Managing the Brand Presence on Social Media Marketing

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Abstract

Social media as an integral portion of Information and Communication Technology is an avenue where marketers advertise and manage the presence of their products. This study assessed managing the brand presence on Social Media marketing limited to the following: customer trust, target audience, and online product design. Huge sums of literatures related to the area and some technology adoption theories were reviewed. Random selections of two hundred and eighty-three (283) Information Technology Management students were made as respondents of the study to ensure the consistency of the instrument. The study employed the use of multiple regression analysis to determine managing the brand presence on Social media marketing. The results obtained revealed that the conceptual model explained Analysis of Variance also proved that with an F-value of 1.689 meaning that, the predicting variables impart on managing brand presence on Social Media in Nigeria. This means that the research conceptual model explains 1.38% (R2 0.19%) of the variance in managing brand presence in Nigeria. The hypotheses tested indicated that there was a positive effect with a beta value (β = 0.113) between customer trust and brand presence on social media. Targeting customer results indicated no significant effect with a beta value of (β = 0.07%). While individual variable product design indicated a significant effect of a beta value (β = 0.115) regarding managing brand presence on social media. The study believed that there were different parameters involved in measuring managing brand presence on social media, however, the study limited its findings to variables listed; customer trust, target audience, and product design, these showed that other parameters like environment and competition can be employed to assess managing brand presence on social media.

Key Words: *Social network, Social media applications, Social media marketing.*
Social media awareness and Social media Management

Objective of the Study

The main aim of this research was to study managing the brand presence on social media marketing with specific objectives: to assess customers' trust of the brand presence on product through Social Media marketing, to evaluate the perception of target audience on products, in managing the brand presence through Social Media marketing(set a benchmark for the way the public feels about certain product) and to determine the online product design in brand awareness on Social Media marketing

Introduction

Businesses need promotion to publicize and create awareness across the globe. The early traditional and popular modes of promotion include advertising, public relations, publicity, sponsorship, and sales promotions, (Anaeto *et. al.,* 2017). However, globalization and the growth in new technological developments brought about new systems of brand awareness. Grubor *et. al.*, (2017) pointed out that social media has attracted the attention of various academic researchers and practitioners, especially in terms of challenges and opportunities for the process of brand management.

Some of the ICT-powered marketing channels are social media marketing, search engine marketing, content marketing, affiliate marketing, E-mail marketing, and SMS marketing. The social web has created new and personalized needs for customers.

EU Tech. Chamber, African Chapter (2021) revealed that the ICT sector has become the major driver for the realization of Africa´s economic growth potential better and more digital services through access to modern ICT offer a great chance to African businesses. Khan and Jan, (2017), opined that social media marketing is the new marketing strategy that almost every business is adopting to reach their audiences on virtual networks.

Social media is the most popular new media platform today and over 35% of the world population is plugged into social media. The sharp increase in Internet usage and ICT has transformed the way goods are bought and sold, resulting in online shoppers, (Ekwueme and Nehemiah, 2017). The advances in Internet technology allow for the expansion of shopping options beyond traditional methods and people are active on social media 24/7 across the globe. Nigeria has over 22 million active users of Facebook, (Okeh, 2018), and with its capacity for 5,000 friendship associations; people can conveniently reach people within their network about their ideas, products, and services in a study by Grubor, Djokic and Milovanov, (2016) revealed that brand awareness and associations, perceived quality and behavioral loyalty are under the strongest positive influence of firm created social media communication, while word of mouth and commitment square measure underneath the strongest positive influence of private involvement inventory.

Social media has considerably wedged selling communication; Furthermore, stigmatization and complete brand equity through social media create opportunities such as deeper customer relationships, and collaboration and reduce the information necessary for a purchase decision, (Martinelle, 2017). The extent to which the online sales promotion activities carried out by online stores had influenced patronage of goods and services, whereby a click on a website today is often accompanied by various marketing communication messages, pop-ups, pop-unders, web banners, and save a certain percentage in cost, (Nwagbara and Obot 2017).

Literature review
Customer Trust

The concept of trust can be explained in different ways, economists define trust as trusting the institutions and their accounts while psychologists explain it with the reliable and unreliable behavior of the individual sociologists use it as the reliable, fair, and ethical behavior in interpersonal relations, (Paliszkiewicz and Klepacki, 2013). Trust is defined as the level of reliability ensured by one party to another within a given exchange relationship. In a marketing context, trust is usually linked to consumer expectations. These expectations are based on the firm's competence, honesty, and benevolence, (Nguyen, Leclerc, and LeBlanc, 2013). Customer trust is a reciprocal behavior to what they receive. It is therefore observed that trust comes when you understand your customer's needs, respect them, and offer relevant service. Trust can provide a sense of security that will help survival in complex market environments.

