



**FACTORS AFFECTING DIGITAL MARKETING PRACTICES: EVIDENCE FROM
ADDIS ABABA, ETHIOPIA**

BY: DAGEM ALEMAYEHU

ADVICER: H/MARIAM KEBEDE (PhD)

**THESIS SUBMITTED TO SCHOOL OF GRADUATE STUDIES OF ADDIS ABABA
UNIVERSITY IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF ARTS IN MARKETING MANAGEMENT.**

SEPTEMBER, 2020

ADDIS ABABA,

ETHIOPIA

**FACTORS AFFECTING DIGITAL MARKETING PRACTICES: EVIDENCE
FROM ADDIS ABABA, ETHIOPIA**

Prepared by: Dagem Alemayehu

Approved by Board of Examiners

Chairman, Department

Signature

Advisor

Signature

Internal Examiner

Signature

External Examiner

Signature

Statement of Certification

This is to certify that Dagem Alemayehu has carried out his research work on the topic entitled “FACTORS AFFECTING DIGITAL MARKETING PRACTICES: EVIDENCE FROM ADDIS ABABA, ETHIOPIA” is his original work and is suitable for submission for the award of Master’s Degree in Marketing Management.

Hailemariam Kebede (PhD)

Name of Advisor:

Signature

Date

Declaration

I certify that this research paper entitled “**FACTORS AFFECTING DIGITAL MARKETING PRACTICES: EVIDENCE FROM ADDIS ABABA, ETHIOPIA**” has been written by me. Any help that i have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

Dagem Alemayehu

Name of Student:

Signature

Date

ACKNOWLEDGMENT

I first and foremost express my profound thanks to the Almighty God for his grace that has enabled me to successfully complete this work. Without him, I would not have come this far in this project. My special thanks goes to my Wife, Semhal G/Medhen, the love, motivation and commitment you showed me was irreplaceable. I dedicated this project paper for you.

I would also like to express my appreciation which is beyond the words mentioned here to Dr. Hailemariam Kebede my advisor, for his invaluable comments, expert guidance and continuous encouragement during the process of research writing.

Finally, I would like to acknowledge participants of the study for being willing to participate in the study and provide valuable information.

Dagem Alemayehu

Table of Contents

CHAPTER ONE: INTRODUCTION	12
1.1 Background of the Study	12
1.2 Statement of the Problem	14
1.3 Research Questions	16
1.4 Research Objectives	16
1.4.1 General Objective of the Study	16
1.4.2 Specific Objective of the Study	16
1.5 Significance of the Study.....	16
1.6 Limitation of the Study.....	17
1.7 Scope of the Study.....	17
1.8 Operational definition of Terms.....	18
1.9 Organization of the Study.....	19
CHAPTER TWO: REVIEW OF RELATED LITERATURES	20
2.1 Theoretical review	20
2.1.1 Concepts and definitions	20
2.1.2 Theories on Technology Acceptance and Practices	25
2.2 Empirical review	31
2.2.1 Perceived Usefulness	31
2.2.2 Perceived ease of use	32
2.2.3 Legislation and Regulation.....	32
2.2.4 Infrastructure	33
2.3 Conceptual frame work of the study	34
3.1 Research Approach	35
3.2 Research design.....	36
3.3 Target Population and Sample	36
3.4 Sample Size Determination	36
3.5 Data sources and types	37
3.6 Data collection procedures	37
3.7 Data Analysis	37
3.8 Validity and Reliability	38
3.9 Ethical Consideration	39
CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION	40
4.1 Response rate	40

4.2 Reliability test	40
4.3 Descriptive Statistics of Demography	41
4.4 Descriptive Analysis of Variables	43
4.6 Regression Analysis	44
4.7 Multiple Regression Analysis	48
4.8 Discussion of the Research Finding	49
CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS	52
5.1 Conclusion	53
5.2 Recommendations	53
5.3 Further Research	54
REFERENCE	55
APPENDICES	60

List of Figures

Figure 1 Conceptual frame work 20

Figure 2 Histogram35

Figure 3 Regression residual 36

Figure 4 Scatterplot.....37

List of Tables

Table 4.1 Reliability statistics	21
Table 4.2 Internal reliability of the general instrument	22
Table 4.3 Descriptive statistics Job position	22
Table 4.4 Descriptive statistics qualification	23
Table 4.5 Descriptive statistics work Experience	23
Table 4.6 Descriptive statistics Gender	24
Table 4.7 Mean Score website usage	25
Table 4.8 Mean Score social media usage	25
Table 4.9 Mean Score Online advertisement	25
Table 4.10 Mean Score Email marketing	27
Table 4.11 Multi collinearity test	32
Table 4.12: Skewness and kurtosis	33
Table 4.19: Model summary of multiple regression analysis	33
Table 4.20: Coefficients of the independent variables	34
Table 4.21 : Research Finding	37

Acronyms and Abbreviations

EM	Email Marketing
SM	Social Media
DM	Digital Marketing
OAD	Online Advertisement
PUSE	Perceived use
PEASE	Perceived ease of use
TOE	Technology-organization-environment
INFRA	Infrastructure
LEGREG	legislation and regulation
SPSS	Statistical package for social sciences
EM	Email Marketing
PEOU	Perceived ease of use
PU	Perceived usefulness
TAM	Technology Acceptance Model
TAM2	Technology Acceptance Model 2
UTAUT	Universal Theory of Acceptance and Use of Technology
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behavior
IDT	Innovation Diffusion Theory
ATT	Attitude towards using IT
SN	subjective norm

Abstracts

In the present times the preferred marketing form is Digital marketing. Digital marketing is the use of technologies to help marketing activities in order to improve customer knowledge by matching their needs. Both Digital marketing and its practices in Addis Ababa, in general in Ethiopia is at infant stage. The purpose of this paper is to identify factors affecting Digital marketing practices: evidence from Addis Ababa, Ethiopia. For this study Perceived usefulness, perceived ease of use, legislation and regulation and infrastructure were used as a predictor variable. The researcher used descriptive, exploratory, explanatory research methods. Five-point Likert scale questionnaire was used in collecting data from selected 370 peoples with purposive sampling. The sample respondents were selected purposively. Research data was examined using multiple linear regression analysis. The analyses exhibited that all predictive variables namely: perceived usefulness, Perceived ease, Infrastructure and legislation and regulation have significant positive relationship with the practices of digital marketing practices. With additional training to the users and further development of government infrastructure increase the effectiveness of digital marketing practices.

Key Words: Digital Marketing, Perceived ease of use, infrastructure, perceived usefulness, legislation and regulation

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

The first approaches to digital marketing defined it as a projection of conventional marketing, its tools and strategies, on Internet. However, the particularities of the digital world and its appropriation for marketing have fostered the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline. Today, rather than a subtype of conventional marketing, digital marketing has become a new phenomenon that brings together customization and mass distribution to accomplish marketing goals. Technological convergence and the multiplication of devices have led to an opening up of the ways in which we thinking about marketing in Internet and have pushed the boundaries towards a new concept of digital marketing user centered, more measurable, ubiquitous and interactive. Teresa Piñeiro-Otero and Xabier Martínez-Rolán (2016)

Traditional Marketing gave birth to the Digital marketing. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Digital Marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time online. It could be said that the Internet has been the factor that has most influenced the cultural, economic and social changes seen at the beginning of the 21st century. Now, the consumer is the focal point of business activities and the target of Internet strategies. (Hennig et.al., 2010)

By 2020, four billion people are expected to be online, suggesting that addressing customers' needs will be more important than ever (IDC, 2015). Marketers needs to continually improve business strategies and models (Ungerma et al., 2018). With the advancement of digital platforms, online shopping environments are evolving as well, and they are able to offer consumers more options in the purchase process, providing them with better services and products (Pappas, 2018). It is important to identify the reasons that customers choose to visit an online store and following their shopping motivations. It is important to understand how their behavior differs based on their predisposition towards modern online shopping.

Globalization and internet technology are growing fast and influencing day to day work relation of organization and people interaction. Constant technological changes are changing the consumers throughout the world. Persistent, economical, well-matched, easy and

advanced technology has pressed users to become cleverer, informed, linked, and updated (Michalski, 2015). Customers are the starting point for marketing activities (Rahimnia and Hassanzadeh, 2013). Customers and organizations are interdependent in the market. Companies want to and have to execute marketing activities to satisfy consumer requirements. In this era of information-driven era, customers request for factual and useful information to aid them in decision making process.

The changing consumer behavior stimulates content marketers to come up with modern marketing strategies to cater to the needs of both individuality and inclusiveness. Marketers carry out content marketing online to better personalize contents for consumers. Customers visit social media sites constantly to obtain valuable, relevant and up-to-date contents such as articles, videos, blog posts and more. They simultaneously seek for quality and personalized experience during the viewing of content on the internet (Seymour, 2014). They are given the options to respond to these contents individually and privately, and share them to other members with common interest. Digital allows marketers to create rich, attractive contents. Therefore, consumers' heavy engagement in internet is beneficial for organizations. It is easier to influence perception and behavior of an engaged audience compared to those who do not pay attention to the content. As the market evolves, a standardized, inflexible brand message can no longer affect customers because customers realize they are unique individuals with distinct demands.

There is an immense gap in Internet and Digital marketing acceptance from the developed to developing countries (Licker P. and Motts N., 2000); as it is easily seen and known the developed countries have an advantage using ICT infrastructure due to their economic strength and also have started the usage of technology earlier time than developing countries. Business uses it as a tool accelerating for their economic benefits and growth; the developing countries on other hand in earlier time could not be able to use the technology due to lack of technology infrastructure. Weak economy is barrier for strong infrastructure development. Monopolized telecom services, lack of technology skill, awareness, legal framework; thus creating a digital divides.

Over the past years, Digital marketing has entered extensive areas of organizational and social activity in Ethiopia. Advancement in information and communication technologies and the emergence of the internet have revolutionized business activities and communication as whole. In the developing countries like Ethiopia have fallen behind in the initial stages of technology acquisition. Because of lack of investment within firms to attain technology,

inefficient use of related knowledge, lack of promotion policies that advance these technological areas and high costs of importing the technology. And also, because developing countries have poor infrastructure like telecommunication, transport systems, electronic payment systems.

As report by the international telecommunications union (ITU, World Telecommunication, 2006) show that developing countries like Ethiopia were represented to be among the least developed in terms of the aforementioned parameters including telecommunication networks covering limited range of services presented. Despite the global reach of Digital marketing, not all countries have taken advantage of or benefited from it. Different characteristics of infrastructural, socioeconomic and socio-cultural have created a significant level of variation in the adoption and growth of Digital marketing practices among countries.

This study is initiated in view of the fact that undertaking a research in the area can provide a useful insight regarding practice of digital marketing practices in Ethiopia. Hence, the research focuses on practices of digital marketing effectiveness. Since, more and more Ethiopian consumers are online; digital marketing is an immediate way to reach them. Since there are few studies made available which directly investigate or develop the knowledge of Digital marketing practices. The researcher wants to fill the gap of knowledge on the statues of practices of Digital marketing.

1.2 Statement of the Problem

In recent years, there has been a lot of academic research published about Digital Marketing. Especially relevant are works (Pauwels et al., 2016) in which new ways to advertise on the Internet compared to off-line media are shown; (Jarvinen, and Karjaluto, 2015], Web Analytics can be used in Digital Marketing techniques; the interesting work of Jayaram and Manrai, 2015 analyzes user behavior with AW on social media, digital campaigns and mobile practices, and the mathematical algorithm proposed to analyze the effectiveness of Search Marketing (Content Marketing) in any sector (Jayaram et al., 2015). Other works show how Digital Marketing has increased business opportunities for companies, and explain how advances in ICT have improved Digital Age Marketing (Leeflang et al., 2014). Nabout, Bernd, Tanja and Gerstmeier make a profitability analysis of Search Marketing techniques (Nabout, N.A.; Skiera, B, 2012). Pierre and Lester propose a measurement model for Digital Marketing techniques when using search engines and the work of Nabout and Skiera show ways to improve the investment made in search engines (Nabout et al., 2012; Liliental M. et al., 2014). Research has also been done into the categories and subcategories of Digital

Marketing on the Internet. The aim of this research is to understand how users investigate and consequently make decisions to buy goods or services with Digital Marketing practices.

Digital marketing plays a significant role in today's highly competitive world. Specifically, marketers will study consumer behavior in an attempt to understand the many factors that lead to an impact purchase decision. Those who develop digital marketing strategies begin by identifying relevant markets and then analyze the relationship between target consumers and the product/service or brand. Often, in an attempt to gain insights, marketers employ techniques borrowed from other disciplines. Ethiopia has indeed joined the digital marketing league in recent years. Thus, there is a positive perception to digital marketing practice in Ethiopia. How the consumer makes use of this digital marketing practice provided by the marketer is a matter in the purview of consumer behavior. Marketing people consider that, digital marketing practice is effective promoting the sales of a company's products and services. The relationship between digital marketing practice and technology of the country is directly related.

The potential buyers make the buying decisions using digital marketing are largely depend on the technology acceptance of the buyers. The effectiveness of using digital marketing is a function of several variables. The digital marketing is widely accepted as a significant marketing strategy; therefore, it is necessary to study the digital marketing practices and its relationships with the popular and new technology like e-mails, Facebook, Telegram. Twitter... etc. Thus the subject of digital marketing practices is put to research from different angles is evidenced by the literature review. This research study adds new insightful inputs to the promotional strategies of digital marketing practices.

