



Addis Ababa University

School of Commerce

**Challenges of Social Media Adoption in the Garment Industry of Addis Ababa: A
Technology-Organization-Environment (TOE) Framework Analysis**

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School of commerce
Department of Marketing Management
Graduate Studies Program

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DECLARATION

I declare that this project work entitled as Challenges of Social Media Adoption in the Garment Industry of Addis Ababa: A Technology-Organization-Environment (TOE) Framework Analysis is original work of my own, has not been presented for a degree of any other university and that all sources of material used for the thesis have been duly acknowledged.

By: BISRAT YAREGAL

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LIST OF ACRONYMS

SM- Social media

SMM- Social media marketing:

SMMA-Social media marketing activities

WOM-Word of Mouth

T-O-E-Technology-Organization-Environment .

TOE Technological-Organizational-Environmental (TOE) model

ECV Environmental Challenge Variables

OCV Organizational Challenges Variable

TCV Technological Challenge Variables

Abstract

Social media platforms have allowed merchants to reach a larger audience with their marketing initiatives in today's technologically advanced environment. The fashion and garment industries' entire value chain is being impacted by this recently developed technology. However, when it comes to their marketing activities, the textile industries face many difficulties. With this perspective, the Technology-Organization-Environment Framework was used in this study to examine the difficulties associated with social media adoption for the Addis Ababa garment industry. A hybrid strategy, in conjunction with a cross-sectional and exploratory research design, was used to accomplish the study objectives and answer research questions.

Convenience sampling was used to conduct the survey among the owners, managers, and marketing managers of each chosen garment company. In terms of sample size, 310 valid and useful replies were gathered from the 350 target respondents. Marketing managers and owners of particular clothing brands completed structured questionnaires that were used to gather quantitative data. Following a review of the theoretical and empirical literature, the study examined two broad hypotheses.

The researcher uses the Technology, Organization, and Environment (TOE) framework to determine the effects of demographic variables, such as gender, age, educational attainment, and work experience, on how people perceive technological, organizational, and environmental challenges. Additionally, the researcher looks at the relationship between social media usage variables, such as frequency of usage and platform type, and how garment business perceive these (TOE) challenges.

Using SPSS tools, the researcher analyzes quantitative data and presents descriptive statistics like frequencies, percentages, means, and standard deviations. The outcome demonstrates that views of the difficulties in implementing social media are significantly influenced by both independent variables (demographic and social media usage characteristics). After these statistical presentations, A MANOVA was conducted to determine the effect of gender, age, education level, work experience, social media platform, and frequency of social media usage on the combined dependent variables. Significant multivariate effects were found for gender ($A=.948$, $F(3,290)=5.345$, $p=.001$), age ($A=.785$, $F(9,705.934)=8.214$, $p<.001$), education level

($\Lambda=.875$, $F(6,580)=6.670$, $p<.001$), work experience ($\Lambda=.832$, $F(9,705.934)=6.157$, $p<.001$), and frequency of social media usage ($\Lambda=.922$, $F(3,290)=8.166$, $p<.001$). However, social media platform usage did not have a significant multivariate effect ($\Lambda=.914$, $F(21,833.274)=1.266$, $p=.189$).

As can be seen in the study result of the first Hypothesis, Demographic variables (gender, age, educational level, and work experience) partiality supports the hypothesis:- H_{1a} : Demographic Characteristics have Influence on Perception of Technological Challenges, H_{1b} : Demographic Characteristics have Influence on Perception of internal/ organizational Challenges. And H_{1c} : Demographic Characteristics have Influence on Perception of external/environmental Challenges

Regarding second Hypothesis, social media usage (Frequency and type of social media platforms Usage partially support H_{2a} (Type of Social Media Platforms and Frequencies of Usage Have Influence on Perception of Technological Challenges), And social media usage (Frequency and type of social media platforms Usage support both hypothesis (H_{2b} , and H_{2c}). H_{2b} : (Type of social media platforms and Frequencies of usage have influence on Perception of Internal/Organizational Challenges) and H_{2c} : (Type of social media platforms and Frequencies of usage have influence on Perception of external/environmental Challenges).

Key Words: - Demography, Social Media Usage, Technology, Organizational/Internal, External/Environmental, Brand

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

In this era we are living with rapid change of technology which driving peoples to use different technological appliance and applications and technological platforms to solve personal and social problems. These applications take a variety of forms, including weblogs, social blogs, wikis, podcasts, pictures, video, rating and social bookmarking. Developments in information and communication technologies (ICTs), particularly social media, have revolutionized the way marketing activities take place (Eid et al., 2019; Khayer et al., 2020). Social media platforms play a big part in the daily lives of their users (Okazaki, 2009). Youtube, facebook, twitter(X), ticktack, linked in and instagram, are some of widely known social media platforms. These social media platforms are used by individual for personal and social use and by from small to corporate business to promote their business products or services. Studies have shown that Facebook can positively impact brand awareness and brand image (Alalwan et al., 2017; Kim et al., 2016). Twitter can positively impact brand awareness, brand image, and brand loyalty (Baltar & Brunet, 2012; Li et al., 2017). Additionally Social media being used as a marketing tool mainly for four purposes: market research and feedback generation; publicity, branding, and reputation management; business networking; and customer service and customer relationship management (Thoring, 2011). This study focusing on the garment firms found in Addis Ababa Ethiopia, according to the data from United Nations Population Division. World Population Prospects: 2022 Revision; its population is just more than 126 Million. From this only about 23 present of them are lived in urban that are conducive to internet related business. Datareportal (2023). The increase in urbanization has led to more people using technological appliances such as Smartphone, tablets, and personal computers. This provides an opportunity for business to engage with social media and access product and service promotions. But many businesses are not seen actively participating in social media platforms. Only some sectors such as the banking and beverage companies in Ethiopia are among the businesses that actively engage in social media promotion campaigns. They have various objectives to use social media platforms for their marketing strategies including communicating with customers, conducting market research, promoting content, generating sales leads, analyzing competitors, and collaborating with influencers. Stelzner, (2014) Unlike

international clothing companies, in Addis Ababa the textiles and apparel industry are seems failing to take advantage of the benefits of using social media platforms. And are not leveraging social media to create product-related content, build strong brands, conduct online sales, and interact with customers. This research believes that most business are not adopting social media due to the lack of the knowledge and insufficient scientific research works related to the perception of technological challenges, perception of internal or organizational challenges and perception external/environmental challenges.

This research will try to assess the influence of demographic variables (age, gender, educational level and work experience) and social media usage variables (type of social media platforms and frequency of social media usage) within the framework of TOE to assess the perception of technological, organizational and environmental challenges. The theoretical framework for this study will focus on the way individuals perceive technological challenges. Scholarly reviews Awa, H. O., Ukoha, O., Emecheta, B. C., & Liu, S. (2016). show that adoption is influenced by technology factors like the availability of internal and external technology resources (e.g., ICT infrastructures, internet skills, ICT technical know-how, user time, and developers), relative advantage, security, reliability, capability, cost, quality of software on the market, vendor supports, compatibility of IT solutions within the company, IT objectives and assumptions, and appraisal of benefits.

This study aims to evaluate the descriptive perception of organizational challenges that are associated with the utilization and accessibility of internal resources (Wymer & Regan, 2005). Size and issues related to size Awa, Hart O. & Ojiabo, Ojiabo. (2016). social influences (Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003); individual differences factors (Hambrick & Mason, 1984); mission of the organization (Awa et al., 2010); top management; available expertise; kind of products offered; corporate culture and ownership structure (Awa, H. O., Ukoha, O., Emecheta, B. C., & Liu, S. (2016); facilitating conditions Baker, J. (2012); information sources and communication channels (Kannabiran & Dharmalingam, 2012).

The perception of environmental challenges is a topic covered in some literature reviews (Pflughoeft, Kurt & Ramamurthy, Katikireddy & Soofi, Ehsan & Yasai, Masoud & Zahedi, Fatemeh. (2003). These reviews indicate that environmental factors that influence market forces, competitive pressures, government rules and regulations, suppliers, vendors, trading partners, and

customers are some of the environmental factors that shape operational effectiveness, strategic positioning, and proactive decisions. The framework components that ranked highest on the strength of conciseness of purpose were the readiness of trading partners, competitive pressure, and external assistance. Research conducted by Pflughoeft, Kurt & Ramamurthy, Katikireddy & Soofi, Ehsan & Yasai, Masoud & Zahedi, Fatemeh. (2003), and others revealed that market players' expectations and competitive pressure were crucial factors in the acceptance of innovative ideas. In order to assure electronic contacts and transactions along the value chain, scholars Pflughoeft, Kurt & Ramamurthy, Katikireddy & Soofi, Ehsan & Yasai, Masoud & Zahedi, Fatemeh. (2003). captured network externalities with trading partners in their frameworks. According to Awa, Hart O. & Ukoha, Ojiabo & Emecheta, Bartholomew. (2016), the majority of ICT platforms go beyond digitalizing the business domains of individual enterprises; instead, they call for integrated and electronically compatible trading systems that connect businesses and their trading partners so that they can offer each other internet-enabled services.

Regarding Influence of Demographic and Social Media Use Variables, in addition to demographic (age, gender and educational level) factors, Innovations in Information and Communication Technologies by Rani, Sharmila & Goh, Gerald. (2022). found that digital technology has a positive impact on employee experience (work experiences) management. Additionally, the technological experience, which involves the interaction of technology, structure, and organizational climate, has a significant impact on job satisfaction and social media platforms

According to the report, Williams, Mark & Zhou, Ying & Zou, Min & Gifford, Jonny. (2020). Workplace technology: the employee experience. Understanding the impact of technology on work and the workforce is a central concern of the modern people profession. People professionals have a pivotal role to play in understanding the human implications of working with different technologies.

According to a CIPD poll conducted in 2020, there is a shift away from low-skilled employment and toward higher-skilled positions. In fact, according to 61% of companies, employees whose occupations are impacted by automation and artificial intelligence need to possess additional skills and knowledge. Physical automation is more likely to relocate low-skilled occupations, while cognitive automation is more likely to generate high-skilled positions, as one might expect. Of course, the impact of automation and artificial intelligence on occupations varies. Workers in

professional and higher technical positions, such as physicians, accountants, instructors, and system analysts, are most likely to use these technologies. Next in line are middle-level administrators and managers (like sales managers or government employees); manual laborers who are both semi-skilled and unskilled (like machine operators), junior managers and clerks (such as office personnel, student doctors, and student teachers); postal workers and call center workers. Supervisors and foremen, as well as competent manual laborers, are the least likely to be impacted.

The literature part of this research focused on the assessment of social media adoption specifically on the garment industry. By looking at the conceptual description related to (T-O-E) Framework, it provides a holistic view on technological, internal/organizational, and external/environmental challenges together, the study provides valuable insights about how demographic factors and social media usage factors influence perception of technological, organizational and environmental challenges.

1.2 Statement of the problem

Previously, information about products and service was communicated by friends and relatives that were interpreted to be more credible, honest, and trustworthy than that generated by marketers since the communicators are not compensated for the referral. Currently, Even though we are going to have Web 3.0 advancements in the Internet, The emergence of Web 2.0 technology offers companies new avenues for connecting with consumers, understanding their requirements and viewpoints, and engaging with them directly and individually (Constantinides, Efthymios & Fountain, Stefan. (2008). Social networking, blogging, website content, bookmarking, and other things are some examples of applications. Stankovska, I., Josimovski, S., & Edwards, C. (2016). Due to this technological change and advancement, the marketer communicating with their customers is changing. It was used to be more of a one-way street, with companies sending out messages to many people at once. Now, it's becoming more of a two-way conversation, with customers actively participating and sharing their thoughts Mulder, Lianne & Koster, Andries & Wouters, Anouk & Peerdeman, Saskia & Croiset, Gerda & Ravesloot, Jan & Akwiwu, Eddymurphy & Salih, Mahdi & Kusurkar, Rashmi. (2023). This shift is happening because of social media. The emerging of social media alters the nature of communications in the marketing communication Hewett, Kelly & Rand, William & Rust, Roland & van Heerde, Harald. (2016).

The study by Jibril, A. B., Kwarteng, M. A., Chovancova, M., & Vykydalova, N. (2019, June) show that the use of social media platforms increases marketing communication and advertising strategy about new or existing product or brands. Even though their research describes business's participation about the social media usage, however it did not reveal how business are adopt social media platforms (type of social media platforms and its frequency) and the effects of these social media variables on perceptions of technological, organizational and environmental /TOE challenges. Regarding this the researcher believes through the process of research that there is no published study on this subject, and it is still a relatively new topic for the apparel and fashion industries. Based on this, the study attempted to close the knowledge and empirical gap by offering accurate conclusions about the issues surrounding the ways in which social media assist in the fashion and apparel industries' efforts, the obstacles that Ethiopian garment company's face when attempting to use social media relative to the TOE frame work. These and other problems lead this study to concentrate on identify the difficulties of adopting or embracing social media platforms in the context of certain Addis Ababa City garment companies.

1.3 Basic research questions

1. What is the relationship between the demographic factors and perception of technological, organizational and environmental challenges to adopt social media for garment business?
2. To what extent do frequency of social media usage and type of social media platform have an effect on perception of technological, organizational and environmental challenges of the garment business in Addis Ababa to adopt social media platform in garment business?

