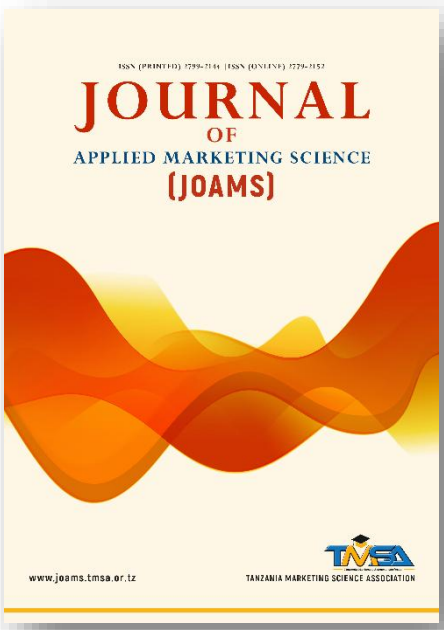


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[1]Deborah C. Haule, [2]Joshua Mwakujonga

[1]Master's Student, Mzumbe University [2] Lecturer, Mzumbe University

[1]debhaule88@gmail.com P.O. BOX 9524 DAR ES SALAAM

[2]mjoshua@mzumbe.ac.tz P.O. BOX 20266 DAR ES SALAAM

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Influence Of Social Media Marketing In Enhancing Brand Awareness: A Case Of The Crdb Plc

Deborah C. Haule and Joshua Mwakujonga

Abstract

The study assessed the influence of social media marketing in enhancing brand awareness in Tanzania basing on a case of CRBD Bank. Specifically, the researcher intended to determine social media platforms and contents preferred by the customers, find out the influence of social media engagement in enhancing brand awareness, explore the barriers and challenges preventing effective social media marketing and brand awareness by using the Customer-Based Brand Equity (CBBE) theory. An explanatory research design with a mixed-methods approach was used. The study sample involved 200 respondents, obtained through purposive sampling techniques. Data was collected through a structured questionnaire and interview guide. The quantitative data were analyzed through descriptive statistics and multiple linear regression analysis. The qualitative data were analyzed using content analysis. The findings have shown that Facebook and Instagram are the most preferred platforms to connect with CRDB bank, with entertaining, informative and promotional content most effective in attracting the user's attention. Regression results indicated that active engagement forms such as commenting, subscribing, and sharing significantly enhance brand awareness, whereas passive actions like "likes" showed no significant effect. Major challenges identified include a lack of attractive content, overly promotional messaging, poor customer interaction, inconsistent posting frequency, and limited platform reach. The study concludes that CRDB can strengthen brand awareness by bringing diverse content, prioritizing interactive engagement and expanding its presence across different platforms. Results contribute to academic literature on digital marketing in Tanzania's financial

sector and provide practical insight to institutions aimed at customizing brand visibility and social media strategies for customer connections.

Keywords: *Social Media Marketing, Brand Awareness, Customer-Based Brand Equity (CBBE) Theory, Social Media Engagement, Content Strategy.*

1.0 Introduction

One of the most effective marketing instruments used in increasing the brand recognition across the world is the social media marketing. Facebook, Instagram, Twitter (temporarily renamed X) and Tik Tok with their billions of active users provide marketers with a chance to reach large masses of people with the help of the storytelling feature, brand promotion, and interaction with the community, which are impossible in traditional media (Fajri et al., 2021). These tools have transformed the marketing process by helping both big companies and small businesses to develop brand awareness and presence at low costs, with the help of interactive and data-driven marketing strategies (Pasaribu and Silalahi, 2020). Therefore, social media has made marketing more democratic, enabling even small businesses to compete successfully with the established global brands due to influencer collaboration, user-generated content, and targeted advertising campaigns.

