



**THE EFFECT OF SOCIAL MEDIA ADVERTISEMENT ON  
CUSTOMER DECISION-MAKING : IN CASE OF HABESHA  
BREWERIES**

**BY**

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## **CERTIFICATION**

This is to certify that Ruth Michail has carried out her research work on the topic entitled ‘The effect of social media advertisement on customer decision-making : in case of Habesha breweries’. The work is original in nature and is suitable for submission for the award of Masters Degree of Master of Art (MA) in Marketing management.

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## DECLARATION

I, undersigned declare that this research report is my own original work and it has never been produced or submitted to any university of higher learning institution for the similar or different award.

Signature \_\_\_\_\_

Date \_\_\_\_\_

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## **ACRONYMUS AND ABBREVIATION**

EOU- Ease of use

IABP- Interaction and broad participation

EOCI- Ease of communicating information to the public

FAE- Fun and entertainment

HC- High credibility

DM- Decision making

SMA- Social media advertisement

ANOVA- Analysis of Variance

SPSS- Statistical Packaging for Social Science

PSPP- An alternative of SPSS

IBM- International business machines

## ABSTRACT

*This study was intended to investigate how social media characteristics or the independent variables affect the decision making of customers in Habesha brewery. For this study, a quantitative research method was used in order to collect the appropriate data from the target respondents. A sample of 384 questionnaires was distributed via social media platforms like email, telegram, and others because of the pandemic and 327 valid responses were collected.*

*A descriptive research method was conducted to present the demographic characteristics of the respondents. whereas multiple linear regression analysis was used to investigate the relationship between the five independent variables such as (Ease of use, Interaction and broad participation, Fun and entertainment, Ease of communicating information to the public, and High credibility) and the dependent variable (Decision making). GNU PSPP 1.0.1 was used as an alternative of Statistical Package for Social Science (SPSS) in order to generate the actual results that confirmed social media advertisement factors Ease of use, Interaction and broad participation, Fun and entertainment, Ease of communicating information to the public and High credibility) has a positive and significant relationship with the dependent variable (decision making). This study can be useful for marketing managers to manage their social media sites to be more effective for customers to use and decide on the product easily.*

*Key words: ease of use, interaction and broad participation, fun and entertainment, ease of communicating information to the public and high credibility.*

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the study

The internet has become a need today than ever before since it is a vast network which facilitates people in different ways especially in searching, gathering, storing and sharing information with less time and effort. Further, this has made online communication fast and easy for people in communicating with each other anywhere in the world and, the most innovative of its technology is Social Media as it is becoming the most visited destination on the internet. (Kaplan & Haenlein, 2010).

Thus, the internet and especially social media have changed the relationships between consumers and companies by allowing a two-way communication. This epidemic also gave rise to a new marketing function called ‘Social Media Marketing’. (Hoyer, and MacInnis, 2010, p389, defined Social media marketing as “the use of social media channels to promote a company and its products”. This kind of marketing can be thought of as a subset of online marketing activities that complete traditional Web-based promotion strategies, such as e-mail newsletters and online advertising campaigns through channels like Facebook, twitter and other social media sites. By this new approach of outreach various business across the world are adopting social media marketing in to their everyday business (Hafele, 2011). The Brewery industry is one of those businesses that have adopted social media marketing in to their day to day operation.

According to a study conducted on craft brewery, Social media marketing plays a significant role in advertising beer companies by interacting with their customer base (Benjamin Lahnalampi, 2016). Further, (McQuiston, 2013) explains that social media brings the companies story to many more people than they can tell personally every day. For example, Craft brewers use hash-tags (#) to make their brewery and products easy to

link to and send to other users on social media platforms (Professor Gerry Moran, 2015). The idea is also to get customers to take pictures of the craft brewery's products so that they can promote the beer themselves using Instagram. Additionally, the companies continuously update their customers on the latest information about their product on Facebook. (Moran, 2013).

Social media marketing is not only used by small craft breweries but also by large brewery companies' such as Habesha breweries S.C. According to (Berhane 2018), this company uses advertising, sponsorship and non-monetary promotion to reach its customers and build its brand image. Habesha Breweries is a share company located near Debrebirhan city and established in October 2009 with five founding members with a capital of 200,000 ETB. It is established as per the Commercial Code of Ethiopia (1960) and registered with the Ministry of Trade and Industry on 02/10/09 E.C. The share company initially offered 250,200 shares at par value of 1000 ETB to the general public which was later increased to 500,200 at par value of 1000 ETB. The share company now has nearly 8000 shareholders with a capital of 55,200,000.00. In July 2012 a Holland Brewery called Bavaria overseas Breweries B.V. became a shareholder of the company.

The study aims to examine the implication of social media advertisement in the consumer decision making and to find out that the consumers are aware of social media advertisement and the digital channels influence in their purchase decision in Habesha breweries. In addition to this the term social media advertisement and social media marketing are used interchangeably throughout the paper.

## **1.2. Problem Statement**

In the recent years, social media marketing has emerged as a new marketing tool. The main aim of the every organizations is to increase the profitability by using the effective marketing strategies. Every firm use different social media for marketing like Facebook, twitter and other media.

Internet is accessible for almost every person using different digital devices. Therefore, this rapid growth of internet is an indicator towards using internet as a marketing tool and it's a nice opportunity for any firm to change the consumer decision making through social media marketing.

According to (Tiago and Verissimo, 2014), human interactions have changed significantly due to engagement on social networks; the rapid growth of web platforms has facilitated behavioral changes related to activities, habitats, and interactions. Consumer behavior changes require organizations to re-strategize their marketing activities in the digital space (Tiago & Verissimo, 2014). With the rise of social media marketing departments now have various options available to them for branding their products, such as advertising, publishing of brand content, participation in social networks and developing engagement opportunities for consumers to participate with the brand (Ashley & Tuten, 2015).

Social media is used for social purposes, business purposes or both through sites such as Facebook, LinkedIn, Twitter, etc. Some reasons proposed by (Weinberg, 2009) are to follow Social media with or instead of traditional media strategies: facilitation in a natural discovery of new content, boost up in traffic numbers, strong relationship building, as well as a cheap alternative to traditional marketing. Meanwhile Consumer motives for engaging in social media activities maybe information, entertainment, social or shopping aspects (Heinonen, 2011).

As such the influence of social media on buying behavior can be in any services or products. In light of this, (Dr.Fahed Khatib, 2016) stated that social media influence the way consumers behave during different stage of their purchase decision making process. As such, social media has changed the way consumers behave in their consumption.

Before consumers were waiting for companies to push messages toward them, they are now directly seeking for information on Social Media. Consumers can recognize new needs on Social Media when 'surfing' on some social networks such as Facebook where

they can see friends displaying pictures of products they bought or using the ‘like’ button to mention brands that they like. (Brown, and Hayes, 2008, p179-180). In essence, the key business component of social media is that it allows consumers to evaluate product, make recommendations to contacts or friends, and link current purchases to future purchases through status updates and twitter feeds. In addition, the use of social media presents a valuable tool for firms in which a satisfied user of a product could recommend that product (good or service) to other potential users. (Funde Yogesh,2014)

Many papers have been written about social media marketing and consumers purchase decision in general with their findings indicating the influence of Social Media marketing on the different stage of consumer purchase decision. In 2014 a study by Funde Yogesh attempts to assess the impact of usage of social media on purchase decision process and attempt to find out the relationship between personal characteristics of social media users and impact of social media on their purchase decision and their post purchase behavior.

A study by Mwaisaka in 2017 explained how individuals are attending, processing, and selecting the information on social media before purchase and the but the data analysis ends up in only in analyzing the relationship between time spent on social media and decision making. A research on Habesha Brewery by Berhane taye in 2018 focused on the relationship between promotion tools and its impact on brand image/equity and other researchers (Salelaw & Singh, 2016) studied the impact of sales promotion on brand equity.

As such there is a lack of literature relating to the topic of the study; Thus, the exact role played by social media advertisement on the decision making of Habesha Brewery consumers still remains unclear. consequently, the study aims to improve the above mentioned knowledge gap on social media advertisement decision making of Habesha breweries consumers.

## **1.3. Research Questions**

### **1.3.1. Main research question**

How does social media advertisement affect the consumer decision-making in Habesha breweries?

### **1.3.2. Sub Research Questions**

- To what extent does ease of use of social media advertisement affect decision making of customers?
- To what magnitude does credibility affect decision making of customers?
- How does Ease of communicating information to the public affect decision making of customers?
- How does Fun and entertainment during use affects decision making of customers?
- To what extent does Interaction and broad participation affects customer decision making?

## **1.4. Objective**

### **1.4.1. General Objective**

This research aims to analyze and identify the effects of social media advertisement on the consumer decision-making and also how it helps consumers in a decision making.

### **1.4.2. Specific Objectives**

- To analyse the effect of ease of use of social media on consumer decision-making.
- To identify the effect of Interaction and broad participation of social media on consumer decision-making.

- To examine the effect of Fun and entertainment during use of social media on consumer decision-making.
- To examine the effect of Ease of communicating information to the public of social media on consumer decision-making.
- To assess the effect of credibility on consumer decision-making.

## **1.5. Significance of the study**

This study will add a current and fresh piece of information in the already existing literature by analyzing the effectiveness of social media advertisements on the decision making of customers. And, it will also help as additional reference to the Habesha breweries marketing department to understand the effect of using social media advertisement and used to improve it for the better. In a situation where television advertisement is banned, analyzing how social media advertisement is effective is very essential to the marketing department of Habesha Breweries.

## **1.6. Scope of the study**

However, many problems need to be researched in social media advertisement this research is only focused on the analysis of the effectiveness of social media advertisement of the customer decision-making of Habesha breweries.

### **Conceptual scope**

The concept of social media advertisement on customer decision making is so broad in concept but this study only aims at analyzing, examining and identifying the 5 independent variables of social media advertisement (Ease of use, Interaction and broad participation, Ease of communicating information to the public, Fun and Entertainment and High credibility).

### **Geographical scope**

The target scopes of the study is only in Addis Ababa due to dispersed geographical location.

### **Methodological scope**

Explanatory and descriptive research is used for this study. The study is designed in line with primary data and secondary which is collected through a well-structured questionnaire that are used for analysis purpose and from previous articles and journals.