1.4 Objectives of the Study

1.4.1 General Objective

The objective of this research is to examine the predictors of the challenges of Social Media Adoption in the Garment Industry of Addis Ababa using the Technology-Organization-Environment (TOE) Framework Analysis

1.4.2 Specific objective

- To examine the effect of demographic variables (age, gender, education level and work experience) on perception of technological challenges, perception of organizational challenges and perception of environmental challenges
- To investigate the effect of social media use (Frequency of social media usage and type of social media platforms) on perception of technological challenges, perception of organizational challenges and perception of environmental challenges

1.5 Significance of the study

This study has presented the perception of TOE challenges faced by local garment industries by demographic characteristics, type of social media platforms and frequency of social media platform usage strategies and gave some insight into which factors are more impeding and how other businesses overcoming challenges. This research tried to give some insight into how to use social media platforms that are more appropriate and valuable. It also helps to improve the utilization of social media by garment and textile businesses in Ethiopia by giving a comprehensive understanding about the technological, organizational and environmental framework.

1.6 Scope of the study

Primarily the researcher during the entire study only focus on some selected independent variables which are: Demographic Characteristics including age, gender educational level and work experience in the garment, Frequency of Social Media Use and Type of social media. On the other hand, the dependent variables that were chosen are the perception of technological challenges, internal/organizational challenges, and external/environmental challenges. Although many factors influence T-O-E, only those that the researcher believes will have a substantial impact on the chosen clothing industries are included in this study. Due to several limitations, including those

related to time, money, and the wide range of organizations location and geographic locations that the research is conducted in, the researcher intends to restrict the scope of the study. The primary focus of the research is in particular Addis Ababa clothing industries.

1.7 Limitations of the study

This study has limitations that may be accepted as in subsequent research. To begin with, the cross-sectional nature of the study is limiting the ability to observe the dynamic shifts in social media platform adoption as organizational, technological, and environmental factors change. Therefore, in order to get more precise results, the suggested relationships should be investigated over a longer time frame. Second, the information was gathered from a limited selection of Addis Ababa-based garment firms. To generalize, future researchers might need to expand the sample size. The factors that influence the use of social media marketing, however, could vary depending on the place.

The study may also be limited by the willingness of the respondents through email instead it may need physical appearance and many respondents are not willing to spend time responding to online research questions.

1.8 Definition of Terms

In this section, the researcher pointed out the following general words, phrases, and terms with their definitions; To enable the reader to understand the concepts discussed throughout this study, with related information as to how they researched those perceptions in the study or to guarantee the readers would comprehend the components of the study in the way that the researcher presenting them.

Social media (SM) refers to the information and communication technology platform. Such as blog, forum, discussion group that are intended to real time social interactions.(Fischer & Reuber, 2011).

Social media marketing (SMM) is to the use of social media as a tool for communicating with consumers and to help customers involve with one another (Rienetta et al., 2017).

Brand According to Kottler (2000), a brand is any name ,phrase, sign, symbol, or design or a combination of these that is used to identify and set one seller's or group of sellers' products and services apart from those of rivals

TOE Technological-Organizational-Environmental (TOE) model

ECV Environmental Challenge Variables

OCV Organizational Challenges Variable

TCV Technological Challenge Variables

1.9 Research methodology

The study has been conducted using a quantitative approach on garment industries located only in Addis Ababa and used exploratory research design including surveys. The surveys were administered to the owners, general managers and marketing managers of the leading garment brand to assess their perceptions of technological, organizational and environmental challenges in social media presence with convenience sampling.

1.10 Organization of the research

Five chapters make up the structure of this thesis. The introductory portion of the first chapter includes the following: background information, problem statement, fundamental research questions, study objectives, terminology definitions, study importance, study scope, and thesis structure. The second one is a literature review that is composed of an introduction, Theoretical frame work, Empirical review, and Conceptual Framework. The research methodology, data collecting and processing methods, and sample strategies are covered in detail in Chapter 3. An examination, interpretation, and discussion of the findings are provided in Chapter 4. The final section of chapter five is devoted to a summary of the research findings, conclusions, and recommendations.

CHAPTER TWO

2. LITERATURE REVIEW

2.1 Introduction

This chapter provides theoretical and empirical information from publications on topics relevant to the research problem and research questions and hypothesis. This systematic review utilized Google Scholar, Researchgate, Academia.edu, and other resources to search for references. The chapter is presented under the following section: theoretical review, empirical review, conceptual framework and chapter summary

2.2 Theoretical frame work

2.2.1 Social media platforms

Social media platforms, such as Face book, Instagram, Twitter, and YouTube, are enduring avenues for connecting customers with various businesses and brands. These days, every brand uses social media platforms and other digital technology extensively to connect with consumers (Bianchi & Andrews, 2018). Several firms and shops have embraced social media as one of their most effective advertising and marketing methods to attract in new customers and keep existing ones Yongzhong, Y & Khan, Zobi & Yu, Z. (2020).

Because social media marketing enables businesses to interact with customers in real time, raise brand recognition, and foster brand loyalty, it has become an essential tool for developing brand equity. Four factors form the foundation of brand equity, according to Keller's (2009) customer-based brand equity model: perceived quality, brand awareness, brand image, and brand loyalty. All of these aspects can benefit from social media marketing. Research has indicated that Facebook has a favorable effect on both brand image and brand awareness (Alalwan et al., 2017).

in the digital age, social media marketing has emerged as a critical tactic for businesses looking to effectively sell their brands. In order to optimize the growth in brand net worth, businesses should create social media marketing strategies based on their target demographic and market features. Leung, X.Y., Bai, B., and Stahura, K.A. (2013).

2.2.2 Brand Building

Based on Kozinets (2014) and Laroche et al. (2012), brand engagement on social media platforms is the linking, crafting, and sharing of the brand's narrative between the company and its target audience (past and present) through the use of the brand or brand-related language, images, and meanings via the company's social media site. This enables people to communicate about their interactions with the brand, incorporate it into their work, and, in some ways, embody it (Hammedi et al., 2015).

As "one of the cornerstones of contemporary marketing," brand authenticity has been recognized in branding literature (Brown, Kozinets, and Sherry 2003, p. 21). It has been found to be crucial for building a brand's image and identity (Kapferer 2004). A number of marketing/branding outcomes, including positive brand attitude Fritz, Kristine & Schoenmueller, Verena & Bruhn, Manfred.(2017), brand credibility, brand trust (Schallehn, Burmann, and Riley 2014), brand loyalty, and purchase intention Yang, Jing & Teran, Camilla & Battocchio, Ava Francesca & Bertellotti, Ebbe & Wrzesinski, Shannon. (2021), have all been specifically shown to be positively impacted by brand authenticity in empirical studies. A number of studies have also looked into the factors that influence how consumers perceive the authenticity of a brand.

These comprise a company's communication style, employee behaviors that align with the brand, brand anthropomorphism (Morhart et al., 2015), and marketing communication for the brand, which comprises sponsorship, social media content, advertising, and social responsibility in general (Dwivedi and McDonald 2018). Four factors form the foundation of brand equity, according to Keller's (2009) customer-based brand equity model: perceived quality, brand awareness, brand image, and brand loyalty. All of these aspects can benefit from social media marketing.

2.2.3 The relationship between social media marketing and brand

The Relationship between Social Media Marketing and Brand, a brand can be understood as the ultimate aspect of consumer brand resonance and symbolizes the ultimate relationship and identity with the customer's brand (Keller, K. L., & Kotler, P. (2022)). This is supported by an empirical study by Ebrahim, R. S. (2020), who discovered that social media marketing had a strong significant positive relationship and effect on brand loyalty.

According to Parganas et al. (2017), they reported that their customers had similar positive perceptions of the brand due to their use of social media platforms.

2.2.4 The effect of social media marketing (SMM) on brand

After the introduction of Web 2.0, businesses shifted from simply providing information about their products or services to implementing a social media marketing strategy. Kajanthy, K., & Sathana,V. (2018). This new approach allowed them to interact with customers, gain a better understanding of their needs, consider recommendations, and exchange experiences.

A study found that social media marketing campaigns have the greatest impact on brand loyalty. Devi and Menezes (2016) highlighted this in their research, the popularity of social media platforms and their content is a key factor in consumers engaging with brands on social media, surpassing traditional methods Erdoğan and Çiçek, (2012).

2.2.5 Technological adoption

According to the findings of Czaja, S.J., Charness, N., Fisk, A.D., Hertzog, C., Nair, S.N., Rogers, W.A., and Sharit, J. (2006), technology adoption is a complicated topic that is influenced by a wide range of variables, such as cognitive ability, sociodemographic factors, and attitudinal variables. The intricate interactions between these variables show that people's decisions regarding which technology to use cannot be fully described by their age or level of education alone; additional psychological elements must also be taken into account.

Some study results indicated that compared to their rural counterparts, people living in cities employed more technologies. In addition, men used more types of technologies than women, and younger people used a wider variety of technologies than older people. Marcellini, F., Tacken, M., Ruoppila, I., Mollenkopf, H., and Széman, Z. (2005)

According to another study (Siamagka et al., 2015), people who utilize new technology are more likely to think that their gains will be tangible, perceivable, and shareable.

2.2.6 Social media marketing adoption

"A dialogue that is often triggered by customers/audiences, or a business/product/service that circulates among the stated parties to put in motion revealing communications on some promotional information, or that allows learning from one another's user experiences, ultimately benefiting all of the involved parties," is the definition of online marketing. Abed & Associates (2015), p. 291. The Internet has proven beneficial to organizations globally, enabling communication medium to conduct business from any location at any time. However, research undertaken worldwide has demonstrated the benefits of social media marketing in a variety of domains, such as digital marketing. Taiminen & Karjaluoto, (2015), social media advertising Abed et al., (2015), and supply chain management. Shareef et al., (2018). If small businesses thought social media marketing would be more affordable, user-friendly, and compatible, they might adopt it. Furthermore, the widespread incorporation of social networking sites into commercial activities has given rise to new types of businesses like social commerce.

A number of researchers looked into what influences B2B companies' use of social media. Dwivedi, Y. K., Ismagilova, E., Rana, N. P., & Raman, R. (2023). For example, Lacka and Chong (2016) looked into what influences Chinese B2B enterprises from various industries' adoption of social media. According to the survey, B2B marketing professionals' adoption and use of social media is positively impacted by their perceptions of social media's usability, usefulness, and utility. The usefulness depends on whether social media platforms are considered appropriate channels for marketing campaigns.

Shaltoni (2017) reportedly used manager data, according to Lashgari et al. (2018). In order to look at what influences B2B enterprises' social media usage, the study applied diffusion of innovations and technology organizational environmental framework. The study discovered that organizational innovativeness, perceived compatibility, competitive pressure, and customer pressure all affect B2B organizations' social media usage. It did this by utilizing data from marketing managers or business owners on small and medium-sized businesses. According to the research, a lot of

decision-makers in business-to-business (B2B) firms believe that Internet marketing is ineffective since it doesn't work in B2B marketplaces.

While the majority of research concentrated on the factors leading up to B2B organizations adopting social media, Michaelidou et al. (2011) looked into how social media is utilized, what obstacles people think stand in the way, and how to gauge its efficacy. Lack of personnel knowledge and technical abilities were the challenges preventing small and medium enterprises from adopting social media platforms to support their firms. The most widely used metrics were the quantity of comments and the number individuals that joined the groups or discussions. The results demonstrated that social media usage by small and medium-sized businesses is independent of the size of the organization.

2.2.7 Technological –Organizational- Environmental (T-O-E) Frame Works

This research uses the Technological-Organizational-Environmental (TOE) model to evaluate the factors influencing the garment business' adoption of social media marketing. The TOE model is highly adaptable and can predict the extent of ICT adoption by businesses. While there are numerous studies showing the successful effects of TOE factors on the implementation of advanced technologies, it's challenging to directly apply these insights to social media marketing adoption in the garment business due to varying company structures, and technology types. This research contributes in several ways. Firstly, it investigates different factors relevant to the garment industry's adoption of social media. Secondly, it explores the moderating role of competitive industry on the adoption of social media in Addis Ababa, Ethiopia, to understand its determinants and drivers in a holistic manner. Given the diverse nature of the garment and fashion industries and their integration with active social media practices, a solid theoretical foundation is necessary to understand the effects of social media activities on their marketing efforts. Therefore, the Technology-Organization-Environment (T-O-E) framework is chosen as the theoretical basis for this research model. The contexts are technology development (Kauffman & Walden, 2001); organizational conditions, business and organizational reconfiguration (Chatterjee, Grewal, & Sambamurthy, 2002); and industry environment (Awa, H. O., & Ojiabo, O. U. (2016).

Moreover The T-O-E framework, proposed by Tornatzky et al. (1990), is an organizational-level theory that focuses on the adoption and implementation of IT-related products or services from

multiple perspectives such as technological, organizational, and environmental. This comprehensive approach makes it an acceptable theory for businesses to use social media marketing. Previous studies have successfully applied the T-O-E framework in various IT adoption-based studies, such as cloud computing, e-tourism, social media marketing, e-commerce, green practices in logistics, big data adoption, and mobile marketing.

2.3. Empirical review

2.3.1 Demographic characteristics

2.3.1.1 The Influence of Demographics on technology

Demography is used to understand the composition and behavior of populations in various contexts, including in electronic commerce (ecommerce) J. according to Blythe, J. (2006) Demographics is the study of general and particular population factors such as race, gender or occupation, as well as population density, size and location.