Trust is essential in economic and social exchange, gaining customers' trust is important not only to make them loyal and come back, Mitchell, (2018) viewed that customer trust is not only vital in an environment where customer expectations are increasing daily and competition is fierce. Most organizations know trust bestowed by the consumer can not only make or break a business; it can also ensure you survive a problem in the future. The need to build brand trust has heightened, reflecting the immediate effect of social media on our lives, spending choices, and habits.

Consumers are much apprehension about how a product is portrayed, trust is the one thing that carries across all consumer generations, McCrindle says. Several generalizations are suggested by the definitions of trust. According to Paliszkiewicz and Klepacki, (2013), the most recent concepts of trust have three elements in common. One common theme is that trust is supported by salesperson competence, which includes skills, expertise, and ability such that information provided by the salesperson is valid and reliable. One key customer-supplier relationship is irresponsible to rest on the effects of time to build the level of trust.

Perceived target audience on social media marketing

Perception means how something is regarded, understood, or interpreted. In marketing perception can be defined as the process by which individuals select, organize and interpret the input from their senses to give meaning and order to the brands around them, (Sektic, 2019) and defined brand perception as customers believe in a product or service represents, not what the company owning the brand says it does.

Brand perception is what moves the needle for companies, taking a common product and giving it elements that evoke emotional feelings, (Jenny, 2018), also for consumers to hear about your brand and consumers think about your brand; the first step is to identify the consumer population you're interested in examining.

Sultan, (2019) said a brand's success depends upon its ability to sustain the consumer's loyal after attaining the consumers through awareness and keeping the perception of brand good in the minds of consumers as it can influence consumer behavior, which ultimately affects the brand. If the consumers perceive positive about the brand, it means he carries more loyalty and will remain a potential customer, until he keeps on getting the right value for his money.

Product design

Product design can also be an important mechanism for coordinating the activities of key supply chain participants. Now, there may be important design interfaces among two, three, or more suppliers, (McDermott and O'Connor, 2002). Product design can also be an important mechanism for coordinating the activities of key supply chain participants. It drives organizational success because it directly and significantly impacts nearly all of the critical determinants for success. Customers demand greater product variety and are quick to shift to new, innovative, full-featured products.

Product, design is the most important feature that is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success, (Babich, 2019). It is a method for the practical resolution of problems. Design thinking has become a popular approach to creating products. One of the most important phases of product design is done before the design process even starts, (Bhasin, 2017), it is stated that product design is the way you arrange the features and benefits of the product to be presented to the customer. The design can be a benefit in itself. Technology is the major factor behind product design and development, to sustain in the market, product or service design and development is very important, (Verdhan, 2018). Products are designed to meet the expectations of the targeted audience, a common platform for getting across to the audience is via social media.

Examples of social media Applications
Facebook
The widespread and growing use of new social media, especially social networking sites such as Facebook and Twitter, invites sustained ethical reflection on emerging forms of online friendship. Jacobs (2012) stated that Facebook enables us to establish and sustain relationships with other people. According to Greer, (2010), Facebook is quickly becoming a "community" of its own. For some, Facebook has replaced much (actual) face-to-face communication and has become a major means of relationship building. Facebook usage has been associated with both positive and negative impacts on different aspects of people's lives, including positive impacts, such as improving relationships between friends and family, and negative impacts such as low academic performance; health, personal relationships problems, etc. Tang-Mui and Chan-Eang, (2017) viewed that online activities have also been categorized into pros and cons of social networking, either as reported as hiding Internet activities among teenagers or killing loneliness among the elderly. Facebook is useful for fostering relationships with friends and relatives who live far from us, and it enables us to connect with others around the world that has similar interests. Facebook can also act as a catalyst for personal change, (Austin, 2018). At first glance, this might appear to be a strange claim, but it can be used for interaction with others as a way of cultivating and expressing virtues. Social media have had profound impacts on the modern world. Facebook, which remains by far the largest social media company, has 2.3 billion monthly active users worldwide (Facebook 2018). As of 2016, the average user was spending 50 minutes per day on Facebook and its sister platforms Instagram and Messenger. There may be no technology since television that has so dramatically reshaped the way people get information and spend their time. It has given rise to a new cultural paradigm that drives technology and businesses while changing the way people interact. As a tool, social media is a double-edged sword, (Mrunal, 2019).