Ethiopia is already in digital world striving to survive and prosper. Small or big organization and government itself faces competition and for ways to survive and be ahead. Ethiopia has not fully utilized its capacities to introduce this new paradigm, to be competitive internationally and to exploit the benefit it offers. Moreover, this digital technology is not yet applied in optimal way.

At present fully-fledged digital marketing has not yet been achieved in Ethiopia. In other words, these situations call for better understanding by the researcher. Thus the aim of this study is to investigate the practices of digital marketing there by laying the foundation for a coherent body of knowledge in the field attempting to explore digital marketing practices in Addis Ababa Ethiopia.

1.3 Research Questions

- ✓ To what extent does perceived usefulness affects the effectiveness of digital marketing practices in Addis Ababa?
- ✓ How does perceived ease of use affects the effectiveness of digital marketing practices in Addis Ababa?
- ✓ How does legislation and regulation affect the effectiveness of digital marketing practices in Addis Ababa?
- ✓ To what extent does infrastructure affect the effectiveness of digital marketing practices in Addis Ababa?

1.4 Research Objectives

1.4.1 General Objective of the Study

The main objective of this study is to investigate digital marketing practice effectiveness in Addis Ababa, Ethiopia.

1.4.2 Specific Objective of the Study

- ✓ To examine the effect of perceived usefulness on the effectiveness of digital marketing practices in Addis Ababa;
- ✓ To determine the influence of perceived ease of use on the effectiveness of digital marketing practices in Addis Ababa;
- ✓ To determine the effect of legislation and regulation on the effectiveness of digital marketing practices in Addis Ababa;
- ✓ To examine the effect of infrastructure on the effectiveness of digital marketing practices in Addis Ababa.

1.5 Significance of the Study

Previous studies and current studies show that digital marketing is taking center stage in the lives of customers, marketers and countries as a whole. User's purchase of digital devices and data usage are growing and use of digital marketing practices. Organizations are growing their marketing budget on digital platforms to promote their goods and services. Thus, taking an evaluation of the situation and previous researches, it was believed suitable to assess the effectiveness of digital marketing practices in Ethiopia.

The study contributed to the growing body of knowledge of digital marketing practices with in Ethiopia. By showing the current level of digital marketing practices and factors affecting effectiveness to help them find strategic action for further strategic push. It also

contributed to the knowledge base for academicians to drive understanding of the level of practices that existed to grow the field of digital marketing with in Ethiopia. It can assist in developing different level of training and educational materials to fill the gap of practices of digital marketing in the key players of the industry.

1.6 Limitation of the Study

Undertaking this study, the researcher encountered some limitations. To mention some: -

- ✓ There is no enough research on Digital marketing practices in our country to use as reference.
- ✓ No proper data searching system on different Digital marketing practices.
- ✓ Customers who have to use Digital marketing practices are not properly registered in country data bases.
- ✓ Moreover, lack of additional data to collect from different geographical location other than Addis Ababa because of the pandemic COVID 19.
- ✓ In purposive sampling, reading of results is limited to the population under study. To be valid over a greater realm or to form the basis for a theory, the study may be repeated for confirmation in a different population.

1.7 Scope of the Study

The study intended to understand the effectiveness of digital marketing practices in Ethiopia. The study did not closely distinguish among the technology like internet and mobile communication, devices like mobile phones (smartphones), digital TV and platforms like websites, online communities, social networking sites and YouTube. The study was oriented on the digital marketing practices in Ethiopia and seeking effectiveness with tools of Perceived ease of use, Perceived usefulness, legislation and regulation as well as infrastructure.

The study evaluated digital marketing practices with in Ethiopia with professionals that have experience of using digital marketing; hence the populations which are selected and practiced digital marketing were with in Addis Ababa.

Since Digital marketing is a new phenomenon and because of the current COVID 19 the research will be done in Addis Ababa only. And since, most probable exercise of digital

marketing will be in the capital city of Ethiopia which is Addis Ababa before adopted by other cities.

The dependent variable is Digital marketing practices. And the predictive variable is perceived usefulness, Perceived Ease of use, Legislation and regulation and Infrastructure.

1.8 Operational definition of Terms

Social Media – It is a computer-based platform that facilitates the sharing of information through the building of online networks and communities

Video Marketing – It is the utilization of online videos to stimulate or market a product or service and brand

Mobile Advertising – It is an advertising method which utilizes and delivers information, promotional materials through wireless mobile devices such as Mobile devices and computers.

Content Marketing - is focused on generating and distributing valuable, significant, and dependable content to draw and retain a clearly defined audience and eventually, to initiative profitable customer action.

Search Engine Optimization (SEO) is essentially tweaking your website so that it comes up naturally or organically for search results in Google, Yahoo Bing or any other search engine.

Search Engine Marketing (SEM) is the comprehensive strategy to drive traffic to your business, primarily through paid efforts. Hence it is also called Paid Search Marketing. The universe of SEM is diverse and complicated. Based on your business structure, you may choose PPC (pay- per-click) model.

Online advertisement- is a form of marketing and advertising which uses the Internet to deliver promotional marketing messages to consumers.

Digital marketing - is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.

Perceived ease of use: - How an Individual that is utilizing a particular system would be free from effort

Perceived usefulness: - Degree to which a particular system improves once performance.

1.9 Organization of the Study

This research was organized into five main chapters. The first chapter is an introduction which includes background of the study, problem statement, and objective of the study, research questions, hypothesis, significance, scope and limitation of the study. The second chapter focused on review of related literatures on theoretical background and empirical framework supported with literatures and their findings from different writings, at the end the conceptual framework was graphically presented. The third chapter addressed methods, under it the researcher briefly showed issues in relation to Research approach, Research type, Sampling design, Sampling Frame, Sampling technique, Sample size Sampling procedure, how Sources of Data was chosen and who the data was collected from, and to collect the response the method that was employed, the Collection methodology, the instrument and Data analysis methods was briefly stated. Finally, at the end of the chapter the main questions of how the researcher addressed the reliability and Validity issue and the core for all the Research Ethics will be presented respectively.

CHAPTER TWO: REVIEW OF RELATED LITERATURES

2.1 Theoretical review

Giedd & Chief (2012) seeing that the strength of internet & website will increase in the future, this topic is crucial to every country and organizations. The power of Smartphones blended with social media is an endless expanding threat to many companies (Felt & Robb, 2016). There is continuing trend of children, adolescents and teenagers using digital and social media more and more excessively. Giedd & Chief (2012)

2.1.1 Concepts and definitions

2.1.1.1 Digital marketing definition

T. Piñeiro-Otero and X. Martínez-Rolán (2016) Technological convergence and the multiplication of devices have led to an opening up of the ways in which we think about marketing in Internet and have pushed the boundaries towards a new concept of digital marketing.

Mort, et al (2002) Digital marketing is an evolving concept; Due to advancement in technologies and market dynamics, digital market is rapidly growing. However, it is important to provide a clear and consistent definition of it as a foundation for the remaining analysis. “The practice of digital technologies to creates a targeted, combined and measurable communication which helps to retain and obtain customers while building deeper associations with them” (Smith, 2007). Digital marketing uses several technologies to help marketing activities in order to expand customer knowledge by matching their needs (Chaffey, 2013).

Afrina Y.; Sadia T. & kaniz F., (2015) the main objective of digital marketing is attracting customers and allowing them to interact with the brand through digital media. Digital marketing includes both direct marketing, which treats customers as individuals and defines them not only by their individual characteristics but also by how they behave and interact. Digital marketing tool has the ability to address an individual and the ability to gather and remember the response of that individual (Deighton, 1996). Digital marketing extends outside internet marketing including channels that do not entail the use of Internet. It includes mobile phones (both SMS and MMS), social media marketing, display advertising, search engine marketing and many other forms of digital media. Afrina y.; Sadia t. & kaniz f., (2015)

Kiani (1998) Introduction of new technologies has created new business opportunities for marketers to manage their websites and achieve their business objectives. The rapid development of new interactive media such as on-line amenities and the World Wide Web has taken most customer marketers by surprise. Michael z. & Robert w.(1998). Digital marketing is one type of marketing being widely used to promote products or services and to reach consumers using digital channels.

There are various elements by which digital marketing is formed. All forms operate through electronic devices.

2.1.1.2 Digital marketing components

The definition and fundamentals of digital marketing practices was discussed in different literature reviews. To clearly understand the digital marketing practices, it is explored below literature by their components. The most important elements of digital marketing are given below:

Email Marketing

Ponde, Sandeep. (2019) Email marketing is one of the primogenital and easiest types of Digital Marketing. Being highly modern and productive. Marketers use emails for developing relationships with their likely and existing customers to help them produce leads and ensure their adaptations. 72% of marketers felt that email was great for developing loyal and active customers. Bawm (2014).

Piñeiro-Otero & Martínez-Rolán (2016) viewed E-mail marketing as an online system, using e-mail to distribute announcements and commercial information as elaborated all email sent to a potential or existing customer is taken as email marketing (Barasa, 2014). E-mail marketing is a strategy that allows a business or organization to reach a large customer-base to the distribution of information and messages using an electronic messaging means. Zimmer (2017).

Gaikwad & Kate (2016) brought the term E-mail marketing into focus, by presenting thoughts that every E-mail focused toward a likely customer could be viewed as email marketing. E-mail has become part of people's everyday lives in organizations around the globe (Danaher & Rossiter, 2011). Madhu B. (2018). Weinclaw (2017) when sending a commercial message through email to a list of potential customers, the strategy is called Email Marketing. Theoretically, E-mail marketing is a naïve concept by the distribution of

coupons, promotional measures, online newsletters, and advertising materials are among methods of email marketing. E-mail offers companies' openings to reach their clients more broadly, targeting specific group of community, and interact with customers in a highly modified manner (Sharma & Sheth, 2004, Müller, Florès, Agrebi, & Chandon, 2008).

Danaher & Rossiter, (2011) E-mail is the fastest growing new channel and represents a straight forward threat to postal mail In addition to promotional purposes, e-mail can also serve more relational outcomes like building and maintaining relationships (Simmons, 2007).

Social Media Marketing (SMM)

Chaffey (2011), Social Media Marketing is the most admired and newest types of Digital Marketing branch that help marketers press forward their brand image in the maximum powerful and fashionable manner. As social media marketing includes "reassuring customer communications through its social presence".

Ponde, Sandeep. (2019) SMM is nowadays preferred by different businesses for optimizing the image of a brand, business, product, or an individual. Facebook, Google+, Twitter, Instagram, YouTube, LinkedIn, Snapchat Pinterest, etc. are the most well-known Social networks. (Vien, 2015; Gaikwad & Kate, 2016; Kingsnorth, 2017; Patrutiu Baltes, 2016; Piñero-Otero & Martínez-Rolán, 2016; Slade, 2016; Wienclaw, 2017; Zimmer, 2017) Variety of resources stated that Social Media Marketing is an influential marketing instrument allowing users to communicate with each other. The social interacting platform allows marketing amid individuals or governments to be facilitated through online information post and messaging (Zimmer, 2017).

Piñero-Otero & Martínez-Rolán (2016) observed in his work that social media is an astonishing method used to start communication among members through dynamic contacts. Patrutiu Baltes (2016) cited Bafton (2012) remembrance per Fleishman-Hillard, that 79% of clients follow or like their brands on social media. Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest were named by Patrutiu Baltes (2016), as well-known and regularly-used social media platforms. Slade (2016) It is verified that users experience increase in self-esteem and pleasure when they adapt to social media which itself is a stirring sign for businesses and marketing professional (Arnott, 2013).

Content Marketing

Ponde, Sandeep. (2019) Currently Content Marketing is the greatest important types of Digital Marketing that spin around the execution and management of different written, downloadable, engaging and visual Digital Media Content. Content Marketing focuses on enticing and converting targeted audiences into customers by designing, promoting, publishing, distributing and sharing valuable and relevant free content on different digital marketing arenas. (Smith and Chaffey,2013), and adopt Pulizzi and Barrett's (2008, p.8) The content comprises the static content forming web pages, as well as dynamic rich media content, such as podcasts, videos, user-generated content and interactive product selectors

Affiliate Marketing

Afrina y.; Sadia t. & kaniz f,(2015) Affiliate marketing is a type of performance-based marketing. In this type of marketing, a company rewards affiliates for each visitor or customer they bring by marketing efforts they create on behalf of company. Affiliate marketing at times called lead generators ensues when advertisers organize third parties to generate potential customers among them. Third-party affiliates receive payment based on sales generated through their promotion. Reena M. (2017)

Website Page

Vien (2015) clarified that a firm could build a website as a marketing tool for low price or free, but the website needs to have somewhat professional look as explained by Vein (2015), citing statistics from a Hinge survey that 30% of clients ruled out small firms that have poorly constructed websites.

The Website page can attract users since it is easy to be found, engage consumers' interests by creating communities or linking to other sites they will find valuable and ensuring that they return. By constantly updating content and keeping it fresh by learn their preferences tracking their activity on the site and relating to them by taking the information gathered to provide customized content. Website page experiences affect the mental process of consumers and enhance their buying decision online Cetină, Cristiana, Rădulescu, (2012).