Other definitions In terms of Marketing, demographics are groups within a population that are used in target marketing strategies, and may include factors such as gender, age, educational level, income, or lifestyle. The adoption of technology may be very much related to these factors.

According to the inquiries, there is a correlation between the technology adoption rate and the demographic variations of top management (Awa, H. O., Ukoha, O., & Igwe, S. R. (2017)).

Gender:

Gender plays a role in how individuals perceive and interact with technology. Men and women may have different preferences, comfort levels, and attitudes toward social media platforms

As per the findings of Orser, B.J. and Riding, A. (2018), small- and medium-sized business owners identify multiple gender-related factors that are ingrained in IT adoption, resulting in a lower likelihood of IT adoption among women compared to males. Li, Glass, and Records (2008) present an alternative perspective on the impact of gender on the adoption and utilization of new technologies in mobile commerce. Compared to female respondents, male participants used greater amounts of communication, information, and services for transactions, indicating that men progress through the adoption stages more quickly. Similarly, studies frequently highlight the fact that men are more engaged in technology than women are, and that men are also more likely to become addicted to it (Broos, 2005).

Age

Age impacts technology adoption and usage. Younger users tend to be more tech-savvy and open to new platforms, while older users may face challenges in adapting to technological changes (<https://www.emerald.com>)

It has been shown that employee age influences the sociocognitive behaviors and principles that define workplaces and can be used as a determinant of technological perceptions, acceptability, and use. Rizzuto, T. E. (2011).

According to Park et al. (2022), older individuals adopt smart information technologies driven by artificial intelligence (AI) more readily than younger people do. They also accept novel technologies as they age in order to keep current. However, an abundance of research indicates that young people have more favorable views towards artificial intelligence (AI) (European Commission. (2019)

According to additional prior study, normative social effects have a greater impact on older persons' IT attitudes than they do on younger adults (Morris & Venkatesh, 2000). As a result, older individuals are more likely than younger workers to acquire these attitudes regarding IT installation and are also likely to be influenced by the context of their employment.

Studies conducted by Czaja, S. J., & Lee, C. C. (2009), among others, have revealed that older persons exhibit lower levels of comfort and confidence when utilizing technology.

Educational Level

Education affects digital literacy and familiarity with technology. Higher education levels often correlate with more positive attitudes toward social media and better understanding of its features (<https://www.emerald.com>).

Work experience

The term "employee experience" describes all of the interactions and points of contact that workers have while working for the company. E. Tucker (2020). Itam, U., & Ghosh, N. (2020). Employee experience is the outcome of the cumulative influence of several elements, including business processes, systems, rules, the working environment, departments leadership, and contacts with consumers that employees perceive, according to a recent analysis from Gartner.

Syahchari, D. H., Herlina, M. G., Saroso, H., Sudrajat, D., & Jordaan, H. K. (2021, August). An appealing workplace environment offers chances for value creation in a number of areas, including process optimization, new product development, decision-making, communications for brands, employment, and training, according to Laiho, M.; Saru, E.; and Seeck, H. (2022). An individual must have prior technology skills in order to create brand communication.

Technological experience, as used by McCarthy, J.; Wright, P. (2004), pertains to the tools and degree of technology that workers can utilize to carry out their jobs efficiently. These tools include hardware, software, applications, user interfaces, and design.

Digital technology positively affects employee experience management, according to research by Moganadas and Goh (2022) . Furthermore, job satisfaction is significantly impacted by the technological experience, which is the result of the interaction of technology, organizational climate, and structure. Ali, I.; J.H. Ali. Sunway Academic Journal. (2005). Workers who obtain the training and technical resources required for their position perform better and are more committed to the company. Mahatanankoon, P. (2007). Change Management. The organization's enthusiasm in adopting new work methods may have an impact on how long employees stay there.

As per the research conducted by Lee, M. and Kim, B. (2023). There are limits to how much technical expertise with work procedures or systems may lead to organizational commitment. But given the traits of employees in organizations who are accustomed to different internet sites and social media, different personnel management strategies that optimize employee experience based on familiarity with digital technology must be taken into account. Working in the apparel industry might affect how internal or organizational issues with social media use are seen, just like in other company contexts. In light of this study, an evaluation of the following hypothesis was attempted.

H_{11a}: Demographic Characteristics have Influence on Perception of Technological Challenges

2.3.1.2 The influence of demography in the organization

Descriptive organizational characteristics have a direct bearing on the availability and utilization of internal capacities (Wymer & Regan, 2005). Information systems (IS) frameworks that were proposed took into account a number of factors, including SBOs, size and size-related concerns (Eze et al., 2013); social pressures (Rogers, 2003; Venkatesh & Davis, 2000); individual difference factors (Hambrick & Mason, 1984); organizations' mission (Awa et al., 2010); top management; available expertise; type of products offered; corporate culture and ownership structure (Scupola, 2009; Sheridan, 1994); favorable circumstances (Tornatzky & Fleischer, 1990); information sources and communication channels (Kannabiran & Dharmalingam, 2012).

Hart O. Awa, Ojiabo Ukoha, and Bartholomew C. Emecheta (2016), state that the framework restricts organizational determinants to demographic composition, firm size, and subjective norms. Although it gauges the size of those served and the quantity of services provided. size is an organizational and environmental concern (Kamal, 2006). (Akbulut, 2002).

Furthermore, Awa et al. (2011) contend that the functional tracks, age, gender, experience, education, and cohesiveness of the group all have an impact on the adoption of innovations. Because measures of characteristics like age and gender (nominal scale) rarely lend themselves to factor analysis, they take into account the demographic makeup with respect to diversity and/or homogeneity of those making decisions, occupational mobility, and functional tracks (Hambrick & Mason, 1984). According to Samson and Hornby (1988), 73% of China's executive class in large cities possessed a mobile phone in early 1998, not just for social prestige but also for communication purposes.

Furthermore, because they are still in the social growth and learning stages of life, younger users of communication interface are more susceptible to social effects (Ling & Yttri, 2003). Younger users thus get exposed to more influences and have more dynamic social networks than other users. SBO is referred to by academics as an adoption predictor; the larger the company, the more likely it is that businesses will invest in digitalizing operations and cutting back on information processing, administrative complexity, and internal coordination costs (Awa, H. O., Ojiabo, O. U., & Emecheta, B. C. (2015). Larger businesses use e-business to lower the cost of searching for

consumers and sellers (Bakos, 1998), aggregate demand, enhance management of inventory (Chopra & Meindl, 2001), and have greater flexibility in reaping the benefits of synergy between traditional business and e-commerce. Zhu et al. (2003) note that information exchange and web connectivity increase customers' ability to find physical stores.

Gender

With reference to the literature reviewed by Nawaz, A., Bakht Yar, N., Khan, I., Khan, F., and Khan, H. (2013), Studies on organizational commitment have been conducted in connection with personal characteristics including gender, Numerous research have looked at how gender affects performance, absenteeism, organizational commitment, work satisfaction, and intentions to leave (Balay et al., 2010). Traditional firms are perceived as having a lower level of commitment from their female employees due to their masculine orientation. On the other hand, there is also the fact that in businesses where men and women collaborate, productivity and efficiency levels rise. Sense of rivalry, high input because of lower absenteeism, and more professionalism are a few of the numerous reasons.

Age

Research has revealed that age is positively related to organizational commitment. Research on job satisfaction is replete with the studies exploring the impacts of personal and demographic attributes of the employees on their organizational attitudes like organizational commitment (Isaiah et al, 2006). More than many employees were only conscious of maintaining their working hours largely oblivious of their family demands. Akintayo et al, 2010). As the person grows older, his/her sense of obligations also gains maturity. The individuals in the high age group possess more organizational commitment as compared to fresh entries. Moreover, this phenomenon is also supported by the monetary benefits like pay, pension, funds, allowances (Nawaz & Kundi, 2010).

Educational level

Some reaches claim that there is a direct link between corporate performance and education. Conversely, there has been a contention that companies that prioritize education may achieve noticeably better levels of performance. Stated differently, education promotes the creation of products that better meet consumer needs. Nonetheless, companies that prioritize education have demonstrated the ability to adapt to changing market demands and enhance their company's performance in order to gain a competitive edge (Aminu & Shariff, 2014).

Education can improve economic performance by lowering production costs. Information technology applications can be crucial in this process by facilitating fast and simple access to external knowledge sources as well as new and stronger ways to communicate with partner organizations. Purcarea et al. (2013) noted that the significance of IT in managing and controlling information is important as it affects the performance of SMEs.

Research conducted in 2010 by Halil Sayli, Ahmet Baytok, and Hasan Hüseyin Soybalı demonstrates that culture in organizations is a multifaceted topic that is connected to values. As a result, it needs conceptual perspective and cumulative knowledge. Additionally Level of education is a significant factor in the formation of conceptual perspective. It follows that variances in how employees perceive corporate culture based on their educational background should be expected. There are notable variations in how employees view the business culture based on their educational background. At higher education levels, differences in opinions about the culture of organizations become more noticeable.

Work experience

As to the article published in 2022 by Sound Cloud, companies establish work environments that facilitate increased productivity by using systems and procedures. Employees must learn how to use new software and equipment for several roles. Regular on-the-job coaching and structured learning programs are beneficial to employees. Study analysis indicates that in the US, job experience accounts for 40% of an individual's lifetime wages, whereas in Germany and the UK, it accounts for 43%. In comparison, 58 percent of typical lifetime wages in India come from work experience.

Deepalakshmi, D.N., Tiwari, Dr.D., Baruah, Dr.R., Seth, A., and Bisht, R. (2024) reviewed this material. The term "emotional and cognitive commitment of employees toward their work responsibilities and organizational objectives" describes employee engagement. It includes elements like feeling a part of the workplace, organizational dedication, and job satisfaction. Employee engagement is positively correlated with higher levels of creativity, innovation, and flexible effort, all of which improve organizational outcomes including profitability, productivity, and customer satisfaction.

In reference to the works published in 2020 by Simbine, B.D. and Tukamushaba, E.K. Regarding There may be a relationship between employee conduct and organizational competitiveness, based on the effect that employees' behavior has on the latter. They contend that in order for a business to remain competitive, it must make investments in the knowledge and skills of its workforce by offering them further education and hands-on training. Employee concentration on the company's objectives and ongoing market awareness would result from this orientation, which would also improve employees' ability to adapt in a competitive context. Stankovic, Melic, and Pesic (2012)

H_{1 1b}: Demographic Characteristics have Influence on Perception of internal/ organizational Challenges

2.3.1.3 The Influence of Demographics on the perception of external/environmental challenges of an organization

Perception of External/Environmental Challenges of business on social media adoption

According to Lippert and Govindarajulu (2006), the environmental aspect pertains to the business environment that the firm operates. It is shaped by several factors such as the industry, rivals, government relations, and the organization's capacity to obtain resources from external sources. It is customary to incorporate social constraints, consumer pressures, and competition pressures into the environmental setting (Tripopsakul, 2018). Research has demonstrated that under a favorable environmental situation, businesses are more inclined to implement social media and e-commerce (Andzulis et al., 2012)

An overview of the literature According to Awa et al. (2010), Porter (1996), Raymond & Blili (1997), Sinkkonen (2001), and Tornatzky & Fleischer (1990), environmental factors that influence

competitive pressures, market forces, regulations and laws from the government, vendors, suppliers, trading partners, and customers are some of the factors that shape organizational efficiency, tactical positioning, and proactive decision-making. The T-O-E framework's factors, which were determined by the strength of concision of purpose, included external backing, fierce competition, and trading partners' readiness. As per the findings of Al-Qirim (2004), Jeyaraj et al. (2006), Pflughoeft et al. (2003), Sinkkonen (2001), Windrum & de Berranger (2004), Zhu & Kraemer (2005), Zhu et al. (2003), marketplace participants' demands and competitive pressure are crucial factors that drive the adoption of innovations strategic necessities.

Gender

Research indicates that gender diversity within a firm can significantly impact how external challenges are perceived and managed. Regarding Perception of Risk such Studies suggest that men and women may perceive risks differently. Women often exhibit a higher sensitivity to certain types of risks, such as reputational or compliance risks, which can influence a firm's approach to external challenges. Zhang, L. (2019). The individual's diversified Decision-Making Styles can lead to a broader range of perspectives in decision-making processes. This diversity can enhance a firm's ability to identify and respond to external challenges more effectively. The presence of gender diversity in leadership positions can also affect how external stakeholders perceive the firm. Companies with diverse leadership are often viewed more favorably, which can be advantageous when navigating external challenges. The impact of gender diversity on the perception of external challenges can vary significantly depending on the cultural and social context of the firm. In environments where gender diversity is normatively accepted, firms tend to benefit more from diverse perspectives. Christiansen, L.E., Lin, H., Pereira, J., Topalova, P. and Turk, R. (2016).

Educational level

Due to its ability to boost entrepreneurs' self-efficacy and confidence, access to quality education has a favorable effect on business performance (Kelley, Singer, & Herrington, 2012). Compared to people with limited access to education, business owners who have completed their highest education can learn new systems, procedure, and technical knowledge, as well as access information, new technology, and innovation (Amha, 2015). This result coincides with the findings

of Lee and Pennings (2001), who contended that higher education among entrepreneurs has a positive correlation with the survival and growth of their businesses.

