteles with a mean of 4.38 and standard deviation of 0.990. Many respondents also mentioned that their YouTube marketing videos are interactive and entertaining to customers with a mean of 4.46 and standard deviation of 0.917. Majority of the respondents highlighted that most of their brand marketing videos have often gone viral with a mean of 4.45 and standard deviation of 0.963.

YouTube remains a powerful tool that can be used to promote brand awareness in Uganda. In recent years, many businesses have been turning to YouTube to increase the reach of their products and services in Uganda. This essay will discuss how YouTube can be used to market a brand, the advantages, and disadvantages of using YouTube in this way and examples of companies that have successfully used YouTube to gain brand awareness in Uganda.

YouTube has established itself as an effective tool to increase brand awareness in Uganda. It has become one of the largest social media networks used for promotion and has seen an increase in monthly active users in the Ugandan market (Aluko, 2018). In conclusion, YouTube has become an increasingly popular platform in Uganda and provides businesses with countless opportunities to boost their brand awareness in an efficient, measurable, and cost-effective way.

In Uganda, YouTube and other forms of social media are increasingly popular, but

they offer limited value when it comes to increasing brand awareness. According to Professor Herbert Byaruhanga of Makerere University Graduate School of Business and Entrepreneurship, less than 1% of Ugandans use YouTube, making an investment in this medium a waste of time (Byaruhanga). Further, there is no evidence that it is an effective tool for marketing efforts, as many Ugandans are not YouTube users and rely on other more traditional forms of media such as newspapers, broadcasting and small screen (Byaruhanga). As such, YouTube and extra forms of social media cannot be relied on to create significant brand awareness in Uganda.

YouTube has enabled companies to gain exposure to the Ugandan market and engage with potential customers in a more interactive manner. It has become a valuable tool for businesses looking to expand their reach, build their brand, and increase brand awareness.

4.5.11 Descriptive Statistics on Blogs And Brand Awareness

Presented below are Minimum and maximum values, frequencies, means and percentages have been generated from the responses given on the different statements on blogs and brand awareness.

Table 23: Descriptive Statistics on Blogs And Brand Awareness

	N	Min	Max	Mean	Std. Deviation
Our Twitter page has many followers.	157	1	5	4.45	.880
We relay messages and images about our products on our Twitter page.	157	1	5	4.48	.837
Our marketing campaign on Twitter reaches a large number of people.	157	1	5	4.50	.829

Through our Twitter platform, we have very many brand ambassadors.	157	1	5	4.52	.859
Twitter marketing campaigns have enabled us to receive feedback about our products.	157	1	5	4.50	.889
Valid N (listwise)	157				

Source: Field survey (2022)

Majority of the responders agreed that their twitter pages have many followers with a mean of 4.45 and standard deviation of 0.880. The majority of respondents concurred that they post information about their products and messaging on their twitter feed, with a mean of 4.48 and standard deviation of 0.837. Majority of the respondents agreed that their marketing campaigns on twitter reach a large number of people with a mean of 4.50 and standard deviation of 0.829. Majority of the respondents believe that through their twitter platform, they have very many brand ambassadors with a mean of 4.52 and standard deviation of 0.859. Majority of the respondents agreed that twitter marketing campaigns have enabled us to receive feedback about products with a mean of 4.50 and standard deviation of 0.889.

Blogs can be an actual tool for increasing brand awareness in Uganda due to their ability to quickly reach large, targeted audiences. Blogs offer relevant content about products, services, and offers, as well as marketing tips, which can help engage and entice readers. Leveraging strategic blog writing techniques can help to expand an organization's audience, increase website visits, and strengthen their online presence. According to a study by Majid, et al. (2019), blogging was institute to be a principal factor in influencing clients to acquire products or services. This suggests that blogging can be a powerful asset in increasing brand awareness in Uganda.

Using blogs for brand awareness in Uganda is becoming increasingly important as businesses, organizations, and communities look for digital ways to communicate their message, values, and stories. This highlights the importance of blogs for communicating and building a sense of connectedness between brands and their target audience. Utilizing bloggers and influencers' platforms, brands can reach a wider population and share content with more effective engagement (Mate et al., 2019). Therefore, blogging provides an essential platform to increase brand awareness, build relationships, and engage communities in Uganda.

