



## EFFECTS OF SOCIAL MEDIA ON CONSUMER BRAND AWARENESS AND PATRONAGE OF NIKE LAKE RESORT SERVICES IN ENUGU: AN INNOVATION ADOPTION THEORY & HIERARCHY OF EFFECTS MODEL EXPOSITION

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### Cite this article:

Ikpo K.P., Okolo V.O.,  
Oranusi I.N. (2021), Effects of  
Social Media on Consumer  
Brand Awareness and  
Patronage of Nike Lake Resort  
Services in Enugu: An  
Innovation Adoption Theory  
& Hierarchy of Effects Model  
Exposition. British Journal of  
Management and Marketing  
Studies 4(2), 71-88. DOI:  
10.52589/BJMMS-  
PYHGHIPD.

### Manuscript History

Received: 8 May 2021

Accepted: 6 June 2021

Published: 20 June 2021

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**ABSTRACT:** *Communication has initiated a paradigm shift from the traditional to new the new social media. This study investigated the influence of Twitter messages and Facebook messages on consumer brand awareness and patronage of Nike Lake Resort services in Enugu: an innovation adoption theory & hierarchy of effects model exposition. The specific objectives of the study were to ascertain the extent of the influence of Twitter messages on consumer brand awareness and patronage of Nike Lake Resort services. Also, to determine the extent of the influence of Facebook messages on consumer brand awareness and patronage of Nike Lake Resort services. This study contributed to the extant gap in marketing literature by using Twitter messages and Facebook messages to promote Nike Lake Resort services in Enugu. The population of the study includes guests of Nike Lake Resort selected through a convenient sampling technique. The survey method was adopted and the sample size of 384 was determined using Freud and William's formula known as the Z-score method. Cronbach's alpha was used to determine the reliability of the instrument of 0.870. The Pearson product-moment correlation coefficient was used to analyse data. Findings revealed a significant positive influence of Twitter messages on consumer brand awareness and patronage of Nike Lake Resort services ( $r = 0.937$ ,  $p < 0.05$ ). Also, it was revealed that there is a significant positive influence of Facebook messages on consumer brand awareness and patronage of Nike Lake Resort services ( $r = 0.943$ ,  $p < 0.05$ ). Twitter messages and Facebook messages are effective marketing tools for communicating Nike Lake Resort services to consumers. There is need for Nike Lake Resort to continuously improve on the use of Twitter messages and Facebook messages channels to help boost consumer awareness and patronage in future.*

**Keywords:** Twitter Messages, Facebook Messages, Consumer Brand Awareness, Consumer Patronage, Innovation Adoption Theory, hierarchy of Effects Model.



## INTRODUCTION

Victorious and award-winning companies that always strive to earn competitive advantage would proactively display their prowess and capabilities by grasping and manipulating every opportunity that guarantees success (Tapera, 2014). Indeed, companies strive not to be vanquished nowadays; rather, they prefer to be in the forefront of every program targeted towards satisfying customer requirements (Appel et al., 2020; Woodcock & Stone, 2012). These companies unequivocally despise the culture of window dressing as they deliberately project themselves as a genuine, credible and socially responsible entity in all dimensions of their business operations in order to establish a win-win situation with their customers. However, social media is a sequence of both hardware and software technological innovations which allow the creation of inexpensive content vis-a-vis sharing, interacting and communicating products, sales and other social messages by online users (Abzari et al., 2014), and it is a popular trend today, especially among young people. Gangadharbatla (2008) supports this view by saying that the popularity of social media is most clearly observed among young adults as most young adults have a social media account, which they visit regularly. Social media has many benefits which according to Mobango and Wagandu (2017) include brand awareness creation, cost efficiency, target audience orientation, customer insights improvement, connectivity, better customer services and improved patronage. These traits of social media make it the fastest-growing channel for marketing communication across the globe (Pentina et al., 2013).