Higher education levels are positively correlated with entrepreneurial in general and business performance in particular, according to another empirical assessment (Ghani, Kerr, & O'Connell, 2011). Therefore, education can be used by individuals to give themselves the fundamental knowledge and abilities to deal with everyday issues (Pantea, 2016). Thus, based on the studies mentioned above, we can infer that self-employment and education levels are related. Thus, it is expected that this variable in the study, Impact of demographic variables on Business success in Ethiopia, has a positive link with the amount of formal schooling attended and business success. (2019).

The Influence of Work Experience on Perception of Environmental Challenges

Jones, L., B.,Hombman, E.,Bordia,P.,Galilois,C., And Callen, V.J. (2008) reviewed the literature and found that several studies have indicated concerns that employees have when there is an organizational shift (Covin and Kilmann, 1990; Lewis, 2000). During organizational transition, the behavior of leaders—those with greater professional experience—is essential because they set the tone for the change, help staff directly, and set an example of proper behavior. According to Schweiger et al. (1987) and Covin and Kilmann (1990), these steps strengthen employee commitment to change and help to provide stability during it. Important difficulties for employees include uncertainty about jobs and positions (Ashford, 1988), fear or anxiety (Terry et al., 2001), communication (Lewis, 2000), and new roles, relationships, and abilities (Rubenstein et al., 1996).

Regarding Oreg (2006), created a model based on Piderit's (2000) definition of obstruction to change as a multiple dimensions attitude that make up affective, cognitive, and behavioral angry, upset); the behavioral aspect refers to actions or motives to act as a reaction to the modifications (e.g. trying to be involved in working parties; complaining about the change). As a methodical approach to identifying key issues during organizational change, Oreg's (2006) model builds on Piderit's (2000) definition.

At various organizational levels, different components of the change process may be salient to employees and may be appraised quite differently, posing unique issues. Therefore, one of the main goals of the current study was to investigate how employees at various organizational levels

subjectively experienced a significant planned change. After analyzing a number of case studies, Kanter et al. (1992) came to the conclusion that there are three main groups that are involved in organizational change: change strategists at the top of the hierarchy, change managers in middle management (also known as supervisors), and change recipients at lower levels (also known as non-supervisors).

Employee opposition to change is just as strong as that of owners. One of the main causes of change attempts failing, according to a 2007 poll by the Society for Human Resource Management (SHRM), is employee resistance. As a matter of fact, responses to organizational change can vary widely; the latter is more likely to be the exception than the rule. Reactions might range from ardent support of the externally imposed change to resistance to compliance. Because of their altered habits, personalities, feelings of uncertainty, fear of failing, and perceived loss of authority, people resist change. As a result, environmental and external changes are the source of external difficulties. One of the hardest external obstacles team leaders will encounter is change. During these times of transition, it can take many different forms, such as implementing new procedures, technologies, structures, cultures, and methods of working; individuals often look to their leaders to offer both emotional and practical support.

H_{1 1c}: Demographic Characteristics have Influence on Perception of external/environmental Challenges

2.3.2 Social media usage variables

2.3.2.1 Frequency of social media usage

The research question is addressed in the study by Warwas, I., Dzimińska, M., and Krzewinska, A. (2021). Which age group or groups exhibit the highest proportion of heavy (regular) website and social media users? The findings indicated that young, heavy users dominate all digital sources, with the exception of general websites, where middle-aged users predominate. In all digital media listed, the most infrequent users are the older, heavy users. Young, frequent users use Facebook, Instagram, general websites, and information websites, in that order, for scientific knowledge.

The majority of middle-aged heavy users choose to search Facebook, general websites, and information websites for scientific news. The scenario is evidently reversed when it comes to older adults: Facebook is their top preference, followed by general and information websites. Among all age categories, Facebook is the most frequently utilized social networking platform, according to the intriguing findings. Furthermore, there aren't many differences in how different age groups use Twitter on a daily basis. Younger adults use YouTube and Instagram three times more often than older ones to research scientific topics and make comments. Users of social media frequently are more likely to come across new products, which may affect how real, trustworthy, and relevance. Therefore Engaging with social media regularly helps brands develop a loyal following and trust, which enhances their reputation. (<https://springerlink.com/>).

2.3.2.2 Type of social media platforms

According to accepted definitions, social media is "a collection of software-based digital technologies that give users access to digital environments where they are able to exchange digital content or information over some kind of online social network." These technologies are typically shown as websites and applications. A. T. Stephen, G. Appel, L. Grewal, and R. Hadi (2020). Social media use refers to the customs and behaviors of online communities that come together to exchange knowledge, ideas, and information through traditional media. John Wiley & Sons, Safko L. (2013).

Social media is "a collection of applications powered by the internet that builds on the ideological and technological foundations of web 2.0 and it allows the creation and exchange of user-generated content," according to Kaplan and Haenlein (2010). In a nutshell, it describes the online tools and procedures that people, groups, and companies utilize to exchange ideas and knowledge.

The use of social media platforms can enhance marketing communication and advertising strategies for new or existing products and brands, according to studies by Kozinets (2007), Muniz and O'guinn (2001), and Gong (2018).

In this context, some researchers have examined the ways in which social media applications can help with corporate communication El-Haddadeh, Weerakkody, and Peng (2012), product and service marketing, promotion, and sales Moore, Hopkins, and Raymond 2013; Schlinke and Crain (2013), managing relationships with stakeholders and customers Brennan and Croft (2012),

awareness of the brand and its image (Bruhn, Schoenmueller, and Schäfer 2012; De Vries, Gensler, and Leeflang 2012; Mäläskä, Saraniemi, and Tähtinen 2011), sources of information (Pontes and O'Brian Kelly 2000; Sisodiya, Johnson, and Grégoire 2013), and recruiting (Alfaro, Bhattacharyya, and Watson-Manheim 2013).

2.3.2.3 The influence of social media platforms on the perception of technological, organizational and environmental challenges

The influence of social media usage variables on perception technological challenges

The impression of technological obstacles that businesses have when utilizing social media platforms is linked to the uptake of novel technologies. The technological acceptance model (TAM), put forth by Davis (1989), theoretically supports this individual adoption of new technologies. The Technology Acceptance Model, also known as the TAM, was created by Davis (1989) to forecast whether individual system use will be accepted in the workplace. Since then, it has been used in numerous online settings to assess user perceptions of system use and the likelihood that new systems will be adopted (Featherman and Pavlou 2003; Gefen and Straub 2000; Moon and Kim 2001; Pavlou 2001).

The TAM states that a user's attitude toward, intention to use, and actual usage of an information system are influenced by perceived usefulness and ease of use (Adams, Nelson, and Todd 1992). Furthermore, the most significant predictors of technology adoption, according to Venkatesh, Morris, Davis, and Davis (2003), are perceived usefulness and perceived ease of use. A person's assessment of the benefits of a particular technology in comparison to a different approach is reflected in its perceived utility (Rogers 1983). According to Davis (1989) and Riemenschneider, Harrison, and Mykytyn (2003), perceived ease of use is the extent to which a particular user finds utilizing a new technology to be straightforward, or the degree to which it is thought to be simple to comprehend and apply. Furthermore, a user is more likely to perceive a piece of technology beneficial if it makes engaging with it easy (Thong, Hong, and Tam 2004). This perspective is supported by a significant body of information science literature, including works on the general use of IT (Chau 2001), digital devices (Shim and Viswanathan 2007), e-commerce (Pavlou 2001), Internet banking (Amin 2007; Lallmahmood 2007), and digital libraries (Hong, Thong, Wong, and Tam 2002).

Perception of Technological challenges of a business

The TOE viewpoints examine how businesses see the impact of technical problems. Technical elements that are used to quantify this perception include relative advantage, cost-effectiveness, compatibility, visibility, and interaction.

J. Inf. Manag. (2014) stated that understanding the relative benefits of an enterprise's social media accounts can help to enhance knowledge exchange and an organization's overall performance. In terms of compatibility, it refers to how well new technology aligns with existing small business principles and previous practices, technologies, and needs. 2020; J. Inf. Manag.

The degree to which two or more parties can communicate with one another over a communication channel is known as interaction. Social media is a cutting-edge technology since it makes it possible to improve communication between businesses and their clients. Int. J. Inf. Manag. (2020) / Maroufkhani, P.; Tseng, M.-L.; Iranmanesh, M.; Ismail, W.K.W.; Khalid, H.

Furthermore, scholarly reviews (Khemthong & Roberts, 2006; Kuan & Chau, 2001; Kwon & Zmud, 1987; Al-Qirim, 2006; Zhu & Kraemer, 2002; Zhu et al., 2002) demonstrate that adoption is influenced by technology factors such as the availability of internal and external technology resources, relative advantage, security, reliability, capability, cost, software quality in the market, vendor supports, compatibility of IT solutions within the firm, IT objectives and assumptions. And its cost effectiveness is also the factor That most important aspects of evaluating social media adoption, which has received scant attention in the literature to date (Rana, N.P.; Barnard, D.J.; Baabdullah, A.M.; Rees, D.; Int. J. Inf. Manag. 2019).

***H_{1 2a}**: Frequencies of usage and type of social media platforms have influence on Perception of Technological Challenges*

The Influence of social media usage variables on organization

SMM is currently being used by businesses to communicate their brands and raise brand awareness (Cawsey and Rowley, 2016). But in addition to the advantages, small and mediam enterprises (SMEs) that use SMM and its channels to raise their brand recognition must also overcome a number of obstacles (Alalwan, et al., 2017; Brink, 2017; Jones, Borgman, and Ulusoy, 2015). When it comes to SMM, SMEs may encounter internal challenges because they lack competent

human resources, such as specialized IT staff members with professional knowledge to adopt social media channels (Brink, 2017; Chirumalla, Oghazi and Parida, 2018; Järvinen, et al., 2012; Michaelidou, Siamagka and Christodoulides, 2011; Ritz, Wolf and Mcquitty, 2019). They may also lack funding, time, and expertise.

Moreover, Creating worthwhile material to distribute via social media channels is one way to achieve customer satisfaction (Bîja and Balaş, 2014). Brand awareness is affected by marketers' challenges in selecting social media platforms that are most appropriate for a given business (Bîja and Balaş, 2014). The reputation of the brand may suffer if these channels are not utilized appropriately (Chaffey and Ellis-Chadwick, 2019; Chirumalla, Oghazi, and Parida, 2018).

Perception of Internal/Organizational Challenges of a business

Perception of organizational difficulties expressed in terms of the tools at hand to facilitate social media adoption. These consist of organizational culture, top management support, and firm size and scope. The degree of centralization, formalization, and interconnectivity of the managerial organization, as well as the caliber and accessibility of the company's human resources, are indicators of its complexity. Managers' innovativeness has been studied by Jeyaraj et al. (2006), Tarafdar & Vaidya (2006), Bruque & Moyano (2007), and Tornatzky & Fleischer (1990). Self-efficacy and prior technology experience Ghobakhloo & Hong Tang (2013), Fityan & Huseynov (2018) et al., Alshamaila (2013). The ability to embrace new technologies or systems more quickly than others in similar social contexts is a measure of an individual's innovativeness, according to research (Marcati et al., 2008). According to Thong and Yap (1995), a creative individual strives to address an issue by trying to alter the structure in which it is situated. Research conducted by Fintian and Huseynov (2018) and Ghobakhloo and Hong Tang (2013) indicates that a business owner's intention to use social media would increase with their level of innovation.

Furthermore, whether or not a person has prior expertise with the technology or system will affect whether or not individuals adopt IT, a new online-based system. past research has demonstrated that company adoption of social media is positively impacted by past technology experience Tripopsakul, (2018). In this regard, Successful implementation of social media within an organization requires thoughtful planning, clear guidelines, and alignment with overall business

objectives. By leveraging these internal factors, firms can effectively utilize social media to enhance performance and achieve their goals. Brandwatch. (2014 And Shipilov,A. (2012).

H_{1 2b}: Frequencies of usage and type of social media platforms have influence on Perception of Internal/Organizational Challenges

The impact of social media usage characteristics on how the organization perceives its external and environmental aspects

Adopting social media platforms for brand engagement presents several external or environmental challenges for organizations. According to blogs from Planable.(2024), Social media adoptions challenges are not only from the internal organizational incapability but external factors should be overcome including Constantly Changing Algorithms and Trends, Social media platforms frequently update their algorithms to enhance user experience. These changes can affect how content is displayed and engaged with, making it difficult for organizations to maintain consistent visibility and engagement. Competitive Pressure, The widespread adoption of social media means that organizations face intense competition for audience attention. Regulatory and Compliance Issues, Different regions have varying regulations regarding data privacy, advertising standards, and consumer protection. Organizations must navigate these regulations to ensure compliance, which can be complex and resource-intensive. Cultural Differences, Social media platforms are global, but cultural differences can significantly impact how content is perceived and engaged with. Negative Publicity and Crisis Management, Social media can amplify negative feedback and crises. A single negative incident can quickly escalate and spread, potentially harming the brand's reputation. Technological Progress, Because technology is advancing so quickly, new social media features and platforms are continually being developed. It is vital for organizations to remain up to date on these advancements and evaluate their significance and possible influence on their social media tactics. Economic Factors, Economic conditions can influence consumer behavior and spending patterns, affecting how audiences engage with brands on social media. Influencer and Partnership Risks, Collaborating with influencers and partners can enhance brand visibility, but it also carries risks. Platform-Dependent Issues, User demographics, engagement patterns, and distinctive features are exclusive to each social media site. Data privacy and security concerns are brought up by the massive amounts of user data that social media sites gather.