Social media marketing is strongly entrenched in brand strategy in developed nations like the United States and the United Kingdom. More than three-quarters of all American adults are social media users, and brands have strong analytics tools to learn the habits of consumers and customize content (Angelyn and Kodrat, 2021). Such a data-driven strategy increases the personalization of the message, resulting in increased brand awareness and recall among the target audiences. Likewise, UK businesses use the ability to create emotional relationships and cultural relevancy in campaigns by storytelling and real-time marketing strategies the strategy that has proven to be particularly effective in enhancing brand recognition and customer devotion (GS, 2023).

The development of social media marketing within Africa has changed the ways business firms relate with their consumers. The growth of internet penetration and mobile phone activities in Ghana has led to companies using Facebook and WhatsApp to have direct communication and reach the customers in order to increase visibility and customer-related loyalty (Hamidah and Maulani, 2023). The recently developed mobile money has also led to an increase in e-commerce in Kenya, which has in turn prompted companies to adopt social media to market themselves and conduct transactions easily (Duffett, 2017). These trends suggest that social media is increasingly a critical business competitiveness driver in the context of African markets especially the youthful digitally empowered consumer. The uptake of social media marketing in Tanzania has been dynamic owing to the digital literacy and the proliferation of internet penetration. As Facebook and Instagram have become the core of marketing, organizations in different industries, such as banking and consumer products have been using them to sell products, communicate with their customers, and enhance brand commitment (Dermawan et al., 2022; Mahela, 2023). Nevertheless, even with this increase, social media is not fully used by many organizations, particularly in the financial and public sectors, because of the lack of expertise, insufficient resources, and doubts regarding its marketing effect (Nguyen et al., 2024). This under-exploitation limits firms like CRDB Bank from exploiting the full potential of social media in enhancing visibility and creating customer connections.

Hence, the proposed study examines how social media marketing can be used to improve brand awareness using a case study of CRDB Bank. The study is aimed at determining social media networks and the type of material to be used by the customers, the effect of engagement activities on brand recognition, and the challenges facing effective digital marketing strategies. The findings of the study are expected to add to the theoretical knowledge in the Customer-Based Brand Equity (CBBE) theory and practical practice by presenting information that can be used to support the Tanzanian financial institutions in enhancing their digital

marketing strategies to achieve better brand recognition and customer relationships.

2.0 Literature Review

2.1 The Customer-Based Brand Equity (CBBE) Theory

Customer-Based Brand Equity (CBBE) model as formulated by Kevin Lane Keller (1997) is a strategic approach to the comprehension of how powerful brands are created by perception and relationship of consumers. The model assumes that brand equity is created due to the positive attitudes and emotional associations of customers to a brand, which are organized in a hierarchical order of four levels brand identity, brand meaning, brand response, and brand resonance (Veloutsou et al., 2020). Brand identity is the initial phase that is concerned with brand recognition and recall, which involves having an easily recognizable brand. The performance (functional satisfaction) and imagery (psychological and sociological associations) is important in shaping brand meaning, which influences the perception of consumers in the value and personality of the brand (Appiah-Nimo et al., 2023). Brand response is determined by the quality, credibility and relevancy that people place on the brand and the last level is brand resonance which is an insightful emotional attachment, loyalty and advocacy. Nevertheless, its strengths have been criticized because the CBBE model has focused too much on the consumer but ignored the external macro-market forces like competition and economic changes (Kapferer, 2008). Also, its linear nature in terms of awareness and loyalty might be simplified to a degree that does not represent the modern, nonlinear consumer behavior especially in the multi-platform, digital interactions (Veloutsou et al., 2020).

The CBBE model, however, is very relevant to the current study since it offers a solid theoretical background of evaluating the effect of social media marketing on brand awareness. The focus on brand recognition, recall, and emotional connection in the model directly follows the focus of the study on the effect of engagement metrics such as likes, shares, and comments on their role in creating awareness and familiarity of the consumer with CRDB Bank (Appiah-

Nimo et al., 2023). The social media networks enable communication and two-way communication that are necessary to strengthen the brand meaning and image through repeated interactions. Moreover, connecting the perceptions and emotional reactions of consumers with brand-building mechanisms, the CBBE framework assists in being able to understand the effects of varying forms of content (promotional, entertaining, or informative) on consumer perceptions and reinforce brand associations. In that regard, the application of the CBBE model to this study would lead to the ability to investigate the digital touchpoints contribution to not only awareness but also the possibility of long-term loyalty and advocacy in the Tanzanian banking market in its entirety (Irdasyah et al., 2022).