Sequel to that, there is an outright paradigm shift as most corporate entities are diverting to the use of social media much more than the traditional media (TV, radio, newspaper and magazine) to communicate with their customers (Alhadad, 2015; Otugo et al., 2015). In Kenya for instance, social media has tremendously provided an avenue for individuals and businesses to expand their communication horizon through freely and seamlessly sharing of contents (Mobango & Wagandu, 2017). In other words, many businesses now seamlessly communicate with their potential and current customers as well as people from all walks of life can now equally communicate with one another on different issues on the public agenda. The social media channels include Facebook, Twitter, Flickr, Whatsapp, LinkedIn, Trip Advisor, YouTube, Instagram, Pinterest and Snapchat, Viber, Skype, Reddit, Picasa, Google Plus, and WhatsApp (Okolo et al., 2017; Altinay et al., 2017; Groza & Domagalski, 2017).

While the adoption of social media is mainstream vis-à-vis sharing of contents by users through regular interaction via community building, Twitter messages are in the vanguard of this evolutionary innovation and offer its users real-time and topical news update on issues in the public agenda (Zubiaga et al., 2013). Facebook is equally quintessential and fluoresces every time a user connects to it to exchange information and knowledge on past, present and future events. For young adults, where a sense of belonging and demonstration of knowledge are considered important, social media also allow them to express their association, identity, build their social networks and convey their views to their peers (O'Reilly et al., 2012). Many studies had been conducted on the relevance of social media (Okonkwo et al., 2015; Dhanushanthini, 2017; Murillo et al., 2016; Ishola et al., 2017). Ergo, this study seeks to investigate social media impact on consumer brand awareness and patronage of products and services of Nike Lake Resort. While most studies had been done on physical products instead of intangible products, this particular one sought to fill a gap in the literature by delving into the influence of social media on consumer brand awareness and patronage of services providing companies in Enugu.



Furthermore, most companies, particularly those in the hospitality industry in Nigeria portray a lukewarm attitude and appear not to have fully adopted Twitter and Facebook Innovative technology to connect with their customers in marketing their service (Ekwueme & Okoro, 2018; Okonkwo et al., 2015). These firms seem ignorant of the importance of social media in the hospitality industry in the area of creating awareness, developing business strategy, business growth and development; and this situation may have led to many of them recording poor publicity, minimal awareness level, low patronage, few loyal participants, weak financial base, customer dissatisfactions and poor market share (Nyekwere, 2012). It is therefore, in the light of the foregoing that the researchers seek to ascertain the extent of the relationship between Twitter messages and consumer brand awareness and patronage of Nike Lake Resort services and also, to determine the extent of the relationship between Facebook and consumer brand awareness and patronage of Nike Lake Resort services, to recommend strategies in line with international and global best practice to enable adequate brand awareness and ultimately ensure patronage of Nike Lake Resort in Enugu.

## **REVIEW OF RELATED LITERATURE**

### **Overview of the Social Media**

The internet has revolutionized the manner and schedule of marketing programs (Atefeh & Khreich, 2013). In other words, business etiquette has made a U-turn (Leeffa et al., 2014). This technology is the forerunner of the new media popularly known as social media. Emphatically, the internet is the sole carrier of social media contents. It has unquestionably led to tremendous customer insights, multifarious customer relationships, and innumerable business and customer exchanges in form of products, services, ideas, events and other social and environmental issues (Leeffa et al., 2014). It transmits referrals to customers through virtual word-of-mouth. Research findings have revealed that social media impacts online word-of-mouth regarding consumer products and services (Liu & Lopez, 2016). It can be defined as the virtual resources through which people share contents such as texts, photos, and videos which are ideas, insights, opinions, and relationships.

### **Social Media Advertising**

Social media advertising has the greatest velocity in message transmission about brand awareness creation and establishment than the traditional TV, radio, newspaper and magazine advertising (Sadhasivam & Priya, 2015). Advertising is defined as a paid one-way asymmetrical means of relaying messages to a mass audience through the mass media (Can & Kaya, 2016). It is a paid non-personal communication by an identified sponsor (Kotler & Keller, 2006; Kotler & Armstrong, 2012; Belch & Belch, 2003). It is the principal component of integrated marketing communications that bring information about a product, service or brand to the target and/or mass media audience (Can & Kaya, 2016). Its cardinal objective is to disseminate information to the masses through premeditated persuasion (Nwosu & Nkamnebe, 2006).