López & Ruiz (2011) The website page has been labeled as the most significant communication platform on the Internet A company's website page can be described as the home of its brand Christodoulides, (2009) and the most durable communication platform in

the online environment (Karson & Korgaonkar, 2001). After the launch of Yahoo in 1994 companies started to maximize their ranking on the website page (Smyth 2007).

Search Engine Optimization (SEO)

Davis (2006) sees "SEO - short for Search Engine Optimization being the art, craft, and science of driving web traffic to web sites. Web traffic is drink, food, and oxygen – in short, life itself – to any web-based business". Parikh and Deshmukh (2013) also offers a viewpoint: "Search engine optimization can be labeled as a cluster of strategies and methods used to increase the amount of companies to a website by obtaining a high-ranking placement in the search results page of a search engine.

Ponder, Sandeep. (2019). Search engine optimization (SEO) moves the visibility of a website or a web page in a search engine's "natural" or un-paid ("organic") search outcomes. In general, the earlier or higher ranked on the search results page, and more frequently a website seems in the search result list, the more visitors it receives from the search engine users' SEO may mark different kinds of search including image, local, video, academic, news and industry-specific vertical search engines.

Wienclaw (2017) SEO can be viewed as "the process of increasing the probability that a website will be registered in the results of an online search and that it will be placed conspicuously in the search results." An overabundance quantity of literature supports SEO as being a credible, established strategy in digital

Online advertising

Durmaz, (2011) Online advertisement is after the advertisement content reach over internet-built devices like mobile phones, laptops, tablets, and personal computers. This occurs when promotional space on applications and websites is utilized in order to display their messages.

Online advertising is a very important part of digital marketing. It is also called internet advertising through which company can deliver the message about the products or services. Internet-based advertising provides the content and ads that best matches to consumer interests. There are different types of online advertising. This comprise of: Link marketing, Show advertising, Search engine marketing, social media promotion Priyanka (2012). Advertisers should place more effective and relevant ads online. Recent research, using extensive field experiments by Lambrecht and Tucker (2013) on advertisement retargeting,

Blake et al. (2015) on advertisement searches, and Lewis and Rao (2015) state that the results of advertising are at best moderate and require large sample sizes to identify accordingly.

2.1.2 Theories on Technology Acceptance and Practices

Recently, explaining the usage behavior and the intention to using technology in order to understand the reason of individuals' accepting or rejecting any new technology has become one of the most important areas. Studying the adoption, acceptance, and use of information technologies (IT) and information systems (IS) has been recognized since the 1970s as a prerequisite for technology's utilization and realization. For organizations, it means continue to increase their investment in IT (Hong, Thong, and Tam, 2006). Davis, Bagozzi, and Warshaw (1989) defined the technology adoption as: the implementation of the software and hardware technology in an organization to increase productivity, competitive advantage, improve processing speed, and make information readily available.

In this context, it could be easy to recognize the reason of proposing the technology acceptance theories. Actually, the aim of these theories and models is to convey the concept of how users may understand and accept the new technology and how they may use it. For any new technology, there are many variables affect the individuals' decision-making process about how and when they will use it (Fishbein and Ajzen, 1975). These variables have been studied and analyzed in several researches (Ajzen and Fishbein, 1980; Davis, 1986; Taylor and Todd, 1995a; Venkatesh and Davis, 2000; Venkatesh, Morris, Davis, and Davis, 2003). Although much work has been done to date, more studies need to be conducted to ascertain the suitable theory to use in studying the individual acceptance to any new technology.

In practice, companies start to use the Internet as a new sales channel, substituting personal visits, mail or telephone calls with electronic alternatives. Digital Marketing, therefore, is an alternative that can reduce costs and is a fundamental tool in business performance. However, the development of new marketing techniques questions traditional marketing practices and gives new problems, while also increasing some of those which already exist. The fundamental basis for the development of Digital Marketing in the business environment is the Internet. This is the technology that permits the use of electronic marketing techniques and has allowed the creation of the World Wide Web, as we know it today. It is the technology that has allowed the evolution and adaptation of traditional marketing techniques for the new digital environment.

2.1.2.1 Technology Acceptance Model

TAM was developed in the 1980's, in light of concern that workers were not using ITs made available to them (Davis FD 1989, Davis FD et al., 1989). Its originators reasoned that the key to increasing use was to first increase acceptance of IT, which could be assessed by asking individuals about their future intentions to use the IT. Knowing the factors that shaped one's intentions would allow organizations to manipulate those factors in order to promote acceptance, and thus increase IT use. Early TAM research discovered that only three factors were needed to explain, predict, and presumably control acceptance. To arrive at the model, its originators adapted the Theory of Reasoned Action (TRA), a general social-psychological/behavioral theory that had been proven useful for understanding a variety of behaviors such as voting, exercise, and condom use (Fishbein, M.; Ajzen, 1975). As was customary for adapting such theory to new contexts (Ajzen, I.; Fishbein, M, 1980), a preliminary study took place to determine what would be the appropriate variables to include in order understanding IT use behavior (Davis, FD, 1986). The variables that were selected, and formed the first version of TAM, are summarized in Table 2.1. The most proximal antecedent to IT use is behavioral intention to use it (BI), and this is now commonly what is meant when one refers to acceptance (Davis FD et al., 1989, Mathieson K, 1991, Sjana B., 1996), although another common conceptualization of acceptance is end-user satisfaction (Brown SA et al., 2002, Ives B. et al., 1983) Because BI is thought to reliably predict actual use, and the latter is difficult to measure, BI is sometimes the only measured outcome of interest in a study of TAM (Chau PYK, Hu PJH. 2001, 2002).

BI is influenced by one's attitude toward using the IT (ATT). Attitude, in turn, has two determinants: perceived usefulness (PU) and perceived ease of use (PEOU). Additionally, PU is specified to have an independent effect on BI, and PEOU has an effect on PU. The theoretical and practical importance of all of these seemingly esoteric relationships is discussed later in this review. TAM is a theory that has gone through a number of changes. For example, an update called TAM2 (Venkatesh V., Davis FD., 2000) removed the ATT component from the model, which originally mediated some of the influence of PU and PEOU. TAM2 also added a variable meant to capture the social influence (e.g., from colleagues or bosses) that compels end users to positively evaluate and accept IT, called subjective norm (SN). Even more recently, an impressive effort to unify the IT acceptance literature resulted in the Unified Theory of Acceptance and Use of Technology (UTAUT), a theory with obvious resemblance to TAM (Venkatesh V. et al., 2003). UTAUT incorporates

PU into a performance expectancy construct, PEOU into effort expectancy, and SN into social influence. New to the UTAUT, but not to IT acceptance research generally (Taylor S, Todd P., 1995), is the modeling of facilitating conditions as one determinant of BI. UTAUT is a new but promising theory; early tests of UTAUT explained an impressive 70% of the variance in BI and about 50% in actual use. Finally, some studies use early psychological models of behavior on which TAM was originally based (Fishbein, M.; Ajzen, 1975, Ajzen, I.; Fishbein, M, 1980, Ajzen I, Driver BL., 1991). These models are the Theory of Reasoned Action (TRA), or, more often, its successor, the Theory of Planned Behavior (TPB). Variables from TAM and the other mentioned theories are summarized in Table 2.1. As reviewed elsewhere (Yousafzai SY. et al., 2007, Benbasat I. et al., 2007), many other revisions have been suggested to TAM and some past revisions have been questioned, but the three TAM descendants described above, and the general TPB, are the most commonly used.

Technology acceptance model (TAM) suggested by Davis (1989) providing a very good base to accept and use of new technologies. Technology acceptance model mainly is about traditional adoption theory in the arena of IT (Benbasat and Barki, 2007; Awa et al., 2011). It provides basis for unveiling the impacts of external variables on adoption decisions, with its basic postulates resting firmly on economic, utilitarian and attitudinal grounds. TAM comes with a concept of perceived ease of use (PEOU) and perceived usefulness (PU) being the fundamental determinants of IT adoption. An individual's intention to use Digital marketing practices is predicted and explained by his perception of Digital marketing usefulness and its simplicity. The proponents of TAM posit that PU is influenced by PEOU and both predict attitudes (Davis, 1993). Although TAM has received empirical validation, practices and replication (Gounaris and Koritos, 2008), the model provides less meaningful information on user's opinions about adopting Digital marketing practices by narrowing its constructs to only PU and PEOU. Hence, the need to expand the factors or integrate with other Digital Marketing practices acceptance models to improve TAM's explanatory and predictive utilities.

El-Gohary (2009) and Vijayasath y (2004) Technology acceptance model (TAM) tried for more than 20 years in diverse technologies and accepted as a effective model in forecasting and explaining behavior across a wide variety of areas.

Table 2.1 Summary of variables in TAM and related models

Variable	Definition	Models that include the variable
Behavior	The action, specific or general, whose prediction is of interest	TRA/TPB
Use (USE)	One specific behavior of interest performed by individuals with regard to some information technology (IT) system	TAM, TAM2, UTAUT
Behavioral intention (BI)	An individual's motivation or willingness to exert effort to perform the target behavior	TAM, TAM2, UTAUT, TRA/TPB
Attitude (ATT)	An individual's evaluative judgment of the target behavior on some dimension (e.g., good/bad, harmful/beneficial, pleasant/unpleasant)	TAM, TRA/TPB
Perceived ease of use (PEOU)	An individual's perception that using an IT system will be free of effort	TAM, TAM2
Perceived usefulness (PU)	An individual's perception that using an IT system will enhance job performance	TAM, TAM2
Subjective norm (SN)	An individual's perception of the degree to which important other people approve or disapprove of the target behavior	TAM2, TRA/TPB
Perceived Behavioral Control (PBC)	An individual's perception of how easy or difficult it will be to perform the target behavior (self-efficacy), of factors that impede or facilitate the behavior (facilitating conditions), or of the amount of control that one has over performing the behavior (controllability)	TPB
Effort expectancy	(See PEOU)	UTAUT
Performance expectancy	(See PU)	UTAUT
Social influence	(See SN)	UTAUT
Facilitating conditions	(See PBC)	UTAUT
Image, job relevance, output quality, results demonstrability	Real or perceived characteristics of IT that influence its PU	UTAUT
Behavioral beliefs, normative beliefs, control beliefs	An individual's perceptions about specific positive/negative outcomes of performing the target behavior, specific groups or people who encourage/discourage the behavior, and specific factors or circumstances that make behavior easier/more difficult	TRA/TPB

2.1.2.2 Technology-Organization-Environment

Extant research has demonstrated that the TOE model has broad applicability and possesses explanatory power across a number of technological, industrial, and national/ cultural contexts. The TOE model has been used to explain the adoption of inter-organizational systems (Grover 1993; Mishra et al., 2007), e-business (Zhu et al., 2003; Zhu and Kraemer 2005; Zhu et al., 2006b; Zhu et al., 2004), electronic data interchange (EDI) (Kuan and Chau 2001), open systems (Chau and Tam 1997), enterprise systems (Ramdani et al., 2009), and a broad spectrum of general IS applications (Thong 1999). The TOE model has been utilized to explain the adoption of innovations in a host of industries, including manufacturing (Mishra et al., 2007; Zhu et al., 2006b), health care (Lee and Shim 2007), retail, wholesale, and financial services (Zhu et al., 2006b). Furthermore, the TOE model has been tested in European, American, and Asian contexts, as well as in both developed as well as developing countries (Zhu et al., 2003; Zhu and Kraemer 2005; Zhu et al., 2006b, 2004). In each study, the three elements of technology, organization, and environment have been shown to influence the way a firm identifies the need for, searches for, and adopts new technology.

In each of the empirical studies that test the TOE framework, researchers have used slightly different factors for the technological, organizational, and environmental contexts. In essence, researchers have concurred with Tornatzky and Fleischer (1990) that the three TOE contexts influence adoption, but these researchers have then assumed that for each specific technology or context that is being studied, there is a unique set of factors or measures. For instance, in Zhu et al., (2004), the authors argue that one pertinent factor in the technological context that affects the adoption of e-business is “technology readiness.” Similarly, these authors argue that “firm size,” “global scope,” and “financial resources” are the pertinent factors that should be studied to understand how the organizational context affects the adoption of e-business. Finally, the “regulatory environment” and “competition intensity” are relevant when researchers wish to understand how the environmental context influences the adoption of e-business. Different types of innovations have different factors that influence their adoption. Similarly, different national/cultural contexts and different industries will have differing factors as well. Thus, other research studies use different factors for the technological, organizational, and environmental contexts.

Tornatzky and Fleischer (1990) (TOE) framework assumes a broad set of factors to predict the likelihood of Digital marketing practices effectiveness. The theory postulates that

adoption is influenced by technology development (Kauffman and Walden, 2001); and industry environment (Kowtha and Choon, 2001). Country reconfiguration, conditions and the business in general are viewed (Chatterjee et al., 2002); Technological context describes that adoption of digital marketing depends the practice's perceived relative advantage (gains), compatibility (both organizational and technical), complexity (learning curve) observability (visibility and imagination) and trial ability (pilot test/experimentation). Government backing and technology support infrastructures like access to quality ICT consulting services (Zhu et al., 2003; Jeyaraj et al., 2006; Al-Qirim, 2006; Scupola, 2009). TOE framework underscores Rogers' (1995) three groups of adoption predictors – leader characteristics relating to change; internal characteristics (centralization, complexity, formalization, interconnectedness, organizational slack and size); and external characteristics (system's openness). The major obstacle of TOE is that some of the paradigms in the adoption predictors are assumed to practices mainly to large organizations, where clients are sure of continuity and less complaints, than to SMEs. However, integrating TOE with other models such as TAM, with each adoption predictor offering larger number of constructs than the original, provides richer theoretical lenses to the understanding of an effectiveness of digital marketing practices.