4.6 Correlation Analysis

The main aim of the study was to establish a relationship between digital marketing and brand awareness. This has been managed in line with the specific objectives on establishing different relationships between the Brand orientation, internal branding, brand communication, innovation, financial performance, and brand credibility in relation to brand awareness. Pearson's correlation coefficient has been computed to establish the different relationships.

4.6.1 Correlation Analysis Between Brand Orientation and Brand Awareness

In line with the first specific objective, Pearson's correlation coefficient has been computed to establish a relationship between brand orientation and brand awareness.

Table 24: Correlation Analysis Between Brand Orientation And Brand Awareness

		Brand orientation	Brand awareness
Brand orientation	Pearson Correlation	1	.411**
	Sig. (2-tailed)		.000
	N	157	157
Brand awareness	Pearson Correlation	.411**	1
	Sig. (2-tailed)	.000	
	N	157	157
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Field survey (2022)

Investigation findings showed that there was a positive relationship between brand orientation and brand awareness generating a correlation coefficient of $r = 0.411$.

Brand orientation and brand awareness do not have a significant link, according to research by Bausell et al, (2015). In this study, 187 businesses in Uganda's industrial sector had their competitive market structures examined. It was discovered that while brand orientation had an impact on business performance, brand awareness or brand equity were unaffected. This result demonstrates that simply having a strong brand orientation does not always result in an increase in brand awareness in a market that is cutthroat. Furthermore, this research suggests that business should consider different marketing strategies.

Overall, this research indicates that there is a moderate positive relationship between brand orientation and brand awareness, showing that a company's orientation can drive customer awareness. Moreover, this correlation supports the idea that businesses should focus on orienting internal processes, such as customer service and marketing strategies, around a customer-centered approach in order to drive customer retention and loyalty.

4.5.2 Correlation Analysis Between Brand Communication and Brand Awareness

In line with the second specific objective, Pearson's correlation coefficient has been computed in order to establish a relationship between brand communication and brand awareness.

Table 25: Correlation Analysis Between Brand Communication and Brand Awareness

		Brand communication	Brand awareness
Brand communication	Pearson Correlation	1	.518**
	Sig. (2-tailed)		.000
	N	157	157
Brand awareness	Pearson Correlation	.518**	1
	Sig. (2-tailed)	.000	
	N	157	157
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Field survey (2022)

Investigation findings revealed that there is a strong positive relationship between brand communication and brand awareness generating a correlation coefficient of $r = 0.518$.

Being communicative and aware of a brand is vital to its success. According to Fen, managing a brand is the job of the business and is not just a marketing activity, essentially making a company's brand and their reputation one and the same. (Fen, 2018). This means that businesses need to be aware of what is being said about their product or service and be able to communicate it effectively to their customers.

This involves actively monitoring customer feedback, as well as being able to respond to any issues or bad publicity promptly and accurately. Overall, it can be concluded that the research findings indicated a positive relationship between brand communication and brand awareness, as evidenced by the correlation coefficient of $r = 0.518$. In other words, higher levels of brand communication were found to be associated with greater levels of brand awareness. This suggests that both developing effective brand communication strategies and allocating sufficient resources towards brand communication can be effective options to increase brand awareness.

4.5.3 Correlation Analysis Between Internal Branding and Innovation

An assessment of the relationship between internal branding and innovation was done and Pearson's coefficient computed.

Table 26: Correlation Analysis Between Internal Branding and Innovation

		Internal branding	Innovation
Internal branding	Pearson Correlation	1	. 609**
	Sig. (2-tailed)		. 000
	N	157	157
Innovation	Pearson Correlation	. 609**	1
	Sig. (2-tailed)	. 000	
	N	157	157

** . Correlation is significant at the 0. 01 level (2-tailed).

Source: Field survey (2022)

Survey demonstrates that the relationship between internal branding and innovation is strong and positive with a correlation coefficient of $r = 0. 609$.