As it has many benefits, it can also influence youngsters in unhealthy ways. Alcott, brashier, Eishcemeyer, and Gentzkow, (2019) stated that Facebook (social media) helps people expand their general knowledge, keeping them in touch with the latest happenings around the world. The rise of social media has provoked both optimism about potential societal benefits and concern about harms such as addiction, depression, and political polarization.

WhatsApp
WhatsApp worldwide usage is estimated to be more than twenty-eight (28) billion users. Certainly, WhatsApp and other mobile instant messaging clients have their merits, and without such innovations, there would not be able to communicate with such ease and freedom, and from one end of the world to another, (Teo, 2015). WhatsApp represents a new kind of communication that mimics face-to-face interaction, yet cleverly plays

down the latter's face-threatening nature. Sajlan, (2020) viewed that there has been a great deal of controversy surrounding the use of WhatsApp chats in criminal investigations, considering the extent of private information that is contained in these chats. Moreover, many people are unaware that they can use WhatsApp on their computers. Maybe you are one of them; it will be found more productive. Simply go to web.whatsapp.com from your Personal Computer (PC), Laptop and marry it to your Smartphone by following the on-screen instructions. It takes two minutes if that. Each pod has its theme. One is aimed at those involved in Education, (Jarret, 2020).

Jain, (2020) explained that internet phone calls are widely popular as one of the advanced technology's features that users find it convenient to make an online voice call on a third-party app via an internet connection. Prassana, (2020) described that WhatsApp runs from a mobile device and also it is accessible from computers and laptops. More than five billion people over the world use it to stay in touch with family, friends, and colleagues at anytime and anywhere. We can send messages, images, videos, emails, voice calls, video calls, GIFs, and many more through WhatsApp from the internet. Each platform has its method of adding additional users and devices. (Tan, 2021). Meanwhile, for larger businesses with teams of agents, it is important to handle a high volume of messages fast.

YouTube

The Internet has changed our way of life-television merely the look of our living rooms. YouTube has rapidly grown and is now the 2nd most visited Website after Google.com (Alexa, 2018). As people watch millions of hours of videos daily, YouTube is quickly morphing into a lively space where viewers do more than just consume videos: they share their experiences, and opinions, and interact with others from all over the world (Burgess and Green, 2018). The popularity of YouTube as a social media platform is also evident in the rise of a new class of content creators, the YouTuber, (Kim, Caidi, and Chah, 2019). They stated that the global dispersion of audiences enabled by the digitally networked world makes it more likely that people will encounter other cultures, mores, and values online. The videos examined introduce the viewer to other cultures in an entertaining and informative manner and are produced by non-natives of the cultures represented. These experts claim they are skilled and have succeeded in a certain niche, whether it is Amazon FBA, YouTube, or self-improvement, (Li, 2020).

Law, (2020) intensified that YouTube advertising is done through Google Ads is a way of advertising your video content on YouTube or in search results so you can maximize your user reach. This could be your video playing before a user views another's video or showing up in YouTube search results for people to watch in full. Before you begin creating your first campaign, it is important to understand each YouTube ad type, that way, you can tailor your ad to the format you plan on using. True view ads give viewers the most control over the advertisements they see, because of this, Google reports that eight out of ten viewers prefer Tue view to other in-stream video ad formats. Advertisers only pay for True-View ads when users watch for at least 30 seconds, watch an entire short video, or interact with an ad in some way, such as clicking on a call-to-action.

YouTube has published how its content recommendations system works, which is one of the central drivers of video reach and views on the platform and may help YouTube marketers get a better understanding of what guides optimal response, (Hutchinson, 2021). According to YouTube, it is built to show people more of what they like, based on not only their behaviors but other, similar users as well.
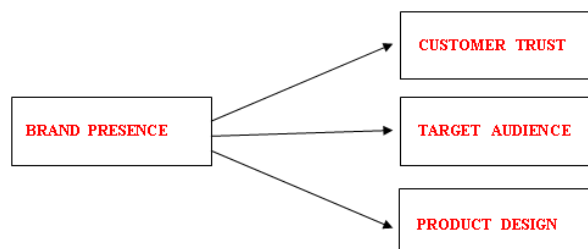