## **1.7. Limitation of the Study**

All studies, regardless of whether they are set up in high deliberation limitations do exist. There are some limitations related to this particular study. The following limitations are observed during the research:

- ✓ The primary limitation of this study is the absence of sufficient related studies that were conducted on the effect of social media advertisement on customer decision-making.
- ✓ The second limitation of the study is the geographical coverage of the study which prohibit generalization of the results to the other area of the country.
- ✓ The third imitation for this study is age limit because most older users of Habesha beer do not use social media and most of the teenagers who are familiar with social media don't use Habesha beer. Therefore, it affects the generalization of the research output/result.
- ✓ The fourth limitation of this study is some of the customers of Habesha breweries were unwilling to provide the necessary information and late response of emails from customers to reply for the questionnaire are considered as one of the limitations.

- √ Additionally, the outbreak of the COVID 19 pandemic is the main limitation in the data collection phase.

## 1.8. Definition of terms

- √ ***Ease of use:*** Is the degree to which a social media advertisement is easy to understand or use. (Zeithaml et al. 2002)
- √ ***Interaction and broad participation:*** Is when peoples enjoying the process of participation. (Aakansha, 2018)
- √ ***Fun and entertainment:*** Entertainment is the ability to arouse aesthetic enjoyment.(Oh abd Xu, 2003)
- √ ***Ease of communication information to the public:*** Social media advertisement needs to be very simple when providing information to the public.
- √ ***High credibility:*** Credibility is the content and source of advertising that affects customer's trust.(Brackett and Carr, 2001)

## 1.9. Organization of the Study

This study is organized into five chapters. The first chapter includes introduction parts and it contains background of the study, statement of the problem, research questions and objectives, significance of the study, scope of the study, limitation of the study and definition of terms.

The second chapter consists of literature review on the effect of social media advertisement on customer decision making. Based on theoretical review and empirical studies the formulated hypotheses and the developed conceptual framework are presented.

The third chapter focuses on methodology which contains description of the study area, research design, population and sample, data source and types, data collection procedures, ethical consideration and data analysis.

The fourth chapter deals with the data collection, organization, analysis and interpretation.

The fifth chapter contains summary of findings, conclusion and recommendation. Finally the reference and samples of questionnaire are attached to the appendix part on the research paper.

# CHAPTER TWO

## 2. Review of related literature

### 2.1. Introduction

This chapter gives an insight to readers about the theoretical reviews, empirical reviews and the conceptual framework of the study is presented at the end of this chapter.

### 2.2. Definition of advertisement

Marketing literature in Romania proposed a various meaning of this idea, working as suitable with a pretty much unequivocal view. In this way it is evaluated that advertisement is "a set of actions aimed at presenting-oral or visual-indirect (impersonal) message about a product, service or company by any identified supporter (payer) " (Popescu et al, 1994). As per a current definition, advertising is a correspondence procedure that includes running a complex convincing cycle, for whose realization are utilized various explicit apparatuses, ready to cause psychological weight on the concerned public. The initiator of the advertising communication actions is the sponsor, who in order to achieve communication objectives, wants to send an impersonal message to a well-defined audience regarding the enterprise, its products or services." (Popescu, 2004). As the literature in Romania, the outside definitions of advertising are various.

Thus, advertising is defined as "the paid and media intermediate attempt to convince" (O'Guinn et al, 2003) or, according to different authors defined as "A form of structured and impersonal communication, composed from information, usually persuasive in nature, regarding the products, in the broad sense, paid by an identifiable sponsor and transmitted through various media" (Arens, 2002). Beginning from descriptive analysis of advertising, some of its features are highlighted.

- 1) Firstly, advertising is a form of impersonal communication, the associated messaging being transmitted by means of extremely large addressable media (the mass media).

Impersonal nature of it is given in the opinion of the some authors by the lack of immediate feedback from the receivers (Belch and Belch, 2002).

- 2) Advertising is persuasive in nature. The objective of those using advertising is to convince people in public to embrace a product, service, idea, etc.
- 3) Advertising is paid by a sponsor. In the opinion of some authors this feature is even a condition which clearly distinguishes advertising from other forms of marketing communication. Publicity, for example, does not fall under the definitions above (O'Guinn et al, 2003).
- 4) The subject of this form of marketing communication consists of both tangible and intangible products (services, ideas).

## **2.3. Definition Social Media and Social media advertisement**

### **2.3.1. Social Media**

As per (Beer & Burrows,2007), social media is a virtual place which can be Blogs and different websites are used by individuals or companies to share about them and their products trough internet. (Kaplan and Haenlein, 2010) intellectualize social media as a web based program that gives a platform for consumers to communicate their own opinions, share data and past experience using different social networks, blogs and other content areas.

The efficiency of social media has enabled the advertisers and customers with fast interaction and communication processes to enhance customer service, increase brand awareness and build strong customer–brand relationships. Using social media tools, consumers will have the chance to express their opinions to a larger number of individuals and also find the desired information quickly without incurring much cost (Severi et al, 2014).social media is a significant marketing communication instrument to reach and connect with clients with minimum expense and at various times.

This study proposes some types of social medias which are used by habesha breweries in order to advertise their product and posting events and ceremonies happening in the

Habesha breweries: Facebook, Instagram, YouTube, Twitter and Habesha Brewery Sponsored Applications.

### **2.3.2. Social Media Advertising**

In the digital age, more and more people in western cultures are finding new ways to connect with like-minded individuals and more interested in satisfying their needs for pleasure and self-actualization (Keller & Kotler, 2009). Many people have their own personal website where they fill out information about themselves, post pictures, create their own blogs, and upload their own videos which are important for advertisers to understand the self-esteem and self-actualization (Elizabeth Wright et al., 2010).

(Taylor, Lewin, and Strutton, 2011) describe social media advertising as “a general term capturing all forms of advertising-whether explicit (e.g., banner advertising and commercial videos) or implicit (e.g., fan pages or firm-related “tweets”)-that are delivered through social networking sites.” Also, marketers use social media advertising (e.g., display ads on social networking sites) to persuade users to buy their products (Neti, 2011).

Consumers deem advertising as a valuable source of information because product information shown in advertisements help them in making the informed and right purchase decisions (Polly and Mittal, 1993). (Imran ,2012) also discover her study that social media advertising was valuable for the multinational companies which is expected to promote their products and services via social media channels in South Asia.

Consumer product companies that market nationally branded products or services might invest millions if not billions of dollars to build brands over the lifetime of their products’ or services’ life cycles (Keller 2008). The change prompted by the emergence of social media also applies to the consumer decision-making process and marketing communications (Hennig-Thurau et al. 2004; Shankar and Malthouse,2007).

For instance, social media websites provide a public forum that gives individual consumers voices, as well as access to product information that facilitates their purchase decisions (Kozinets et al., 2010).

## **2.4. The concept of Decision-making**

Consumers have evolved and no longer make purchasing decisions in a linear approach; they enter at various points, which are dependent on their first engagement with the brand, product research or word of mouth from their social networks (Powers et al., 2012).

(Powers et al., 2012) describe decision making as brands that adopt digital and social media build relationships with consumers, and in turn gain consumer loyalty to the brand. (Vinerean, Cetina, Dumitrescu & Tichindelean, 2013) suggested that organizations must be aware of social media sites and how they influence consumer buying behaviour.

As indicated by (Powers et al., 2012), consumers constantly consider potential purchases and evaluate alternatives in the market. Research launched by (Meera and Gayathiri, 2015) indicate that consumer expectations of interactive visual experiences for example, moving pictures and interactive recordings have expanded, which permits the customers to find out about items. (Powers et al., 2012) research discoveries additionally show that consumers utilize social media to accumulate data about possible purchase and to acquaint them with new items, and can likewise make them have a mentality change about a brand. Due to digital connectivity and the time spent online by consumers, they now view shopping as an everyday activity (Powers et al., 2012).

Research by (Xie and Lee, 2014) found that increased consumer exposure to a brand on social media improved the probability of the consumer to purchase the brand. In association to this, research conducted by (Rasool Madni, 2014) showed that 53% of consumers get their information from forums, social media, organization websites and friends and relatives reviews before buying a Product.



**Figure 1:- Consumer decision making process (Kotler & Keller, 2012)**

problem recognition is the primary step in the decision making process. This is where the consumer purchase process begins, as the consumer recognizes a problem that is triggered by internal or external stimuli (Kotler & Keller, 2012). A problem is distinguished when the consumer's current state differs from their optimal state. Advertisers in associations additionally attempt to motivate problem recognition by starting the decision making process through advertising. This is done by creating a new ideal state for the consumer or creating dissatisfaction with the consumer's current state (Noel, 2009).

Information search takes the second step, whereby the consumer searches for information to attend to the problem recognized, and does so by gathering information about different brands and their features (Kotler & Keller, 2012). A consumer's information search process is internal and external, whereby internal is information in the consumer's memory, and external are sources of information through advertising and external media (Noel, 2009).

(Kotler & Keller, 2012) says as the consumer gathers information, a few brands are strong contenders for the final choice to be made . Organizations should along this lines determine the consumer choices to gather for information in the digital space and prepare marketing initiatives that will reach out to the consumer.

The third step in the process is the evaluation of alternatives, whereby the purchaser assesses or evaluate product brand choices to fulfill their requirements and achieve benefits. Beliefs and attitudes acquired through learning and experiences influence the buying behaviour of consumers and play a role in the evaluation of alternatives (Kotler & Keller, 2012). Organizations should design their social media activities to pull in and hold customers depending on their values and beliefs.

The fourth step is the purchase decision, which comes after the evaluation of alternatives when the consumer derives a preference among the brands considered and intends to buy the preferred brand (Kotler & Keller, 2012). The purchase decision is influenced by perceived risk, whereby the purchase can be modified, postponed or avoided. Perceived risk attributes consist of product attribute uncertainty, amount of money involved in the purchase, and the level of consumer self-confidence (Kotler & Keller, 2012). Organizations should provide information through social media to reduce the perceived risk consumers face so that the purchase can take place.

The last step in the process is post purchase behavior, which is which is the degree of disappointment or fulfillment of the consumer derived from the experience post the purchase of the product. Satisfied consumers promote the product and are likely to purchase further products, whilst dissatisfied consumers will return and complain about the product (Kotler & Keller, 2012).

An organization's response to consumer complaints plays a key role in its success; on average a dissatisfied consumer shares their views with approximately ten other individuals (Noel, 2009). social media associates consumers and gives a platform for consumers to air their perspectives, so organizations need to screen post buy practices by means of their channels to take care of purchaser protests and empower the maintenance and fascination of consumers. Organizations can utilize information derived from post purchase behavior to understand consumers and build a relationship to entrench them and avoid consumer brand exchange.