H_{12c}: Frequencies of usage and type of social media platforms have influence on Perception of external/environmental Challenges

2.4 Conceptual Framework

The chapter has offered prior research as a foundation for the conceptual framework, which illustrates the connections between the various components of the study. Creating a conceptual framework entails a few processes, including identifying constructs and variables, formulating hypotheses, and developing a conceptual model that graphically depicts the theoretical underpinnings of the research. It is a crucial phase in the literature review process. Sage (2021). The researcher created the following framework after examining theoretical and empirical research from various fields to address the research goal and learn more about the difficulties associated with using social media in the chosen Addis Ababa City garment industry.

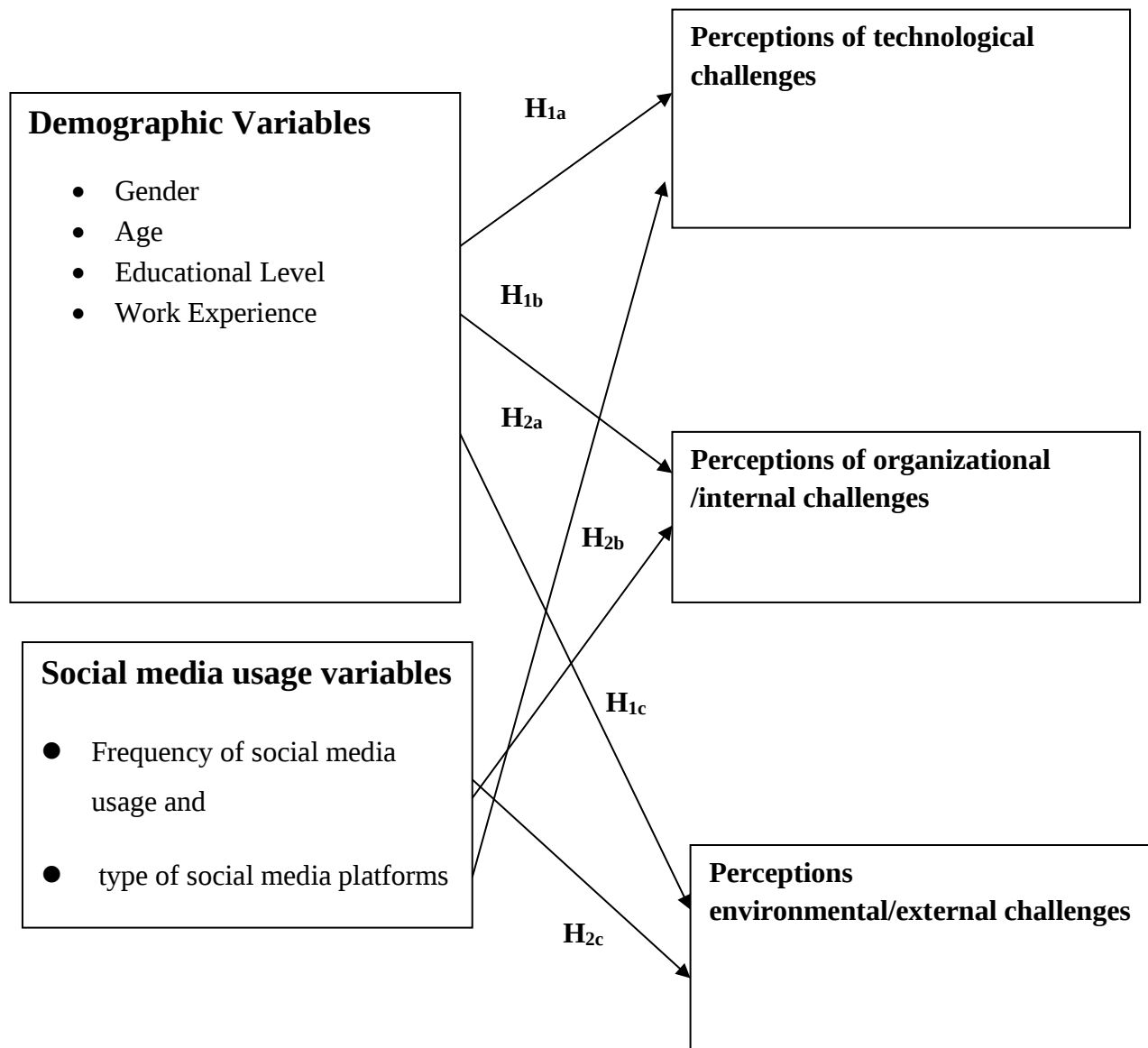


Figure 1 Conceptual frame work from hypothesis

The relative advantages of adopting ICT by SMEs are the benefits that the business gains by using ICT. Chiu, Chen and Chen (2017) argue that relative advantage is one of the most important determinants that influence the adoption of ICT in Malaysia. The owner/manager of small and medium businesses is more likely to adopt an ICT if it is beneficial for the business (Maduku et al. 2016).

The complexity of technology innovation could be a defining factor between adopting and not adopting of technology because owners believe that complex ICTs could be risky to adopt, and they are more likely to be abandoned (Abualrob & Kang 2016).

Regarding Top management support, Djatikusumo (2014) argues that it is important to have managerial support because strategies and organizational objectives are strongly influenced by the owners/managers of a firm. Top management support is a key determinant when it comes to understanding the firm's behaviour towards the adoption of a new ICT innovation (Maduku et al. 2016).

Literature on the adoption of ICTs suggests that the adoption of new ICTs is more likely to be influenced by the availability of financial resources (Nguyen & Petersen 2017). Ability of a firm to adopt innovation lies in its employees' ability to use their existing ICT knowledge (Hung et al. 2016).

The environment aspect looks at the elements of the structure of industry, service providers of the technology, and environment regulations (Baker 2012). Tornatzky et al. (1990) argue that mature and declining industry is less likely to adopt new technology, whilst organisations that are part of fast-growing industries are more likely to adopt technology rapidly. The government plays an important part as a support system for SMEs by providing rules, regulations and support that help to guide these businesses to success. Kilangi (2012),

According to Awa et al. (2015), competitive pressure plays a role when it comes to the adoption of ICTs, but it is not very important factor that influences adoption. In industries with high competition, it is important to be ahead when it comes to the adoption of ICT to rip the reward of using ICT (Yoon 2012). A study conducted by Malak (2016) has revealed that there is a relationship between the adoption of cloud computing and competitive pressure. Competitive pressure is mostly observed in developed countries using advance ICTs (Chiu et al. 2017).

According to Awa et al. (2015), external support is an important determinant that defines the actual adoption of ICT. External support is very important for SMEs especially when the firms are not familiar with new ICT innovation (Ismail & King 2014).

CHAPTER THREE

3. RESEARCH METHODOLOGY

In this chapter, the researcher will focus on the research methodology used in this study. The chapter starts with a description of the study area and provides a detailed explanation of the research design used. Additionally, the chapter will cover the research approach, sampling methods and techniques, target population, sample size, sources of data, data gathering instruments, methods of data analysis, and presentation. Finally, ethical considerations regarding data collection will be discussed in the following sections.

3.1 Description of the study area

According to world population review, Ethiopia is the world's 31st largest country, and the population numbers coincide with the overall size of the country, as Ethiopia is the 14th most populous country. Addis Ababa is the capital and largest city of Ethiopia and the African Union. It is often referred to as the "African Capital" due to its historical, diplomatic, and political significance for the continent. The city originated with the founding of Mount Entoto by Emperor Menelik II in 1884, which was frequently used as a garrison town. Addis Ababa's 2024 population is now estimated at 5,703,628. It is the largest city in the world located within a country. Per the population recorded at the last census, the city of Addis Ababa has a higher population of female residents than male residents. Almost one-quarter of all people in Ethiopia that live in urban areas live in the capital city. Adult literacy in the capital city is the highest among all of the country's cities, at over 93% for males and almost 80% for females. World population review.com; Addis Ababa Population (2024)

In Ethiopia the first textile industry was established in Dire Dawa in 1939 and the first garment factory was Agusta garment currently called Addis Garments, was established in the 1960s Negede. et al(2011). Due to the selected area of the study this research focus on all garments that are producing only apparels categorized as small, medium and large scale garment factories located only in Addis Ababa. And all the data about demographic characteristics and the perception of the challenges are collected by using questionnaires.

3.2 Research Approach

According to Creswell (2017), the term "research approach" describes a certain process that includes different facets of data collecting, analysis, and interpretation depending on the purpose of the study, after reviewing existing theories; researchers build a conceptual framework and generate hypotheses which are relationships among variables. Deductive approach is applied to test and verify those hypotheses by collecting and analyzing data (Saunders et al., 2009). As the research studies the causal relationships among variables via hypotheses testing and conceptual framework, deductive approach was applied.

3.3 Research Design

Research design is a crucial strategy as it helps in carrying out research operations efficiently and obtaining maximum information with minimal effort, time, and money (Kothari, 2004). An appropriate research design reduces bias and enhances the reliability of the collected and analyzed data. Research Design is defined as “procedures for collecting, analyzing, interpreting and reporting data in research studies” (Creswell & Plano Clark, 2007). Overall, it serves as a bridge to connect the conceptual research problems with the empirical research by planning out the procedure of the required data sets, the relevant methods to process the steps of collecting and analyzing data and how to answer the research questions Grey, (2014). In this study, the researcher used exploratory designs. Exploratory research aims to provide insights and understandings of the problems that researchers are dealing with Malhotra, (2010). Thus, the main goal of exploratory studies is to find out a range of causes and alternative options for a solution to a specific problem. In the time horizon when conducting this research, it is also important to see the two types of studies in the descriptive sector which are cross-sectional and longitudinal research. Cross-sectional studies investigate specific problems and collect data only once, in a short period of time. Payne & Payne,(2004). Thus, the researchers decided to choose cross-sectional type for this study thanks to its relevance and suitability to the main target of the study.

3.4 Target Population

Population refers to the entire group of individuals from which we gather data. It represents the group of interests about which we want to draw conclusions or make representations. It encompasses all the individuals that the study aims to include (Jackson, 2008). As per Yin (1994),

when selecting a sample, it is important to understand the chosen subject. In this study, questionnaires were distributed with the owners and the marketing manager of garment factories to gain insights into the challenges they face when they are trying to adopt or use social media. The target population for this study includes owners and marketing managers of selected garment industries in Addis Ababa city. The focus is to investigate challenges related to implementing social media marketing activities.

3.5 Sampling Technique

Sampling involves selecting specific study units from a defined study population (Zikmund, 2013). For this research, the researcher used non-probability sampling techniques. Non-probability sampling does not aim to select units from the population in a mathematically random way; instead, it focuses on achieving cost-effectiveness and time-effectiveness (Saunders et al., 2009). The researcher employed convenience sampling techniques. The technique of convenience sampling, which is designed to select participants because of their availability and readiness, is chosen for this study to reach a considerably the number of participants. this allowed for selecting respondents conveniently and ensured the inclusion of experts, such as marketing managers of selected garment businesses in Addis Ababa, to acquire appropriate data.

3.6 Sample size determination

Determining the appropriate number of items to be selected from the complete population in order to constitute a sample is known as sample size determination (Feyera, 2012). In this study, In order to represent garment factories the researcher used convenience sampling techniques.

The researcher distributed the questionnaire to 350 garment factories, out of which 40 factories did not replay. Therefore, data for the analysis of the study was collected through questioner from 310 garment factories. A priori power analysis was conducted using G*Power 3.1 (Faul et al., 2007) to determine the required sample size for a MANOVA, which included six independent variables (gender, age, educational attainment, work experience, frequency of social media usage, and platform type) and three dependent variables. The analysis assumed a small effect size ($f^2(V) = 0.03$) based on Cohen's (1988) conventions, an alpha level of 0.05, and a power level of 0.80. Using Wilks' Lambda as the multivariate test, the analysis indicated that 216 participants would

be needed to detect a significant effect with adequate power. Therefore, the study aimed to recruit 216 participants to meet the statistical requirements for detecting medium-sized multivariate effects.

3.6.1 Sample proportionate

In order to easily collect data, the researcher allocates the total sample size to each selected garment using a convenience sampling technique. This technique involves choosing participants based on predetermined characteristics to ensure that the overall sample reflects the same distribution of characteristics as the wider population (Davis, 2005).

3.7 Data Sources and type

For this study, the researcher used both primary and secondary data sources to support the study with scientific evidence. The primary data are those that are collected afresh, for the first time, and thus happen to be original (Kothari, 2004). The primary data in the study has been collected through close-ended questionnaires from owners, general managers, and marketing managers of each selected garment business in Addis Ababa city. Kothari (2004) defines secondary data as information that is already in the public domain, having previously been gathered and examined by another party. It may either be published data or unpublished data, such as technical or trade journals, books, magazines, and newspapers; reports and publications of various associations connected with business and industry; banks; reports prepared by research scholars; published literature; and journals that were previously conducted by other researchers for their purpose (Kothari, 2004). Due to this reason, the researcher took published theoretical and empirically related literature from different internationally well-known published journals.