Figure 1.1 Conceptual Model of the Study

Theatrical Bases of the Study

The advertising theories illustrate how and why advertising is effective in influencing the customers' behavior and accomplishing its objectives. Some of the following are theories on which this study is based:

Unified Theory of Acceptance and Use of Technology (UTAUT):

Venkatesh, Thong, and Xu, (2012) have synthesized eight user acceptance and motivation models to propose the Unified Theory of Acceptance and Use of Technology. The eight theories are the Theory of Reasoned

Action (TRA), the Technology Acceptance Model (TAM), the Motivational Model (MM), the Theory of Planned Behavior (TPB), a combined theory of Planned Behavior/Technology Acceptance Model (C-TPB-TAM), the Model of PC Utilization (MPCU), Innovation Diffusion Theory (IDT), and Social Cognitive Theory (SCT). Derived this, UTAUT suggests that four core constructs are direct determinants of technology acceptance (behavioral intention) and use (behavior). Performance Expectancy; Effort Expectancy; Social Influence and Facilitating Conditions.

Performance Expectancy (PE) is the degree to which an individual believes that using the system will help him or her to attain gains in job performance. Effort Expectancy (EE) is the degree of ease associated with the use of the system. On the other hand, Social Influence (SI) is the degree to which an individual perceives that important others believe he or she should use the new system. Facilitating Conditions (FC) is the degree to which an individual believes that an organizational and technical infrastructure exists to support the use of the system.

The Mediation of Reality Theory
Advertisements are successful when they are integrated with other media and environments in which they are completely submerged. The media defines excitement and addiction by expanding and strengthening neutral responses. Sculberg, (1981), stated that the mediation process is a non-compulsory procedure in which an impartial, neutral party is invited or accepted by disputants to help them identify issues of mutual concern and design solutions to these issues which are acceptable to both. A mediator is a catalyst, an educator, a translator, an expander of the resources available to the parties, a bearer of bad news, an agent of reality, and a scapegoat. Structuring the agenda for discussion and moving the parties toward agreement comprises an integral part of the mediator's effort toward a resolution.

Mediation reality theory is a technological innovation that offers interactive experiences that can be integrated into promotional material such as advertisements that allow the blend of real-world and digital elements in real-time, creating a real environment, (King, and Ana, 2020). However, when utilized to assess the relationship between modality-interactivity, reality user engagement, cognitive absorption, perceived vividness, and perceived coolness and attitude, it used to reveal that the presence of reality in an advertisement did not elicit positive attitudes toward the brand itself. One major drawback of online brand presence is the misrepresentation of facts regarding products and services. Advertisers usually misrepresent unreal/false benefits of a product and make tall claims to excite people to indulge in actions leading to their benefit, but opposed to the consumer's self-interest.

Shifting Loyalties Theory
Ads mirror changing loyalties. Sullivan, (1975) stated that ads create intense brand loyalty, but they also prompt customers to shift their loyalties and disown their current loyalties for a relatively new brand in the market. The theory reveals that the ads have changed a lot from the 1950s to the 1960s. Brand loyalty is a positively biased emotive, evaluative, and/or behavioral response tendency toward a branded, labeled, or graded alternative or choice by an individual in his capacity as the user, the choice maker, and/or the Purchasing agent, (Sheth and Park, 1974).

The Magic of the Meaning Theory
The magic of meaning theory shows how advertisements influence the values and other fundamental beliefs of consumers. It essentially describes how and why ads have gone beyond the frontier of selling products and services and are increasingly becoming involved with the shaping of individual and social values. Advertisements are organized magic that hides the real intention of the selling house, which is to sell a product to make a profit. Bhasin, (2017) indicated that the theory explains how ads are used in infusing the meaning of the products to the users in addition to selling. It shows how advertisements influence the values and other fundamental beliefs of consumers.

The Hidden Message
The idea that ads mislead and unconsciously manipulate the viewer was advanced by sociologist Vance Packard in his 1957 best-seller, The Hidden Persuaders. Packard argued that advertising is dangerous because it uses psychology to create emotionally loaded hidden messages. Certain ads misrepresent and misguide consumers. Packard declared that advertising is threatening since it uses psychology to form emotionally loaded messages

and as the messages are hidden, the viewer's critical resilience is dodged and minimized. This approach clearly states how the critical thinking of potential consumers can be manipulated with ads.