## **2.5. Theoretical review**

### **2.5.1. Theories of social media advertisement**

Advertising over social media is still considered as a new phenomenon and awaits for news insights, propagations and findings (Okazaki & Taylor, 2013). As Knoll (2015) states in his insightful meta analyses that around 45% of the studies conducted on social media advertising in 2013 lacked an explicit theoretical foundation. This figure was dropped down to 22% in the year 2014 which reflects that the later research studies started building a strong theoretical groundwork. As the futuristic studies demand a well-defined theoretical model, the proposed study incorporates the Uses and Gratifications (U&G) Theory and the Theory of Reasoned Action (TRA).

The combination of two theories into a well-integrated model provides new theoretical insights and adds to the depth of knowledge with respect to social media advertising. The U&G theory identifies the consumer's gratification seeking beliefs & motives behind social media advertising. On the other hand, the TRA element builds strong foundations for evaluating a consumer's behavioral intentions after being exposed to advertising mediums over the social media. The proposed model in a holistic manner incorporates additional/unexplored consumer beliefs and motivations that provide valuable and practical consumer insights to the practitioners and advertisers when developing their social media campaigns.

#### **2.5.1.1. The U&G theory**

The U&G theory identifies the complete process of media consumption and provides recognition to media users by selecting the right media to gratify their emerging needs (Katz, Blumler, & Gurevitch, 1974). This theory applies a user-centric functionalist perspective on social media and observes its effects from an individual's viewpoint. The proposed model has specifically employed this theory in not only knowing "how people use media" but also "why people use media". Motivations here need to be understood as gratifications sought i.e. if a specific media behavior becomes a means to attain a specific goal, then that motivation is a means to achieve that goal directed behavior (Pervin1989).

The U&G theory lacks in explaining a theoretical linkage/relationship between attitudes and behavioral intentions (Muk, Chung, & Kim, 2014), the role of TRA becomes eminent. Earlier LaRose & Eastin (2004) also propagated that the gratification needs are poor predictors and interpreters of consumer intentions and behaviors.

#### **2.5.1.2. Theory of reasoned action(TRA)**

Hence the Theory of Reason Action (Ajzen & Fishbein, 1980) would serve as a behavioral theory for strengthening the relationship amidst consumer beliefs, motives, attitudes and behavioral intentions. It would consider the volitional factors that determine a consumer's behavior of interest backed by a sound cognitive process which strengthens their capability of performing that behavior. On the other hand, the Theory of Planned Behavior (TPB) (Ajzen, 1985, 1991) further incorporates the non-volitional dimension of „perceived behavioral control which indirectly influences behavior through external social factors. The proposed study would consider TRA in understanding consumer's behavioral intentions through a personal factor (consumer attitudes) and a social factor (peer influence) explained below. There have been a series of regular modifications into the Theory of Reasoned Action as elaborated above. TRA was extended to TPB (Ajzen, 1985, 1991) and was modified to into Technology Acceptance Model (TAM) (Davis, 1985) for acceptance and adoption of new information technologies. The proposed study would combine TRA with the U&G theory to attain theoretical and practical insights into consumer attitudes and behavioral intentions towards social media advertising. Earlier Rodgers & Thorson (2000) developed the “Interactive Advertising Model” (IAM) which examined how people approach to internet advertising and in which activities do they indulge in from an information processing perspective. They argued that for the online users to respond to advertising, it is pivotal to understanding their motivations for going online. In the same manner, it is important to evaluate the consumer motivations for using the social media in order to examine their attitudes towards social media advertising. Based on this notion, the proposed study seeks to build an interactive “Social Media Advertising Model” (SMAM) through the combination of TRA & U&G. There is still a need of significant research on social media advertising

(Muk et al., 2014) and little is known about consumer attitudes that develop towards it (Knoll, 2015; Nevarez & Torres, 2015).

The SMAM model would seek to enhance the value of social media advertising from a South Asian perspective (Pakistan), which is highly lacking and demands additional academic research (Dao, Le, Cheng, & Chen, 2014). Further, it would also add strong theoretical rigor and foundation to the conceptual framework on social media advertising which is lacking in approximately 45% of the renowned academic journals (Knoll, 2015). Last but not the least, the amalgamation of the two theories would serve as a guiding path into dynamic consumer insights for the marketers and advertisers of the current and the future operating in the Pakistani industry.

### **2.5.2. Models of decision-making**

Different models have been used to explain the behavior of consumers when it comes to their decision-making process in purchasing. This study was intended to present the following models ; Engel, Kollat and Blackwell model and Howard and Sheth Model.

#### **2.5.2.1 . Engel, Kollat and Blackwell Model**

The Engel, Kollat and Blackwell Model (1968) is a wide model that represent the consumer behavior as decision process that constitute of the five stages: need recognition, information search, alternative evaluation, purchase decision and outcome. The customer's mentality is painted as incredibly thinking, conscious, learning and problem solving. The primary stage is the place customers think about their needs. They set out on a reality discovering mission by considering various marketing materials they see the web or on broad communications. The consumer then processes this information contrasting it with encounters and desire. Consumers then continue to the activity stage, after a period of self-reflection, choosing to make an acquisition based on rational awareness.

### **2.5.2.2. Howard and Sheth model**

Howard and Sheth model (1969) repudiates the the known 5 stages model above in that it has 3 stages while settling on their choice consumer engage in while making their decision on purchase. The primary stage is 'Extensive problem solving' where consumers have restricted information with respect to the brands and the models to aid the picking of items and services is undefined. Customers too have no clue no involvement the products and services they are looking for and they additionally need enough information hence they end up participating in searching information associated to the brands.

The second stage which is 'limited problem solving' portrays a situation where customers have found information with respect to brand which will suit them, have been fruitful in defining criteria to use but are still undecided.

The last stage is the 'Routinized response behavior' where purchasers have solid inclination with respect to the brand and are set up to make purchases from a particular brand they have chosen after gathering enough information and have assessed the other option.

## **2.6. Empirical review**

Funde Yogesh, 2014 examines the impact of usage of social media on purchase decision process. The paper examines the usage pattern and its influences the five stages of purchase process. The study finds that the social media is most widely used in information source for perceived convenience, effectiveness and perceived credibility. Also, the social media reviews and opinions affect the purchase decision process.

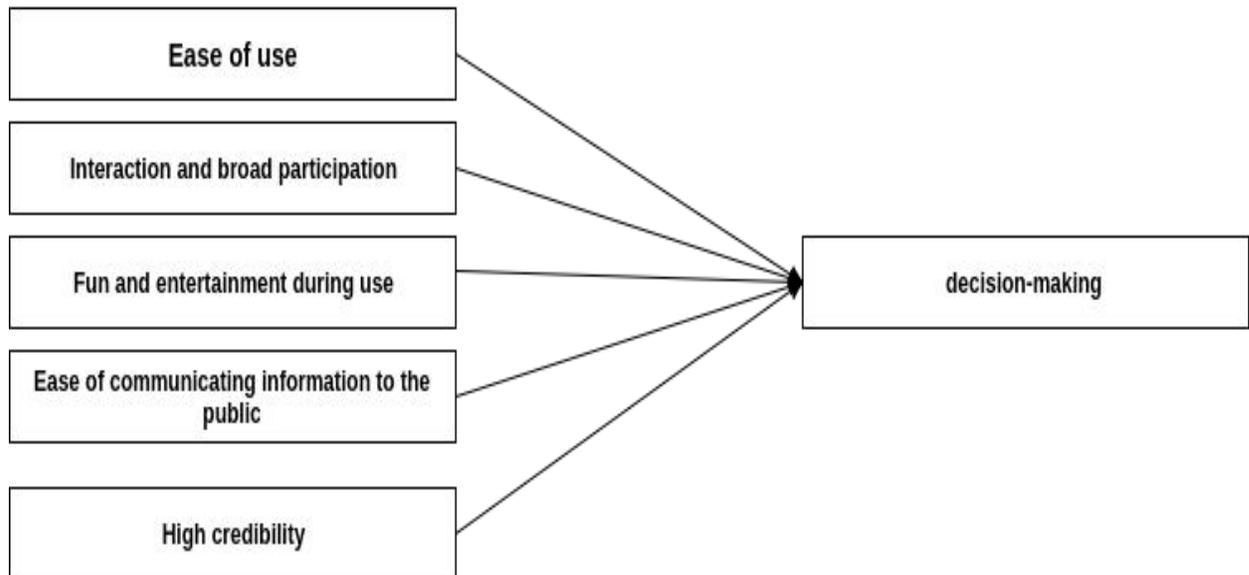
Leerapong andMardjo (2013) examine the factors that influence their online purchase decision through online social network, particularly Facebook. The customers ranked in order of importance relative advantage, trust, perceived risk, compatibility as the factors that encouraged or discouraged them from purchasing product through Facebook.

Dr. FahedKhatib, 2016 adopted qualitative research approach with a convenient sample of 310 respondents to analyse the effect of social media advertising on decision making process, in his researcher ease of use, interaction and broad participation, fun and entertainment, ease of communicating information to the public and high credibility are considered as independent variables and decision making is considered as dependent variable.

## 2.7. Conceptual framework

Based on the literature review five independent variables were developed and presented in the subsequent section. The conceptual framework is designed with the independent variables Ease of use, Interaction and broad participation, Fun and entertainment during use, Ease of communication information to the public and high credibility and the dependent variable decision-making were identified in the research. The consecutive conceptual frame work was adopted from Dr. Fahed Khatib, 2016.

