

DRIVING BRAND VISIBILITY THROUGH SOCIAL MEDIA MARKETING OF SOFTS DRINK IN OSOGBO, OSUN STATE, NIGERIA

Oluwaseun Ademuyiwa Adesanya

Department of Marketing

Osun State University, Osogbo

oluwaseun.adesanya@uniosun.edu.ng

08030803649

Phillip Olatunde Ogunode

Department of Marketing

Federal Polytechnic, Ado-Ekiti

ogunode_po@fedpolyado.edu.ng

08037181611

Agnes Avuokerie Adesanya

Osun State University, Osogbo

08059794200

Abstract

The advent of global systems for mobile communication (GSM) has revolutionized social media marketing across the world. Any business that ignore the paradigm shift does so at its own peril. This study examines the impact of social media marketing on brand visibility of soft drinks in Osogbo, Nigeria. The specific objectives of the study were to examine the impact of whatsApp usage, instagrams marketing channel and facebook usage on brand visibility of soft drinks in Osogbo. A survey research design was used and data were collected through well-structured questionnaire. The research target audience is unlimited (Unknown). Krejcie and Morgan sample size determination table posited that when population of a given study is above 75,000, a sample size of 384 can be used as such the sample size of the study taken was 384 consumers. Findings revealed that there was significant impact of whatsApp usage on brand visibility. Furthermore, the finding also showed that there was significant impact of instagrams marketing on brand visibility. Lastly, the finding revealed that ($R=.700$, $R^2=.490$; $p<.05$) there was significant impact of Facebook usage on brand visibility. Based on the result of findings, it was concluded that social media has positive impact on brand visibility of soft drinks. However, it is recommended that organisations should see social media marketing as a strategy to drive brand visibility.

Keywords: *Social media marketing, brand visibility, whatsApp usage, instagrams marketing, facebook.*

1. Introduction

In the past 20 years, social media has gained enormous popularity worldwide, revolutionizing marketing strategies and communication channels. Social media, which is built on internet technology, is an online community that serve as a forum for interaction between customer and community (Hutter et al., 2013; Anitsal et al., 2013; Chanthinok et al., 2015). Social media is an online forum where users can interact, share materials, and engage with others. Social media might include social networking sites, online forums, and social bookmarking, to name a few. Social media platforms like Wikipedia, Pinterest, Google form, instagram and facebook, twither and LinkedIn have unquestionably a vital part of our existence (Varghese, 2021).

In today's connected digital environment social media sites have revolutionized the way consumers interact with companies and make purchase decisions. In 2024, there were an incredible 4.89 billion active social media users globally, comprising over 60% of the people in the planet (Statista, 2024). The advent of social media has not only redefined communication

but has also ushered in innovative marketing strategies that prioritize trust and consumer interaction. Influencer marketing is one of these strategies that is particularly effective at increasing brand awareness, fostering customer loyalty and impacting consumers' purchase decision.

Social media marketing is a must for promoting products and services. Text messages, videos, live stream and stories are all used by social media marketer to promote brands. They also offer advice and counsel, tell stories, and showcase features. Because influencers currently provide a variety of options for product marketing across numerous digital channels, they are a vital and efficient approach. (Radwan, 2021)

Several things such as competition, consumer preferences, economic factors, environmental concern, government regulations, and technical advancement, are influencing the evolution of social media marketing (Lim, 2023). Social media marketing has transformed marketing by fostering lasting, interactive connections characterized by closeness, mutual understanding, care, and continuous dialogue. As a result, effective social media marketing relies on focusing on the target audience, which may be accomplished by accurately identifying them, emotionally connecting with them, leveraging the influence of opinion leaders, and consistently communicating to maintain their attention (Wang, 2015). Hota (2022) affirmed the ability of social media to connect people and combine their lifestyle in enhancing influencer marketing. This tendency which has now dominated the use of internet has resulted in well-liked social media sites like Facebook, YouTube, Instagram, and Twitter, where users may engage, create, and share

information. Businesses are using different aspects of influencer marketing that are detrimental to their financial outcomes due to a lack of knowledge, as stated in the article.

The Social media revolution has opened up new avenues for discovering and learning about vast array of products and services available in the marketplace. Powers et al. (2012) affirmed that consumers are now able to communicate and debate brands with one another more easily and quickly. Competition in the 21st century business environment is fierce in both the service and manufacturing industries and businesses are always refining their marketing strategies in order to stay ahead of the competition.