2.1.2.3 Innovation Diffusion Theory (IDT)

The other new technology acceptance model is innovation diffusion theory (IDT) that was developed by Rogers (1983). Five characteristics of innovation have been stated that affect customers' behavioral intention (BI) to adopt innovations in IT. These characteristics are relative advantage, complexity, compatibility, trialability and finally Observability. This model is a thorough framework to study an innovation and the accelerated factors of its adoption in an organization. The innovation diffusion concept has been associated with new ideas, services, products, methods, and inventions as IDT has been utilized in several areas such as marketing, economics, sociology, and technology management (Chang, 2010). Some studies have tested IDT as a technology acceptance model (Agarwal & Prasad, 1998; Zolait & Sulaiman, 2008; Phuangthong & Malisuwan, 2008). Tornatzky and Klein (1982). Their analysis results in that only compatibility, relative advantage and complexity are strongly-associated with innovation adoption (Giovanis, Binioris, & Polychronopoulos, 2012). To add more, several studies have showed that the trial ability and observability are influential constructs in the enterprise's adoption of ICT. Amongst these studies that demonstrate the importance of observability in the adoption decision were Seyal and Abd Rahman (2003), Azam and Quaddus (2009); Tan, Eze, and Chong (2009); and Ramdani et al. (2013). While

other studies, that have demonstrated the importance of tryelability , include Kendall, Tung, Chua, Ng, and Tan (2001); Brown, Cajee, Davies, and Stroebel (2003); Seyal and Abd Rahman (2003) and Ramdani et al. (2013). The above reviewed literatures regarding organizational IT adoption reveals that IDT is a popular assortment in the technological context of TOE framework (Alatawi et al., 2013). IDT appears as one of the most mutual, vastly-agreeable between researchers and linked to IT adoption mainly. It has been tested in a very large number of studies and in a variety of technological areas (El-Gohary, 2012). Gyau & Stringer, (2011); Vijayasathy, (2004); Wu & Wang, (2005) these literatures noted that there are a very inadequate number of studies that had been conducted with IDT in the field of digital marketing.

2.1.2.4 SUMMERY

Based on the literature review, TAM is theoretically more developed and commonly used model in the digital marketing world. For this paper the researcher used integrating the constructs of TAM and TOE frameworks to bring both human and non-human actors into the network to enrich literature and capture some peculiarities factors. Frameworks of extant TAM and TOE are insightful to the understanding of Digital marketing application effectiveness.

2.2 Empirical review

This section will cover empirical studies conducted on Digital marketing in relation with the variables that will be used under the study. Hypothesis for each will be developed based on the empirical literatures.

2.2.1 Perceived Usefulness

Perceived usefulness is potential user's subjective likelihood by means of digital marketing practices operations (Lu et al., 2003). It offers diagnostic lenses into how real use and intention to use are prejudiced. PU domiciles in Vroom's expectancy model, as the choice to adopt Digital marketing driven by its near-term and long-term probable results (Triandis, 1980). The near-term results are synonymous with postulates of PU; and the long-term consequences refer to the consequential results in one's career or social image, which reflects Rogers' (1995) most important motivation for adoption digital marketing practices. The accomplishment of perceived near-term usefulness overlays ways for long-term usefulness Chau (1996) did a alike work in putrid the construct of PU into perceived near-term and

perceived long-term in his altered TAM and conjectured that behavioral intentions are dependent on the above two variables and PEOU. Decomposing PU as Triandis and Chau did explicitly provide extra specific lenses into understanding user perception of its usefulness. Jiang et al. (2000) further prolonged PU by developing the utilization of the Internet technology model to travel user acceptance of Internet and proposed that Internet is positively related to perceived near-term and perceived long-term practicality.

2.2.2 Perceived ease of use

Perceived ease of use measures the potential user's valuation of the mental efforts essential of the use of digital marketing practices (Davis, 1993). Mental effortlessness necessitated by digital marketing practices charms more adoption behavior; thus, innovations with perceived intricacies of user interface and steep learning curve are supposed risky to adopt (Opia, 2008). PEOU is a distinct but related construct to PU; it impacts on near-term usefulness, as improvement in it contributes positively to outcomes and ultimately defines PU. Studies (Davis, 1993; Chau, 1996) to assess observed usefulness and ease of use trade-off and to determine the impacts of external variables on these two mental determinants show mixed findings.

Yet, empirical findings confirm the positive relationships amid attitude towards use and ease of use (Venkatesh and Davis, 2000) and show that PEOU is an established key determinant of users' intention to accept IT (Venkatesh, 2000). Clarke (2000) supported this when his survey of 800 professionals' ranks ease of use among the five factors that determine the use of wireless handheld devices.

2.2.3 Legislation and Regulation

Legislation and regulation are barriers and drivers of Digital marketing practices. It has been argued that digital marketing needs legislations and regulation to control of the flow of business and information over the Internet (Awad, 2004). Piracy of products is also a major problem. The presence of legislation and regulation has led to exertion in finding a total account. One of the most controversial aspects of the increase of digital Marketing on the Internet is that there is no regulation of goods, allowing pornography, piracy of products, and other illegal actions to create security and legal subjects that may never have entire solutions Mark (2003); Hamed (2004). Furthermore, online viruses are also becoming a serious matter that is under scrutiny, since many major corporations have had their computer mainframes broken into by hackers (Vernon, 2000). In addition, the full range of pirated software

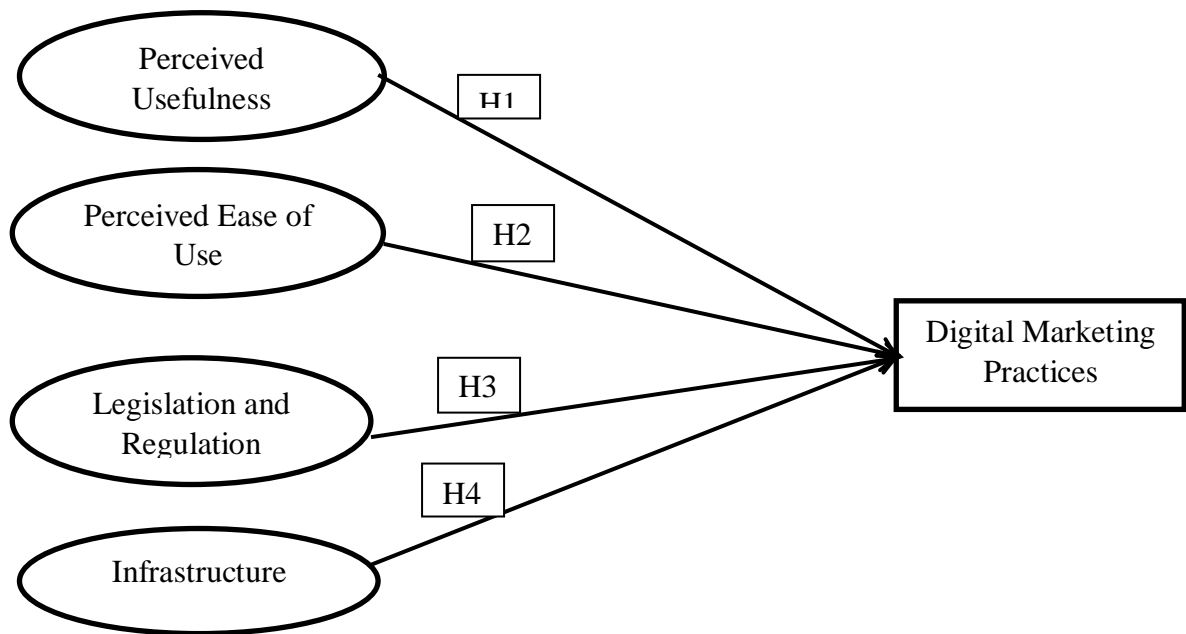
available in the market at low or no cost requires copyright and other issues to be considered (Fredricks, 2001). The regulation of Digital marketing practices will build customers' trust and show the possible way forward to deal with technology and international suppliers and customers.

2.2.4 Infrastructure

Infrastructure denotes to ICT infrastructure, postal, telecommunication, electric light infrastructure and any other substructure needed in a country to support digital marketing practices. If the infrastructure is in a poor condition, then the expectation to see an improvement in digital marketing practices is significantly low. Additionally, the potential for digital marketing practices is low because of the control of networks by monopolies like Ethiopian telecommunication or dominant firms in many developing countries (Thorbjornsen & Decamps, 1997). These monopoly companies limit competition by blocking the quality of the services. The infrastructure of a country could be a main driver to entice international companies and foreign through investors to do business in that precise country. However, infrastructure costs are important and requirement new strategies, planning and management which drives many.

2.3 Conceptual frame work of the study

Technology is changing the context and practice of marketing. Marketers are increasingly forced to operate in a complex and changing world (Davis FD et al., 1989). Based on the theory presented in the theory orientation, a research framework on factors affecting digital marketing practices was developed. The framework shows the relationship between the four factors affecting digital marketing practices, as showed in Figure below.



Source: Modified from TAM frame work, Davis FD et al., 1989 and TOE frame work

This research framework consists of four relationships of variables (perceived usefulness, perceived ease of use, legislation and regulation as well as infrastructure) and a dependent variable (digital marketing practice). This research proposed to test four hypothesizes that indicated the relationship between the predictors and response variable. The research hypotheses

H1: Perceived usefulness has a positive and significant effect on digital marketing practices.

H2: Perceived ease of use has a positive and significant effect on digital marketing practices.

H3: Legislation and regulation have a positive and significant effect on digital marketing practices.

H4: Infrastructure has a positive and significant effect on digital marketing practices.

CHAPTER THREE: METHODOLOGY

3.1 Research Approach

The researcher used quantitative approach to collect objective and numerical data to practices statistical tools which is used to establish relationships of the variables that were used in the study. As (Ghauri and Grønhaug, 2005) stated the research method is chosen according to the type of study and convenience of administering it. In view of that, the study adopts a quantitative and descriptive research design.

This research design was primarily used by the researcher to postpositive claims for developing knowledge, i.e., the relationship between known variables of interest or is a strategy to review such as experiments and surveys, to gather data on predetermined tools that yield good arithmetical data (Creswell, 2003).

Dependent variable being Digital marketing practices and the independent variable which are perceived usefulness, Perceived Ease of use, Legislation and regulation as well as Infrastructure.

Deductive approach was used for analysis or reasoning with first exploring the theories, development of theoretical framework and impact of the independent variables on dependent variable Digital marketing and draw a specific conclusion logically from premises (Soiferman 2010).

With the deductive approach the searcher has explained the relationships between the concepts and variables. Measure concepts quantitatively and generalize finding up to certain extent

The researcher collected information from the population using purposive sampling. Multiple linear regressions have been used to analyze the digital marketing practices and the predictor variables.

In order to minimize the risk of minimum response rate, the researcher applied Saunders, Lewis and Thornhill (2009, p.362) recommendations i.e. designing the questions clearly, to have a clear layout, to include the purpose of the questionnaire in letter head and planned and executed the questionnaires properly.

3.2 Research design

To collect primary data the researcher has used structured questionnaire. The questions were 5 points 20 Likert's scale questions, which the respondents were required to answer on the basis of their knowledge and experience with the issue concerned.

Explanatory approach to this study was chosen mainly because the study aims in responding to the relationships between independent variables and digital marketing practices. Cross-sectional field survey data were collected. Variables are measured at the same time using one questionnaire which is structured rigidly and questions were asked in the same order, the same way, and only the predefined choice of answer was given. This saves money and variable resources. Saunders, Lewis, and Thornhill, (200) Bhattacharjee, (2012)

Another research approach used for this research study is the exploratory research approach to better understand the topic. Since the researcher is with limited knowledge. The researcher Start by designing the process and executing for better systematic studies.

3.3 Target Population and Sample

Addis Ababa is the largest and capital city in Ethiopia where largest organization and high use of technology is densely available. Hence, the population frame is Addis Ababa users of digital marketing. The researcher used Purposive sampling method to select sample respondents based on the respondent's experiences and practice of digital marketing (Prance 2004, Vargas & van Andel 2005, Li et al. 2006). The population is expected to have a valuable insight since they are assumed to relatively able to practice digital marketing. Hence, the researcher has collected 370 samples from Addis Ababa.

3.4 Sample Size Determination

In conducting researches that require taking a sample, it always has the stage of deciding the sample size. On account of this, the decision is important because taking too large sample implies waste of resources while too small sample reduces the usefulness of the results or representativeness of sample to population. So, in order to have an optimum sample size, there are a number of points one has to take into account. Some of these issues are objective of the research, the sampling design, cost constraint, degree of confidence with which to conclude and degree of precision required for generalization.