3.0 Methodology

The research philosophy applied in this study was that of positivism, which focuses on the application of observable and measurable facts to learn the relationship between social media marketing variables and brand awareness. Within this philosophy, the researcher employed a quantitative-dominant mixed-methodology which involved using numerical information gathered by using structured questionnaires and qualitative information gathered by use of interviews. The positivist position was suitable because it was possible to test the hypothesis using the statistical models like logistic regression which offered objectivity in testing the relationship between social media interaction and brand awareness (Cohen et al., 2014). The quantitative and qualitative design (Creswell, 2014) helped to make the process of triangulation possible and made the results more reliable and comprehensive by integrating quantifiable results with contextual knowledge.

The study was based on an explanatory research design, which made it possible to thoroughly evaluate the role of social media platforms, types of content, and forms of engagement in increasing CRDB Bank brand awareness. The research paper was done at Headquarters of the CRDB Bank in Dar es Salaam, where the setting was selected due to its level of digital activity

and strategic roles in the adoption of social media marketing programs. The population of interest comprised of 323 people, including the CRDB employees and social media users, out of whom 213 respondents were to be sampled according to the formula used by Yamane (1967) to have a 4% margin of error. The respondents were selected through purposive sampling based on the fact they had the relevant experience in the use of social media and marketing. Primary data were gathered using digital questionnaires that were delivered using Google Forms and interviews with CRDB marketing officers gave detailed information. To balance primary findings, secondary data have been employed based on journals, reports, and online sources; hence, theoretical grounding (Yin, 2018).

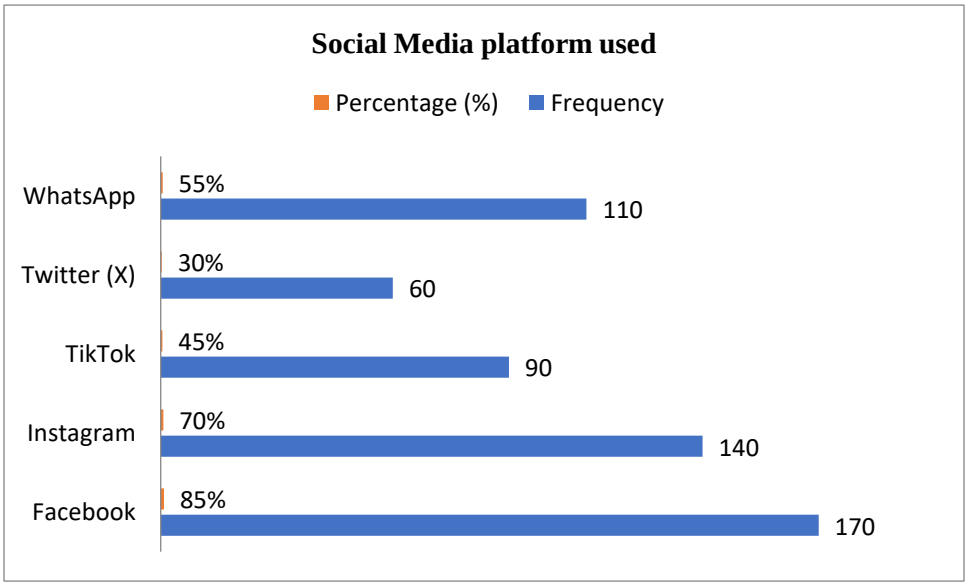
A logistic regression model was used to conduct data analysis to identify the effect of the indicators of social media engagement measures, such as likes, shares, comments, and replies, on brand awareness. Quantitative data was assessed by descriptive and inferential statistics and qualitative responses were evaluated by content analysis to provide emergent themes. The study addressed the validity criterion by having research instruments reviewed by experts and reliability assessed with the help of Cronbach Alpha with the minimum level of 0.7 (Bergh, 2015). The ethical considerations were observed by getting informed consent, anonymity, confidentiality, and institutional and organizational endorsement before going to the field (Alvi, 2016). These methodological processes helped in ensuring that the research was scientifically sound, ethical, and able to raise valid findings on how social media marketing can help in boosting brand awareness in the Tanzanian banking industry.