The rise of competitive brands has presented difficulties for firms in the service and manufacturing sectors, and consumers are somewhat compelled to make a decision between the options.

To increase brand recognition, businesses and other important industry player require variety of strategies.

Organizations should prioritize and analyze the factors that contribute to brand awareness in the cutthroat, quickly changing, and dynamic commercial landscape. Social media marketing is, nevertheless, one of the strategies for brand recognition. Social media marketing is a key marketing approach used by Nigeria marketer to increase brand awareness. Furthermore. The study focused on brand visibility of soft drinks which are often sold because of their availability, necessity and affordability, but whose supply and demand are significantly impacted by market fluctuation. As a result, it is necessary to assess the degree of connection between social media marketing and brand visibility.

Instagram, Facebook, Twitter, and WhatsApp are the parameters used to evaluate social media marketing. Consequently, it is essential to determine which aspects of social media marketing help with brand awareness (Varghese, 2021). Social media marketing and brand visibility have been studied extensively at both the local and international levels. Radwan (2021) asserted that social media marketing is crucial for promoting products and services. Text messages, videos, live streams, and stories are all provided by social media marketers in order to promote companies. They also offer advice, tell stories, and show off their characteristics.

Sloan and Quan- in Ahmad and Guerrero (2020) stated that social media are web-based services that enable individuals, groups, and businesses to collaborate, connect, interact, and form communities by allowing them to produce, co-create, change, share, and engage with user-generated content that is easily accessible.

However, many studies had been carried out, for example Hakim & Manzoor (2025); Akanji (2025); Allaham, et al., 2024; Mason et al., (2021); Ikpo et

al., (2021); Radwan (2021) and Majhi (2020) were conducted from different perspective, but none of the above-mentioned studies used the following dimensions to measure social media marketing: whatsAp; Facebook and instagrams. Also, there is dearth of empirical study on driving brand visibility through social media marketing of soft drinks. This is the gap the study tends to fill based on the findings.

However, it is based on aforementioned assumption that the study seek to explore the relevance of social media marketing to promote brand visibility, pointing out that marketing of soft drinks is completely inadequate to increase brand visibility without recourse to social media marketing (WhatsAp, Facebook and instagrams) now that the world has become global village

The main objective of the study is to examine social media marketing of soft drinks in Osogbo, Nigeria and how it drives brand visibility. However, the specific objectives include,

- i. examine the impact of WhatsApp usage on brand visibility.
- ii. investigate the impact of Instagram marketing channels on brand visibility
- iii. assess the impact of Facebook on brand visibility.

2. Literature Review

2.1 Concept of social media marketing

Sloan and Quan in Ahmad and Guemero (2020) social media platforms are online services that allow people, organisations and groups to connect, interact, and form communities. They accomplish this by giving users the ability to create, change, share and interact with user-generated material that is easily available. As a digital marketing strategy, social media marketing provides marketers with a platform to interact with their target market. People now spend more time on social media than watching television. They frequently compare products and analyse the risks involved. Brand image can be tracked through social media activities such as comments and shares (Mason et al, 2021) social media marketing includes a variety of direct and indirect marketing techniques. To increase a brand's visibility, recognition and audience Interaction, these strategies make use of social networking methods such as social bookmarking, blogging and content sharing all of which contribute to increased brand awareness and recall (Li et al., 2021)

2.1.1 WhatsApp

Mobile instant messaging applications have revolutionized human communication over the last decade. Unlike conventional text messaging, cross-platform apps like WhatsApp enable users to share their location, send voice messages, and quickly share videos, photos, files and contacts all at no cost (Bhat, 2022).

Several studies acknowledge WhatsApp's potential for businesses and the positive attitude people have toward it as a marketing and communication platform due to its ease of use, affordability, and increased ownership of smartphones by individuals and companies. According to a study of 192 papers, WhatsApp's educational use resulted in: higher academic performance among students, increased efficiency, time management, active learning, decision-making, and motivation, as well as high levels of satisfaction among students and teachers who used the application, and its suitability as an educational and support resource in teaching and learning processes at all educational stages (Catherine et al, 2023).

2.1.2 Instagram marketing channel

Instagram is a smartphone application that focuses on sharing visual material and establishing connections with others via photos and videos. Users can utilise filters to capture, edit and share photos and videos with their followers (Muller, 2021).

Instagram is a photo-sharing social media platform that allows users to take, edit and share images. Because of its ability to allow users create photo-based social media networks, it may also be seen as a unique kind of image-based social media (Lee, 2022). In October 2010, the Apple App Store was the first place where this mobile application was released. In the week following the launch of the app, more than 100,000 people signed up, and the number of users increased dramatically from that point on.