3.8 Data Collection Procedures

To gather data from relevant sources, the researcher used primary data collection tools. The questionnaire is a common data-gathering tool that allows for the collection of a significant amount of information within a limited time frame and enables reaching a large group of research subjects (Kothari, 2004). In this study, survey questionnaires were used to collect data from selected marketing managers and owners of large and medium garment firms to understand the challenges faced by the team in adopting social media. The survey questionnaires included close-ended

questions prepared in both English and Amharic languages. Regarding the preparation of the questionnaires the researcher prepared the questioners using different references and to keep its objectivity the prepared questionnaire were first translated to Amharic and then it was translated back to English. The translation and back-translation method, as proposed by Brislin (1970), is a widely recommended approach to ensure that translated materials retain their original meaning and fulfill the intended purpose. This process involves translating content from the source language into the target language, followed by a reverse translation back into the source language by a different translator. This iterative process helps to identify discrepancies, ensuring conceptual equivalence across languages and enhancing the reliability of cross-cultural research. The questionnaires consisted of two parts. Part one gathered general personal data or demographic data of the respondents, including gender, age, education, and other background information. Part two focused on collecting information about the perception of challenges by the owners, manager and marketing manager of selected garments in Addis Ababa City. This part used a five-point Likert scale.

The Likert rating scale assigns scale values to each of the five responses, from "strongly disagree" to "strongly agree" (Jamieson, 2004). This measurement technique is useful and reliable for evaluating self-efficacy (Maurer, 1998), as it provides an empirical test for discriminating ability and yields a total score for each respondent, measuring the respondent's favorableness toward the given point of view (Kothari, 2004).

Secondary data can serve as an effective source to help researchers gain a deeper insight into the studied topic, which may result in primary research, respondent identification and data collection process (DiCicco-Bloom & Crabtree, 2006).

The research has based the literature review and the backbone of methodology part on the database sets such as Google Scholar and Scopus to shed light on understanding and foundation for this study. Prior to the secondary data processing, it is important to know that utilization of this source might be affected by errors and limitations; thus refining the secondary data is as essential as using them. Thorough reading and filtering many articles with relevance to the purpose of this research gives the general idea and critical data to develop the paper.

3.9 Ethical Consideration

The information provided will be kept confidential, and the responses from key informants will only be used for this research. This study adheres to ethical considerations. Respondents are guaranteed that the data they submit will be kept private and utilized only for research. This study adheres to ethical considerations

3.10 Data Analysis Plan

The researcher used SPSS version 27 statistical software and descriptive statistics to evaluate the quantitative data. Descriptive statistics were chosen to summarize demographic factors such as gender, age, education profile, and other respondent backgrounds to provide a better understanding for the reader (Agresti & Finlay, 2009). In addition to comparing the mean values of each variable, the frequency and percentage of respondents' profiles were examined using descriptive statistics. In addition to these the researcher used different assumptions test of MANOVA including normal distribution, homoscedasticity, homogeneity of variance, and linearity to understand the effect of independent variables on multiple dependent variables simultaneously.

This chapter focuses on presenting, analyzing, and interpreting the data collected through questionnaires for garment and manufacturing firms. It discusses statistical methods of analysis, including descriptive analysis and frequency tables using SPSS version 27. Additionally, to test its Reliability Analysis Cronbach's alpha were used to test the internal consistency of the Likert scale items for each type of challenge. It helps the researcher to understand the effect of independent variables on multiple dependent variables simultaneously

CHAPTER FOUR:

4. DATA PRESENTATION, ANALYSIS, AND INTERPRETATION

4.1 Introduction

This chapter focuses on presenting, analyzing, and interpreting the data collected through questionnaires and interviews from Garments and apparel manufacturing firms. It discusses statistical methods of analysis, including descriptive analysis and frequency tables using SPSS version 27. Additionally, it presents the background information of respondents.

4.2. Response Rate

A total of 350 questionnaires were distributed for garment businesses in Addis Ababa from those 310 questionnaires were returned. The response rate of the questionnaire was 88.57 percent.

Table 1 Response rates

Particular	Total	Percentage
Total questionnaires distributed	350	100
Questionnaires collected	310	88.57
Valid response	310	88.57

Source: (Researcher own survey, 2024)

The response rates were considered admissible given the recommendations by Mugenda and Mugenda (2012) cited in Jacobotach et al. (2018) that a response rate of 50% is adequate for analysis and reporting rate of 60% is generally good while a response rate of above 70% is excellent. Based on this assertion, this implies that the response rate for this study was adequate and increases confidence for generalization.

4.3 Reliability Test

A Cronbach alpha test was conducted to measure the internal consistency and reliability of the data collection instruments (questionnaires) and was found out more than 0.79 reliable since all the alpha values were above 0.7 as recommended.

Table 2 Reliability Statistics Table Of Variables

Reliability Statistics		
Variables	Cronbach's Alpha	N of Items
Technological challenges	0.801	5
organizational challenge	0.818	5
environmental challenges	0.866	2

Source: (Researcher own survey, 2024)

4.4. Demographic variables

The demographic characteristics or profile for this study include gender, age, level of education, work experience, and profession of the respondents. This aspect of the analysis deals with the personal data on 310 respondents of the questionnaires given to them. The table below shows the details of the background information of the respondents in a cross tabulation.

Table 3 Gender profile of respondents

		Frequency	Percent	Cumulative Percent
Valid	male	175	56.5	56.5
	female	135	43.5	100.0
	Total	310	100.0	

Source: (Researcher own survey, 2024)

As shown in Table 4.3, when gender distribution of respondents is concerned, from a total of 310 respondents 56.5 percent of respondents are male and the remaining 46.5 percent of respondents

are female. This indicates most of owners and employees in management position of garment business are male.

Table 4 Age profile of respondents

		Frequency	Percent	Cumulative Percent
Valid	below 25	15	4.8	4.8
	25-35	180	58.1	62.9
	36-45	98	31.6	94.5
	above 46	17	5.5	100.0
	Total	310	100.0	

Source: (Researcher own survey, 2024)

About the age of respondents, 58.1 percent of respondents are in the range of between 25 years and 35 years, 31.6 percent are in the range of 36- 45 years and 5.5 percent are in the range of above 46 years. This implies that the majority of employees of the respondents are relatively at middle age & energetic and are likely to contribute more to garment and textile manufacturing business.

Table 5 Educational profile of respondents

		Frequency	Percent	Cumulative Percent
Valid	Diploma	46	14.8	14.8
	BA degree	246	79.4	94.2
	Masters degree	18	5.8	100.0
	Total	310	100.0	

Source: (Researcher own survey, 2024)

About the education level of respondents, only 14.8 percent of the respondents are diploma holder, 79.4 percent of respondents are degree holders and 5.8 percent of respondents have master's degree. From this conclusion that, most of the respondents had degree holders which are relatively reasonable in management position for garment business.

Table 6 Work experience profile of respondents

		Frequency	Percent	Cumulative Percent
Valid	Less Than 1 Year	6	1.9	1.9
	1 To 3 Years	112	36.1	38.1
	4 To 5 Years	117	37.7	75.8
	More Than 5 Years	75	24.2	100.0
	Total	310	100.0	

Source: (Researcher own survey, 2024)

Regarding work experience of respondents, 1.9 percent of respondents were less than 1 year service, 36.1 percent were 1-3 years' service and 37.7 percent of respondents 4-5 years and 24.2 percent of respondents were above 5 years' service. From this, the researcher understands that the majority of the respondents have enough years of service to have a better masterly of garment business management.

Table 7 Professions profile of respondents

		Frequency	Percent	Cumulative Percent
Valid	employed	110	35.5	35.5
	self employed	200	64.5	100.0
	Total	310	100.0	

Source: (Researcher own survey, 2024)

Concerning with professions 35.5 present of respondents are employed 64.5 present of respondents are self-employed. From this, the researcher observes that the majority of respondents were self employed.

4.5. Social media usage variables

In this section the research presents about Social media preference and time allocation for social media usage of the respondents

Table 8 Type of social media profile of respondents

		Frequency	Percent	Cumulative Percent
Valid	Face book	134	43.2	43.2
	YouTube	78	25.2	68.4
	Insatgram	32	10.3	78.7
	Tiktok	38	12.3	91.0
	Telegram	4	1.3	92.3
	All	22	7.1	99.4
	Pintrest	1	.3	99.7
	Pintrest And Face book	1	.3	100.0
	Total	310	100.0	

Source: (Researcher own survey, 2024)

Regarding the platform interaction 43.2 present of respondents are Face book users 25.2 present of respondents are YouTube users 10.3 present of respondents are interact with Instagram and 12.3 present of respondents are using ticktack , 1.3,0.3 and 0.3 percent are telegram, pintrest and both pintrest and face book users respectively. Respondents that are using all type of social media platforms are 7.1 percents.

Table 9 Frequency of SM usage profile of respondents

		Frequency	Percent	Cumulative Percent
Valid	Daily	205	66.1	66.1
	At Need	105	33.9	100.0
	Total	310	100.0	

Source: (Researcher own survey, 2024)

The questions related to the approximate time given by respondent to social media platforms, 66.1 present of respondents are daily users, 33.9 present of respondents use at the time of they need. The researcher observes that there is no respondents who are using social media for the question related weekly users.

4.6. Assumptions for A MANOVA Test

4.6.1. Normality Test

Test of normal distribution were checked by graphical (histogram and dot plot) method of tests. In determining whether the data is well modeled by normal distribution or not. The normality assumption assumes a critical role when a study is dealing with a different sample size. (Gujarati, D. 2004). In the Normal P-P Plot, the researcher was hoping that all points will lie in a reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. As can be seen from the p-plot graph in the below diagram the study can say the variables are normally distributed. The points lied in reasonably straight lines as depicted below

Figure 2 the assumption of normality for variable TCV

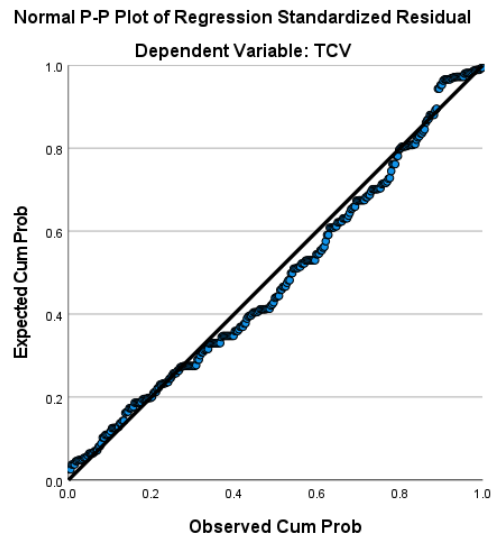


Figure 3 the assumption of normality for variable OCV

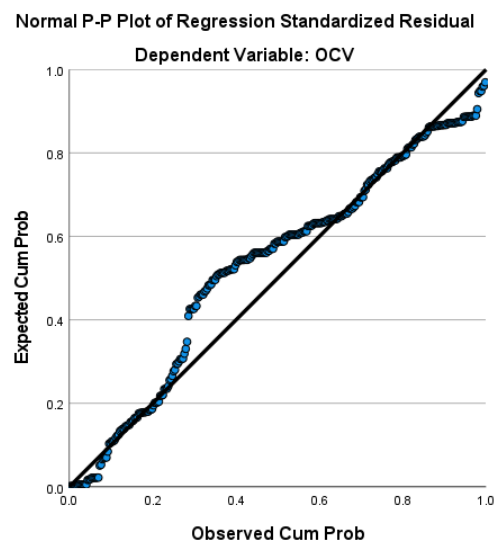
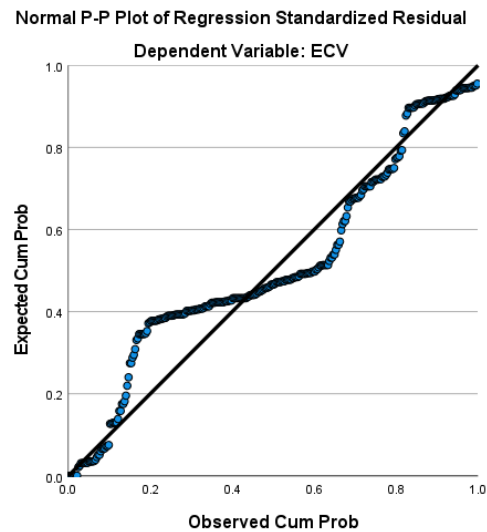


Figure 4 the assumption of normality for variable OCV



4.6.2. Test of Linearity

The linearity assumption tested with scatter plot. Multiple linear regression models assume the presence of a linear relationship amongst the independent variables and the dependent variables as the linear regression model assumes the presence of a linear relationship amongst the independent variables and the dependent variables. Figure below shows there is a direct relationship between independent variables and (TCV,OCV and ECV) indicating randomized pattern and the linear results are normal.