4.0 Findings and Discussions

The explanatory analysis was a study of the correlation between social media sites, type of content and the level of engagement and brand awareness. The first question that was posed was the most frequently used social media platforms, and the results (Figure 4.2) showed that Facebook (85%) was the platform that is used the most, then Instagram (70%) and WhatsApp (55%).

Tik Tok (45) and Twitter (30) recorded comparatively low engagement levels. These findings point to the fact that Facebook remains a leading platform in brand awareness because of its wide scope and content customization. This observation collides with those made by Pradhan et al. (2023), who found Facebook to be the most efficient in the context of the first contact with the consumer, and Angelyn and Kodrat (2021) found that Instagram has more opportunities to tell a story to younger consumers. On the same note, the increased utilization of WhatsApp in direct communication and personalized marketing favor Hanaysha (2022), who discovered that the use of messaging platforms becomes more significant in sustaining customer relationships. On the other hand, the Tik Tok and Twitter have a less significant impact meaning that these platforms remain niche-specific in the Tanzanian financial sector (Reimer, 2023).

Figure 4.2: Social Media Platform Used



Source: Researcher (2025)

There was also a question on the kind of social media content that the respondents enjoyed most whenever interacting with brands. Some of the findings in Table 4.4 indicated that the most preferred were entertaining content

(65%), informative/educational (55%), and promotional/advertising content (50%). Customer ratings (40%) and interactive elements like polls or questions and answers (35%) were not as popular and yet were also involved in the increase of credibility and engagement. These findings confirm the thoughts of Reimer (2023), who found that entertaining and visually attractive pieces of content increase user engagement, and Sheak and Abdulrazak (2023), who noted that educational information enhances trust and reinforces brand relationships. Besides, the inclination towards customer reviews can also be closely associated with Irdasyah et al. (2022), who have found that peer testimonials produce a positive impact on consumer attitude and brand recognition. Although being less dominant, interactive content still helps in two-way communication and active participation, which supports Nguyen et al. (2024) that the inclusion of relationship marketing elements into the promotional content improves brand awareness.

Table 4.4: Social Media Contents

Content Type	**Frequency**	**Percentage (%)**
Customer Reviews	80	40
Entertaining Content	130	65
Informative/Educational	110	55
Interactive (Polls/Q&A)	70	35
Promotional/Advertising	100	50
Source: Researcher (2025)		

The regression analysis also examined the effects that given social media engagement activities have on the brand awareness. The analysis of the marginal effects showed that the significant positive impacts on the brand awareness were found in comments (dy/dx = 0.3447, p = 0.000), subscriptions (dy/dx = 0.3426, p = 0.000), and shares (dy/dx = 0.2620, p = 0.001) (Table 4.6). Likes did not have

significant effects on the brand awareness (p = 0.497). The findings are another validation that interactive elements like commenting and subscribing have a greater influence when it comes to brand recall compared to passive responses. This is after Hanaysha (2022) and Masuda et al. (2022) discovered that long-term familiarity and trust is developed through long interactions and content subscriptions. Also, Reimer (2023) highlighted that frequent commenting increases the visibility with the help of algorithmic amplification thereby describing such interactions as vital to the brand development based on social media. The high value of chi-square (2 = 52.97) and Pseudo R 2 = 0.198 implies that the model is well-fitting, and the influence of social media engagement on brand awareness among users of CRDB Bank is significant.