Purposive sampling is not free from bias. Informants may be selected out of convenience or from references of knowledgeable people (Lopez et al. 1997, Seidler 1974, Smith 1983, Zelditch 1962). Yet, data collected from purposive sampling can still be valid for certain studies. In purposive sampling, reading of results is limited to the population under study. To be valid over a greater realm or to form the basis for a theory, the study may be repeated for confirmation in a different population, still using a non-probability method (Bernard 2002). It is important to state the bias clearly when the results are analyzed and interpreted so as not to mislead people into inferring general conclusions (Bernard 2002, Godambe 1982, Snedecor 1939). Despite its inherent bias, purposive method of selection respondents can deliver reliable and robust data.

3.5 Data sources and types

This research utilized primary sources in order to collect relevant data in light of the research topic which is “Digital marketing practices effectiveness”. The researcher collected Cross-Sectional data. Primary data were collected by give 5-point Likert scale questionnaire method.

3.6 Data collection procedures

In order to collect primary data, the researcher used questionnaires. To investigate “factors affecting digital marketing practices: evidence from Addis Ababa, ethiopia” The researcher will conduct five point Likert scales of 20 questions in English printed format for collecting data.

The research questionnaires were adjusted from previously approved and tested research paper by Yonas L. (2017); “E-Commerce Challenge and Opportunity in Ethiopia”. It is comprised of 20 set of questions. It is Likert scale format which the respondents are required to answer on the basis of their knowledge and experience with the issue concerned. The questionnaire will be delivered and collected personally.

3.7 Data Analysis

Descriptive statistics specifically percentage and mean was used mainly to organize, establish and summarize the demographic data of the respondents’ including their overall perception towards digital marketing practices and independent variables.

Multiple regression analysis was used to see how much the independent variable influences the dependence variable digital marketing practices.

Regarding the analysis of five point Likert scale questions in the questionnaire, all the answers have been gathered in specific categories and classified through appropriate code frames, corresponding to a common pattern. In order to establish a relationship between questions, a cross analysis involving two or more variables will be used (Ibid, 2004). This analysis helps “to identify segments and to show how people determine the importance of different issues when they are choosing to practice digital Marketing” Ibid, 2004 p.176. With the above data collection and processing method, the collected data will be coded, categorized, classified and presented in the percentage, graph and tables forms. To analyze the gathered data the researcher used SPSS software version 23.

3.8 Validity and Reliability

Validity is the measurement of precision or power of the premises, inferences, or propositions. This decides the degree to which the study actually tests what it wants to measure or how correct are the research results Trochim and Donnelly (2008.). Convergent validity has been assured by verifying and choosing constructs that have higher factor loadings of measuring items on their constructs. Construction validity was retained as any question and variable factor indexing element was guided by strong theoretical backgrounds that serve as the basis for the variables' causal relationship and empirical test. Statistical truth in every dimension of the quantification of data was fulfilled.

The research question was researched. Then it was submitted to an expert in digital marketing and an expert in marketing management. In addition to this the researcher distributed the questionnaire to some of digital marketing users in Addis Ababa to ensure the clarity. And also For the purpose of ensuring validity of the study the following techniques were used. First expert opinion was used from group of selected experts in Digital marketing and marketing management, and also lecturers were asked to evaluate the content validity. Finally the research advisor of this study reviewed the validity of the questionnaire. Thus, expert opinion and the research advisors approval validity of the questionnaire were used to ensure validity in the study.

Reliability measures efficiency, demonstrating how exactly the same effects are repeated with the repeatability of the measurement (Trochim and Donnelly, 2008). Combination reliability is the sum of scale score variation that all underlying variables account for (Hair, Black,

Babin, and Anderson, 2010), which tests the internal accuracy of the steps. This was calculated by dividing the number of uniform squared loadings by the number of uniform squared loadings plus the sum of measurement errors. This coefficient fluctuates from 0 to 1, and a value of 0.7 or less commonly indicates unacceptable level of internal consistency (Sekeran, 2003). Hence Cronbach-alpha was utilized and it was found to be 0.934.

3.9 Ethical Consideration

This study was not fictitious or misrepresenting the data. Consent of each participant/sample unit was obtained before data collection was commenced. The researcher undertook the rights of the respondents by: Confirming that all collected data was used solely for the academic study purpose and kept confidential. Informing the respondents to participate without any forced act and clearly informing all respondents the reason and purpose of the research.

CHAPTER FOUR: DATA ANALYSIS AND INTERPRETATION

The chapter deals with data analysis and discussion of the research findings. In order to make the collected data suitable for the analysis, all questionnaires were screened for completeness. Out of the 384 distributed questionnaires, 375 were collected, however, 5 incomplete questionnaires were identified and discarded while the collected questionnaires were checked during data editing. Therefore, 370 questionnaires were found to be valid and used for the final analysis. The data analysis was made with the help of Statistical Package for Social Science (SPSS v. 23).

4.1 Response rate

A total of 384 self-administrated questionnaires were distributed in Addis Ababa. Out of which 98% or 375 questionnaires collected. However, only 370 questionnaires were valid. Hence 96% of the total distributed was valid for analysis.

4.2 Reliability test

To check the consistency of the measurements (perceived usefulness, perceived ease of use, legislation and regulation, infrastructure and digital marketing practices), Cronbach's alpha is assessed. In this regard, the resulting α coefficient of reliability (Cronbach's coefficient α) is calculated as .864 for perceived usefulness, 0.761 for perceived ease of use, 0.725 for legislation and regulation, 0.730 for infrastructure, 0.725 for digital marketing practices and .934 for all the measurements (Table 4.1). Since the Cronbach's coefficient alpha of all variables are greater than 0.7 the data is reliable (Nunnally and Bernstein, 1994).

Table 4.1 Reliability Test Results

Variables	Cronbach's Alpha	No of Items
Perceived Usefulness	0.864	4
Perceived Ease of use	0.761	4
legislation and Regulations	0.725	4
Infrastructure	0.730	4
Digital marketing practices	0.725	4
Over all	0.934	20

4.3 Descriptive Statistics of Demography

This section will cover the 370 respondent’s demographic character with regard to work experience, Qualification, Gender, age and job position.

4.3.1 Descriptive Statistics Job Position

Table 4.3 Current work position of the respondent

	Frequency	Percent
Officer	77	20.8
Supervisor	98	26.5
Manager	134	36.2
CEO/General Manager	61	16.5
Total	370	100.0

Table 4.3 shows that out of the 370 respondents who have participated; were officers and covering 21 % of the response. 77 were officer and 98 of them were supervisors. Managers covered 36 % or 134 respondents. CEO/General manager cover 16% or 61 respondents of the total 370 respondents. Hence, the respondents are all knowledgeable and there feedbacks were valuable to gather data about digital marketing practices effectiveness in Ethiopia.

4.3.2 Descriptive Statistics Qualification

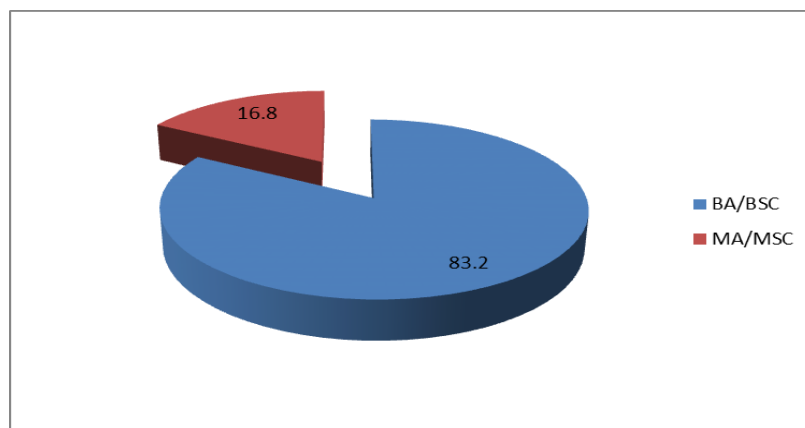


Figure 4.1: Educational back ground of the respondent

Based on figure 4.1 308(83.2%) of the respondents have BSC/BA degree holder and 62(16.8%) of the respondents have MSC/MA degree or master level.

4.3.3 Descriptive statistics Work Experience

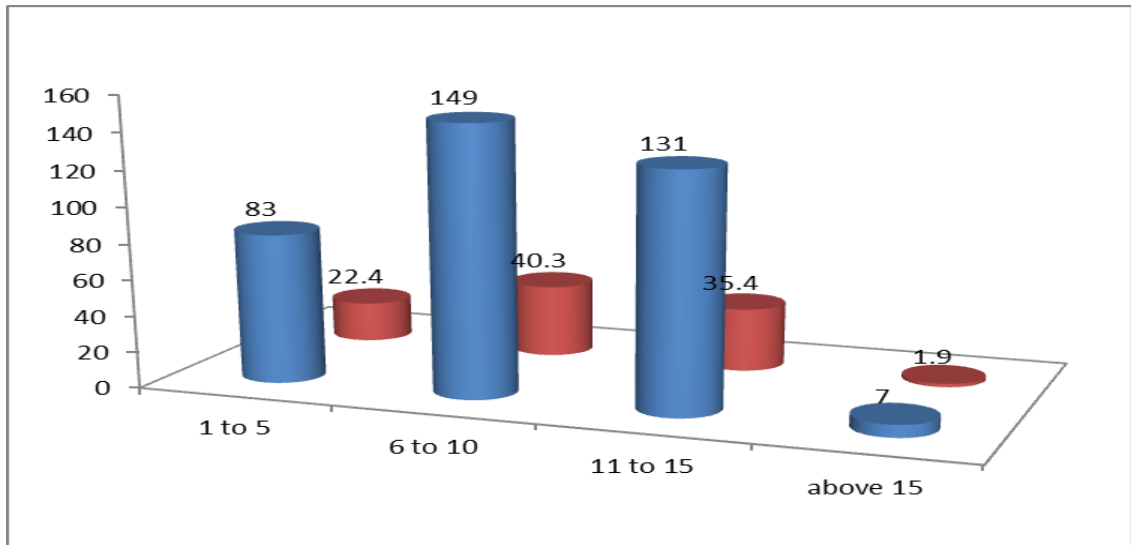


Figure 4.2: Work experience of the respondent

The above figure 4.2 shows that 83 (22.4%) of the respondents have 1 to 5 years of work experience. 149 (40.3%) of the respondents were with 6 to 10 years work experience. 131 (35.4%) have 11 to 15 years of work experience. And finally, 7 (1.9%) workers were more than 15 years' work experience. Based on the result of work experience most respondents were 6 to 10 years' experience.

4.3.4 Descriptive statistics Gender of Respondents

Table 4.4 Gender Response

	Frequency	Percent
Female	154	41.7
Male	216	58.3
Total	72	100.0

From table 4.4, shows that male respondent were slightly more than female responses.

4.4 Descriptive Analysis of Variables

4.4.1 Perceived Usefulness

Perceived usefulness selected and analysis was made with a 5-point Likert scale questionnaire to examine the respondent. That is: 1= strongly disagree to 5=strongly agree. Based on perceived usefulness of the mean in table 4.5 below is 3.09, which indicate that the response of the respondent perceived usefulness is neither agree nor disagree or neutral with a standard variation of 1.236 of search information. The mean of using in a day to day life is 2.95, which is again neutral with standard variation of 1.187 for usage in a day to day life. This show that usage of digital marketing practices in a day to day life and information search influence perceived usefulness are similar response.

Table 4.5 Mean score of Perceived usefulness

	USEFUL IN INFORMATION SEARCH	DM TOOLS CONVENIENT TO USE	USE IN A DAY TO DAY LIFE	USAGE REDUCES COST
Mean	3.09	2.25	2.95	2.89
Std. Deviation	1.236	1.170	1.187	1.304
N	370	370	370	370

4.4.2 Perceived ease of use

Perceived ease of use selected and analysis was made with a 5-point Likert scale to examine the respondent. That is: 1= strongly disagree to 5=strongly agree. The mean is 3.74, which is approximately 4 implies the respondent response is “agree” with variation of 0.874 and also for Easy to use digital market to access digital information. Similar interpretation for Maneuvering mean and standard deviation of Easy to use digital gadgets to access digital information and is easy in digital practices.

Table 4.6 Mean score of Perceived ease of use

	DM EASY TO ACCESS INFO	IFO IN DP ARE CLEAR AND UNDERSTANDABLE	EASY OF MANEUVER IN DA	EASY TO ACCESS ORG ONLINE
Mean	3.74	3.00	3.09	2.89
Std. Deviation	.874	.674	1.236	1.304
N	370	370	370	370

4.4.3 Legislation and regulation

Legislation and regulation selected and analysis was made with again 5-point Likert scale to examine the respondent. The highest mean is 3.64 (4 implies “agree”) and standard deviation 0.864 for Legislation and regulation is better now than before. Similarly mean 3.24 indicate “neutral” and standard deviation 0.894 high Taxations reduces digital marketing practices.