Furthermore, Instagram's ability to connect the physical and digital worlds increases a person's online presence and personality while fostering more successful communication for both professional and personal objectives (Jacobson, 2020). Like social media, the platform facilitates participation from people, businesses, vendors, and organisations. Images supplied by any of these groups could be reposted, speeding up the spread of information (Peiscop-Grau, 2021).

2.1.3 Facebook usage

By enabling connection between users and their friends, family, and acquaintances, Facebook, a computer network, arranges social networks (Moschini, 2021). By allowing users to share information, images and films, it promotes a sense of community and online identity.

According to Boshnjaku (2021), Facebook makes it easier for businesses and service providers to engage with clients in certain groups. Facebook is a great social networking tool for meeting new people. This is how new friendships are formed, and it facilitates idea exchange. New acquaintances are likely to recommend new items that will alter the person's lifestyle. Facebook generates four billion pieces of content daily, and the company, which employs just 3,000 people globally, has merged with more than seven million websites and services with a

total value of \$100 billion (Conlow, 2022). In 2006, Facebook began to make itself available to all users (Al-Dreban, 2020).

2.1.4 Brand visibility

Brand visibility is the extent to which customers recognize and remember a brand, which is often influenced by factors such as advertising, sponsorship, and social media presence. The success of a business is directly dependent on brand visibility, customer trust and conversion rates (Singh & Srivastava, 2024).

In an increasingly competitive market, it is essential to have a strong brand presence in order to capture the attention of potential clients and set oneself apart from the competition. It encompasses a number of factors, including brand awareness, recall, and recognition across various media and touch points (Singh & Srivastava, 2024).

Allaham et al. (2024) highlighted the significance of visibility for the exposure and

survival of a new business since it enables it to draw and retain clients in the face of increasing competition in the digital age. The literature suggests that brand exposure results in brand identification and a positive organisational image and impression. Brand visibility is crucial for new business because it enables them to stand out from the competitions and attract clients. Also, increased brand exposure fosters consumers' trust, loyalty and engagement.

The goal of brand exposure is accomplished through an interactive electronic marketing approach that allows companies to engage with customers through social media, disseminate information, and develop unique brand variations (Allaham, et al., 2024). Brand visibility is achieved when the brand has good visibility, helps it stay in the forefront of consumers' minds, which raises the chance that they will consider it when making a purchase. Great brand visibility can be achieved by using social media, content marketing, and advertising (Chaffey, 2020).

2.2 Empirical Review

In a recent study conducted in Lagos, Nigeria, Akanji (2025) examined the impact of social media marketing on the brand visibility and customer interaction of selected aerated beverages. The study found that social media marketing had a positive impact on both the product's brand visibility and its level of customer engagement.

It was recommended that social media marketing strategies be constantly improved and refined in order to maximize brand, customer interaction, and visibility.

Ikpo et al. (2021) examined how social media impacts consumers' brand loyalty and awareness.

According to results, Facebook messages have a considerable impact on customers' ability to recognise the Nike Lake Resort brand and use its services ($r = 0.943$, $p < 0.05$). Through marketing messages shared on Facebook and Twitter, customers may learn about Nike Lake Resort's offers. The Nike Lake Resort should concentrate on optimizing the usage of Twitter and Facebook communication channels to increase customer knowledge and potential future business. The effect of social media marketing on brand recognition was examined in a different study by Majhi (2020). The research demonstrates that businesses can motivate customers to interact with them on social media and promote brand recognition by

by using creative content, providing online support both before and after the sale, responding to user feedback, displaying brand attitude, and providing brand products. It also illustrates how a customer's level of brand understanding can influence their purchasing decision. Ahmad and Guerrero (2020) examined the impacts of social media marketing on small businesses' ability to build or enhance brand awareness. Social media marketing has a big positive impact on small businesses' ability to establish their brands. The methods by which social media fosters strong and positive relationships between companies and their clients are now better understood.

Khan et al. (2019) explore the influence of social media marketing on brand development. The research made use of a field survey. According to the study's results, social media marketing play a key role in brand development. According to the research, the company should use social media marketing to connect with its target audience on several social media channels and build greater brand equity. The study concludes that in order for businesses to succeed in social media marketing, they should invest more in it and maintain an active presence on a variety of platforms.