Internal branding and innovation have an extraordinarily strong relationship. Building a strong business identity and culture to engage, inspire and keep employees is known as internal branding. (Miller, 2019). This procedure not only pushes staff to conform their actions to an organization's guiding principles, but it also fosters a sense of community. (Kurz, et al., 2017). Employees are more likely to demonstrate creativity and produce novel solutions while they are aware of and share the business's basis principles (Holtz, 2017). The direction and objective of the company may be clearly understood by every employee thanks to a strong internal brand, which can also increase everyone's capacity for creativity and innovation (Klein, 2018). Therefore, the relationship between internal branding and innovation is positive and a mutually beneficial relationship.

Overall, the survey results suggest a strong positive relationship amid internal branding and innovation. This means that when workforces feel engaged with the organizational brand, they may be more likely to demonstrate innovativeness towards solving their company's challenges. Thus, leaders and organizations should focus on investing in cultivating meaningful internal branding initiatives to create a positive company culture and encourage innovation.

4.5.4 Correlation Analysis Between Brand Communication And Financial Performance

An assessment of the relationship between brand communication and financial performance was done and Pearson's coefficient computed.

Table 27: Correlation Analysis Between Brand Communication and Financial Performance

		Brand communication	Financial performance
Brand communication	Pearson Correlation	1	.464**
	Sig. (2-tailed)		.000
	N	157	157
Financial performance	Pearson Correlation	.464**	1
	Sig. (2-tailed)	.000	
	N	157	157

** . Correlation is significant at the 0.01 level (2-tailed).

Source: Field survey (2022)

The survey results show that communication between brand and the public can have a positive consequence on financial performance. The findings, with a correlation coefficient of $r = 0.464$, strongly suggest that an effective communication strategy, tailored to the brand and its target audience, can provide significant financial returns.

The relationship between brand communication and financial performance can be

positive. According to a study of 559 firms across five countries published in Harvard Business Review, specifically investing in activities such as enhancing a brand's image and developing stronger relationships with existing customers was found to be associated with a higher rate of return on capital (Kumar, Steenkamp, & Giacobbe, 2017). Not only that, but stronger brands also have higher margins and the intangible asset - brand equity - has been found to increase stock returns (Barros & Yerly, 2016). Therefore, investing in brand communication activities can have a positive effect on a firm's financial performance.

4.5.5 Correlation Analysis Between YouTube Marketing and Brand Awareness

An assessment of the relationship between YouTube marketing and brand awareness was done and Pearson's coefficient computed.

Table 28: Correlation Analysis Between YouTube Marketing and Brand Awareness

		YouTube Marketing	Brand awareness
YouTube Marketing	Pearson Correlation	1	.481**
	Sig. (2-tailed)		.000
	N	157	157
Brand awareness	Pearson Correlation	.481**	1
	Sig. (2-tailed)	.000	
	N	157	157
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Field survey (2022)

The survey results show that there is a positive relationship between YouTube marketing and brand awareness generating a correlation coefficient of $r = 0.481$.

Although there is no unmistakable evidence that YouTube marketing increases brand awareness. Scott (2017) and Wang (2018)'s research does indicate that there may be favorable association between the two. Consumer engagement, which depends on the viewer's opinion of the brand or product and the length of time they spend watching

marketing videos online, is a crucial aspect in deciding if You Tube marketing can successfully raise brand recognition. Additionally, Yu, Hwang, and Choi (2020) discovered that active customer participation on YouTube can foster connections between viewers and brands that interest them, raising brand exposure.

4. 5. 6 Correlation Analysis Between Blogging and Brand Awareness

An assessment of the relationship between blogging and brand awareness was done and Pearson's coefficient computed.