Figure 5 scattered Plot – dependent variable

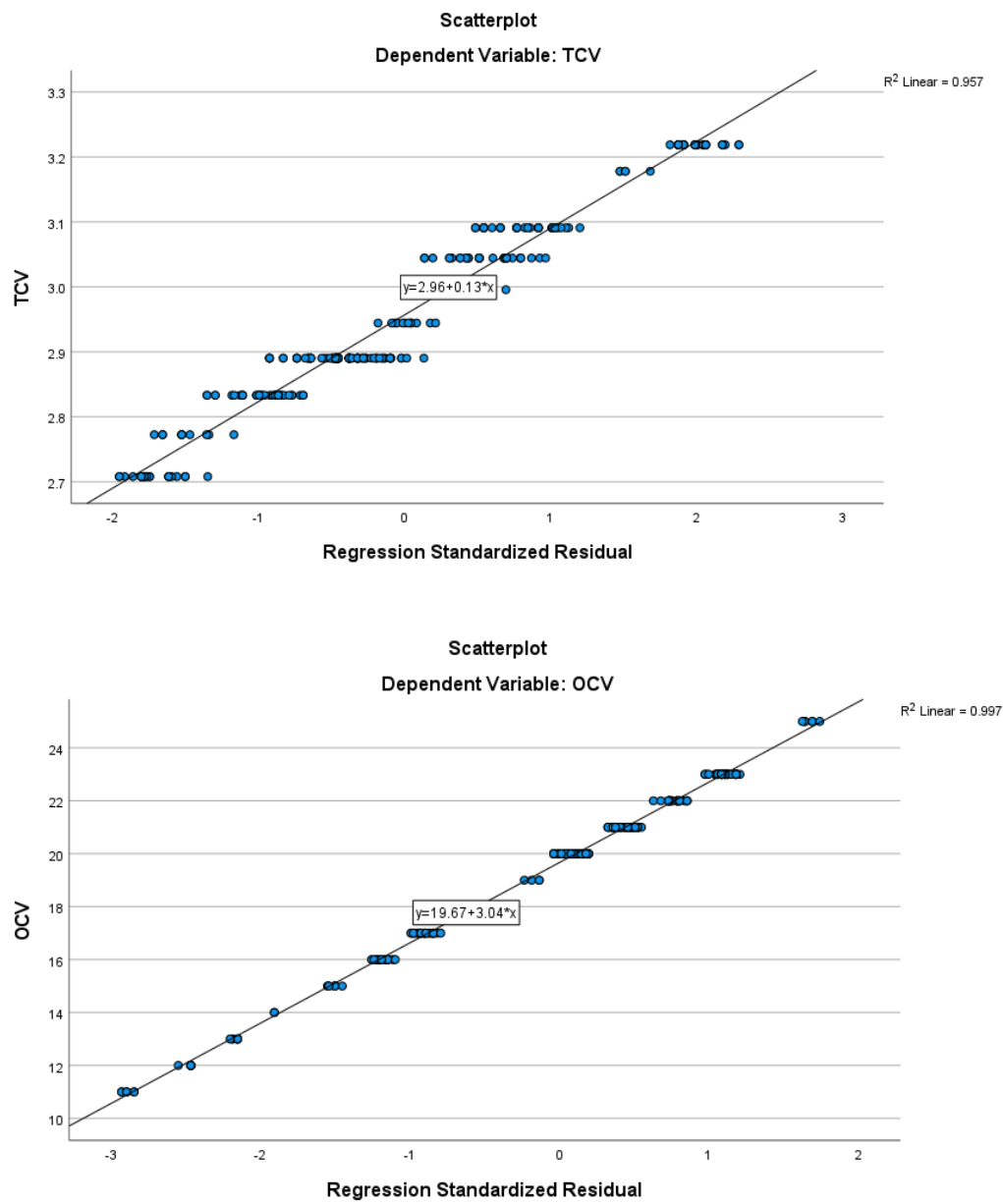


Table 10 Skewness and Kurtosis

Descriptive Statistics							
	N	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
TCV	310	2.96	.136	.248	.138	-.531	.276
OCV	310	19.67	3.033	-.975	.138	.649	.276
ECV	310	8.22	1.243	-.820	.138	1.685	.276
Valid N (listwise)	310						

Source

According to Hatem, G., Zeidan, J., Goossens, M. and Moreira, C. (2022)., If skewness is between -1 and -0.5 or between 0.5 and 1, the distribution is moderately skewed. If skewness is between -0.5 and 0.5, the distribution is approximately symmetric. therefore regarding of sample size which is more than 300, Hence the skewness of TCV (.25) is approximately symmetric , the skewness of OCV and ECV are ,-.98 and -.82 respectively show moderately skewed the distribution is normal; the kortosis value for TCV, OCV and ECV are -.53,.65 and 1.69 respectively show the data is normally distributed

4.7 MANOVA Result for Hypothesis

This study tried to see the relationships o two ore more variables such as demographic, work experience, social media platform and frequency of social media usage of respondent. In these regard MANOVA is used to analyze multiple dependent variable. it can provide insights into the inter-relationships among dependent variables and how these relationships are influenced by the independent variables. The results include a number of values, including F values, p-values, and degrees of freedom for each dependent variable. The researcher tried to make several assumptions, such as normality, linearity, homogeneity of variance-covariance matrices, and absence of multicollinearity, among others. Wilks' Lambda values are a test used to determine whether the group means are different. To Interpret the Results, the research looked at the p-value associated

with test statistic. If it's less than level of significance, the researcher rejects the null hypothesis, concluding that there are significant differences among the group means.

Hypothesis 1:- Demographic variables (gender, age, educational level, and work experience) have influence on perception of technological, organizational/internal and environmental/external challenges

Table 11 Demographic variables with Perception of Technological, organizational and environmental Challenges

Multivariate Tests ^a						
Effect		Value	F	Hypothesis df	Error df	Sig.
Gender	Pillai's Trace	.052	5.345b	3.000	290.000	.001
	Wilks' Lambda	.948	5.345b	3.000	290.000	.001
	Hotelling's Trace	.055	5.345b	3.000	290.000	.001
	Roy's Largest Root	.055	5.345b	3.000	290.000	.001
Age	Pillai's Trace	.226	7.940	9.000	876.000	.000
	Wilks' Lambda	.785	8.214	9.000	705.934	.000
	Hotelling's Trace	.260	8.346	9.000	866.000	.000
	Roy's Largest Root	.184	17.947c	3.000	292.000	.000
Educational level	Pillai's Trace	.127	6.554	6.000	582.000	.000
	Wilks' Lambda	.875	6.670b	6.000	580.000	.000
	Hotelling's Trace	.141	6.784	6.000	578.000	.000
	Roy's Largest Root	.126	12.195c	3.000	291.000	.000

Work experience	Pillai's Trace	.173	5.972	9.000	876.000	.000
	Wilks' Lambda	.832	6.157	9.000	705.934	.000
	Hotelling's Trace	.195	6.266	9.000	866.000	.000
	Roy's Largest Root	.154	14.942c	3.000	292.000	.000
a. Design: Intercept + GEN + AGE + EDU.LE + W.EXPERIAN						
b. Exact statistic						
c. The statistic is an upper bound on F that yields a lower bound on the significance level.						

Source: (Researcher own survey, 2024)

A MANOVA was conducted to determine the effect of gender, age, education level, work experience, The corresponding p-value for Gender is .001, for Age is <.001, for Educational level is <.001 and for work experience is <.001. Since these values are less than .05, this indicates that demographic characteristics do have a significant effect on perception of technological, organizational and environmental challenges. Therefore the significant multivariate effect were found for gender ($\Lambda=.948$, $F(3,290)=5.345$, $p=.001$), age ($\Lambda=.785$, $F(9,705.934)=8.214$, $p<.001$), education level ($\Lambda=.875$, $F(6,580)=6.670$, $p<.001$), work experience ($\Lambda=.832$, $F(9,705.934)=6.157$, $p<.001$)

H_{1a}: Demographic Characteristics have Influence on Perception of Technological Challenges

H_{1b}: Demographic Characteristics have Influence on Perception of internal/ organizational Challenges

H_{1c}: Demographic Characteristics have Influence on Perception of external/environmental Challenges

To get specific information on which dependent variables are affected by the independent variables it is important to consider the tests of between-subjects effects for demographic variables

Table 12 Tests of Between-Subjects Effects for demographics

This table shows the demographic variables' (gender, age, educational level and work experience) and social media usage variables' (type of social media usage and frequency of social media usage) individual p-values for technological, organizational and environmental challenges:

Tests of Between-Subjects Effects						
Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	TCV	1.192a	17	.070	4.517	.000
	OCV	377.149b	17	22.185	2.628	.001
	ECV	50.184c	17	2.952	2.019	.010
Intercept	TCV	155.843	1	155.843	10039.820	.000
	OCV	7660.315	1	7660.315	907.322	.000
	ECV	1175.246	1	1175.246	803.869	.000
Gender	TCV	.059	1	.059	3.797	.052
	OCV	44.043	1	44.043	5.217	.023
	ECV	1.512	1	1.512	1.034	.310
Age	TCV	.522	3	.174	11.216	.000
	OCV	241.974	3	80.658	9.554	.000
	ECV	8.598	3	2.866	1.960	.120
Educational level	TCV	.294	2	.147	9.465	.000
	OCV	10.683	2	5.341	.633	.532
	ECV	14.161	2	7.080	4.843	.009
Work experience	TCV	.149	3	.050	3.204	.024
	OCV	113.212	3	37.737	4.470	.004
	ECV	19.186	3	6.395	4.375	.005

Type of social media usage	TCV	.206	7	.029	1.894	.070
	OCV	54.765	7	7.824	.927	.486
	ECV	5.051	7	.722	.494	.839
Frequency of social media usage	TCV	.166	1	.166	10.683	.001
	OCV	30.409	1	30.409	3.602	.059
	ECV	1.472	1	1.472	1.007	.316
Error	TCV	4.533	292	.016		
	OCV	2465.289	292	8.443		
	ECV	426.900	292	1.462		
Total	TCV	2715.907	310			
	OCV	122796.000	310			
	ECV	21420.000	310			
Corrected Total	TCV	5.725	309			
	OCV	2842.439	309			
	ECV	477.084	309			
a. R Squared = .208 (Adjusted R Squared = .162)						
b. R Squared = .133 (Adjusted R Squared = .082)						
c. R Squared = .105 (Adjusted R Squared = .053)						

Source: (Researcher own survey, 2024)

The p-value of TCV for demographic characteristics show that Gender $p=.052$, Age $p<0.001$, Educational level $p<.001$ and Work experience $p=0.024$, it means that Demographic characteristics (Age Educational level and work experience) in the garment have a statistically significant effect on perceptions of technological challenges. On the contrary Demographic characteristics (Gender)

in the garment do not have a statistically significant effect on perceptions of technological challenges.

The p-value of OCV for demographic characteristics show that Gender $p=.023$, Age $p<0.001$, Educational level $p=0.532$ and Work experience $p=0.004$, it means that Demographic characteristics (Gender, Age, and Work experience) in the garment have a statistically significant effect on perceptions of Organizational/internal challenges. But Demographic characteristics (Educational level) do not have statistically significant effect on perceptions of Organizational/internal challenges

The p-value of ECV for demographic characteristics show that Gender $p=.310$, Age $p=0.120$, Educational level $p=0.009$ and Work experience $p=0.005$, it means that Demographic characteristics (Gender and Age) in the garment do not have a statistically significant effect on perceptions of environmental/external challenges. In opposition, Demographic characteristics (Educational level and Work experience) in the garment do have a statistically significant effect on perceptions of environmental/external challenge.

The above analysis provides partial support to the first hypothesis. Namely, that demographic variable has an effect on perception of TOE.

Hypothesis 2:- social media usage variables (frequency of usage and type of social media platform) have influence on perception of technological, organizational/internal and environmental/external challenges

Table 13 Social Media usage variables with Perception of Technological, organizational and environmental Challenges

Multivariate Tests^a						
Effect		Value	F	Hypothesis df	Error df	Sig.
Intercept	Pillai's Trace	.984	6122.068b	3.000	290.000	.000
	Wilks' Lambda	.016	6122.068b	3.000	290.000	.000
	Hotelling's Trace	63.332	6122.068b	3.000	290.000	.000
	Roy's Largest Root	63.332	6122.068b	3.000	290.000	.000
Type of Social media platform usage	Pillai's Trace	.088	1.266	21.000	876.000	.189
	Wilks' Lambda	.914	1.266	21.000	833.274	.189
	Hotelling's Trace	.092	1.265	21.000	866.000	.190
	Roy's Largest Root	.055	2.315c	7.000	292.000	.026
Frequency of social media usage	Pillai's Trace	.078	8.166b	3.000	290.000	.000
	Wilks' Lambda	.922	8.166b	3.000	290.000	.000
	Hotelling's Trace	.084	8.166b	3.000	290.000	.000
	Roy's Largest Root	.084	8.166b	3.000	290.000	.000
a. Design: Intercept + SM.PLATFORM + FREQUENCY						
b. Exact statistic						
c. The statistic is an upper bound on F that yields a lower bound on the significance level.						

Source: (Researcher own survey, 2024)

A MANOVA was conducted to determine the effect of type of social media platform, and frequency of social media usage on the combined dependent variables. The corresponding p-value for social media usage platform is $p=0.189$ and frequency of social media usage is $p<0.001$. This indicates that frequency of social media usage ($\Lambda=.922$, $F(3,290)=8.166$, $p<.001$). However, social media platform usage did not have a significant multivariate effect ($\Lambda=.914$, $F(21,833.274)=1.266$, $p=.189$).

***H_{2a}**: Type of Social Media Platforms and Frequencies of Usage Have Influence on Perception of Technological Challenges*

***H_{2b}**: Type of social media platforms and Frequencies of usage have influence on Perception of Internal/Organizational Challenges*

***H_{2c}**: Type of social media platforms and Frequencies of usage have influence on Perception of external/environmental Challenges*

The p-value of TCV for social media usage show that type of social media $p=.070$ and frequency of social media usage $p=0.001$, it means that type of social media usage in the garment do not have a statistically significant effect on perceptions of technological challenges. On the other side frequency of social media usage in the garment do have a statistically significant effect on perceptions of technological challenges.