2.3 Theoretical Review

Social media marketing draw on various theoretical perspectives to explain how social media influences brand recognition of soft drinks. Theories such as social network analysis and McLuhan's media theory provide insight into brand visibility. These theories are well discussed below:

2.3 Social Network Analysis

2.3.1 McLuhan's Media Theory

Social network theory employs mathematical models to examine the community's structure, growth, and evolution, treating its members as connected actors

(Wasserman & Faust, 1994). According to social network analysis, each person in a community is considered a node, and their interactions are seen as ties, edges, links, or connections. Social networks can take many forms, ranging from individual people to families, communities, and countries. Financial exchange, sexual relationships, friendship, kinship, communication frequency, or shared interests or values are all examples of such connections. They create a complicated network of relationships. In traditional social network analysis, people or organizations are seen as nodes in the network, and the communication between them is seen as edges. But social media material is merely the materialization and solidification of the conversation, comments, or reviews. In order to investigate the interaction between social actors and information items, the recent development of the multi-dimensional social network framework is essential (Contractor, 2009).

2.3.2 McLuhan's Media Theory

McLuhan is a Canadian philosopher and educator, the author of the famous quote "the media is the message" (McLuhan 1995). He argued that the media itself, rather than the actual content of the media, will transform people and society. The actual messages people are communicating won't be any different on the new media; the interactivity and frequency of new communication pattern will change our behavior forever. Thus, the media's effects on society are much greater than the content of the media

If we use McLuhan's arguments, social media will transform the users not due to the content it contains, but due to the mode of communication it entails. For example, Twitter is only a micro-blogging service with a limitation of 140 characters. Theoretically one can perform all the functions of Twitter through a blog service. However, it is exactly its limiting factor which made Twitter more nimble and real-time. Many breaking news stories were spread out on Twitter, such as China's Sichuan earthquake and Mumbai's terrorist attack in 2008 (Parr 2009).

4. Methodology

This study employed quantitative research design to investigate the influence of social media marketing on driving brand visibility of soft drinks in Osogbo, Nigeria. It focused on how whatsaAp usage, facebook and instagram influence brand visibility

The target population of the study is said to be infinite (unknown) Krejcie and Morgan posited that when a population of a given study is above 75,000 a sample size of 384 can be used as such the sample size of the study taken was 384 consumers. The demographic under investigation are consumers of soft drink in Osogbo.

The instrument of the study was structured questionnaire with two sections for personal data and questions about impact of social media marketing on brand visibility using a five-point Likert rating. At the 0.05 level of confidence, the hypotheses were tested using linear regression analysis. The utilization of descriptive and inferential statistics aided in the process of data analysis.

5. Results

Table 1 Demographic characteristic of respondents

Characteristics	Variables	Frequency	Percentage
Sex	Male	185	50.4
	Female	182	49.6
	Total	367	100
Marital Status	Single	140	38.1
	Married	160	43.6
	Divorced	30	8.2
	widow	25	6.8
	Other	12	3.3
	Total	367	100
Age	21-30	100	27.2
	31-40	90	24.5
	41-50	70	19.1
	51-60	60	16.3
	61 and above	47	12.8
	Total	367	100
Occupation of Respondents	Students	90	24.5
	Business Owners	150	40.9
	Civil Servants	100	27.2
	Public Servants	27	7.4
	Total	367	100

Source: Field Survey, 2025

Table 1 presents the distribution of respondents based on various demographic characteristics. A total of 384 questionnaires were distributed while 367 were returned duly completed and suitable for analysis, resulting in a response rate of over 80%, indicating high participation from the respondents.

In terms of gender, the distribution shows that 185 respondents (50.4%) identified as male and 182 respondents (49.6%) identified as female. This indicates a nearly balanced representation of male and female participants in the sample.

Regarding age, 100 respondents (27.2%) fall within the 21-30 years age group, reflecting a significant proportion of younger adults. The 31-40 years age group includes 90 respondents (24.5%), while 70 respondents (19.1%) are aged between 41-50 years. Additionally, 60 respondents (16.3%) are in the 51 -60 years age group, and 47 respondents (12.8%) are aged 60 and above. This age distribution highlights a diverse range of ages represented in the study, which can influence perspectives and responses.

In terms of marital status, 140 respondents (38.1%) are single, representing a notable group. The majority, 160 respondents (43.6%), are married, indicating a significant proportion of participants with marital commitments. Additionally, 30 respondents (8.2%) are divorced or separated, while 25 respondents (6.8%) identified as widows and another 12 respondents (3.3%) chose other marital statuses. This distribution provides insights into the varying marital statuses, which can impact participants' views and experiences.