**Figure 2: Conceptual framework**



*Source:- adopted from Dr. Fahed Khatib, April 2016*

**The effect of ease of use on customer decision-making: in the case of Habesha breweries:-** Perceived ease of use is the extent to which a person accepts as true that

using an exacting method would be at no cost to that individual (Davis et al., 1989; Mathieson, 1991; Gefen and Straub, 2000; Gahtani, 2001). originally Rogers in 1962 defined that perceived ease of use is a word that represents the degree to which an innovation is perceived not to be difficult to understand, learn or operate. additionally he stated that perceived ease of use is the degree to which consumers perceive a new product or service as better than its substitutes (Rogers, 1983). Hence, the drivers of growth in e-commerce are determined by the perceived ease of use, which is a combination of convenience provided, easy internet access, private and secure transactions, high standard of functionality and a large number of services. Therefore, the study propose the following hypothesis:-

**H1:** Ease of use of social media advertisement has a positive and significant effect on decision making.

**The effect of interaction and broad participation on customer decision-making: in the case of Habesha breweries:-** Social media encourages contribution and feedback from everyone.social media includes delivery of ideas at the time of online conversation.it tries to bridge the gap between companies and audience. With all the new channels of social media people are enjoying this process of participation.(Aakansha, 2018). Therefore, the study propose the following hypothesis:-

**H2:** interaction and broad participation has positive and significant relationship with decision making.

**The effect of fun and entertainment on customer decision-making:the case of Habesha breweries:-** Entertainment refers to the ability to arouse aesthetic enjoyment (Oh and Xu,2003).Entertainment is an important predictor of the value of advertising so is crucial to the effectiveness of web advertising (Aaker et al, 1992; Ducoffe,1996; Rosenberg, 1960; Teo et al, 2003). A high degree of pleasure and involvement during interaction with computer based media leads to concurrent subjective perceptions of positive affect and mood of consumer (Hoffman and novak ,1996).peoples feeling of

enjoyment associated with advertisements play the greatest role in accounting for their over all attitudes towards them (Shavitt et.al, 1998). As per previous studies a message have to be concise and funny and thus immediately captures consumers attention (Katterbach, 2002). therefore, the study propose the following hypothesis:-

**H3:-**Fun and entertainment has positive and significant relationship with decision making.

**The effect of ease of communicating information to the public on customer decision making: in the case of Habesha breweries:-** Social media advertisement needs to be very simple when providing information to the public. Therefore, the study propose the following hypothesis

**H4:-**Ease of communicating information to the Public has positive and significant relationship with decision making.

**The effect of high credibility on customer decision-making: in the case of Habesha breweries:-** Credibility, also referred as believability, is a quality perceived by individuals, who are not generally ready to recognize with their intellectual limits certified information from the fake one. Thus, in the ongoing years several approaches have been proposed to consequently assess credibility in Social Media. (Brackett and Carr, 2001) described credibility as the content and source of advertising that affects customer's trust. (Marshall and Woon, 2013) mentioned that, when the content or source of the advertising fails to motivate the customer to trust, it decreases the attention of the user towards the advertising, even if the source and content are credible (Unal et.al, 2011; Chandra et.al, 2013). Therefore, the study propose the following hypothesis.

**H5:-**high credibility has positive and significant relationship with decision making.

# **CHAPTER THREE**

## **RESEARCH METHODOLOGY**

### **3. INTRODUCTION**

This chapter addresses discussion on different methodological techniques that are used in the study. This section shows details on research area, research design, research approach, population of the study, sample size, sampling techniques, data collection procedure and data analysis techniques used for the study.

#### **3.1. Description of study area**

Habesha Breweries is providing its product to Addis Ababa and 130 KM around the city. However, this study does not include all the existing market place of Habesha Breweries (it only covers Addis Ababa). The Addis Ababa City is administratively divided into ten (10) sub-city administrations. This study selects the main bars and restaurants that have Habesha beer customers found in all sub-cities of Addis Ababa.

#### **3.2. Research Approach**

(Creswell, 2003) classified scientific research approaches into three categories: quantitative, qualitative, and mixed research. Quantitative research is an approach for testing objective speculations by inspecting the relationship among variables, which can be measured and analyzed utilizing statistical methods. Qualitative research is an approach for investigating and understanding the meaning people or group assign to a social or human issue. “Whereas, mixed research approach includes collecting and analyzing both quantitative (numeric) and qualitative (descriptive) forms of primary data in a single study (Creswell, 2014). Quantitative research is used to evaluate the problem by way of creating numerical data or data that can be changed into usable statistics. It is used to measure attitudes, opinions, behaviors and other defined variables and generalize the results from a larger sample population (Susan, 2011). So this study uses quantitative

approach to analyse the effect of social media advertising on the decision making of Habesha Breweries.

### **3.3. Research Design**

The research methodology used in this study is a hybrid approach, i.e. Explanatory and descriptive research design. In order to define and asses the cause and effect of the independent social media advertisement variables over the dependent one.

Explanatory research is actually a type of research design that focuses on explaining the aspects of your study. It is conducted in order to identify the extent and nature of cause and effect relationships. Explanatory research can be conducted in order to assess impacts of specific changes on existing norms, various processes etc. It is mainly a type of research design which focuses on explaining the aspects of the study in a detailed way.

Descriptive research is a type of research that describes characteristics of a population, situation, or phenomenon that is being studied. It focuses on answering the how, what, when, and where questions of a research problem, rather than asking why. It focuses at individuals, groups, institutions, methods and materials in order to describe, compare, contrast, classify, analyze and interpret the entities and the events that constitute the various fields of inquiry. It aims to describe the state of affairs as it exists. On the other hand, explanatory research, aims at establishing the cause and effect relationship between independent (ease of use, interaction and broad participation, fun and entertainment, ease of communicating information to the public and high credibility) and dependent (decision-making) variables.

### **3.4. Target population**

As defined by (Saunders and Lewis, 2012), 'population' referred to as a complete set of group members. This research target population are :-

✓ Habesha beer consumers who are aged above 21

✓ Residents of Addis Ababa

✓ who are educated and aware of social media.

### 3.5. Sample Size and Sampling Techniques

#### 3.5.1. Sample Size

Sampling is the process of obtaining information about an entire population by examining part of it (Holme and Solvang, 1991). The population of habesha brewery customers is not known. The formula that is suitable for this study is Cochran's formula to determine the needed sample size when the population size unknown. the formula can be stated as follows:-

$$n_0 = \frac{Z^2 pq}{e^2}$$

Where: n = required sample size

Z = Degree of confidence (i.e. 1.96)<sup>2</sup>

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.05)<sup>2</sup>

According to cochrans' s formula

$$N_0 = \frac{(1.96)^2 * 0.5 * 0.5}{(0.05)^2}$$

$$N_0 = \frac{3.8416 * 0.5 * 0.5}{0.0025} = 384$$

0.0025

Therefore the sample size for the study is 384.

### **3.5.2. Sampling Techniques**

To conduct this study, a convenience sampling technique is used. Convenience sampling also known as the haphazard or availability sampling is a non-probability sampling method is an easy method to acquire, accessible and inexpensive method (Roosevelt, 1936).

Non-probability sampling is conducted to get the best results for the research questions, as not all consumers embark on social media advertisement initiatives and limited secondary data is available and non-probability purposive sampling is used to select participants. Purposive sampling occurs when the researcher's judgment is used to select sample members, from whom he believes the best possible information will be gathered to answer the research question (Saunders & Lewis, 2012).

## **3.6. Data Collection Method and procedure**

Data can further be divided into primary and secondary data. Primary data consists of data that is collected by the researcher and is collected specially to address the specific research objective (Lundahl & Skärvad, 1992). Secondary data is already available since it is collected for another purpose than the present problem by someone else (Aaker & Day, 1990). Both primary and secondary sources of data are employed in this study.

### **3.6.1. Primary data collection**

Refers to gathering specific information aimed at providing refuting some facts. In data collection researcher must have a clear understanding of what they hope to obtain and how they hope to obtain it. According to (Kombo and Tromp, 2006).

primary data is collected by questionnaire where questionnaires contained a structured and close-ended questions by approaching respondents in Habesha beer customers. The

questionnaire contain multiple choice question for the descriptive part of analysis and the Likert scale of five rating scale where: Strongly Agree (SA) =5; Agree (A) = 4; Neutral (N) =3, Disagree (D) =2; and Strongly Disagree (SD) =1 for the explanatory analysis purpose.

### **3.6.2. Secondary data collection**

Secondary data are collected from previous researches, Journals, scientific Articles and other sources on internet.

### **3.6.3. Procedures Of Data Collection**

To conduct the survey first, sampling techniques is used. The questionnaire is of multiple-choice and likerts scale questions filled by respondents. Questionnaires are prepared in the English language and translate to the Amharic language to make it easy for the respondents then a pilot study is made for checking. After the pilot's survey feedback, the corrected questionnaires were distributed to respondents. .

Finally, the collected data from questionnaires are transferred to data analysis for the presented result below in chapter four.

## **3.7. Data Analysis**

This study used both descriptive and inferential statistics. Descriptive statistics were used to summarize sample population characteristics and general data which is obtained through the questionnaire and presented in mean, standard deviation, frequency percentages, and bar chart. The inferential statistics indicators used for the research are correlation and multiple regressions which are used to test hypothesis and research objectives.

As we have gone over through the objectives above, this study proposed to predict or explain the effectiveness of social media advertisement on customer decision making in case of Habesha breweries. Accordingly, correlation and multiple regressions are used. The data entry and analysis are performed by using PSPP which is the alternative for SPSS.

## **3.8. Reliability And Validity**

### **3.8.1. Reliability**

(Joppe, 2000) defines reliability as the extent to which results are consistent over time and an accurate representation of the total population under study is referred to as reliability and if the results of a study can be reproduced under a similar methodology, then the research instrument is considered to be reliable. Reliability refers to the absence of random error, enabling subsequent researchers to arrive at the same insights if they conducted the study along the same steps again (Yin,2003).

### **3.8.2. Validity**

The validity of a measure is the extent to which it measures what it intends to measure. There are several forms of validity that differ in their method of assessment: content validity, criterion-related validity, construct validity, and face validity. As with other measures, a questionnaire must have validity if it is to be useful; that is, it must measure what it is intended to measure. Of these forms of validity, content validity, construct validity, and criterion-related validity apply to a questionnaire (Rogers, 1995).

## **3.9. Ethical Consideration**

Approval for this study were obtained from Addis Ababa University School of commerce, department of marketing management. And formal consent were also obtained from each participant/sampling unit before data collection is commenced. The researcher undertake to protect the rights of the respondents by:

- Ensuring that none of the respondents are named during the research or subsequent thesis;
- Respondents are selected to participate without compulsion;
- All respondents are properly informed of the reason and purpose of the research.

# **CHAPTER FOUR**

## **DATA PRESENTATION, ANALYSIS AND INTERPRETATION**

### **4. Introduction**

This chapter mainly presents data analysis and interpretation mechanisms to investigate the effect of social media advertisement on customer decision making process: In case of Habesha Breweries. Analysis of the data is primarily tried to find out the answer to the research question raised and to discuss the objective stated. The outcome of this research is further described based on the data analysis and circulation by a free alternative for IBM-SPSS called GNU-PSPP. These sections include demographic information, descriptive analysis and regression analysis.

#### **4.1. Response rate**

A total of 384 questionnaires were distributed, out of which 327 valid responses were obtained. The rest 57 were not included in the analysis because of incorrect and incomplete responses. This represents 85.1% response rate.