However, social media has unequivocally soared to indomitable heights vis-a-vis communication than any other media in the 21st century (Ohajionu & Mathews, 2015). Social media advertising is simply conducting advertisements through social media networks. In other words, it's placing and airing advertising online. The publisher who integrates



advertisements into its online material and the advertiser are committed and in charge of bringing the ad messages to life (Anusha, 2016). Social media advertising is very germane in the operations of many businesses in our contemporary world today (Can & Kaya, 2016). To them, consumer attitude and inclination toward social media advertising is receiving colossal attention. Social media advertising has evolved and has been ubiquitously adopted by many organizations (Anusha, 2016). It is a very effective and efficient advertising medium. Its growth is the fastest in digital advertising parlance (Aslay et al., n.d).

Many companies have launched official Facebook pages, Twitter messages accounts, and corporate blogs to interact and transact businesses with their clientele (Ohajionu & Mathews, 2015). Direct feedback from consumers is elicited from the internet which can target individual messages (Haida & Rahim, 2015). In a study conducted in Mexico by (Murillo et al., 2016), it was revealed that other advertising forms were not acceptable to millennials like the Twitter messages advertising.

## **Hypotheses Development**

### ***Twitter Message Medium***

As an online social media channel, Twitter messages allow users to communicate messages via tweets (Wikipedia, 2018). It was founded by Jack Dorsey, Evan Williams, Biz Stone and Noah Glass in March 2006 and was formally launched in July the same year (Alsanie, 2015). The headquarters of Twitter messages is in San Francisco, USA. The number of characters required for tweets before was 140, but it has been doubled in 2017 said Wikipedia (2018; Kwak et al., 2010). Underpinning this view, Alhabash and Ma (2017) noted that Twitter messaging was founded in October 2006 (Java et al., n.d; Williams et al., 2013) as a microblogging site allowing users to tweet 140 characters to their audience. It gives users the chance to post and read tweets that are short messages.

Tweets can only be posted by those who are formally registered with them but the unregistered users can only read them, said Wikipedia (2018). In 2007, within eight months of its launch, Twitter messages recorded 94 million users (Java et al., n.d). This is in contrast with Kwak et al. (2010) who argued that in 2009 about 41 million people started tweeting. Presently, about 320 million people are active users of Twitter messages while about 1 billion monthly visits were recorded about a year ago (Alhabash & Ma, 2017). Twitter messages improve word-of-mouth marketing and expedite viral messages. Twitter messages can be used to enhance communication building and critical thinking (Okolo et al., 2017). It was used in a graduate seminar requiring students to post tweets to extend and make classroom discussions more fun (Domizi, 2013). Tweets report a variety of news stories ranging from local, regional, international and global news bothering on manufacturing, terrorism, politics, economy, religion, education, science, environment, fashion, entertainment, sports, wildlife etc. (Zubiaga et al., 2013; Atafeh & Khreich, 2013). Nevertheless, the assumed declining rate in Twitter messages usage, Fiegerman (2016) and Alhabash and Ma (2017) contrarily illustrated that no significant decline had been observed. According to Alhabash and Ma (2017), one-third of online young adults between the ages of 18 and 29 years were reported using Twitter messages in 2013, compared to 37% who used it in 2014 and 32% in 2015.





In addition, Twitter messages have made throughput for research and development available since its origin in 2006. And this has yielded a databank or repository of published papers that many scholars could easily lay their hands on whenever they need them for the furtherance of research (Williams et al., 2013). It has been revealed that Twitter messages have the capacity to communicate a company's products and services and elicit purchase actions for them. Tentatively this study proposes that:

H1: There is a significant influence of Twitter messages on consumer brand awareness and patronage of Nike Lake Resort services.

### ***Facebook Message Medium***

The birth of Facebook is in Menlo Park in California, USA. It is an online social media services company that Mark Zuckerberg and his colleagues and roommates such as Eduardo Saverin, Dustin Moskovitz, Andrew McCollum and Chris Hughes in 2004 launched its website (Wikipedia, 2018). It is the most popular social media (Akpan et al., 2015; Anh & Tuan, 2016; Altinay et al 2017). Leaning on these statements, Caers et al. (2013) remarked that a decade ago, Facebook has been one of the most significant social media revolutions. However, Facebook is defined as a famous free social networking website that grants the opportunity to its registered user to establish, nurture and sustain mutual relationships with family members, community leaders, governments, friends, and colleagues through the exchange of messages via profile creation and uploading of videos and pictures (Rouse & Dean, 2014). Facebook has "one billion monthly active users at the end of 2012." A large number of these users live outside the US and services are available in many different languages, making Facebook a global platform (Caers et al., 2013).