Regarding occupation, 90 respondents (24.5%) were students, 150 respondents (40.9%) were business owners, 100 respondents (27.2%) were civil servants, and 27 respondents (7.4%) were public servants.

Test of Hypothesis

Hypothesis One: H₀₁: There is no significant impact of WhatsaAp usage on brand visibility.

Table 2 Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.651 ^a	.424	.422	.837

a. Predictors: (Constant) WhatsaAp usage

b. Dependent Variable: brand visibility

Source: Researcher's Computation (2025)

Table 2: The analysis in Table 2 above showed that social media marketing has a significant impact on brand visibility, as indicated by the R-square (0.424). R is a measure of the model's prediction accuracy compared to the actual data. Put another way, this indicates that the relationship between brand visibility and the mentioned components (whatsaAp usage leads to brand visibility) has a 65.1% quality of

prediction for the dependent variable. R² is the percentage of variation in the outcome variables that the model can explain. Regarding the dependent variables in this case, 42.4% of the independent variables are represented by the model. As a result, the model is unable to explain 57.6% of the variation in the dependent variable, and the remaining portion can be attributed to other factors. This shows that 42.4% of the variance in the execution of soft drink brand visibility can be attributed to the independent variables, explaining around 42.4% of the dependent variable.

Table 3: Regression showing significance of predictors to brand visibility
ANOVA ^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	26.244	1	26.244	37.435	.000 ^b
	Residual	255.887	365	.701		
	Total	282.131	366			

a. Dependent Variable: Brand visibility

b. Predictors: (Constant) WhatsaAp usage

Source: Researcher's Computation (2025)

As provided in Table 6 the ANOVA table offers the assessment of the statistical significance (0.000). The F-value for the model was derived by dividing regression means square (26.244) by the residual square (.701). The F-value for the model is equivalent to 37.435

Table 4: Contributions of each predictor variable on brand visibility

Coefficients ^a

Model		Unstandardized Coefficient		Standardized Coefficient Beta	T	Sig.
		B	Std. Error			
1	(Constant)	1.172	.115		10.231	.000
	WhatsaAp usage	.324	.053	.651	6.490	.000

Source: Researchers' Computation (2025)

Table 4 presents the variables that exhibit statistical significance and a unique contribution to the model, as indicated by the sig column in the table. This

illustrates the degree to which the independent variable (use of WhatsaAp) influences the dependent variable (driven brand visibility). The table showed that the model benefited greatly from the whatsAp usage (0.000). The null hypothesis (H0) was rejected in light of the findings. It follows that whatsAp usage has a significant influence on brand visibility.

Hypothesis Two: H₀₂: There is no significant influence of Instagram marketing channel on brand visibility.

Table 5: Analysis of the Impact of Instagram marketing channel on brand visibility

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.503 ^a	.253	.251	.859

a. Predictors: (Constant) Instagram marketing channel

b. Dependent Variable: brand visibility

Source: Researchers' Computation (2025)

Table 5 shows the extent to which the model explains the variance related to the Instagram marketing channel, allowing researchers to investigate if it has an effect on brand visibility. The R-square in this case is .253, or 25.3% if expressed as a percentage. This indicates that the model explains 25.3% of the variance, or the impact of Instagram's marketing channels on brand visibility, which amounts to 25.3%.

Table 6: Regression showing significance of predictors to brand visibility

ANOVA ^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	12.801	1	12.801	17.348	.000 ^b
	Residual	269.330	365	.738		
	Total	282.131	366			

a. Dependent Variable: brand visibility

b. Predictors: (Constant) Instagram marketing channel

Source: Researcher's Computation (2025)

The ANOVA table provides an evaluation of the statistical significance (0.000), as shown in Table 6. Regression means square (12.801) divided by residual square (.738) yielded the model's F-value. The comparable F-value for the model is 17.348.

Table 7: Contributions of each predictor variable on brand visibility
Coefficient ^a

Model		Unstandardized Coefficient		Standardized Coefficient	T	Sig.
		B	Std. Error			
1	(Constant)	1.491	.096		15.541	.000
	Instagram marketing channel	.149	.050	.503	2.955	.003

Source: Author's Computation (2025)

The variable that is statistically significant is described in Table 7, and the null hypothesis (H_0) was rejected. Therefore, there is a significant impact of the Instagram marketing channel on brand visibility.

Hypothesis three: H_{03} : There is no significant impact of Facebook usage on brand visibility.