Table 4.7 Mean score of Legislation and Regulation

	L&G BETTER NOW	L&G HELP DM	HIGH TAX REDUCE DM PRACTICES	GOV. ACTIVITY SUPPORT DM
Mean	3.64	2.91	3.24	2.51
Std. Deviation	.864	1.355	.894	1.245
N	370	370	370	370

4.4.4 Infrastructure

Infrastructure selected and analysis was made with a 5-point Likert scale to examine the respondent given below table 4.8. That is: 1= strongly disagree to 5=strongly agree. The highest mean of the result is 3.65 (approximately 4, which is “agree”) with standard deviation 1.055 for monopoly of telecom slowed digital marketing practices. On average response of the respondent 3.28 indicate that “neutral” response of difficulty because of internet breaking with standard deviation of 1.236

Table 4.8 Mean score of Infrastructure

	DIFFICULTY B/C INTERNET BREAKING	DIFFICULTY B/C INTERNET SPEED	GOV. IMPROVING IF	MONOPOLY OF TELECOM SLOWED DM
Mean	3.28	3.09	2.91	3.65
Std. Deviation	1.236	1.236	1.359	1.055
N	370	370	370	370

4.5 Regression Analysis

Prior to regression analysis, it is common to test as to whether the sample data is from a normal distributed data, linear relationship between the dependent and independent variable, and no problem of multicollinearity.

4.5.1 Assumption test for regression analysis

To ensure that the sample data obtained really represented the population; Regression analysis assumptions were used for best result. (Hair et al., (2010)

4.5.1.1 Multicollinearity

Before working into depth and interpreting the regression analysis, testing the model in terms of the Collinearity or multicollinearity complications can arise when many variables are utilized (Hill, R.C., and Adkins, 2003). It can have adverse effect on regression if linear relation between independent variables is large. Henceforth, tolerance test and variance inflation factor (VIF) has been utilized. If the Degree of tolerance is below 0.1 or equal and if VIF (1/Tolerance) value is below 10 it is acceptable, Malotra N.K. (2007) and Kline, (2005).

Henceforth, table 4.10 shows that all the variables are within the accepted range as per Malotra N.K (2007). PUSE Tolerance is 0.192 which is below 1 and VIF is 5.195 which are under 10. PEASE Tolerance is 0.262 which is below 1 and VIF is 3.818 which are under 10. LegReg Tolerance is 0.521 which is below 1 and VIF is 1.918 which is under 10. INFRA Tolerance is 0.311 which is below 1 and VIF is 3.219 which are under 10.

Model	Collinearity Statistics	
	Tolerance	VIF
Perceived usefulness	0.292	5.195
Perceived ease of use	0.262	3.818
Legislation and regulation	0.521	1.918
Infrastructure	0.311	3.219

4.5.1.2 Normality

In the multiple linear regression models the variables will obey normal distribution. To check the normality of the variable incorporated in the multiple linear regression models, we use the histograms with a normal imposed curve, and as shown below the variables in the multiple linear regression models followed normal distribution.

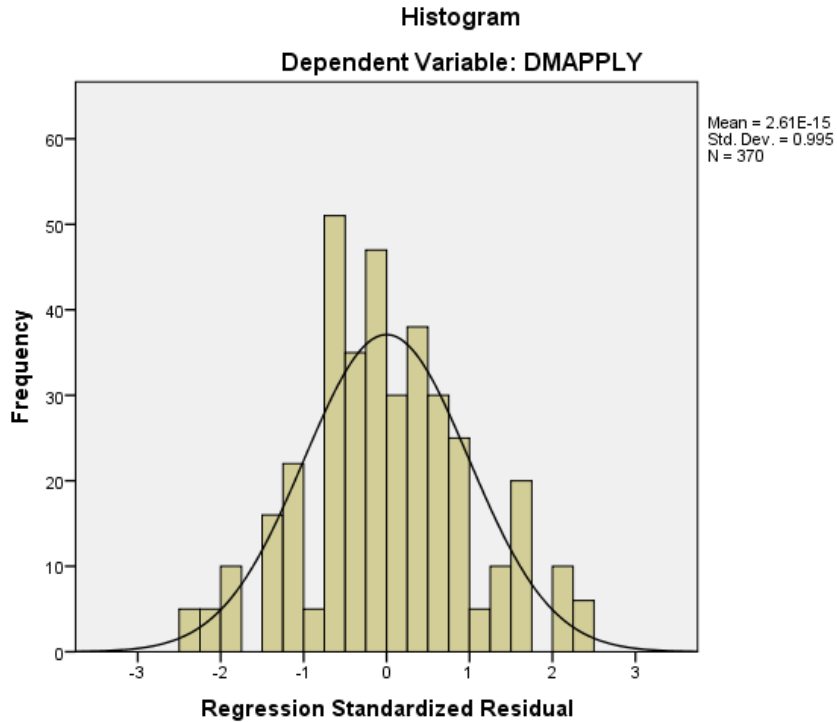


Figure 4.3: Histogram normality plot

The normality of the variables is further tested using Skewness and Kurtosis. According to table 4.11 the Skewness value for all variables considered in the model is between -1 and 1. This indicated that the data is symmetry about the mean, normal. Likewise, the kurtosis value for all variables is between -3 and 3. The Skewness result also ascertained the normality of the variables.

Table 4.11 Skewness and kurtosis results

		PUSE	PEASE	LegReg	INFRA	DM PRACTICES
N	Valid	370	370	370	370	370
Skewness		-.148	-.356	.009	-.269	.350
Std. Error of Skewness		.127	.127	.127	.127	.127
Kurtosis		-.890	-.484	-.947	-.454	-1.037
Std. Error of Kurtosis		.253	.253	.253	.253	.253

4.5.1.3 Linearity

The P-P plot can be used to investigate whether the data are from a normal distribution and linearity. Figure 4.4 below shows the normal P-P plot of regression. As it is indicated in the figure all points are near to the linear lines. This indicates that the assumptions of linearity

and normality were satisfied. The assumption of normality of the dependent variable is one of the basic criteria to fit and use a regression model.

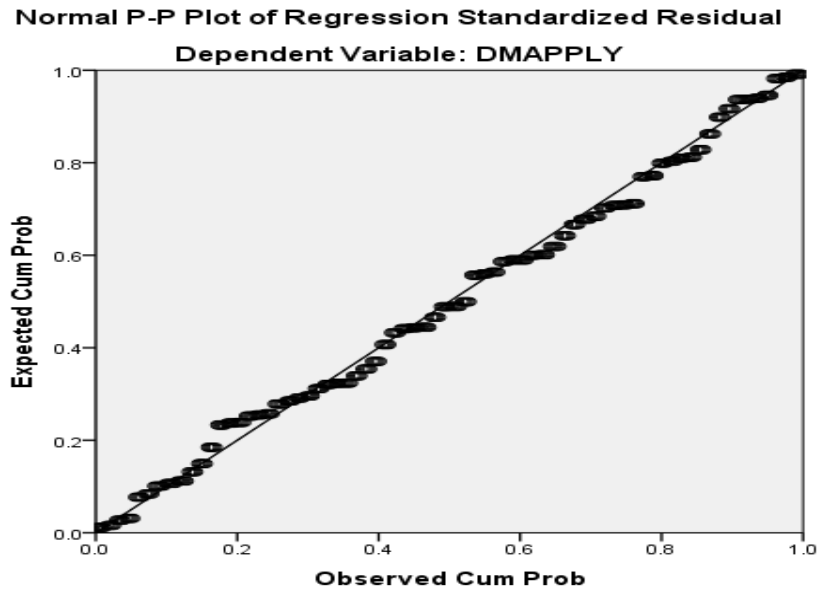


Figure 4.4: Linearity normality plot

4.5.1.4 Homoscedasticity

Hair, et al., (2010) recognized that the homoscedasticity as homogeneity test of variance. Scatter plots between dependent and each explanatory variable shows that the data is not constant. Scatter plots of the residuals and predicted values indicated in figure 4.5 it is satisfied homogeneity of the variables.

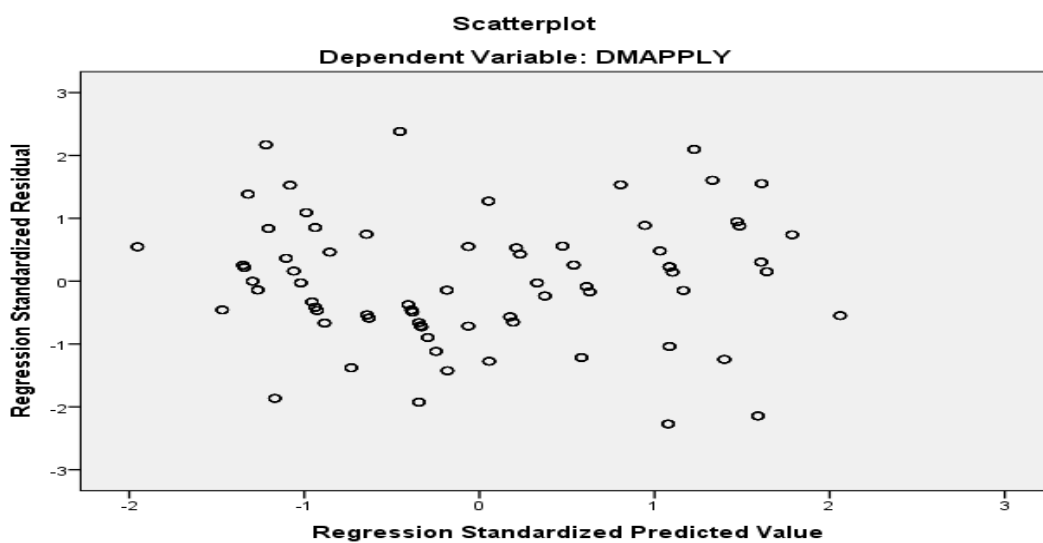


Figure 4.5: homogeneity plot

4.6 Multiple Regression Analysis

Regression analysis method utilized to examine the relations and factors of dependent variable and independent variables (Kothari, 2007).

Table 4.12 Model summary of multiple regression analysis

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.665	0.442	0.430	1.42621

The coefficient of determination R^2 is 0.442. These indicate that 44.2% of the variation or change in Digital marketing practices is attributed to the predictor variables (Perceived use, Perceived ease of use, Legislation and regulation and infrastructure). The remaining 55.8% of the variation in Digital marketing practices is due to factors which are not included in our model.

Table 4.13 indicates that all predictor variables (Perceived use, Perceived ease of use, Legislation and regulation and infrastructure) are significantly related to Digital marketing practices. Table 4.13 indicates that the relative importance of Infrastructure is the key determinant (Beta = 0.245, $P \leq 0.01$), Perceived ease of use (Beta = 0.594; $P \geq 0.01$), Legislation and regulation (Beta = 0.608; $P \geq 0.01$) and finally Perceived usefulness (Beta = 0.813; $P \geq 0.01$) and interpreted similar ways.

Table 4.13: Coefficients of the independent variables

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	β	Std. Error	Beta		
(Constant)	.234	.198		.550	.584
PU	.743	.023	.813	5.241	.000
PEOU	.676	.024	.594	17.396	.000
LEGREG	.683	.017	.608	14.101	.000
INFRA	.254	.020	.245	11.993	.000

Regression Mathematical Model

The equation of multiple regressions on this study is made on four independent variables, and one dependent variable (DM practice) and independent variables (PEOU, PU, LEGREG, INFRA). The basic objective of using regression equation on this study is to make the researcher more effective at describing, understanding, predicting, and controlling the stated variable

$$\text{Mathematically, } Y_i = \beta_0 + \beta_1 \text{PEOU}_i + \beta_2 \text{PU}_i + \beta_3 \text{LEGREG}_i + \beta_4 \text{INFRA}_i + \varepsilon_i$$

β_0 is the intercept term; β_1 , β_2 , β_3 and β_4 are also refer to the coefficient or slope of their respective independent variables which measure the change in the mean value of Y, per unit change in their respective independent variables. Hence, the mathematical formula becomes.

$$\hat{Y}_i = 0.234 + 0.676PEOU_i + 0.743PU_i + 0.683LEGREG_i + 0.254INFRA_i$$

Consequently, all hypotheses were failed to reject. Thus, all independent variables have positive relationship and have effect on DM practice.

4.7 Discussion of the Research Finding

4.7.1 Perceived usefulness

HP1: Perceived usefulness has a positive and significant effect on the effectiveness of digital marketing practices in Addis Ababa Ethiopia. It is reinforced by Fan (2016) conducted a study and discovered that, lack of understanding on the relevance of digital business, perceived cost, and risk of change found to be affecting digital marketing practices. Bakari et al., (2014) done an empirical study to comprehend how Digital marketing practices in Tanzania which their discoveries exposed that lack of technology awareness and culture of fear of risks and change determines effectiveness of digital marketing practices. Kanyabikali (2014) perceived usefulness affecting digital marketing practices effectiveness.

Table 4.13 indicates association amongst perceived usefulness and Digital marketing practices by $\beta = 0.813$, $p < 0.01$. It is statistically significance at $p < 0.01$, showing significant impact with Digital marketing practices. Useful for users on information search while using digital practices in their day to day life.

4.7.2 Perceived ease of use

HP2: Perceived ease of use has a positive and significant effect on effectiveness of digital marketing practices in Addis Ababa Ethiopia. There is a statistically significant and positive relationship between Perceived ease of use and digital marketing practices with $r = 0.562$ $p < 0.01$. Supported by El-Gohary (2012) when it comes to the implementation of Digital marketing its Effectives is determined by several factors which on of it becoming Ease of use. Nkosana et al., (2016) stated with his finding that ICT –awareness and skills determine the effectiveness of practices digital marketing. Table 4.13 of coefficients establish correlation between Perceived ease of use Digital marketing practices by $\beta = .594$, $p < 0.01$.