Table 4.6: Marginal Effect Results

Variable	**dy/dx**	**Std. Err.**	**Z**	**P>|z|**	**[95%**	**C.I.]**	**X**
Sharing	0.2620	0.0778	3.37	0.001***	0.109406	0.414636	0.52
Subscribe	0.3426	0.0790	4.33	0.000***	0.187593	0.497619	0.62
Comments	0.3447	0.0720	4.78	0.000***	0.203481	0.486004	0.58
Likes	-0.0239	0.0352	-0.68	0.497	-0.092947	0.045142	2.42
No. of Obs	200						
LR chi2(4)	52.97						
Prob>chi2	0.000						
Pseudo R2	0.198						

Source: Field Survey (2025)

5.0 Conclusion

The research established the importance of social media marketing in the building and maintenance of brand awareness

especially in the banking industry as in the example of CRDB Bank. The results indicated that Facebook, Instagram, and WhatsApp social media are useful in enhancing visibility, customer relationship, and brand loyalty once applied strategically. These channels involve two-way communications which enable the customer to be an active part of the information process and would help build the brand equity of the customers. Besides, the nature and quality of content posted on these platforms has a great influence on the perception of the customers. Entertaining, informative and emotionally attracting content was discovered to gain more attention and trust in the brands compared with the promotional messages only. Like, comments, and shares can be considered activating forms that enhance brand familiarity, whereas influencer marketing can be used to promote credibility and emotional engagement and make customers reach higher levels of the Customer-Based Brand Equity model. Notwithstanding these merits, such pitfalls as repetitiveness, the lack of interaction, and low personalization were also identified, which implies that CRDB Bank has to implement a more flexible and customer-focused social media approach. In the end, the paper finds that social media marketing is not an option any more but a strategic need of banks that want to establish a strong and enduring brand in a competitive digital market.

6.0 Recommendations

In an effort to improve brand recognition using social media marketing, CRDB Bank ought to consider adopting a holistic digital strategy, meaning interactive content, customer interaction tools, influencer partnerships, data-driven marketing, and platform optimization. To achieve emotional relations and long-term interaction with customers, the bank should concentrate on the development of dynamic and real content, i.e. videos, testimonials, polls, live sessions, and storytelling facilities that convey real customer and employee experiences. By building social media relationships with AI-powered chatbots and 24/7 customer service, one can make sure that every question is answered within moments and build trust, whereas user-generated content, including customer reviews and anecdotes, makes the information more

relevant and trustworthy. Moreover, CRDB Bank needs to collaborate strategically with macro-and micro-influencers that fit into its brand values and their credibility and reach that allow reaching niche audiences in the financial and business settings. Paid advertising, combined with intelligence on data analytics, will help the bank to effectively target certain segments of customers, personalize marketing communications, and maximize performance to get better conversion and retention. Lastly, CRDB Bank ought to focus more on high-engagement platforms such as Facebook, Instagram, and WhatsApp and feed them with content based on the strengths of each platform visual storytelling via Instagram, thought leadership via LinkedIn, and instant communication via WhatsApp and monitor analytics to constantly improve strategies. With such a cohesive and customer-focused strategy, the CRDB Bank will be able to substantially enhance its online presence, brand loyalty, and attain a sustainable expansion in brand consciousness in the competitive banking environment of Tanzania.

7.0 Limitation and for Further Studies

Although this study created some important insights on the power of social media marketing in brand awareness in CRDB Bank, the study had a number of limitations. First, the study only involved one financial institution and this prevents the extrapolation of the results to other banks in Tanzania or other industries. The study can be expanded to several organizations in future to have a more comparative view. Second, the research was based on the self-reported information, gathered by the questionnaires and interviews, so it might be subject to the bias of self-reporting and its exaggeration by the interviewees. Also, the cross-sectional nature of the study only provides the data at one point in time and it is not easy to determine the long-term consequences of social media use on brand awareness. The ever-changing character of social media sites is also a problem, and the algorithms, consumer preferences, and digital trends evolve fast, which might influence the relevance of the obtained results in the long term. Lastly, it was constrained by resource and time in the depth of gathering qualitative data especially in investigating the managerial views on strategic social media management.

Overcoming these limitations in future research would provide more detailed and generalizable results with regards to the association between social media marketing and brand equity.

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