Table 29: Correlation Analysis Between Blogging and Brand Awareness

		Blogging.	Brand awareness
Blogging	Pearson Correlation	1	.384**
	Sig. (2-tailed)		.000
	N	157	157
Brand awareness	Pearson Correlation	.384**	1
	Sig. (2-tailed)	.000	
	N	157	157
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Field survey (2022)

This study found a positive weak correlation between blogging and brand awareness, as evidenced by the correlation coefficient of $r = 0.384$. Therefore, since blogging has a marginal but significant impact on brand awareness, firms should take it into consideration as a part of their entire marketing strategy. Furthermore, more investigation into blogging's effects on brand awareness has the potential to boost its utilization even more. Research conducted by Khurana (2017) found that blog activity and content are essential when it comes to increasing brand awareness. Blogs are crucial for keeping an active online presence because they allow for client interaction and can draw in more devoted patrons. Good blogs provide opportunity to interact with readers and develop relationships with them, enhancing the brand's trust and reputation (Afolabi2017). When consumers are familiar with a good or service and

connect it to a certain brand that makes brand awareness be reached. (Mohan, 2017). Therefore, businesses should concentrate on consistently creating high-quality blog entries that may support their objectives in order to enhance brand awareness.

According to the Harvard Business Review, interactions between bloggers and brands may not directly increase brand awareness but rather alter consumer perceptions of the brand. (Dellake). It has become clear that blogging's key goal is to influence customer emotion towards the brand that immediately increases brand recognition as it has grown simpler and more accessible for businesses.

4.7 Conclusion

The fourth section was focused on the outcomes of the field survey. To create Pearson's correlation coefficients, descriptive statistics were reviewed, and correlations were examined. The computed correlation coefficients were intended to reveal the various links between the research variables. The results of the field survey represent the replies of the study's chosen sample and hence may not be definitive. The findings are summarized and concluded in the next chapter.

Chapter 5

SUMMMARY,CONCLUSIONS AND RECOMMENDATIONS

5.1 Introduction

The main goals of investigation were to evaluate the relative impact of social media on brand awareness among Ugandan SMEs operating in the manufacturing industry. The study and information from the earlier chapters ideally show that social media has a beneficial impact on SME's brand recognition in the manufacturing industry. Consequently, the study's findings, conclusions, and suggestions are briefly abridged in this chapter.

5.2 Summary of Findings

Below is the summary of findings on the effect of social media on Brand awareness of SMEs in the manufacturing sector as presented in line with the following specific research objectives?

5.2.1 Social Media Online Marketing and Brand Awareness

Brand awareness and online marketing on You Tube as well as brand recognition and blogging as an online marketing channel are positively correlated. The analysis indicated above reveals a strong upward (positive) association between brand awareness and You Tube and online marketing, suggesting that You Tube online marketing is important in explaining brand awareness among SMEs in Uganda's manufacturing industry.

The study findings therefore revealed that there is a positive significant relationship between You Tube online marketing and brand awareness endorsing that as one of the Social Media marketing avenues, it should be employed in all SMEs under the manufacturing sector if they are to benefit from advantages of online social media marketing.

5.2.2 Brand Orientation and Brand Awareness

According to the study's correlation coefficient, which is given in chapter four, there is a positive association between brand orientation and brand awareness.

The above study results reveal that there is a solid up hill (positive) relationship between Brand Orientation and Brand awareness implying that Brand Orientation is significant between explaining brand awareness in SMEs under the manufacturing sector in Uganda.

Overall, this investigation indicates that there is a moderate positive relationship between brand orientation and brand awareness, showing that a company's orientation can drive customer awareness. Moreover, this correlation supports the idea that businesses should focus on orienting internal processes, such as customer service and marketing strategies, around a customer-centered approach to drive customer retention and loyalty.

5. 2. 3 Brand Communication and Brand Awareness

A positive relationship between brand orientation and brand awareness with a correlation co-efficient as indicated in chapter four.

The above study findings reveal that there is a solid up hill (positive) relationship between Brand Communication and Brand awareness implying that Brand

Communication is significant in explaining brand awareness in SMEs under the manufacturing sector in Uganda.

The correlation coefficient which is indicative of a positive association between brand communication and brand awareness, can be used to generalize the research findings. In other words, it was discovered that advanced levels of brand communication were linked to developed levels of brand awareness.