Ho (2013) in a study titled "consumer behaviour on Facebook: does consumer participation bring positive consumer evaluation of the brand?" revealed that Facebook has direct positive and significant effects on brand trust and community identification. In another study, it was discovered that Facebook was able to influence the intent of the students vis-a-vis the promotion of foreign degree programmes in Malaysia (Ishola et al., 2017). Relatedly, the purchase intentions of consumers were revealed to be influenced by Facebook (Yildiz et al., 2016). It was also revealed in another study that young consumers had been influenced heavily through Facebook advertising and the Facebook environment (Rehman et al., 2014).

Tentatively, this study proposes that:

H2: There is a significant influence of Facebook messages on consumer brand awareness and patronage of Nike Lake Resort services.

### **Consumer Brand Awareness**

Brand awareness is simply making a brand known (Ahmad et al., 2014). It is the perception of a brand in the mind of a consumer. In their study, it was revealed that brand awareness has a positive relationship with brand loyalty and brand credibility. In another study, it was discovered that brand equity is influenced by brand awareness and brand loyalty (Asif et al., 2015). Brand awareness has a remarkable effect on consumer purchase decisions (Macdonald & Sharp, 2000). It guides a consumer in choosing among different and competing brands in the shopping mall.



The first assignment of marketing communications is creating, nurturing and sustaining brand awareness (Cizmeci & Ercan, 2015). It is very important in many corporate branding strategies (Homburg et al., 2010). However, Bertsch and Ostermann (2011) described two levels of brand awareness. They include the inability of the consumer to recognize something already perceived in a brand the first time the brand elements are presented to him or her and the ability of the consumer to recognize a brand without being presented any of the brand features. He called the former passive brand awareness and the latter active brand awareness. Brand recognition, brand recall, brand top of mind and brand name dominance are the four levels of the brand awareness pyramid (Cizmeci & Ercan (2015).

### ***Effects of Social Media on Consumer Brand Awareness and Patronage***

Advertising on Facebook and Twitter messages influence consumer patronage (Okolo et al., 2018; Akpan et al., 2015). This view was supported by Nyekwere et al. (2013) who observed that goods and services advertised on social media attract huge consumer patronage. Research conducted by Chukwu and Ifediora (2014) revealed that social media (Facebook and Twitter messages) influenced consumer patronage of online shops significantly. Social media can change consumer behaviour and further mount pressure on the consumer to scut from the affective state to cognitive state (Ioanas & Stoica, 2014). Apparently, from the perspective of politics, a study was conducted by Ogbuji and Ogbubula (2018) and it was also discovered that social media was instrumental to voters' intention to cast their ballots for their chosen political candidates.