#### **4.2. Demographic profile of respondents**

The below table presents the statistic data of the 327 respondents. It presents about Gender, age, occupational status, monthly income, social media awareness and the most used social media site of the respondents.

Table I : Statistics

Variable	N	Mean	Std Dev	Minimum	Maximum
Gender	327	1.49	.50	1.00	2.00
Age	327	1.62	.80	1.00	4.00
Occupation	327	1.91	.46	1.00	3.00
Mincome	327	2.61	1.09	1.00	4.00
SMAware	327	1.04	.20	1.00	2.00
SMSMA	327	2.20	1.11	1.00	6.00

Source: survey result, 2020

#### 4.2.1. Gender of the respondents

Table II : Gender of respondents

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Male	1	166	50.76	50.76	50.76
Female	2	161	49.24	49.24	100.00
Total		327	100.0	100.0	

Source: survey result, 2020

Table II presents the frequency and percentage of the respondents based on Gender. From the total 327 respondent 161 (49.24%) were females and 166 (50.76%) of them were male which implies the majority of the respondents were male.

#### 4.2.2. Age of the respondents

Table III : Age distribution of the respondent

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
21 - 30	1	177	54.13	54.13	54.13
31 - 40	2	107	32.72	32.72	86.85
41 - 50	3	32	9.79	9.79	96.64
51 - 60	4	11	3.36	3.36	100.00
Total		327	100.0	100.0	

Source: survey result, 2020

Table III presents 54.13% of the respondent were aged between 21-30 and 32.72% of the respondent were aged between 31-40 and 9.79% of the respondents were aged between 41 - 50 and the remaining respondents were 3.36% aged between 51-60, which implies the largest number of respondents were younger age who were aged between 21-30.

#### 4.2.3. Occupation of the respondents

Table IV : Occupation of the respondents

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Student	1	49	14.98	14.98	14.98
Employed	2	257	78.59	78.59	93.58
Unemployed	3	21	6.42	6.42	100.00
Total		327	100.0	100.0	

Source: survey result, 2020

Table IV presents 14.98% of the respondents were students and 78.59% of respondents were Employed. The other 6.42% respondents were unemployed. Which implies the largest number of the respondents were Employees.

#### 4.2.4. Monthly Income of the respondents

Table V : Monthly income of the respondents

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
2000 and Below	1	71	21.71	21.71	21.71
2000 - 4000	2	70	21.41	21.41	43.12
4000 - 6000	3	102	31.19	31.19	74.31
6000 and Above	4	84	25.69	25.69	100.00
Total		327	100.0	100.0	

Source: survey result, 2020

Table V presents 21.71% of the respondents have a monthly income 2000 and below. 21.41% of respondents have a monthly income between 2000-4000 and 31.19% of respondents have a monthly income between 4000-6000. The other 25.69% of respondents have a monthly income above 6000. Generally the above table shows that the largest number of the respondents monthly income were between 4000-6000.

#### 4.2.5. Mostly Accessed Social Media of the respondents

Table VI : Respondents mostly accessed to social media

Value Label	Value	Frequency	Percent	Valid Percent	Cum Percent
Facebook	1	176	53.82	53.82	53.82
YouTube	2	64	19.57	19.57	73.39
Twitter	3	44	13.46	13.46	86.85
Instagram	4	42	12.84	12.84	99.69
Other	5	1	.31	.31	100.00
Total		327	100.0	100.0	

Source: survey result, 2020

Table VI presents 53.82% of the respondents mostly use Facebook and 19.57% of respondents mostly use YouTube and 13.46% of respondents mostly use twitter. 12.84% of the respondents mostly use Instagram and .31% of the respondents mostly use other social medias like telegram and whatsapp. Generally the above table shows that the largest number of the respondents mostly use Facebook.

### 4.3. Reliability Test

Reliability has to do with the quality of measurement. In its everyday sense, reliability is the “consistency” or “repeatability” of your measures (Prof William M.K. Trochim, 2020). According to (Hair, et al, 2010), if  $\alpha$  is greater than 0.7, it means that it has high reliability and if  $\alpha$  is smaller than 0.3, then it implies that there is low reliability. Therefore, based on the test, results the items are reliable and acceptable. The value of Cronbach's alpha for each variable range from 0.73 to 0.80 and the entire scale shows

0.81 level. Thus, based on the test constructed, it is revealed that each items used to represent social media advertisement are reliable and valid.

Table VII : Cronbach’s Alpha of data reliability

Variables	Cronbach’s Alpha	Number of Items
Ease of use	0.78	6
Interaction And Broad Participation	0.78	6
Ease Of Communicating Information To The Public	0.80	6
Fun and entertainment	0.80	6
High Credibility	0.79	6
Decision making	0.73	6
Entire Scale	0.81	36

*Source: survey result, 2020*

#### 4.4. Correlation analysis

Correlation analysis is a statistical method used to evaluate the strength of relationship between two quantitative variables (Monica Franzese, Antonella Iuliano, 2019). In order to investigate whether there is a relationship between between ease of use, Interaction and broad participation, Ease of communicating information to the public, Fun and Entertainment, High credibility and purchase decision, the Pearson’s coefficient of correlation is used which is mostly used strategy of measuring the degree of relationship between variables. This coefficient assumes there's a linear relationship between the two factors.

The below section presents the results of correlation on the relationship between independent variables and dependent variable. The table below displays the correlation coefficients for the relationship between independent variables (ease of use, Interaction and broad participation, Ease of communicating information to the public, Fun and Entertainment and High credibility) and the dependent variable (decision making) is

linear and positive extending from moderate to strong correlation coefficients. Correlation analysis is a statistical method used to evaluate the strength of relationship between two quantitative variables (Monica Franzese, Antonella Iuliano, 2019).

In order to investigate whether there is a relationship between ease of use, Interaction and broad participation, Ease of communicating information to the public, Fun and Entertainment, High credibility and purchase decision, the Pearson's coefficient of correlation is used which is mostly used strategy of measuring the degree of relationship between variables. This coefficient assumes there's a linear relationship between the two factors.

A correlation coefficient of +1 implies that there is perfect positive relationship between the two variables. a correlation coefficient of -1 implies that there is a perfect negative relationship between the two variables, whereas a correlation coefficient of 0 shows that there's no linear relationship between the two variables.

Table VIII clearly shows that a moderate to strong and positive relationship was found between ease of use and decision making ( $r = .60, p < 0.01$ ), interaction and broad participation and decision making ( $r = .55, p < 0.01$ ), fun and entertainment and decision making ( $r = .57, p < 0.01$ ) ease of communicating information to the public and decision making ( $r = .50, p < 0.01$ ), high credibility and decision making ( $r = .57, p < 0.01$ ), which are statically significant at 99% confidence level. In addition to this, the correlation between ease of use and decision making is strongest in relation to the other variables.

Table VIII : Pearson Correlation Analysis

		EOU					
		DM	IABP	EOCI	FAE	HC	
DM	Pearson Correlation	1.00	.60	.55	.50	.57	.57
	Sig. (2-tailed)		.000	.000	.000	.000	.000

		<b>EOU</b>					
		<b>DM</b>		<b>IABP</b>	<b>EOCI</b>	<b>FAE</b>	<b>HC</b>
<b>EOU</b>	<b>N</b>	327	327	327	327	327	327
	<b>Pearson Correlation</b>	.60	1.00	.40	.34	.39	.39
	<b>Sig. (2-tailed)</b>	.000		.000	.000	.000	.000
<b>IABP</b>	<b>N</b>	327	327	327	327	327	327
	<b>Pearson Correlation</b>	.55	.40	1.00	.40	.37	.38
	<b>Sig. (2-tailed)</b>	.000	.000		.000	.000	.000
<b>EOCI</b>	<b>N</b>	327	327	327	327	327	327
	<b>Pearson Correlation</b>	.50	.34	.40	1.00	.27	.32
	<b>Sig. (2-tailed)</b>	.000	.000	.000		.000	.000
<b>FAE</b>	<b>N</b>	327	327	327	327	327	327
	<b>Pearson Correlation</b>	.57	.39	.37	.27	1.00	.26
	<b>Sig. (2-tailed)</b>	.000	.000	.000	.000		.000
<b>HC</b>	<b>N</b>	327	327	327	327	327	327
	<b>Pearson Correlation</b>	.57	.39	.38	.32	.26	1.00
	<b>Sig. (2-tailed)</b>	.000	.000	.000	.000	.000	
	<b>N</b>	327	327	327	327	327	327

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

*Source: survey result 2020*

NOTE: DM = Decision making, EOU = Ease of use , IABP=interaction and broad participation EOCI=ease of communication information to the public ,FAE=fun and entertainment,HC=high credibility

## 4.5. Regression analysis

Regression analysis was implemented in order to identify which independent variable has the most impact on the dependent variable and which has less impact. And also how the independent variables are influenced each other.

### 4.5.1. Testing for regression analysis

Before examining the influence of one or more independent variables on a dependant variable, testing the obtained data is an important step in order to get a non-biased and better results. In this study, there are four types of testing which are Multi-collinearity, Linearity, Normality, and Homoscedasticity tests.

#### 4.5.1.1. Multi-collinearity Test

Whenever independent variables in a regression model are correlated, Multi-collinearity Occurs. This correlation is a problem because independent variables should be independent . If the degree of correlation between variables is high enough, it can cause problems when you fit the model and interpret the results (Jim Frost, 2018). Also, Multi-collinearity can affect a regression model with one or more predictor. If the correlation coefficient,  $r$ , is exactly +1 or -1, this is called perfect multicollinearity. If  $r$  is close to or exactly -1 or +1, one of the variables should be removed from the model if at all possible.