This implies that increasing brand recognition may be achieved by both creating successful brand communication strategies and providing adequate resources to brand communication.

5.2.4 Internal Branding and Innovation

The study as revealed by primary findings showed a positive relationship between internal branding and innovation with a correlation stated in chapter four.

According to the studies mentioned above, internal branding and innovation have a strong up hill(positive)relationship, which suggests that internal branding is important in explaining innovation in SMEs in Uganda's manufacturing sector.

Overall, the survey results suggest a solid positive relationship between internal branding and innovation. This means that when workforces feel engaged with the organizational brand, they may be more likely to demonstrate innovativeness towards solving their company's challenges. Thus, leaders and organizations should focus on investing in cultivating meaningful internal branding initiatives to create a positive company culture and encourage innovation.

5.2.5 Brand Communication and Financial Performance

Primary findings from the study, showed a positive relationship between brand communication and financial routine with a correlation coefficient stated in chapter four.

The above studies revealed that there is a strong up hill (positive) relationship between brand communication and financial performance implying that financial performance is significant in explaining brand communication in SMEs under the manufacturing sector in Uganda.

In conclusion, companies that invest money in campaigns to improve the public's opinion of their brand are frequently rewarded with increases in sales and revenue (The Link between Brand perception and financial performance). Due to the upside potential, it makes sense for companies to engage in effective brand communication to ensure their long-term financial success. Additionally, companies should strive to target their companies towards a specific customer base, as focusing on a more segmented group can increase their chances of reinforcing their brand. As such, focusing on brand communication can have significant advantages for a company's bottom line.

5.3 Conclusion

SMEs in the industrial industry in Uganda have found that social media marketing has a good and significant impact on brand awareness. This study offers proof of the link between social media marketing and brand awareness in the context of manufacturing SMEs in Uganda. Additionally, it demonstrated how age and gender play a role in moderating customer personal profiles. The significance of hypotheses emphasizes the necessity for most firms of using social media to promote brand awareness.

This study covered many manufacturing businesses. According to the findings, social media is utilized to increase or grown brand awareness, which could eventually translate into higher sales revenue.

The moderate positive correlation between brand orientation and brand awareness, showing that a company's orientation can drive customer awareness. Moreover, this relationship supports the idea that all SMEs under the manufacturing sector should focus on orienting internal processes, such as customer service and marketing strategies, around a customer-centered approach to drive customer retention and loyalty.

As shown by the correlation coefficient in chapter four, the research findings suggested a favorable association between brand communication and brand awareness. In other words, it was discovered that higher levels of brand communication were linked to higher levels of brand awareness. This suggests that both developing effective brand communication strategies and allocating sufficient resources towards brand communication can be effective options to increase brand awareness.

Based on the survey results, which show a substantial positive correlation between internal branding and innovation, it is inferred that when employees are involved with the organizational brand, they may be more inclined to show innovation in addressing problems at their company. To develop healthy workplace culture and promote creativity, executives and companies should concentrate on investing and establishing effective internal branding projects.

Companies that invest money in campaigns to improve the public's opinion of their

brands are frequently rewarded with increase in sales and revenue. Due to the upside potential, it makes sense for companies to engage in effective brand communication to ensure their long-term financial success. Additionally, companies should strive to target their campaigns towards a specific customer base, as focusing on a more segmented group that can increase their chances of reinforcing their brand. As such, focusing on brand communication can have significant advantages for a company's bottom line.

Consumer engagement is a key factor in determine whether You Tube marketing can successfully increase brand awareness, as it is dependent on the viewer's perception of the brand or product, as well as the amount of time they spend watching marketing videos online. Content on blogs can be used to either build or break the customer-brand relationship. Increasing customer loyalty or improving customer satisfaction were two principal areas that bloggers were found to be effective at achieving. As blogging has become easier and more accessible for businesses, it has become evident that its primary purpose is not to directly raise brand awareness, but to affect customer sentiment towards the brand.