Imitative Desire

Advertisements tend to act upon the prospect's mind. It is been observed by some theorists that people usually have the desire of becoming others, especially when the other person is famous, beautiful, or powerful. But the reality is someone can't become like another. However, this impossibility keeps the desire alive in all of us. The soul of the ritual is that people work in communities through imaginative projection toward others. As an example, in an XYZ ad, which is an ad for a bookstore, the ad suggests that books work as an escape from reality; they help you step into fairytale land and disguise yourself as others.

Methodology of the Study

Research Design

This research design was survey research whereas primary data was obtained from the area of the study and has enabled the researcher to gain accurate useful data.

Population of the Study

The targeted population was randomly selected from one hundred level to five hundred levels students 2020/2021 academic session of the Department of Management and Information Technology, ATBU, Bauchi.

Table 1.   Population and Sample size of the Study:

S/N	LEVEL	MALE	FEMALE	TOTAL	Sample
1	100 Level	50	19	80	30
2.	200 level	72	29	90	40
3	300 Level	138	45	183	83
4	400 Level	111	59	170	70
5	500 Level	112	48	160	60
				683	**283**

Sample Sampling Techniques and Size

The study used a random selection from information technology-based students of Abubakar Tafawa Balewa University, Bauchi. The technique used in this research was random sampling. One hundred and ninety students were drawn from the Department of Management Information Technology, ATBU, Bauchi, Nigeria.

Method of Data Collection

The data were collected using primary sources via the use of a research questionnaire on the research topic of managing brand awareness on Social Media marketing.

Reliability of the Instrument

The questionnaire was pilot tested to ensure the consistency of brand awareness. The pilot study was carried out at the Department of Management Information Technology, ATBU, Bauchi, as part of the study area. The response formed the data which were tested to obtain the reliability of the study.

Method of Data Presentation and Analysis

The data was presented and analyzed via multiple regression analysis to determine the management the brand awareness on Social Media marketing towards assessing Customer Trust, Target audience, and Product design.

Discussion of Findings

Table 2. Statistics of the Constructs

Descriptive Statistics			
	Mean	Std. Deviation	N
BA	1.8928	.47449	265
CT	1.5600	.31680	265
TC	1.7743	.42634	265
PI	1.8906	.47636	265

BA - Brand Awareness
CT – Customer Trust
TC – Target Customers
PI – Product Design

Business grows when customers trust your business, they find your business credible and it means that the business will earn greater advocacy, loyalty, and engagement from customers this sets the tone for your business and as customers advocate, a business will be able to attract more customers who are ready to invest in their offering. The result of the individual variable, Customer Trust (CT) in Table 4 shows an insignificant effect on the dependent variable, Brand Awareness, showing a beta value of (β = 11.3). This supports the work of Hayati, (2011) with the view that customer satisfaction arises because the customer has trust in the provider and feels good about things that were promised, and Sarwar, Abbasi, and Saleem (2012) stated that enhancing trust means strengthening the relationship. Trust, in the long run, leads the customer toward loyalty. Customer loyalty generates good and admirable feelings in the mind of customers.

The target customer is the person a business identified as most likely to purchase your products. The individual variable, Target Customer (TC) has indicated an insignificant effect on the dependent variable, brand awareness. It indicated the beta value of (β = 0.05).
Finally, the individual variable, Product Design has indicated a significant effect on the dependent variable, Investment. It indicated the beta value of (β = 11.5).

Table 3. Multiple Regression Analysis

					Model Summary[b]					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.138[a]	.019	.008	.47264	.019	1.689	3	261	.170	1.632

a. Predictors: (Constant), PI, CT, TC

b. Dependent Variable: BA

As shown in table 3, the Table showed the three independent variables (Product Design, Customer Trust and Target Customers) in the conceptual model explain 1.38% of the dependent variable brand awareness, meaning that, the research conceptual model explains 1.38% (R^2 0.19%) of the variance in managing brand awareness in Nigeria.

Table 4. Analysis of Variance

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.132	3	.377	12.689	.170[b]
	Residual	58.305	261	.223		
	Total	59.436	264			

a. Dependent Variable: Brand Awareness
a. Predictors: (Constant), Product Design, Customer Trust and Target Customers

Analysis of Variance in Table 4 also proved that with an F-value 1.69 meaning that, the predicting variables slightly impact on managing brand awareness on Social Media in Nigeria.