Table IX : correlation between each variable

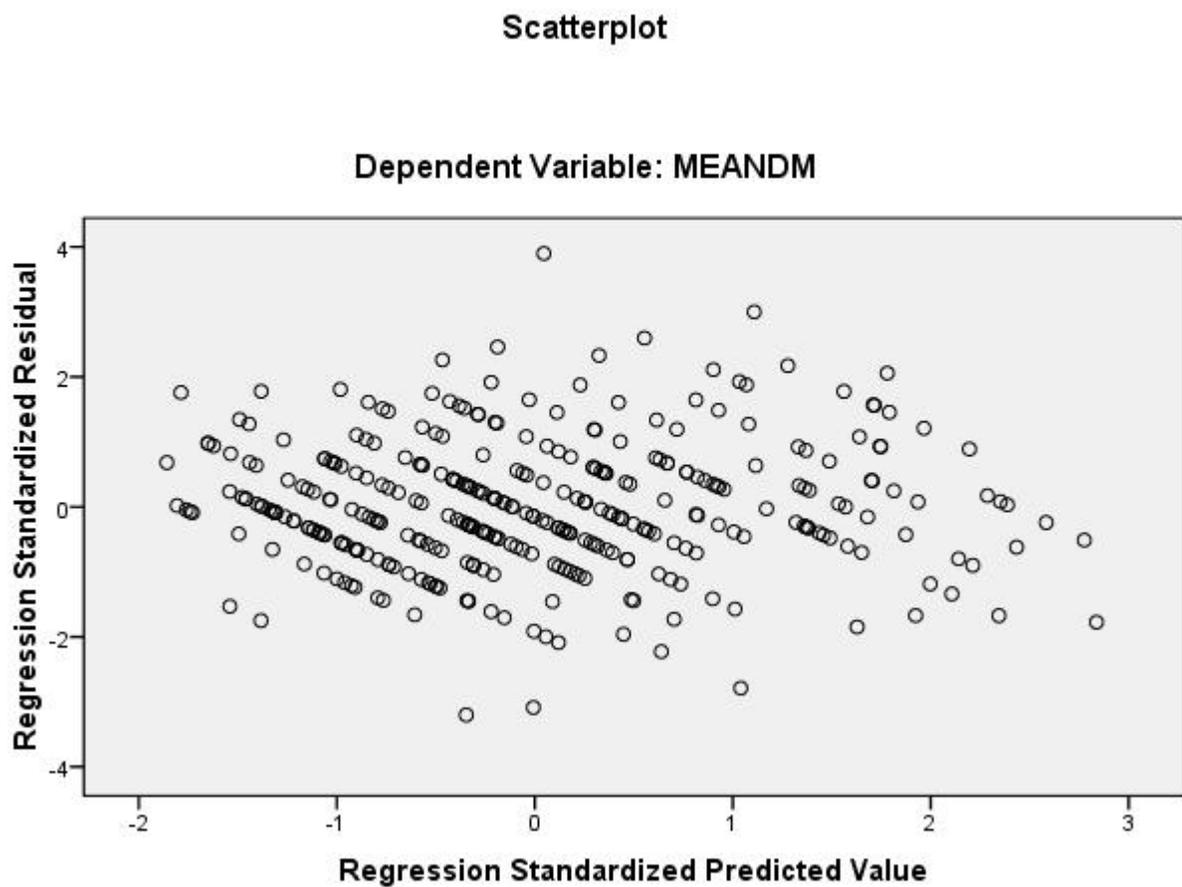
	HC	EOU	IABP	EOCI	FAE
EOU	.39	1			
IABP	.38	.40	1		
EOCI	.32	.34	.40	1	
FAE	.26	.39	.37	.27	1

*Source: survey result, 2020*

### 4.5.1.2. Linearity Test

The linearity between the dependent and independent variable assumed to be linear. In order to test the assumption, generating a scatter plot of x vs y is the best one. This allows to visually see the linearity between the two variables. If it looks like the points in the plot could fall along a straight line, then there exists some type of linear relationship between the two variables and this assumption is met. (Zach, 2020).

Figure 3 : scattered plot



Source survey result, 2020

### 4.5.1.3. Normality Test

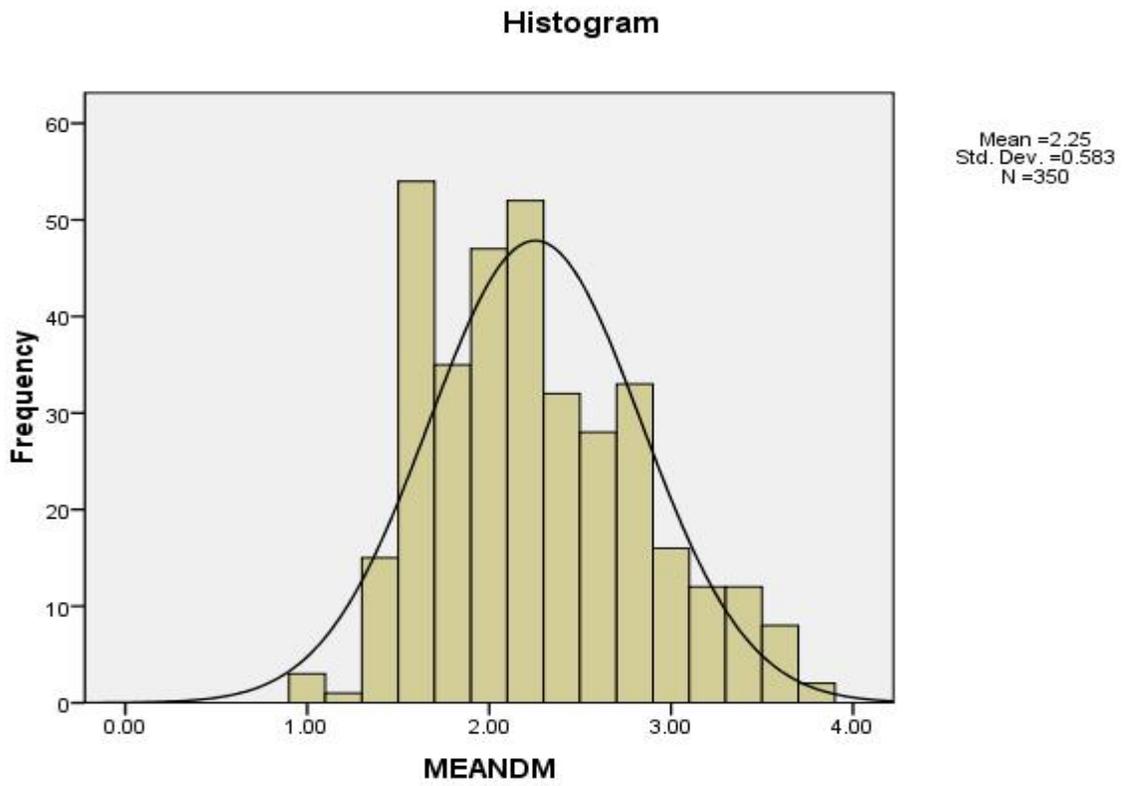
The normal distribution of the obtained data is important for linear regression. The best one for Checking the assumption visually is using Q-Q plots. A Q-Q plot, short for quantile-quantile plot, is a type of plot that is used to determine whether or not the residuals of a model follow a normal distribution. If the points on the plot roughly form a straight diagonal line, then the normality assumption is met (Zach, 2020). This assumption is measured by the skewness and kurtosis, its distribution is  $\pm 1$ . Therefore; as it can be seen in the following, Therefore, this study fulfills the assumption of Normality distribution as shown in the Table below.

Table X : Normality test

Variable	N	Mean	S.E. Mean	Kurtosis	S.E. Kurt	Skewness	S.E. Skew
<b>EOU</b>	327	2.21	.03	-.29	.27	.21	.13
<b>IABP</b>	327	2.32	.03	-.17	.27	.24	.13
<b>EOCI</b>	327	2.22	.03	-.06	.27	.30	.13
<b>FAE</b>	327	2.11	.04	-.41	.27	.27	.13
<b>HC</b>	327	2.45	.03	-.19	.27	.28	.13
<b>DM</b>	327	2.26	.03	-.40	.27	.46	.13

*Source: survey result, 2020*

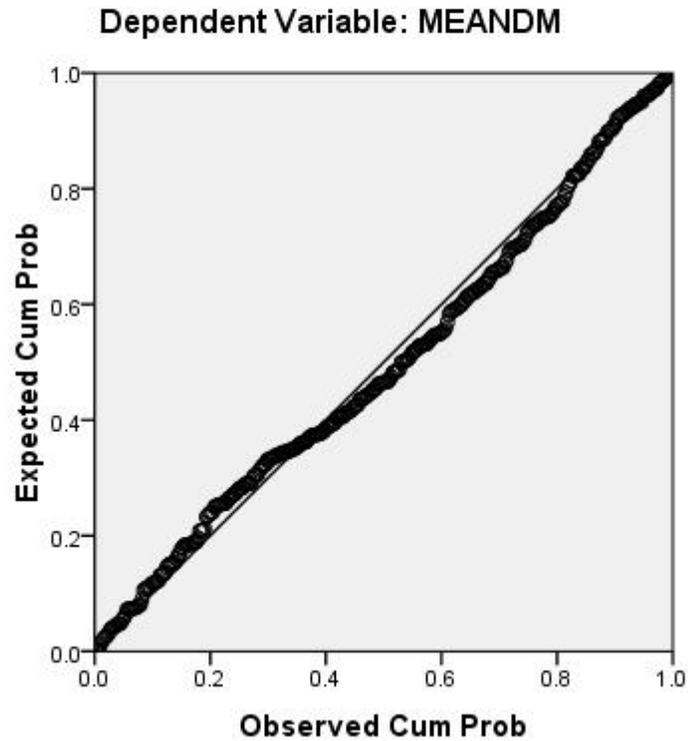
**Figure 4 : Normal distribution curve**



*Source :survey result ,2020*

**Figure 5 : Normal P-P Plot of decision-making**

## Normal P-P Plot of Regression Standardized Residual



*Source: survey result ,2020*

### 4.5.1.4. Homoscedasticity Test

The next assumption of linear regression is that the residuals have constant variance at every level of  $x$ . This is known as homoscedasticity. When this is not the case, the residuals are said to suffer from heteroscedasticity. (Zach, 2020). The simplest way to detect heteroscedasticity is by creating a fitted value vs. residual plot. Once you fit a regression line to a set of data, you can then create a scatter plot that shows the fitted values of the model vs. the residuals of those fitted values.

### 4.5.2. Multiple Linear Regression analysis Results

Multiple regression analysis was used to study the effects of social media advertisement on decision making of customers by assessing the relationship between two or more independent variables and a single continuous dependent variable.

#### 4.5.2.1. Regression analysis Ease of use and Decision making

The regression statistic shown on the table below is for ease of use and decision making which presents the coefficient of determination; R square is 0.36 at 0.000 significance level.

Table XI : Model summary of Ease of use

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.60	.36	.36	.47
a. Predictors: (Constant), EOU				
b. Dependent Variable: DM				

In addition, model adequacy test (ANOVA test) is conducted to make sure that the model on the relationship between these two variables are fit enough. The test statistic indicates in table XII shows that the model is adequate and fitting for this relationship since the p-value is 0.000, at 0.000 significance level.