4.7.3 Legislation and regulation

HP3: Legislation and regulation have a positive effect on effectiveness of digital marketing practices in Addis Ababa Ethiopia. Legislation and regulation registered $r = 0.743$ and $p < 0.01$ against digital marketing practices suggesting that Legislation and regulation has positive relationship with Digital marketing practices. Supported by Dahnil, Marzuki, Langgat, and Fabeil, (2014) government influence, Legislations affects Digital Marketing practices. It is supported by Liebermann and Stashevsky (2002) effectiveness of practices of digital marketing is due to perceived risks that include privacy and security. Hence insufficient security, trust, legislation and regulation affect effectiveness of digital practices effectiveness. Diing (2016) findings also supported with government regulations affecting digital marketing practices. Kazungu et al. (2015) absenteeism of a regulatory framework to guide Digital marketing practices affects effectiveness of digital marketing practices. Table 4.13 coefficients of independent variable indicates positive relationship between Legislation and regulation with digital marketing practices with $\beta = .608$, $p < 0.01$.

4.7.4 Infrastructure

HP4: Infrastructure has a positive and significant effect on effectiveness of digital marketing practices in Addis Ababa Ethiopia. The findings are reinforced by that of Iddris and Ibrahim (2015) revealing that internet infrastructure has a significant impact on Digital marketing practices adoption in the Ghanaian context. Likewise, the results of Kenneth et al., (2012) showed that internet infrastructure influencing the adoption of Digital marketing in Kenya. Odimmega, Udegbonam, Ile, and Azu, (2016) established that insufficient communication infrastructures, high internet connectivity costs, speed and insufficient power source were the main obstacles to Digital marketing practices in Nigerian context. And also El-Gohary (2012) recognized that, limited resources, inadequate infrastructure are the main obstacles limiting the practices of digital marketing in developing countries. Infrastructure affects the effectiveness practices of Digital marketing this is also supported (Dlodlo and Dhurup, 2013) Government support through the expansion of ICT Infrastructure and the deregulation of the telecommunications has supported South Africa in 2009. Wilson & Makau (2018) findings are also support this stating lack of financial resource, lack of IT infrastructures. And also; Makiwa & Steyn (2016) finding states poor infrastructure, lack of Government support determining digital marketing practices. Practices of digital marketing are constrained by the quality, availability, and cost of accessing such infrastructure. Without an acceptable

development level and quality of a nation's ICT infrastructure, Digital marketing effectiveness cannot do well (Scupola 2003; Efendioghu 2004). The Coefficients of independent variables of infrastructure with Digital marketing practices indicates $\beta = 0.245$, $p < 0.01$ predict Digital marketing practices.

H1	Perceiver usefulness	Perceived usefulness has a positive and significant effect on digital marketing practices.	Positive	$\beta = .813$, $p < 0.01$	supported
H2	Perceived ease of use	Perceived ease of use has a positive and significant effect on digital marketing practices.	Positive	$\beta = .594$, $p < 0.01$	supported
H3	Legislation and regulation	Legislation and regulation have a positive and significant effect on digital marketing practices.	Positive	$\beta = .608$, $p < 0.01$	supported
H4	Infrastructure	Infrastructure has a positive and significant effect on digital marketing practices.	Positive	$\beta = .245$, $p < 0.01$	supported

Henceforth, the survey indicates that the variables perceived usefulness, perceived ease of use, legislation and regulation and infrastructure affects Digital marketing practices effectiveness. Mort, et al., (2002) Due to advancement in technologies and market dynamics, digital market is rapidly growing and that digital marketing is a growing marketing tool for gaining results. Teo (2005). Regardless of the benefits and potential of Digital marketing, its practices rate by in African countries is still low (Chube, 2015; Maduku, 2015; Wilson & Makau, 2018) hence Ethiopia.

CHAPTER FIVE: CONCLUSION AND RECOMMENDATIONS

5.1 Summary of Major Findings

To evaluate the effectiveness of digital marketing application variable which were Perceive ease of use, Perceived usefulness, legislation and regulation as well as infrastructure were used. Conceptual framework of TOE and TAM were used.

Demographic analysis shows that the respondents were qualified with 83.2% with BSC/BA and 16.8 % of the respondents have MA/MSc. 42 % of work experience of the respondents has one to 5 years' and 68 % have more than 5 years of work experience. The Demographic descriptive analysis shows that the data gathered from these respondents have high value.

With SPSS v 23 Software the researcher has analyzed Digital marketing application effectiveness with predictor variables of Perceive ease of use, Perceived usefulness, legislation and regulation as well as infrastructure and dependent variable which is digital marketing application. The major finding of the study is listed below.

The first objective of the paper was to examine the effect of key factors that influences the effectiveness of the digital marketing application in Ethiopia. The Data collected has shown that all the predictor variables have positive and significant relationship to digital marketing application which is the dependent variable. Hence, the predictors have high effect to digital marketing application effectiveness in Ethiopia. Infrastructure has high Effect on digital marketing application effectiveness with $M=12.93$ $\beta = .245$; following to Infrastructure is Perceive ease of use with $M=12.72$ and $\beta = .594$. Legislation and regulation as well as Perceived usefulness with $M=12.30$ $\beta = .608$ and $M=11.18$ $\beta = .813$ consecutively affects effectiveness of digital marketing application in Ethiopia.

The Second objective was to examine effect of perceived usefulness on the effectiveness of digital marketing application in Ethiopia the researcher discovered that even if it has statistically significant and positive relationship with effectiveness of digital marketing application, among the other predictive variables it has less effect with $M= 11.18$ and $\beta =.813$.

The third objective was to analyze the influence of perceived ease of use on the effectiveness of digital marketing application in Ethiopia. The researcher discovered that the Perceived

ease of use is only second to infrastructure of the predictive variables to affect the effectiveness of digital marketing application in Ethiopia. It scores $M=12.72$ and $\beta = .594$.

The fourth Objective was to determine the effect of legislation and regulation on the effectiveness of digital marketing application in Ethiopia. The researcher discovers that among the respondents even if it has statistically positive and significant relationship with effectiveness of digital marketing application in Ethiopia; it has less effect than infrastructure and perceived ease of use with $M=12.30$ $\beta = .608$.

The Fifth objective was to examine the effect of infrastructure on the effectiveness of digital marketing application in Ethiopia from the respondents this variable has high effect on effectiveness on digital marketing application in Ethiopia with $M=12.93$ $\beta = .245$

5.2 Conclusion

This study was carried out on digital marketing practices effectiveness in Ethiopia. According to the findings from the predictor variables identified the entire variables have significant relationship on digital marketing practices and from them Infrastructure and Perceived ease of use has high effect.

Below are the conclusions based on the data collected from the sample population 370.

- All the predicting variables selected which are Perceived usefulness, perceived ease of use and infrastructure they all have statistically significant and positive relationship in shaping digital marketing practices effectiveness in Ethiopia.
- To determine digital marketing practices effectiveness the predictor variables, have different level of effect.
- Infrastructure and perceived ease of use have high effect on effectiveness of digital marketing practices.

5.3 Recommendations

Factors affecting digital marketing practices: evidence from Addis Ababa, Ethiopia. Developing countries are confronted with a number of challenges in their adoption and exploitation of Digital marketing. This paper served to highlight related limitations that often are taken for granted in other markets. Some choose to accept these restrictions and decide to delay and grasp or move very carefully. But others with dynamic capabilities, devoted leaders and resources might have a very different assessment of their situation and can decide to work

even within such constraints .Since the world is changing to digital world, Ethiopians must adapt to digital practices with the existing constraints and participate in digital world. Educating once self with the latest knowledge and technology to adapt to the unstoppable digitalization.

Practitioner must understand the state of the users. Hence, develop strategies to reach to users with the stated challenge and make the process easy to use and useful this research is a valuable guide to the brand managers, marketing managers, digital media managers, and advertisers of professional agencies that are intensely involved in offering their services to individuals and organizations. Furthermore, the outcomes of this research have established directions to government agencies, which are involved in making rules and regulations, and law enforcement to protect the consumers' rights.

Finally, it is recommended to the relevant government agencies to intervene for the online consumers' rights and provide a safe and secure online environment. Government infrastructure was found the main constraint to effectiveness of digital marketing practices. Hence, Government must develop the infrastructure and mainly freeing telecommunication monopoly.

Basing the stated findings from this research paper further research must be done. The study shows that Ethiopia is active in digital world. This state the need to be supported by academia's with well-organized and up to date training that will assist all the stack holders to step on the right direction to digital world and practices it effectively.

5.4 Further Research

This Study has focused with predictive variables which were Perceived use, Perceived ease of use, Legislation and regulation and infrastructure additional predictive variables must be analyzed to get full understanding.

This paper employed Cross sectional study. However, technology and digital practice grow and shift every time. Henceforth, longitudinal study will able to evaluate the growth of digital marketing practices.

Reference

- AFRINA YASMIN; SADIA TASNEEM AND KANIZ FATEMA, (2015), Effectiveness of Digital Marketing in the Challenging Age: An Empirical Study, *International Journal of Management Science and Business Administration*
- AJZEN I, DRIVER BL. Prediction of leisure participation from behavioral, normative, and control beliefs: An application of the theory of planned behavior. *Leisure Sciences* 1991;13:185–204.
- AJZEN, I.; FISHBEIN, M. *Understanding Attitudes and Predicting Social Behavior*. Prentice-Hall; Englewood Cliffs, NJ: 1980.
- AKAR, E.; BIROL, T. (2011) *An examination of the factors influencing consumers' attitudes toward social media marketing*. *Journal of Internet Commerce*, v. 10, n. 1, p. 35-67.
- ALVIN, N.N. (2017). *The Effectiveness of Online Advertisement on Consumer Decision. A Case of Radio Africa Group Limited Nairobi, Kenya*. Unpublished MBA Thesis .USIU-Africa.
- AMERICAN MARKETING ASSOCIATION (AMA) (2013). Available online: <https://www.ama.org/the-definition-of-marketing/> (accessed on 7 June 2019).
- ANDREW P.; MICHAEL .Z ; ROBERT W.;W .; *journal of interactive marketing volume 12 / number 1 / winter 1998*
- AURELIJA U. AND YANNICK L. 2011. Conceptualizing and Simulating Insurance Consumer Behavior: an Agent- Based-Model Approach, *International Journal of Modeling and Optimization*
- BENBASAT I, BARKI H. QUO VADIS, TAM? *Journal of the Association for Information Systems* 2007;8:211–8
- BERMAN, R. (2018). *Beyond the Last Touch: Attribution in Online Advertising*. *Marketing Science*. doi:10.1287/mksc.2018.1104
- BROWN SA, MASSEY AP, MONTOYA-WEISS MM, BURKMAN JR. Do I really have to? User acceptance of mandated technology. *European Journal of Information Systems* 2002;11:283–95.
- BUZZARD, C. et al. (2011) *The use of digital technologies in the classroom: A teaching and learning perspective*. *Journal of Marketing Education*: 0273475311410845.
- CENTRAL STATISTICAL AUTHORITY (ETHIOPIA). (1999, NOVEMBER). Report on the 1998 Welfare Monitoring Survey
- CHAFFEY, D. & PATRON, M. *J direct data digit mark pract* (2012)
- CHAFFEY, D.; PATRON, M. (2012) *from web analytics to digital marketing optimization: Increasing the commercial value of digital analytics*. *Journal of Direct, Data and Digital Marketing Practice*, v. 14, n. 1, p. 30–45.
- CHAU PYK, HU PJH. Examining a model of information technology acceptance by individual professionals: An exploratory study. *Journal of Management Information Systems* 2002;18:191–229.
- CHAU PYK, HU PJH. Information technology acceptance by individual professionals: A model comparison approach. *Decision Sciences* 2001;32:699–719.