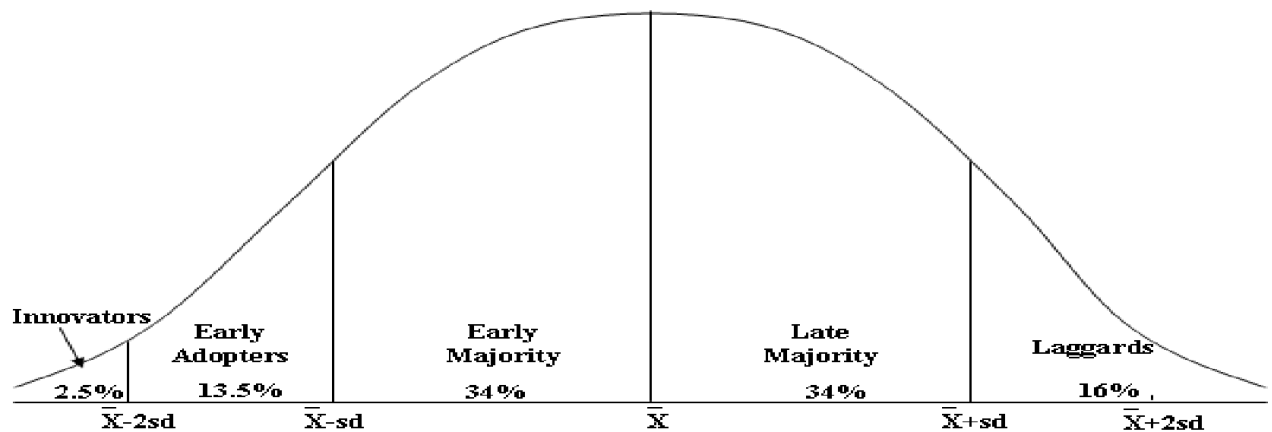
Moreover, in another study in the travel and tourism industry in Sri Lanka, Dhanushanthini (2017) revealed that social media marketing has a positive and significant effect (73.4%) on brand equity. Alhaddad (2015) revealed also that social media advertising has an impact on brand awareness. In line with this, Bayne and Cianfrone (2013) and Bilgin (2018) supported that brand awareness is tremendously influenced by the use of social media. Similarly, in a related study, Alam and Khan (2015) also discovered that social media have a significant impact on brand awareness. Ali et al. (2016) also discovered that social media marketing affects consumer perception and purchase decisions. In another related study by Abzari et al. (2014), it was revealed that social media influenced consumer brand attitude and intention to buy from Khodro Company in Iran.

### **The Innovation Adoption Theory (IAT)**

The innovation adoption theory (IAT) which is also known as the diffusion of innovation theory (DIT) introduced by Everett Rogers in 1962 highlighted the stages a target consumer undergoes before making an initial purchase decision (Rogers, 2003). F York (2009), innovation adoption theory postulates several stages through which a target customer passes from a state of unawareness, awareness, interest, trial to purchase/adoption. Kotler, Armstrong and Opresnik (2018) defined the adoption process as the mental stages through which a consumer-first gains information about an innovation and forges ahead to adopt it.

Okolo et al. (2017), and Kotler, Armstrong and Opresnik (2018) described the differences in consumer or individual innovativeness in figure 1 below: the innovators are the first group who choose to adopt an innovation or product as soon as they see it. They are extroverts, aggressive, venturesome and expeditious. The early adopters are diligently careful and are guided by respect. They are naturally the leader of their peerage or opinion leaders whom their constituency look up to to make critical purchase decisions. Then the early majority is

independent consumers who, although conscious of taking purchase risks, forbid being the last to adopt innovation; even though they are not opinion leaders on their own. The late majority is sceptical and risk-averse consumers who choose to adopt a product or service when they are sure that the adoption of the innovation wouldn't hurt. Finally, innovation is adopted lastly by the laggards. They are conservatives, tradition-bound and afraid of change; and would not key into an innovation until everyone has adopted it.