Table XII : Test of Model Adequacy (ANOVA) for Ease of use

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	40.04	1	40.04	182.69	.000
	Residual	71.23	325	.22		
	Total	111.27	326			
a. Dependent Variable: DM						
b. Predictors: (Constant), EOU						
<i>Source: survey result, 2020</i>						

#### 4.5.2.2. Regression analysis Interaction and broad participation and Decision making

Table XIII Model Summary for Interaction and broad participation

The regression result shows that the coefficient of determination; R square is 0.30 at 0.000 level of significance. This shows that there is a significant relationship between interaction and broad participation and decision making.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.55	.30	.30	.49
a. Predictors: (Constant), IABP				
b. Dependent Variable: DM				

Table XIV : Test of Model Adequacy (ANOVA) for Interaction and broad participation

To confirm the above findings, ANOVA test is conducted and it aimed to prove that the regression model on relationship between interaction and broad participation and decision making fits. The test statistic indicated in the following table states that the model is adequate and fitting in the relationship between interaction and broad participation and decision making since the p-value is 0.000, at 0.000 of significance level. In conclusion, there is a significant relationship between interaction and broad participation and decision making.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	33.14	1	33.14	137.86	.000
	Residual	78.13	325	.24		
	Total	111.27	326			
a. Dependent Variable: DM						
b. Predictors: (Constant), IABP						
<i>Source: survey result, 2020</i>						

### 4.5.2.3. Regression analysis Ease of communicating information to the public and Decision-making

Table XV Model Summary for Ease of communicating information to the public

This study has formulated a research hypothesis which states that ease of communicating information to the public has a positive and significant effect on decision making. Accordingly, the regression result shows that the coefficient of determination R square is 0.25 at 0.000 of significance level. In this case, it can be concluded that there is a positive and significant relationship between ease of communicating information to the public decision making.

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.50	.25	.25	.51
a. Predictors: (Constant), EOCI				
b. Dependent Variable: DM				

Source: survey result, 2020

However, to pass on final judgment on the relationship between the independent and dependent variables, model adequacy test (ANOVA test) is conducted. The test statistic indicates in the following table XVI indicates that the model is adequate as the p-value is 0.000, at 0.000 significance level. Therefore, there is a significant relation between ease of communicating information to the public and decision making.

Table XVI: Test of Model Adequacy (ANOVA) for Ease of communicating information to the public.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	28.11	1	28.11	109.84	.000
	Residual	83.16	325	.26		
	Total	111.27	326			
a. Dependent Variable: DM						

b. Predictors: (Constant), EOCI

Source: survey result, 2020

#### 4.5.2.4. Regression analysis Fun and entertainment and Decision-making

Considering the hypothesis formulated in the study stating that there is a positive and significant relationship between fun and entertainment and decision making. Accordingly, fun and entertainment analysis is conducted to test the hypothesis. The regression result indicated in the following table, the coefficient of determination R square is 0.32 at 0.000 significance level. This implies that there exists a positive and significant relationship between the two variables.

Table XVII : Model Summary for Fun and entertainment

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.57	.32	.32	.48
a. Predictors: (Constant), FAE				
b. Dependent Variable: DM				

Source: survey result, 2020

Table XVIII : Test of Model Adequacy (ANOVA) for Fun and entertainment

To confirm the above findings, ANOVA test is conducted and it aimed to prove that the regression model on relationship between fun and entertainment and decision making fits. The test statistic indicated in the following table states that the model is adequate and fitting in the relationship between fun and entertainment and decision making since the p-value is 0.000, at 0.000 of significance level. In conclusion, there is a significant relationship between fun and entertainment and decision making.

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.81	1	35.81	154.27	.000

	Residual	75.45	325	.23		
	Total	111.27	326			
a. Dependent Variable: DM						
b. Predictors: (Constant), FAE						
<i>Source: survey result, 2020</i>						

#### 4.5.2.5. Regression analysis High credibility and Decision making

This study has formulated a research hypothesis which states that high credibility has a positive and significant effect on decision making. Accordingly, the regression result shows that the coefficient of determination R square is 0.33 at 0.000 of significance level. In this case, it can be concluded that there is a positive and significant relationship between High credibility and decision making.

Table XIX: Model Summary for High credibility

<b>Model Summary<sup>b</sup></b>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.57	.33	.33	.48
a. Predictors: (Constant), HC				
b. Dependent Variable: DM				

*Source: survey result, 2020*

Table XX : Test of Model Adequacy (ANOVA) for High credibility

considering the direction of influence in the relationship between high credibility and decision making the coefficient of determination indicates that high credibility has a positive and significant effect on decision making.

<b>ANOVA<sup>a</sup></b>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	36.75	1	36.75	160.30	.000
	Residual	74.51	325	.23		
	Total	111.27	326			
a. Dependent Variable: DM						

b. Predictors: (Constant), HC

### 4.5.3. Multiple Regressions Analysis

Regression analysis was engaged to examine the effect of social media advertisement on customer decision making of Habesha brewery. The analysis of the model use all variables (ease of use, interaction and broad participation, fun and entertainment during use, ease of communicating information to the public and high credibility). Accordingly the regression analysis of the study summarized in the below table

Table XXI : regression Model Summary

<b>Model Summary<sup>b</sup></b>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.81	.65	.65	.35	1.83
a. Predictors: (Constant), EOU, IABP, EOCI, FAE, HC					
b. Dependent Variable: DM					

*Source: survey result, 2020*

As shown in table XXI, the value of R square was 0.65. This value tells how much of the variance within the dependent variable decision making is clarified by the model. It shows the percentage of the response variable between the value of 0 and 100%. This summary is utilized to recognize the effect social media advertisement on customer decision making of Habesha brewery. As it is shown within the table, R squared is 0.65 and adjusted R squared is 0.65 proposing that that 65% variation in dependent variable is clarified by independent variables utilized in the model. This implies that 65% variation in decision making is influenced by ease of use, interaction and broad participation, ease of communication information to the public, fun and entertainment, high credibility.

The Durbin Watson (DW) statistic shows for autocorrelation within the residuals from a statistical regression analysis. The DWs statistic will always have a value between 0 and 4. A value of 2 implies that there's no autocorrelation identified within the sample where as Values from 0 to less than 2 shows positive autocorrelation and values from 2 to 4 shows negative autocorrelation. (Field, 2009) proposes that values beneath 1 or more than

3 are a definite cause of concern. For this model the Durbin Watson was 1.83, which is within the acceptable suggested range and so the models is fit and appropriate in predicting the effect of social media advertisement on decision making.

Table XXII : ANOVA Result of the study

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	72.76	5	14.55	121.33	.000
	Residual	38.50	321	.12		
	Total	111.27	326			
a. Dependent Variable: DM						
b. Predictors: (Constant), EOU,IABP,EOCI,FAE,HC						

The result in the ANOVA table confirmed the significance of the overall model by p-value of 0.000 which is below the alpha level.

Table XXIII : Coefficients Analysis of the study

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.38	.11	.00	-3.43	.001
	EOU	.28	.04	.25	6.44	.000
	IABP	.16	.04	.16	3.97	.000
	EOCI	.19	.04	.19	5.02	.000
	FAE	.24	.03	.29	7.71	.000
	HC	.29	.04	.28	7.50	.000
a. Dependent Variable: DM						

Source: survey result, 2020

On the above Table XXIV, a coefficient indicates how much the dependent variable varies with independent variables, when all other independent variables are held constant.

The beta coefficients indicate that how and to what extent the independent variables influence the dependent variable.

The above coefficients table is a regression analysis conducted in order to examine the significance of the hypothesis and the acceptability of the model. In this analysis the beta value and p-value examines the variation explained by the model is not due to chance. Therefore the significance level of the variable that is the p- value must be less than 0.01.

## 4.6. Hypothesis Result

Table XXIV Hypothesis Result

Hypothesis developed	Beta value	significance	Relationship	Result
<b>H<sub>1</sub></b> : Ease of use has a positive and significant effect on decision making of Habesha brewery customers.	.25	.000	Positive	Supported
<b>H<sub>2</sub></b> : Interaction and broad participation has a positive and significant effect on decision making of Habesha brewery customers.	.16	.000	Positive	Supported
<b>H<sub>3</sub></b> : Ease of communicating information to the public has a positive and significant effect on decision making of Habesha brewery customers.	.19	.000	Positive	Supported

<b>H<sub>4</sub></b> : Fun and Entertainment has a positive and significant effect on decision making of Habesha brewery customers.	.29	.000	Positive	Supported
<b>H<sub>5</sub></b> : High credibility has a positive and significant effect on decision making of Habesha brewery customers.	.28	.000	Positive	Supported

*Source: survey result, 2020*

#### **4.6.1. Ease of use and decision making**

Based on the result the beta value of communication is 0.25 at 99% confidence interval ( $p < 0.01$ ) and this shows a positive relationship.

$H_0$  : Ease of use has a negative and no significant effect on social media advertisement on customer decision making of Habesha breweries.

$H_1$ : Ease of use has a positive and significant effect on social media advertisement on customer decision making of Habesha breweries.

Reject  $H_0$ , if  $P < 0.01$

Accordingly, Accept  $H_1$  there is a positive and significant relationship between ease of use and decision-making and hypothesis is supported.

**Discussion:-** The above result is supported by Dr. Fahed Khatib (April 2016) where ease of use has positive and significance effect on decision-making. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. Social media advertisement which is easy to use, easily accessibility and having user friendly interface can have effect on customer decision making.

#### **4.6.2. Interaction and broad participation and decision making**

Based on the result the beta value is 0.16

$H_0$ : Interaction and broad participation has a negative and no significant effect on social media advertisement on customer decision making of Habesha breweries.

H<sub>1</sub>: Interaction and broad participation has a positive and significant effect on social media advertisement on customer decision making of Habesha breweries.

Reject H<sub>0</sub>, if P < 0.01

Accordingly, Accept H<sub>1</sub> there is a positive and significant relationship between Interaction and broad participation and decision-making and hypothesis is supported.

**Discussion:-** The above result is supported by Dr. Fahed Khatib (April 2016) where Interaction and broad participation has positive and significance effect on decision-making. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. A social media which encourages feedback and allows customers to give comment can easily catch the attention of customers that motivate the decision-making routine.

#### **4.6.3. Ease of communicating information to the public and decision making**

Based on the result the beta value is 0.19

H<sub>0</sub>: Ease of communicating information to the public has a negative and no significant effect on social media advertisement on customer decision making of Habesha breweries.