- CHAU, P. Y. K., & TAM, K. Y. (1997). Factors affecting the adoption of open systems: An exploratory study. *MIS Quarterly*, 21(1), 1–24.
- DAVE CHAFFEY (2010) practicing organizational capability models to assess the maturity of digital-marketing governance, *Journal of Marketing Management*,
- DAVIS FD, BAGOZZI RP, WARSHAW PR. User acceptance of computer technology: A comparison of theoretical models. *Manage Sci* 1989;35:982–1003.
- DAVIS FD. Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly* 1989;13:319–39.
- DAVIS, FD. A Technology Acceptance Model for Empirically Testing New End-User Information Systems: Theory and Results [Doctoral dissertation]. Massachusetts Institute of Technology; Cambridge, MA: 1986.
- DAY, G. S. (2011) *Closing the marketing capabilities gap*. *Journal of Marketing*, v. 75, p. 183–195.
- DEIGHTON, J. A. "the future of interactive marketing." *Harvard business review* 74, no. 6 (November–December 1996): 151–160.
- DEISER, R.; SYLVIAN N. (2013) *Six social-media skills every leader needs*. *McKinsey Quarterly*.
- DR. MADHU BALA, MR. DEEPAK VERMA,|| *A Critical Review of Digital Marketing*||, *International Journal of Management, IT & Engineering*, Vol. 8 Issue 10, October 2018.
- DURMAZ, Y. (2011). A theoretical approach to the concept of advertising in marketing. *IJER*, 2(6), 46-50.
- Felt, L. J., & Robb, M. (2016), "Technology Addiction: Concern, Controversy, and Finding Balance", San Francisco: Common Sense Media.
- FISHBEIN, M.; AJZEN, I. *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley; Reading, MA: 1975.
- GHAURI AND GRØNHAUG, 2005, —*Marketing opportunities in the digital world*||, *Internet Research: Electronic*
- Giedd, J. N., & Chief, M. (2012), "The Digital Revolution and Adolescent Brain Evolution:", Elsevier Inc.
- GROVER, V. (1993). An empirically derived model for the adoption of customer-based interorganizational systems. *Decision Sciences*, 24(3), 603–640
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., Tatham, R.L. (2010), *Multivariate Data Analysis*. 7th ed. New York: Pearson
- HAMILL, J.; TAGG, S.; STEVENSON, A.; VESCOVI, T. (2010) *Special edition – New developments in online marketing*. *Journal of Marketing Management*, v. 26, n. 3, p. 181–186.
- HART O. AWA, OJIABO UKOHA OJIABO, BARTHOLOMEW CHINWEUBA EMECHETA, (2015) "Integrating TAM, TPB and TOE frameworks and expanding their characteristic constructs for e-commerce adoption by SMEs", *Journal of Science & Technology Policy Management*, Vol. 6 Issue: 1, pp.76-94,

- HENNIG-THOREAU, T.; MALTHOUSE, E.; FRIEGE, C.; GENSLER, S.; LOBSCHAT, L.; RANGASWAMY, A. The impact of new media on customer relationships. *J. Serv. Res.* 2010, 13, 311–330. doi:10.1177/1094670510375460.
- Hong, SeJoon & Thong, James & Tam, Kar. (2006). Understanding continued information technology usage behavior: A comparison of three models in the context of mobile Internet. *Decision Support Systems.* 42. 1819-1834.
- IVES B, OLSON MH, BAROUDI JJ. The measurement of user information satisfaction. *Common ACM* 1983;26:785–93.
- J. HUMPHREY, R. MANSELL, D. PARE, H. SCHMITZ, *The Reality of E-commerce with Developing Countries, 2003.*
- JARVENIN, J.; TOLLINEN, A.; KARAJLOTOU, H.; Jayawardhena, C. (2012) *Digital and social media marketing usage in N2N industrial section. Marketing Management Journal, v. 22, n. 2, p. 102–117.*
- JARVINEN, J.; KARJALUOTO, H. The use of web analytics for digital marketing performance measurement. *Ind. Mark. Manag.* 2015, 50, 117–127.
- JAYARAM, D.; MANRAI, A.K.; MANRAI, L.A. Effective use of marketing technology in Eastern Europe: Web analytics, social media, customer analytics, digital campaigns and mobile practices. *J. Econ. Financ. Adm. Sci.* 2015, 20, 118–132.
- JERZY, GROBELNY; RAFAL, MICHALSKI. (2015) *The role of background color, inter letter spacing, and font size on preferences in the digital presentation of a product. Computers in Human Behavior, v. 43, p. 85-100.*
- KANNAN, P. K., & LI, H. “alice.” (2017). digital marketing: a framework, review and research agenda. *international journal of research in marketing,*
- KARJALUOTO, H., MUSTONEN, N., & ULKUNIEMI, P. (2015). *the role of digital channels in industrial marketing communications. journal of business & industrial marketing,*
- KOTLER, P.; SHALOWITZ, J.; STEVENS, R.J. *Strategic Marketing for Health Care Organizations: Building A Customer-Driven Health System;* Jossey-Bass: San Francisco, CA, USA, 2008.
- KUAN, K. K. Y., & CHAU, P. Y. K. (2001). A perception-based model for edi adoption in small businesses using a technology–organization–environment framework. *Information Management*
- LEE, C.-P., & SHIM, J. P. (2007). An exploratory study of radio frequency identification (RFID) adoption in the healthcare industry. *European Journal of Information Systems,* 16(6)
- LEEFLANG, P. S. H., VERHOEF, P. C., DAHLSTRÖM, P., & FREUNDT, T. (2014). *challenges and solutions for marketing in a digital era. European management journal,*
- LEEFLANG, P.; VERHOEF, P.; DAHSLTRÖM, P.; FREUNDT, T. Challenges and solutions for marketing in a digital era. *Eur. Manag. J.* 2014, 32, 1–12.
- LICKER, P.; MOTTS, N. 2000. Extending the benefits of e-commerce in Africa: Exploratory phase, in *Proceedings of the First Annual conference of the Global IT Management Association, Memphis, Tennessee, USA, 115–118.*

- MATHIESON K. Predicting User Intentions: Comparing the Technology Acceptance Model with the Theory of Planned Behavior. *Information Systems Research* 1991;2:173–91.
- MISHRA, A. N., KONANA, P., & BARUA, A. (2007). Antecedents and consequences of internet use in procurement: An empirical investigation of us manufacturing firms. *Information Systems research* 18(1)
- MORENO, S.M>, CALDERON, G.G.A.,& MORENO, F.M.(2016).Social Media Marketng perspectives in the organization in moreila, Mexico. *International journal of Marketing studies*, 8(2),128.
- Mort, Gillian Sullivan; Drennan, Judy (2002), “Mobile digital technology: Emerging issue for marketing”, *The Journal of Database Marketing*”, Volume 10, Number 1, pp. 9-23.
- NABOUT, N.A.; LILIENTAL M.; SKIERA, B. Empirical Generalizations in Search Engine Advertising. *J. Retail.* 2014, 90, 206–216;
- NABOUT, N.A.; SKIERA, B. Return on Quality Improvements in Search Engine Marketing. *J. Interact. Mark.* 2012, 26, 141–154;
- NABOUT, N.A.; SKIERA, B.; STEPANCHUK, T.; GERSTMEIER, E. An analysis of the profitability of fee-based compensation plans for search engine marketing. *Intern. J. Res. Mark.* 2012, 29, 68–80.
- Nunnally, J. C., and I. H. Bernstein. 1994. *Psychometric Theory*. 3rd ed. New York: McGraw–Hill.
- PAUWELS, Z.; AKSEHIRLI, A.; LACKMAN, A. Like the ad or the brand? Marketing stimulates different electronic word-of-mouth content to drive online and offline performance. *Int. J. Res. Mark.* 2016, 33, 639–655.
- PONDE, SANDEEP (2019). DIGITAL MARKETING: CONCEPTS & ASPECTS. *International Journal of Advanced Research*. 7. 260-266. 10.21474/IJAR01/8483.
- RAHIMNIA, F., & HASSANZADEH, J. F. (2013). The impact of website content dimension and e-trust on e-marketing effectiveness: The case of Iranian commercial saffron corporations. *Information & Management*, 50(5), 240-247.
- RAMDANI, B., KAWALEK, P., & LORENZO, O. (2009). Predicting SMEs adoption of enterprise systems. *Journal of Enterprise Information Management*, 22(2), 10–24.
- ROBERTS, S. D., & MICKEN, K. S. (2015). Marketing digital offerings is different: Strategies for teaching about digital offerings in the marketing classroom. *Journal of Education for Business*, 90(2), 96-102.
- ROYLE, J., & LAING, A. (2014). the digital marketing skills gap: developing a digital marketer model for the communication industries. *International journal of information management*, 34(2), 65–73
- SARWAR-A ALAM,M.,WANG,D&WAHEED A.(2019). Impact of Digital Marketing on Consumers’ Impulsive Online Buying Tendencies with Intervening Effect of Gender and Education. *International Journal of Enterprise Information Systems*, 15(3)
- SAUNDERS, M. & LEWIS, P.(2012). *Doing research in business and management: an essential guide to planning your project*. Harlow, UK: Financial Times Prentice Hall.
- SEYMOUR, C. (2014). All Content Is Personal. *Econtent*, 37(6), 20-25.

- SJANA B. Empirical evaluation of the revised technology acceptance model. *Manage Sci* 1996;42:85–92.
- SMITH, KATHERINE. (2011). digital marketing strategies that millennial find appealing, motivating, or just annoying. *journal of strategic marketing*.
- TAYLOR S, TODD P. ASSESSING IT USAGE: A test of competing models. *Information Systems Research* 1995;6:144–76.
- TERESA PIÑEIRO-OTERO AND XABIER MARTÍNEZ-ROLÁN (2016), *Understanding Digital Marketing—Basics and Actions*, Springer International Publishing Switzerland
- THONG, J. Y. L. (1999). An integrated model of information systems adoption in small businesses. *Journal of Management Information Systems*, 15(4), 187–214
- TIAGO M. T.P.M.B., & VERISSIMO, J.M.C. (2014). Digital marketing and social media: why bother? *Business horizons*,
- TIAGO, M.T.P.M.B., & VERISSIMO, J.M.C. (2014) Digital marketing and social media: why bother? *Business horizons*, 57(6), 703-708.
- TORNATZKY, L. G., & FLEISCHER, M. (1990). *The processes of technological innovation*. Lexington, MA: Lexington Books
- VENKATESH V, DAVIS FD. A theoretical extension of the Technology Acceptance Model: Four longitudinal field studies. *Manage Sci* 2000;46:186–204.
- VENKATESH V, MORRIS MG, DAVIS GB, DAVIS FD. User acceptance of information technology: Toward a unified view. *MIS Quarterly* 2003;27:425–78.
- VERMA, DEEPAK (2018) VERMA, DEEPAK. (2018). A Critical Review of Digital Marketing
- World Telecommunication/ICT Development Report 2006 Measuring ICT for Social and Economic Development, International Telecommunication Union (ITU)
- WYMBBS, CLIFF. (2011). DIGITAL MARKETING: the time for a new “academic major” has arrived. *Journal of marketing education - j market educ. The Marketing Review*, 2016, Vol. 16, No. 4, pp. 389-404
- YOUSAFZAI SY, FOXALL GR, PALLISTER JG. Technology acceptance: a meta-analysis of the TAM: Part 1. *Journal of Modelling in Management* 2007;2:251–80.
- ZHU, K., KRAEMER, K. L., & XU, S. (2006B). The process of innovation assimilation by firms in different countries: A technology diffusion perspective on e-business. *Management Science*, 52(10), 1557–1576
- ZHU, K., KRAEMER, K. L., XU, S., & DEDRICK, J. (2004). Information technology payoff in e-business environments: An international perspective on value creation of e-business in the financial services industry. *Journal of Management Information Systems*, 21(1), 17–54
- ZHU, K., KRAEMER, K., & XU, S. (2003). Electronic business adoption by european firms: A crosscountry assessment of the facilitators and inhibitors. *European Journal of Information Systems*, 12(4), 251–268
- ZHUOFAN, Y.; SHIB, Y.; WANG, B. SEARCH ENGINE MARKETING, Financing Ability and Firm Performance in E-commerce. *J. Mark. Res.* 2015, 55, 1106–1112. doi:10.1016/j.procs.2015.07.078.

APPENDICES

Research Questions

General Back Ground of Respondents (Demographic Information)

1) Sex

Male

Female

2) Age

1. Below 25

2. 26-35

3. 36-45

4. Above 40

3) Qualification

1. Diploma

2. BSC/BA

3. MSC/MA

4. PHD

4. Work Experience

1. 1 to 5 years

2. 6 to 10 years

4. 11 to 14 year

5. above 15 years

5. Current work position

1. Officer

2. Supervisor

3. Manager

4. CEO/General Manager

The following questions address the usage of digital marketing practices. Please answer the following.

1. To which extent do you agree or disagree with each of the following statements?

No	Question	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
PU 1	Using Digital marketing saves my times in information search for product and service	1	2	3	4	5
PU 2	Using Digital practicess app available for product and service usage is convenient	1	2	3	4	5
PU 3	I always use digital information in my day to day life	1	2	3	4	5
PU 4	Usage of digital interaction reduces cost	1	2	3	4	5

2. To which extent do you agree or disagree with each of the following statements?

PEOU 5	It is easy for me to utilize digital gadgets to access digital information's	1	2	3	4	5
PEOU 6	Data on digital plat form are clear and understandable	1	2	3	4	5
PEOU 7	I can easily get what I am looking for in digital practicess	1	2	3	4	5
PEOU 8	I can easily access organizations online	1	2	3	4	5

3. To which extent do you agree or disagree with each of the following statements?

LEGI®U 9	The legislation and regulation of Digital marketing is better than before.	1	2	3	4	5
LEGI®U 10	Legislation and regulation is helping digital marketing practices	1	2	3	4	5
LEGI®U 11	taxation on electronics material slowed digital marketing practices	1	2	3	4	5
LEGI®U 12	Government legislation to go digital has assisted digital marketing practices in marketing	1	2	3	4	5

4. To which extent do you agree or disagree with each of the following statements?

INFRA 13	There is internet discontinuity	1	2	3	4	5
INFRA 14	The Internet speed is good	1	2	3	4	5
INFRA 15	The government is improving infrastructure for Digital marketing practices compared than before	1	2	3	4	5
INFRA 16	Monopoly of Ethiopian Telecommunication Corporation contribute for slow infrastructural development hence, Digital marketing	1	2	3	4	5

5. To which extent do you agree or disagree with each of the following statements?

DM 17	I use Digital marketing components (social media, website page, email marketing...)	1	2	3	4	5
DM 18	I use Digital information than traditional channel	1	2	3	4	5
DM 19	I use digital marketing for my product and service information search	1	2	3	4	5
DM 20	More product and services are available digitally now then earlier time	1	2	3	4	5