Table 8: Analysis of the impact of Facebook usage on brand visibility
Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.700 ^a	.490	.488	.826

a. Predictors: (Constant) Facebook usage

b. Dependent Variable: brand visibility

Source: Researchers' Computation (2025)

Facebook usage accounts for 70% of the variance in brand visibility, according to the analysis's $R = 0.700$. R^2 is 0.490, showing how changes in the independent variables affect the dependent variable and that the regression line reasonably fits the data.

Table 9: Regression showing significance of predictors to brand visibility
ANOVA ^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	33.223	1	33.223	48.719	.000 ^b
	Residual	248.907	365	.682		
	Total	282.131	366			

a. Dependent Variable: brand visibility

b. Predictors: (Constant) Facebook usage

Source: Author's Computation (2025)

Based on Table 9 above, the statistical significance value is 0.000, which is less than 0.005, indicating that the model accurately predicts the impact of Facebook usage on brand visibility. The model was shown to be an excellent fit to explain the fluctuations and reject the null hypothesis, as evidenced by the F-statistics value of 48.719, $p < 0.01$. This supported the alternate theory that Facebook use affects brand development.

Table 10: Contributions of each predictor variable on brand visibility

Coefficient ^a

Model		Unstandardized Coefficient		Standardized Coefficient Beta	T	Sig.
		B	Std. Error			
1	(Constant)	1.622	.113		14.416	.000
	Facebook usage	.158	.047	.700	3.377	.000

Source: Author's Computation (2025)

Table 10 presents the statistically significant variable for which the null hypothesis (H_0) was rejected. It follows that Facebook usage has a significant influence on brand visibility.

6. Discussion

Social media marketing has a major impact on brand visibility of soft drink, according to the regression model in Table 2. According to the R-value (0.651), social media marketing is responsible for 65.1% of the variation in brand visibility on its own. The parameters were found to be statistically significant at the 0.05 level of significance by both the standard error value and the t-statistics.

A high degree of model fit is shown by the adjusted R value. The model is statistically significant overall at the 5% level of significance, as indicated by the f-statistic of 37.435. This led to the rejection of H_0_1 , which claimed that social media had no discernible impact on brand visibility at the 5% level, and the acceptance of the alternative hypothesis, which claimed that social media marketing significantly affects brand visibility.

In Table 3, the second objective was to investigate the impact of Instagram marketing channel on brand visibility. The findings showed that brand visibility is positively impacted by Instagram channel marketing. The model is statistically significant overall at the 5% level of significance, as indicated by the 17.348 f-statistic. Given this, the alternative hypothesis—that Instagram channels marketing has a considerable impact on brand visibility—was accepted and H_0_2 —that Instagram channel marketing has no significant effect on brand visibility at the 5% level—was rejected.

The research findings were also in line with prior research result on social media marketing. For instance Khan, et al (2019) had found that social media marketing has impact on brand visibility.

According to Table 8's regression analysis, the standardized beta coefficient for Facebook usage is 0.700. This suggests that, after adjusting for the variance described by other model variables, Facebook usage contributes significantly and uniquely to the explanation of brand visibility. The results are consistent with research by Majhi (2020), Khan et al. (2019), and Rameshkumar (2022), which found that social media marketing has significant effect on brand visibility.

7. Conclusion and Recommendations

The study examined driving brand visibility through social media marketing of soft drink in Oosgbo, Nigeria with sample size of 384 and 367 responses analysed, the results provide robust evidence of the significant role of social media marketing, particularly WhatsApp usage, Facebook and Instagrams, play in driving brand visibility.

The study revealed that:

1. WhatsApp usage enhances brand visibility: WhatsApp positively influences brand visibility especially when the brand is newly introduced to the market
2. Facebook drives brand visibility: Facebook effectively influences brand visibility in the market in the face of competition now that the world has become a global village.
3. Instagrams channels: Instagram as a medium of social media marketing effectively play a significant role in shaping brand visibility.

In view of the findings, the following recommendations are made for further improvement:

- i. Organisations should leverage on social media (WhatsApp) marketing campaigns to improve on brand recognition
- ii. Businesses should optimized usage of intagrams channels of marketing in order to enhance instant response or complains from the consumers/customers.
- iii. Companies should also leverage on Facebook due to daily increase in number of users. Consumers find it easy to communicate on Facebook and this would further improve its marketing campaign.
- iv. Leveraging on social media marketing by organisation is a strategy to reduce the cost incur on traditional marketing campaigns.

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