H<sub>1</sub>: Ease of communicating information to the public has a positive and significant effect on social media advertisement on customer decision making of Habesha breweries.

Reject H<sub>0</sub>, if P < 0.01

Accordingly, Accept H<sub>1</sub> there is a positive and significant relationship between Ease of communicating information to the public and decision-making and hypothesis is supported.

**Discussion:-** The above result is supported by Dr. Fahed Khatib (April 2016) where Ease of communicating information to the public has positive and significance effect on decision-making. Hence, the null hypothesis is rejected and alternative hypothesis is accepted. Customers are more attracted in social media advertisement having simple and easy information providing characteristics in order for initiation for decision making.

#### 4.6.4. Fun and Entertainment and decision making

Based on the result the beta value is 0.29

H<sub>0</sub>:Fun and Entertainment has a negative and no significant effect on social media advertisement on customer decision making of Habesha breweries.

H<sub>1</sub>:Fun and Entertainment has a positive and significant effect on social media advertisement on customer decision making of Habesha breweries.

Reject H<sub>0</sub>, if  $P < 0.01$

Accordingly, Accept H<sub>1</sub> there is a positive and significant relationship between Fun and Entertainment and decision-making and hypothesis is supported.

**Discussion:-** The above result is supported by Dr. Fahed Khatib (April 2016) where Fun and Entertainment has positive and significance effect on decision-making.Hence, the null hypothesis is rejected and alternative hypothesis is accepted. In order a social media advertisement to be effective there should not be serious of information in daily basis, fun and entertainment is essential in order to make the customers attracted and get interested on the product advertised.

#### 4.6.5. High credibility and decision making

Based on the result the beta value is 0.28

H<sub>0</sub>:High credibility has a negative and no significant effect on social media advertisement on customer decision making of Habesha breweries.

H<sub>1</sub>: High credibility has a positive and significant effect on social media advertisement on customer decision making of Habesha breweries.

Reject H<sub>0</sub>, if  $P < 0.01$

Accordingly, Accept H<sub>1</sub> there is a positive and significant relationship between High credibility and decision-making and hypothesis is supported.

**Discussion:-** The above result is supported by Dr. Fahed Khatib (April 2016) wherehigh credibility has positive and significance effect on decision-making.Hence, the null hypothesis is rejected and alternative hypothesis is accepted. A social media advertisement which has trust is always chosen because consumers mainly focus on the truthfulness of the product being advertised.

## **CHAPTER FIVE**

# **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION**

### **5. Introduction**

In this chapter of the study, the researcher presented summary of major findings, concluding remarks and also highlights some recommendations that might be useful marketers and other researchers.

#### **5.1. Summary of findings**

This study was carried out with the purpose of analyzing and identifying the effects of social media advertisement on the consumer decision-making and also how it helps consumers in a purchase decision. The research have also aimed specifically to identify how factors of social media affects decision making of customers. on this basis, five hypothesis were formulated based on the above stated variables, and then data were collected through implementing multiple choice and five-scale questionnaire. Multiple regression analysis was conducted to test these hypothesis based on the collected questionnaire of habesha brewery customers of Addis Ababa. As a result, the major findings of the research are summarized as follows:

The mostly accessed social media by the respondents is Facebook 53.82% and 19.57% of the respondents access You Tube while 13.46% of respondents use twitter and Instagram contains 12.84% of the respondents, other social media user take 0.31% of the respondents. the study indicates Facebook is the leading social media that most consumers use.

Regarding the reliability and validity Table VII illustrate that all the questionnaires were reliable and acceptable with Cronbach's Alpha result 0.81 level.

Regarding to the respondent's level of agreement with the predictor variables, five dimensions were considered and the respondents strongly agreed with all the five variables namely Ease of use, Interaction and broad participation, Ease of communicating information to the public, Fun and Entertainment and High credibility.

The results of correlation analysis indicate that all variables are positively and significantly correlated with the dependent variable i.e. decision-making at 99 percent confidence level ( $P < 0.01$ ).

The most correlated dimension with decision-making among the independent variables is ease of use ( $r = 0.60$ ), followed by fun and entertainment and high credibility ( $r = 0.57$ ), interaction and broad participation ( $r = 0.55$ ) and ease of communicating information to the public ( $r = 0.50$ ).

Regression analysis is summarized as follows:-

The result of the multiple regression shows that the Multiple R is 0.81, R square is 0.65 and the adjusted R square is 0.65 which indicates 65% of the variance of dependent variable (decision-making) can be described or predicted by the five independent variables which means 35% of variance can be caused by other variables which are not mentioned in this study.

## **5.2. Conclusion**

According to the research findings, all five of the independent variables have a positive and significant effect on decision-making of customers of Habesha Breweries. Ease of use has the highest effect on decision-making of customers whereas Ease of communicating information to the public has least effect on decision-making of customers.

The proposed results are 65% of variance on customer decision-making is attributed to the five independent variables ease of use, interaction and broad participation, ease of communicating information to the public, fun and entertainment and high credibility. The rest 35% of the variance are other variables which the organization should take care of

when measuring social media advertisement. All the independent variables have positive and significant relationship on the dependent variable(decision-making).

Furthermore, although ease of communication information to the public significantly affects the decision-making of customers it has the least importance compared to the other variables. Therefore, it can be concluded in this research that ease of use has displayed the highest influence on decision-making of customers.

### **5.3. Recommendation**

In light of the consequences of the investigation and made the accompanying recommendations are forwarded which helps the organization in improving the social media advertisement and the other variables that are affecting decision making of Habesha brewery customers.

- ✓ The study confirms that the five variables of social media advertisement have a positive and significant relationship with decision making so the organization should be able to invest in social media advertisements in maintaining and improving the decision making of customers.
- ✓ One of the limitation of this study was age limit which prohibit inconsistency of the study so other researchers should consider the age limit while making a study on this topic.
- ✓ Among the five social media advertisement variables, ease of use has the highest and strongest relationship with decision making so the organization should work more on it to gain better profit.
- ✓ Other researchers should focus on the other regions of Ethiopia considering that this study only focused on Addis Ababa customers of Habesha brewery.
- ✓ To get better and detailed results researchers should follow other additional data collection tools like interviews with the marketing department of the organization to get to know which variables do they think has the best effect on decision making.
- ✓ Currently, almost all brewery companies promote their product on different social media toots because television banned beer advertisements so Habesha brewery

should figure out the other independent variables of social media advertising to increase its competitive advantage from the others.

#### **5.4. Future research directions**

This study emphasizes the significance of social media advertisement characteristics or the independent variables in customer decision making of Habesha brewery in Addis Ababa. The R square which is the coefficient of determination was 65% which means that the independent variables account for 65% of the variation in decision making. Therefore, Future research is recommended to identify other dimensions of social media advertisement that can affect decision making. And also future research is recommended to consider age and geographical limitation appeared in this study in order to minimize unbiased generalization.

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# Appendix 1

**Addis Ababa University School of Commerce**

**Department of Marketing Management**

Questionnaire on “THE EFFECT OF SOCIAL MEDIA ADVERTISEMENT ON CUSTOMER DECISION MAKING:IN CASE OF HABESHA BREWERY”

Dear respondents,

This questionnaire is designed to gather data on conducting research as part of the partial fulfillment of Masters of Arts in marketing management. The aim of this study is to study “The effect of social media advertisement on customer decision making:In case of Habesha brewery” Your responses for the questions are extremely important for successful completion of the thesis. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential. Finally, I would like to thank you very much for your cooperation and sparing your valuable time for My request.

With regards

Ruth Michail

**Part I: General Information, please use tick (✓) mark in the boxes provided.**

1. Gender:
  - Male
  - Female
2. How old are you?
  - 21-30                       31-40                       41-50
  - 51-60                                       61 and above
3. What is your occupation?
  - student                                       employed                                       unemployed
4. What is your monthly income?
  - 2000 and below                                       2000-4000
  - 4000-6000                                       6000 and above
5. Are you aware of social media advertisement?
  - Yes                                       No
6. Which of the following social media sites do you mostly access
  - Facebook                                       YouTube                                       twitter
  - Instagram                                       other: \_\_\_\_\_
7. Time (approx.) spent on social media sites per day?
  - 0 hour                                       1-3 hours                                       4-6 hours
  - 6-10 hours                                       more than 10 hours
8. Do social media trigger you to purchase a product?
  - Yes                                       No                                       Not sure

**Part II:** Rate the following scale by assigning a numerical rating according to the following key and be as honest as you can in responding since that will provide you with the most useful information.

1 = Strongly Agree    2 = Agree    3 = Neutral  
 4 = Disagree    5 = Strongly Disagree

questions		Scale				
Ease Of Use		1	2	3	4	5
1	I want to decide on a product if I see user friendly social					

	media advertisement.					
2	When a social media advertisement has a private and security transaction I will be triggered to decide on a product.					
3	If I get high standard of functionality on social media advertisement that will makes me happy on that product.					
4	Social media advertisement which has large number of service will make me have interest on that product.					
<b>Interaction And Broad Participation</b>						
1	I will be happy to decide if I get reply on social media advertisement.					
2	Social medias which encourage me to give feedback will make me decide to purchase that product.					
3	Replying to my feedback and comment will give me confidence of the product.					
4	Reading comments and getting more feedback from other customers trigger me to purchase.					
<b>Ease Of Communicating Information To The Public</b>						
1	Getting information daily about Habesha breweries on social media is useful to me for decision making.					
2	Complicated social media advertising makes me stop from purchasing the product.					
3	An advertisement which contains to the point kind of information is my favorites and motivates me to decision.					
<b>Fun and entertainment</b>						
1	Advertisements of habesha breweries on social media have fun and entertainment.					
2	Advertisement with more of fun and entertainment trigger you to decide to purchase a product.					

3	Advertisements which only contain serious of information trigger you to decide to purchase a product.					
<b>High Credibility</b>						
1	Advertising on social media provide accurate information about products.					
2	There are too many exaggerations in social media advertising than the actual product.					
3	You will decide to purchase the product regardless of the information you have seen on social media.					
<b>Decision making</b>						
1	Is your decision deliberate logical process?					
2	I use time to evaluate alternatives before purchasing beer.					
3	I decided to drink Habesha beer whenever I go to bars because I see how good it is in the advertisement.					
4	I will try other beer after consumption of the previous.					
5	I always watch for other brewery advertisement before purchasing Habesha beer.					

**THANK YOU FOR YOUR PARTICPATION!!!**

***HAVE A NICE DAY!!!***