We can therefore state that the goal of this research study was accomplished because we discovered a favorable impact of utilizing social media platforms to raise brand awareness and develop strong and positive relationships with SME clients within the manufacturing sector in Uganda.

5.4 Recommendations

The study's findings include recommendations for marketers and managers on how to effectively implement social media marketing activities on online marketing platforms like Facebook and offline marketing platforms like televisions. They also discuss the

importance of social media marketing for SMEs, particularly those in Uganda's manufacturing sector, in building strong brand awareness.

First, the findings of this study imply that brand awareness is related to social media marketing activities on both online and offline platforms, such as Facebook and televisions. By building a strong brand relationship with present and potential customers, businesses may take advantage of the daily and direct brand communication offered by social media. Given that females are more impacted by online communities, using social media to propagate the brand name offers a bigger possibility to grow brand awareness.

5.5 Suggestions for Further Research

Numerous topics under the study's topic of social media marketing and brand awareness for small businesses need to be covered. There is a strong demand for more research that includes more small enterprises. We think that engaging customers in the research study through interviews or surveys will make a stronger contribution to the field; doing so will assist to dispel any lingering questions and provide a clearer understanding of brand awareness and how social media genuinely caught their intentions. By doing this, the empirical findings will have more meaning and will develop a realistic and thorough theme that considers both the viewpoints of the customers and the business.

Furthermore, this study has paved the way for additional research on topics including how social media marketing influencers B2B and B2C relationships. The most effective and popular platforms, depending on the type of organization (product or service). Even a partnership between family members or friends may have sway when important choices for the business are being made, such as how much money is spent on

advertising. Since the primary focus has been mostly for large organizations alone, it is certain that additional writers should be interested in the continuation of research on small businesses and social media marketing.

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APPENDIX

QUESTIONNAIRE

I am Daisy Bashemera, student of the Eastern Mediterranean University carrying out academic research for my Master Thesis studies on *Effects of Social Media on Brand Awareness Case of Uganda SMEs in the manufacturing Sector*. You have been chosen as a respondent because of the knowledge and information that you will have about this topic. This research is being undertaken as partial fulfilment of a Master's Degree in Marketing Management. You are kindly requested to answer the following questions. The information you give is exclusive and only for academic purposes and will be treated with at most confidentiality. This questionnaire is designed for purely academic purposes; your answers will be treated with the utmost

6. Education level.

a) Diploma b) Degree c) Masters d) Other:

7. How frequent your Company prepares Digital Marketing plan:

a) Weekly b) Monthly c) Bi-monthly d) Every six months e) Yearly

f) Other:.....

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8. What is the frequency with which your company's management uses Google Analytics reports?

a) Weekly b) Monthly c) Bi-monthly d) Every six months e) Yearly

f) Other:.....

9. Does your company use track software to analyze reviews on your site?

YES NO

10. Number of employees in your Company?

a) 1-9 employees b) 10-49 employees c) 50-250 employees

11. Your company's sector?

SECTION B: Using Social Media (Online – Offline)

Please tick the number that best describes your feelings on the statements provided in the tables below.

The number represents the following responses.

- 1.Strongly Disagree 2. Disagree 3. Neither Agree nor Disagree 4. Agree
5.Strongly Agree

No	Statements	Strongly Disagree	Disagree	Indifference	Agree	Strongly Agree
We are always using:						
online1	Facebook	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
online 2	LinkedIn	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
online 3	Twitter	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
online 4	YouTube	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
online 5	Instagram	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
offline1	Face to face meetings	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
offline2	TV/Radio	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
offline3	Magazines	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
offline4	Exhibitions/	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

	Events/Festivals					
offline5	Print Advertisement	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

SECTION C: Brand Related Issues

Please tick the number that best describes your feelings on the statements provided in the tables below.

The number represents the following responses.