Table 4. Evaluation of Individual Variables

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
(Constant)	1.592	.214		7.430	.000	1.170	2.014		
CT	.113	.092	.075	1.223	.222	-.069	.295	.989	1.011
TC	-.053	.069	-.047	-.765	.445	-.188	.083	.985	1.015
PD	.115	.061	.115	1.876	.062	-.006	.236	.992	1.008

a. DV:BA

Table 4, showed that two out of the three independent variables (Customer Trust and Product Design) are significant with a contribution of the beta value (β = 0.113) and (β = 0.115) representing 11.3% and 11.5% respectively towards the prediction of the dependent variable managing brand awareness on Social Media. The remaining variable is: Target Customer is not making any significant contribution toward predicting managing brand awareness on Social Media. Likewise, the column for standardized coefficients of Beta for each of the four independent variables shows how each contributes to the prediction of the dependent variable.

The standardized coefficient Beta value for Target Customer was (β = 0.069) meaning that it makes an insignificant contribution of 0.07% to managing brand awareness on Social Media. Pallant's (2001, p. 144-145) observation on standardized coefficients states that "to compare different variables it is important that you look at the standardized coefficients, not the unstandardized ones". 'Standardized' means that these values for each of the different variables have been converted to the same scale so that you can compare them" was employed.

Testing of Hypotheses
H10: There is no significant relationship between customer trust and brand presence on Social Media.

According to the results of this research, the individual model variable presented in Table 4 showed there is a slightly significant relationship between Customer Trust and managing brand awareness on Social Media. This indicated that there was a positive effect with the beta value (β = 0.113). Given this, hypothesis 1 which states that Customer Trust does not affect managing brand awareness is not correct and is rejected.

H2II: There is no significant relationship between the Target Audience and the brand presence on Social Media.

The dependent variable, Target Audience results indicated that there was no significant effect with the beta value of (β = 0.07%). The hypothesis that says Target Audience has negative effects on managing brand awareness on Social Media is accepted.

H3II: There is no significant relationship between online product designs and the brand presence on Social Media

The individual model variable presented in Table 4 showed a slightly significant effect on the dependent variable, managing brand awareness on Social Media. The results indicated that there was a significant effect on the beta value (β = 0.115). The hypothesis that says Product design, therefore, has an insignificant effect on Investment is rejected.

Conclusion/Recommendations

In conclusion, the study concluded that having tested the variables employed to measure managing brand presence on Social Media, some related pieces of literature were reviewed and a survey conducted revealed that two variable customer trust and brand design have indicated a significant relationship with managing brand presence on Social Media. However, the study showed an insignificant relationship between the target audience and managing brand presence on Social Media. The results obtained revealed that the conceptual model explains Analysis of Variance and also proved and predicted that the variables impart positively on managing brand presence on Social Media in Nigeria. The research conceptual model explained 1.38% (R^2 0.19%) of the variance in managing brand presence in Nigeria.

The study limited its findings on the variables; customer trust, target audience, and product design, the study recommends that some other parameters may likely be used to assess managing brand presence on social media. These include environment, competition quality internet services, and assessment of applications that support brand presence on Social media.

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APPENDIX 1

RESEARCH QUESTIONNAIRE

A:Customer Trust (CT):	SA	A	U	D	SD
1. Social Media is found to be useful in brand awareness to customers.					
2. Awareness on social media improves customer trust on product					
3. Awareness on social media gains full trust of customers					
4. Awareness on social media increase business trust and successes					
5. Social media enhances awareness trust and enables profits making in business					
B: Target Customers (TC):	SA	A	U	D	SD
1. Most perceive quality of product through brand awareness on social media					
2. Awareness on social Media increases number of customers					
3. Awareness on social media enable full control of the existing customers					
4. Awareness on Social Media increases number of customers					
5. Target customers are achieved through brand awareness on social media					
C:Product Design (PD)	SA	A	U	D	SD
1. Computer Based Technology is good for advertisement of designed products					
2. Social Media is the best for advertisement of a well-designed product					
3. Product design is one of the major customer demands					
4. Context of product design is key to brand awareness on social media					
5. Innovation is a substance to product design					
D: Brand Awareness (BA)	SA	A	U	D	SD
1. I intend to use technologies for brand awareness					
2. I predict I will use Social Media in product brand awareness					
3. I plan to use web in the forthcoming of my product brand awareness					
4. Customer behaviour tallies with Social Media brand awareness					
5. I will use Social Media as medium of brand awareness					

Thank you.

Adapted from: (UTAUT)