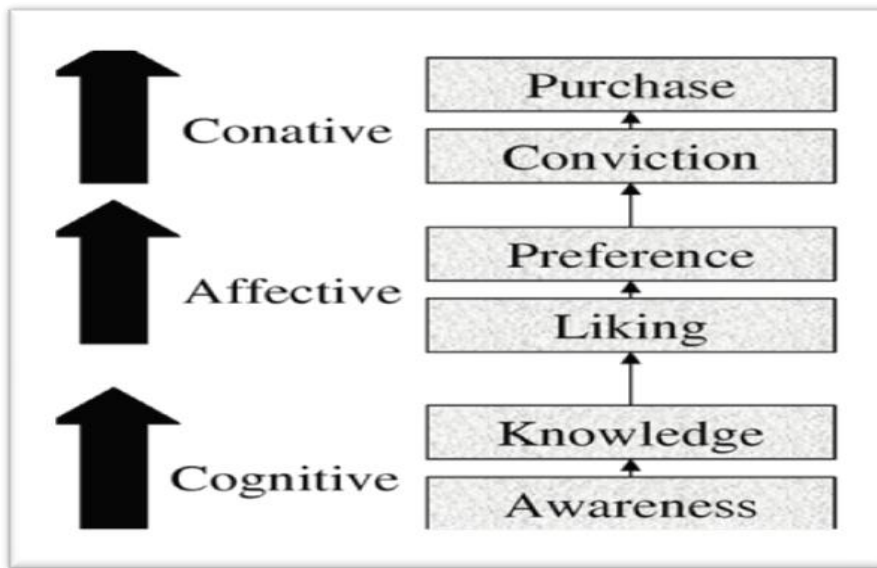
**Fig. 1: Innovation Adoption Theory.**

*Source: Sahin, I. (2006).*

### Hierarchy of Effects Model

The hierarchy of advertising effects models was developed by Robert Lavidge and Gary Steiner in 1961 (Sadeghi et al., 2013). It had been applied by many professionals in assessing advertising objectives many decades ago (Sadeghi et al., 2013). It represents the hierarchy in motion through which a consumer makes a purchase decision as a decision to buy a product may not be directly related to the advertisement a consumer hears or sees.

The hierarchy of effects model is based on classical psychology and separates consumer perception of advertising communication into cognitive, affective and motivational states (Ekberg, 2010). Instead of the routine six stages, Ekberg (2010) posited seven stages – unaware, aware, knowledge, liking, preference, conviction, and purchase. Ekberg also described other constructs in the hierarchy of effects model in figure 2. According to Ekberg, the cognitive state is where individual thought is domiciled and at this stage, the ad makes information and facts available. Under the cognitive state, the consumer is either unaware, aware or knows a product through ad messages. The affective state has domiciled the realm of emotion and the objective of the ad is to secure consumer perception and feeling. Under an effective state, the consumer develops liking and preference for the product. While in the conative state lies the realm of motive and the ad is intended to enkindle the desire of the consumer to buy the product.



**Figure 2: Hierarchy of Effects Model**

Source: <https://www.google.com/search?biw>

## RESEARCH METHODS

The researcher employed a survey method by administering structured questionnaires to gather primary data from customers who purchase the services of Nike Lake Resort in Enugu. The scope covered social media (Twitter messages and Facebook messages) capacity in creating brand awareness and patronage of Nike Lake Resort services: a hospitality firm in Enugu. The population includes guests of Nike Lake Resort selected using convenience sampling techniques. Face and content validity were used to determine the validity of the instrument by giving questionnaires to marketing experts who vetted it so that the instrument can measure what it constructs accurately. The reliability of the study is 0.870 determined using Cronbach's alpha. The sample size was 384 determined using Freund and William's method of determining an unknown population. Thus, from the 384, 295 were correctly filled and validated. Analysis of data was done using Pearson's product-moment correlation coefficient with the aid of statistical package for social sciences (SPSS) software version 22.

## DATA PRESENTATION AND ANALYSIS

The data obtained from the field study were presented and analyzed with descriptive statistics to provide answers to the research questions while the corresponding hypotheses were tested with Pearson's correlation and linear regression at 0.05 alpha levels.





**Table 1. Coded responses on the influence of Twitter messages on consumer brand awareness and patronage of Nike Lake Resort services.**

S/N o	Questionnaire items	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total (Freq)
		Freq	Freq	Freq	Freq	Freq	
1	You got information about services rendered by Nike Lake Resort via Twitter	138	100	15	25	17	295
2	Using Twitter video you made your choice of service through their displayed product lines	151	94	20	17	13	295
3	Twitter messages about Nike Lake Resort targets specific customer (personal messages)	140	121	13	10	11	295
4	You gave the management of Nike Lake Resort feedback on how they can improve their services using Twitter	126	132	15	14	08	295
5	You purchased Nike Lake services through their suasive Twitter messages	110	154	21	07	03	295
6	You complained about services dissatisfaction via Twitter	154	112	09	10	10	295
TOTAL		819	713	93	83	62	1770

*Source: fieldwork, 2020*

In table 1, based on responses 819 indicated strongly agree, 713 indicated agree, 93 indicated neutrality, 83 indicated disagree, while 62 indicated strongly disagree. This implies that Twitter messages have a significant and positive relationship with consumer brand awareness and patronage of Nike Lake Resort services.

## Hypothesis One

H1: There is a significant relationship between Twitter messages and consumer brand awareness and patronage of Nike Lake Resort services.