1.Strongly Disagree 2. Disagree 3. Neither Agree nor Disagree 4. Agree

5.Strongly Agree

No	Statements	Strongly Disagree	Disagree	Indifference	Agree	Strongly Agree
Brand Orientation						
bo1	In our company, we have a clear idea of what our brand stands for; brand identity and brand promise are well defined	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Bo2	We recognize our brand as a	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Bo2	We recognize our brand as a valuable asset and strategic resource, which we continually develop and protect in the best possible	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Bo3	Brand equity (or brand strength) is a control factor in our company	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
Bo4	The development of our brand is not the responsibility of a	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

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	small group within the company, but also the business of top management					
Bo5	All business decisions are	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Bo6	The great majority of our company's employees understands and lives the brand values	□ □	□	□	□	□ □
Internal Branding						
ib1	Our employees are informed of our brand values	□ □	□	□	□	□ □
ib2	We counsel our employees in branding issues	□ □	□	□	□	□ □
ib3	We encourage our employees to improve the brand consistency of their behaviour	□ □	□	□	□	□ □
ib4	Brand values influence staffing and recruitment decisions	□ □	□	□	□	□ □
ib5	We review our employees' behaviour as a part of our branding process	□ □	□	□	□	□ □
ib6	We are confident that our employees support the brand message when dealing with	□ □	□	□	□	□ □

Brand communication					
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bcm1	The company integrates various communication channels for brand communication aimed at a wide range of audiences, not just customers	□ □	□	□	□	□ □
bcm2	We ensure that the meaning of the brand is represented consistently in all internal and external marketing communication activities	□ □	□	□	□	□ □
bcm3	A lot of our branding effort focuses on raising brand awareness and values amongst	□ □	□	□	□	□ □

Brand credibility						
bcr 1	Our brand reminds our customer of someone who is competent and knows what we are doing	□ □	□	□	□	□ □
bcr 2	Our brand delivers what it promises	□ □	□	□	□	□ □
bcr 3	Over time, our customer's experience with our brand have led them to expect it to keep its promises, no more no less	□ □	□	□	□	□ □
bcr 4	Our brand has a name our customers can trust	□ □	□	□	□	□ □

Brand awareness						
ba 1	Our potential customers have heard of our brand	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
ba 2	Our potential customers recall our brand name immediately when they think of our product category	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
ba 3	Our potential customers think of our product category	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
ba 4	Our potential customers can clearly relate our brand to a certain product category	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
ba 5	Our potential customers can easily identify our product logo in the market.	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
ba 6	Our potential customers can easily recognize our product because it is leading in the market.	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>
ba 7	Our potential customers can easily buy our products	<input type="checkbox"/> <input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/> <input type="checkbox"/>

Innovation						
inno 1	Developing new ideas to help customers	□ □	□	□	□	□ □
inno 2	Able to fast track new offerings to customers	□ □	□	□	□	□ □
inno 3	Able to manage processes to keep costs down	□ □	□	□	□	□ □
inno 4	Able to package total solution to solve a customer problem	□ □	□	□	□	□ □
Financial performance						
fp 1	Having better Growth rate of sales in the last 12 months	□ □	□	□	□	□ □
fp 2	Having better Market share in the last 12 months	□ □	□	□	□	□ □
fp 3	Having better Profitability of your firm in the last 12 months	□ □	□	□	□	□ □
fp 4	Having better Overall financial performance in the last 12 months	□ □	□	□	□	□ □
fp 5	Having better return on	□ □	□	□	□	□ □

SECTION D: YOUTUBE AND BRAND AWARENESS OF SMEs.

No	Statements				
yt 1	We often post videos about our products on YouTube.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
yt 2	We have very many subscribers to our YouTube platform.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
yt 3	Our YouTube videos have often been rated highly by customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
yt 4	Our YouTube marketing videos are interactive and entertaining to customers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
yt 5	Most of our brand marketing videos have often gone viral.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SECTION D: BLOGS ON BRAND AWARENESS OF SMEs.

No	Statements	Variable Name	Reference
11.	Our Twitter page has many followers.		
12.	We relay messages and images about our products on our Twitter page.		
13.	Our marketing campaign on Twitter reaches a large number of people.		
14.	Through our Twitter platform, we have very many brand ambassadors.		
15.	Twitter marketing campaigns have enabled us to receive feedback about our products.		