**Table 2. Descriptive Statistics**

	Mean	Std. Deviation	N
<b>Brand Awareness</b>	<b>4.2486</b>	<b>0.88560</b>	<b>885</b>
<b>Twitter</b>	<b>4.1740</b>	<b>1.07796</b>	<b>885</b>

**Table 3. Correlations**

		Brand Awareness	Twitter
<b>Brand Awareness</b>	<b>Pearson Correlation</b>	<b>1</b>	<b>0.937**</b>
	<b>Sig. (2-tailed)</b>		<b>0.000</b>
	<b>N</b>	<b>885</b>	<b>885</b>
<b>Twitter</b>	<b>Pearson Correlation</b>	<b>0.937**</b>	<b>1</b>
	<b>Sig. (2-tailed)</b>	<b>0.000</b>	
	<b>N</b>	<b>885</b>	<b>885</b>

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

Table 2 shows descriptive statistics of the relationship between Twitter messages and consumer brand awareness and patronage of Nike Lake Resort services. The mean value of Twitter messages is 4.1740; while the standard deviation is 1.07796. Also, the mean value of consumer brand awareness and patronage of Nike Lake Resort services is 4.2486; while the standard deviation is 0.88560. By careful observation of standard deviation value, it can be said that there is about the same variability of data points amongst dependent and independent variables. This implies that Twitter messages have a significant and positive relationship with consumer brand awareness and patronage of Nike Lake Resort services.

Also, Table 3 shows the Pearson correlation coefficient for Twitter messages and consumer brand awareness and patronage of Nike Lake Resort services. The correlation shows 0.937. This value indicates that the correlation coefficient is significant at 0.05 level (2 tailed) and implies that there is a significant and positive relationship between Twitter messages and consumer brand awareness and patronage of Nike Lake Resort services ( $r = 0.937$ ). The computed correlation coefficient is greater than the table value of  $r = 0.195$  with 228 degree of freedom (df  $n-2$ ) at alpha level for a two-tailed test ( $r = 0.937$ ,  $p < 0.05$ ).



**Table 4. Coded responses on the influence of Facebook messages on consumer brand awareness and patronage of Nike Lake Resort services.**

S/N o	Questionnaire items	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total (Freq)
		Freq	Freq	Freq	Freq	Freq	
1	You got information about services rendered by Nike Lake Resort via Facebook	158	92	15	20	10	295
2	Using Facebook video you made my choice of service through their displayed product lines	161	86	20	17	11	295
3	Facebook messages about Nike Lake Resort targets specific customer (personal messages)	155	89	23	18	10	295
4	You gave the management of Nike Lake Resort feedback on how they can improve their services using Facebook	150	102	21	14	08	295
5	You purchased Nike Lake services through their suasive Facebook messages	154	90	25	17	09	295
6	You complained about services dissatisfaction via Facebook	144	102	22	15	12	295
<b>TOTAL</b>		<b>922</b>	<b>561</b>	<b>126</b>	<b>101</b>	<b>60</b>	<b>1770</b>

*Source: fieldwork, 2020*

In table 4, based on responses 922 indicated strongly agree, 561 indicated agree, 126 indicated neutrality, 101 indicated disagree, while 60 indicated strongly disagree. This implies that Twitter messages have a significant and positive relationship with consumer brand awareness and patronage of Nike Lake Resort services.

## Hypothesis Two

H2: There is a significant relationship between Facebook messages and consumer brand awareness and patronage of Nike Lake Resort services.

**Table 5. Descriptive Statistics**

	Mean	Std. Deviation	N
<b>Brand Awareness</b>	<b>4.3887</b>	<b>1.04767</b>	<b>885</b>
<b>Facebook</b>	<b>4.2407</b>	<b>1.05276</b>	<b>885</b>

**Table 6. Correlations**

		Brand Awareness	Facebook
<b>Brand Awareness</b>	<b>Pearson Correlation</b>	<b>1</b>	<b>0.943**</b>
	<b>Sig. (2-tailed)</b>		<b>0.000</b>
	<b>N</b>	<b>885</b>	<b>885</b>
<b>Facebook</b>	<b>Pearson Correlation</b>	<b>0.943**</b>	<b>1</b>
	<b>Sig. (2-tailed)</b>	<b>0.000</b>	
	<b>N</b>	<b>885</b>	<b>885</b>

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

Table 5 shows descriptive statistics of the relationship between Facebook messages and consumer brand awareness and patronage of Nike Lake Resort services. The mean value of Facebook messages is 4.2407; while the standard deviation is 1.05276. Also, the mean value of consumer brand awareness and patronage of Nike Lake Resort services is 4.3887; while the standard deviation is 1.04767. By careful observation of standard deviation value, it can be said that there is about the same variability of data points amongst dependent and independent variables. This implies that Facebook messages have a significant and positive relationship with consumer brand awareness and patronage of Nike Lake Resort services.

Also, Table 6 shows the Pearson correlation coefficient for Facebook messages and consumer brand awareness and patronage of Nike Lake Resort services. The correlation shows 0.943. This value is an indication that the correlation coefficient is significant at 0.05 level (2 tailed) and implies that there is a significant and positive relationship between Facebook messages and consumer brand awareness and patronage of Nike Lake Resort services ( $r = 0.943$ ). The computed correlation coefficient is greater than the table value of  $r = 0.195$  with 228 degree of freedom (df  $n-2$ ) at alpha level for a two-tailed test ( $r = 0.943$ ,  $p < 0.05$ ).



## DISCUSSION OF FINDINGS

It was revealed that there is a significant positive relationship between Twitter messages and consumer brand awareness and patronage of Nike Lake Resort services ( $r = 0.937$ ,  $p < 0.05$ ). This finding is in line with the finding by Alhaddad (2015). According to his findings, it was revealed that social media (Twitter messages) is capable of exposing a brand through interpersonal communication and so bolsters the brand image. This is also in agreement with the study conducted by Bayne and Cianfrone (2013). It was revealed in their study that Twitter messages are effective and efficient in creating brand awareness and patronage. In another related study, Karman (2015) revealed that Twitter messages have the capability of increasing brand awareness. Another research revealed that there is a significant positive effect of trust in Twitter on its American and Ukrainian users' patronage intentions (Pentina et al., 2013). When hospitality companies establish their presence online via Twitter, those who have Twitter accounts would access relevant information about their products and services and would go ahead to purchase them if these offerings captivate them. Thus, through Twitter, services awareness can comfortably be created by Nike Lake Resort in Enugu.

Also, it was revealed that there is a significant positive relationship between Facebook messages and consumer brand awareness and patronage of Nike Lake Resort ( $r = 0.943$ ,  $p < 0.05$ ). In the same vein, Facebook messages were revealed to possess the power of communicating the benefits of a brand to the consumers (Alhadda, 2015). Seo and Park (2018) also revealed a similar relationship between Facebook messages and brand awareness. Tritama and Tarigan (2016) in their study revealed also that Facebook has a significant relationship with brand awareness creation. Similarly, it was revealed in a study conducted to investigate the impact of social media including Twitter and Facebook on consumer patronage of retail stores in Kenya that both social media had a significant positive impact on consumer patronage (Mobango & Wagandu, 2017). What this relationship shows is that when Nike Lake Resort communicates its services via Facebook, customers will connect with them, view their offerings and if it is attractive to them, they would choose to lodge in the resort and patronize other services they offer.

## CONCLUSION

Social media (Twitter messages and Facebook messages) is in truism a paradigm shift in interpersonal communication. Because everyone is a publisher, companies can design and customize messages to suit different customers. The effect of this media of communication cannot be overemphasized. Social media is interactive, has the speed of message delivery, is cost-effective, has a wider reach and target audience oriented (Okolo et al., 2018). One of the most important aspects of social media is the surety word-of-mouth referral or third-party endorsement of a company's products and services. In this study, consumer brand awareness has a significant relationship with Twitter messages and Facebook messages respectively. It indicates that both Twitter messages and Facebook messages as social media platforms have the capability of influencing the awareness of Nike Lake Resort services. Other related studies have given similar submissions to these influences (Okolo et al., 2018; Chukwu & Ifediora, 2014; Ogbuji & Ogbubula, 2018; Akpan et al., 2015; Alam & Khan, 2015). Through the Twitter messages and Facebook messages channels, the consumers could contribute their





quota by providing vital information and research data that would help the marketers satisfy their needs in the future. Therefore, the management of Nike lake needs to create Twitter and Facebook accounts to improve on their services by interacting with their clientele better and also serve them better.

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