The p-value of OCV for social media usage show that type of social media $p=0.486$ and frequency of social media usage $p=0.059$, it means that social media usage variables do not have statistically significant effect on perceptions of Organizational/internal challenges.

The p-value of ECV for social media usage show that type of social media $p=0.839$ and frequency of social media usage $p=0.316$ it means that social media usage variables do not have statistically significant effect on perceptions of environmental/external challenge.

The above analysis provides support only to part of hypothesis 2, namely that social media frequency of use has an effect on perception of technological challenges. While we failed to find support to the notion that social media platform has an effect on perception of TOE. In addition, the study did not find support to the idea that social media frequency of use has an effect on perception of environmental and organizational challenges.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

5.1. Introduction

In this chapter, the main summary of findings, conclusion, and recommendations of the study based on the survey results are presented. First, the major findings from the frequency table and descriptive, analysis and the result of the MANOVA are summarized shortly. Then conclusions are followed. Subsequently, recommendations about the challenges of using social media for brand building of the Garment business in Addis Ababa. The independent variables of the research are demographic variables (gender, age, work experience and educational level) and social media usage variables (frequency of social media usage and type of social media platforms). The dependent variables are derived from TOE frame works by perception of technological challenges (TCV), perception of organizational challenges (OCV) and perception of environmental challenges (ECV)

Regarding the MANOVA, it was conducted to examine the main effects and interaction effect of demographic variables and social media variables on the multivariate pattern of perception of technological, organizational/internal and environmental/external challenges of the garment business

5.2. Summary

This study was done with the main objective Challenges of Social Media Adoption in the Garment Industry of Addis Ababa: A Technology-Organization-Environment (TOE) Framework Analysis Tornatzky et al. (1990),

To meet these objectives, the researcher is used a descriptive survey design and analyzed the response of study respondents through SPSS version 27. The study is conducted on 310 study samples of owners and employees of Garment and Textile firms. Sample units were selected using convenience sampling in Addis Ababa that the questionnaires were distributed.

The results from background information of respondents indicated that the majority of the total respondents 56.5 % are male and the remaining 43.5% of them are female, (Table 14 Gender

profile of respondents). the majority of respondents, 58.1 percent of respondents are in the range of between 25 years and 35 years 31.6% aged in the range of 36-45 years, (Table 15 Age profile of respondents). Considered to their education level, most of the respondents 79.4% were degree holders. Regarding their work experience, the majority of respondents 37.7 % have 4-5 years of service and 24.2 % of respondents have above 5 years of service (Table 16 Work experience profile of respondents). Regarding the interaction with social media platforms 43.2 present of respondents are Face book users and 12.3 present of respondents are using ticktack. According to the respondents the time frequency of social media platform usage 66.1 present of respondents are daily users, 33.9 present of respondents use at the time of they need (Table 17 Frequency of SM usage profile of respondents).

A MANOVA was conducted to determine the effect of demographic variables (gender, age, education level, and work experience). On the perceptions of technological, organizational and environmental challenges. Regarding Table 11, the demographic characteristics have a significant effect on perception of technological, organizational and environmental challenges. Therefore the significant multivariate effect were found for gender ($\Lambda=.948$, $F(3,290)=5.345$, $p=.001$), age ($\Lambda=.785$, $F(9,705.934)=8.214$, $p<.001$), education level ($\Lambda=.875$, $F(6,580)=6.670$, $p<.001$), work experience ($\Lambda=.832$, $F(9,705.934)=6.157$, $p<.001$)

To determine the effect of type of social media platform and frequency of social media usage variables, table 13, indicates that frequency of social media usage ($\Lambda=.922$, $F(3,290)=8.166$, $p<.001$). However, social media platform usage did not have a significant multivariate effect ($\Lambda=.914$, $F(21,833.274)=1.266$, $p=.189$).

To analysis the Tests of Between-Subjects Effects for demographics variables, according to Table 13, the p-value of TCV for demographic characteristics show that Demographic characteristics (Age, Educational level and work experience) in the garment have a statistically significant effect on perceptions of technological challenges. On the contrary Demographic characteristics (Gender) in the garment do not have a statistically significant effect on perceptions of technological challenges.

The p-value of OCV for demographic characteristics show that Gender $p=.023$, Age $p<0.001$, Educational level $p=0.532$ and Work experience $p=0.004$, it means that Demographic

characteristics (Gender, Age, and Work experience) in the garment have a statistically significant effect on perceptions of Organizational/internal challenges. However Demographic characteristics (Educational level) do not have.

The p-value of ECV for demographic characteristics show that Gender $p=.310$, Age $p=0.120$, Educational level $p=0.009$ and Work experience $p=0.005$, it means that Demographic characteristics (Gender and Age) in the garment do not have a statistically significant effect on perceptions of environmental/external challenges. In opposition, Demographic characteristics (Educational level and Work experience) in the garment have a statistically significant effect.

The p-value of TCV for social media usage show that type of social media $p=.070$ and frequency of social media usage $p=0.001$, it means that type of social media usage in the garment do not have a statistically significant effect on perceptions of technological challenges. On the other side frequency of social media usage in the garment do have a statistically significant effect on perceptions of technological challenges.

The p-value of OCV for social media usage show that type of social media is $p=0.486$ and for frequency of social media usage $p=0.059$, it means that social media usage variables do not have statistically significant effect on perceptions of Organizational/internal challenges.

The p-value of ECV for social media usage show that type of social media $p=0.839$ and frequency of social media usage $p=0.316$ it means that social media usage variables do not have statistically significant effect on perceptions of environmental/external challenge.

5.3. Conclusion

The Garment industries in Ethiopia have been implementing different marketing strategies to attain their business and organizational objectives. due to the emergence of digital technology and internet throughout the globe most business are adopting implementing social media marketing strategies to crate brand and compete in the market. To implement social media marketing strategies, this research tried to assess the challenges of social media adoption in terms of T-O-E framework. Tornatzky et al. (1990), this framework includes different challenges that are perceived by garment business in Addis Ababa. The demographic characteristics and composition of these businesses and their social media usage performance are viewed from different factors

and challenges. Despite other challenges or influencing factors of social media platform usage, all the mentioned influential factors affect the adoption and usage of social media platform. The question still remains of how social media marketing can be built and strengthened through social media platforms. Based on this, the main objective of this study is to investigate the challenges of the use or adopt social media platforms for garment firms in Addis Ababa. The survey was conducted on the marketing managers, General Managers and owners of Garment and textile business.

In this study, the effect of independent variables such as demographic variables (Gender, Age, Educational level and Work experience), social media usage variables (Social Media Platforms Followed/Interacted With: Facebook, YouTube, Instagram, and Frequency of Social Media Use: Daily, Weekly, Monthly, At need) on the dependent variables such as perception of technological challenges, perceptions of internal or organizational challenges, and perceptions of environmental/external challenges to use social media platform contribute substantial effect to adopt social media platforms. The study tested two hypotheses and found substantial results

Regarding first Hypothesis, Demographic variables (gender, age, educational level, and work experience) partially support the null hypothesis H_{1a} , H_{1b} , H_{1c} this supported by (Broos, 2005), men are more engaged in technology than women are, and that men are also more likely to become addicted to it (Broos, 2005), Czaja, S. J., & Lee, C. C. (2009), among others, have revealed that older persons exhibit lower levels of comfort and confidence when utilizing technology. The result also supports the study work of Ali, I.; J.H. Ali. *Sunway Academic Journal*. (2005), Workers who obtain the training and technical resources required for their position perform better and are more committed to the company

Regarding second Hypothesis, social media usage (Frequency and type of social media platforms Use partially support H_{2a} . this is supported by J. Inf. Manag. (2014) stated that understanding the relative benefits of an enterprise's social media accounts can help to enhance knowledge exchange and an organization's overall performance. And social media usage (Frequency and type of social media platforms Use support both hypothesis (H_{2b} , and H_{2c}). these are supported by the blogs from Planable.(2024), which ensures that Social media adoptions challenges are not only from the internal organizational incapability but external factors should be overcome including Constantly

Changing Algorithms and Trends, Social media platforms frequently update their algorithms to enhance user experience.

Therefore the researcher rejects the null hypothesis on the impact social media usage on the perception of organizational challenges and perception of environmental challenges. But the study accepts the null hypothesis on the influence of social media usage on the perception of technological related challenges.

5.4. Recommendation

On the basis of the findings and conclusions drawn with regard to social media marketing, the following recommendations are made with the hope that implementation can help to use social media to deal with the factors. As per the findings the following points are forwarded as a recommendation for concerned bodies.

- ☞ The result of the demographic variables on the perception of Technological and organizational challenges had showed the effect on social media marketing adoption, but the selected Garment firms need to focus on giving training about how to use technological devices makes female workers to cope with male use of communication, information, and services for transactions, as indicated by (Broos, 2005). Men progress through the adoption stages more quickly improving some environmental challenges such as The Quality of software currently available in the market.
- ☞ The Garment and textile firms should develop and run their own social media websites that can demonstrate themselves as well as references to increase customer's interaction about their service/products to retain the existing and to attract new customers.
- ☞ It is also suggested that marketing managers of Garment firms provide content customize to product introduction, application and consumption approaches and complementary service/product induction. In this regard, they can influence the owner and General Managers to allocate budgets to social media adoption.
- ☞ The General manager and owners of Garment and textile firms should higher skilled manpower such as contain manager, software and related specialist and activists. The Selected garments in Addis Ababa should embrace social media as marketing and

communications tools and develop an effective strategy because social media are not only about connecting people and exchange of opinions, but it can play a vital role in marketing, customer interactions and loyalty.

- ☞ Owners and Managers of the Garment and Textile firms' related business are advised to commit more resources to e-marketing activities. Since social media is becoming an alternative and more cost effective medium, there should be enough commitment to tap into its opportunities. .
- ☞ The marketing managers of the Garment develop a strategy that should include how to adopt social media platforms, first identify the overall internal and external factors and challenges; and decide which customers segment and in which regional area they want to communicate, what are their needs and what social media platform they uses and also creation of a profile page with content that catches the attention of customers with essential information about the Garment. Then need to be engaging the customers to generate an interest and encourage participation on firm's social media site by attentively answering the customer inquiry and handling their complaint immediately, to learn about customers and lastly related back to the customers by updating about the new contents and to create customers brand loyalty.

To sum up today the advancement of technology and competition in the garment and textile industry is very high. This has created great opportunity for customers to select, consume and to find a quality and innovative products.

If they cannot compete strongly in the market and retaining the existing loyal customers this can create costs for the competitive garment market and to attract new customers. So, the marketing managers and/or owners should be needed to focus on effectively implementing social media marketing strategy by overcoming challenges to increase the numbers of brand loyal customers and to sustain the business.

5.5 Directions for Further Studies

There are several limitations on this research study which require further examination and additional research in the future.

- As this study is focusing on Garment and Textile industry, there is lack of geographical coverage to seek for a wider range of data, as the data is only obtained from only in selected garment firms in Addis Ababa city, this sample size might not be accurately representing all the industry in Addis Ababa city. Therefore it would also be very vital for future researcher to conduct study whether the same social media marketing challenges would influence brand building in all firms.
- Finally, the results of this study show that variables that influence perception of technological challenges, perception of internal or organizational challenges and perception of environmental or external challenges to utilization social media platforms are demographic variables and social media variables are used to build brand in general. But not to what extent the social media marketing is effective in relation to other brand element

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APPENDIX I

Addis Ababa University

School of Commerce

Department of marketing, Master of Arts in marketing management

Dear participants, I am a graduate student in the department of marketing Management at the Addis Ababa University. Currently working on a thesis research entitled “Challenges of Social Media Adoption in the Garment Industry of Addis Ababa: A Technology-Organization-Environment (TOE) Framework Analysis in partial fulfillment of the requirements for the Master’s degree.

The purpose of this self administered questionnaire is solely to gather the necessary information in order investigates the challenges faces to use social media. The information you provide will be only for academic purpose and will be kept confidential.

Hence, please don’t hesitate to provide any necessary information to the best of your knowledge on the subject matter. Thank you for providing response timely and honestly.

Sincerely,

Bisrat Yaregal

If you need further clarification about the questions please contact me by

Mobile:-0911638143 or email: -bisratyy@gmail.com

✓ do not write your name;

Part One

Personal Information

Please write your answer in the appropriate box (✓) as well as the blank provided for the question and answer in the space provided

1. **Gender:** - ☐ Male ☐ Female ☐

2. **Age:** - ☐ Below 25 ☐ 25-35 ☐ 36-45 ☐ Above 46

3. **Education Level:** - ☐ Diploma ☐ Bachelor
☐ Master ☐ PHD

4. **how many years you have been working in garment Industry**

☐ Less than 1 year ☐ 1 to 3 years

☐ 4 to 5 years ☐ more than 5 years

5. **Profession:** ☐ Student ☐ Employed worker ☐ Unemployed
☐ Personal ☐ worker teacher

6. **What social site do you follow and/or connect with?**

☐ Face book ☐ YouTube ☐ Instagram Others _____

7. **Approximately, how much times do you spend on social media ?**

☐ Every day ☐ Every Weekly

Every Month ☐ when i need ☐ others _____

Part Two

Procedure concerning social media usage

Circle the part of the enlisted procedural ideas here in below which is fit for branding objectives social media. The measurement for your feedback 5 = I fully agree, 4=I Agree, 3= No comment, 2= I don't agree and 1=I deeply Disagree. These are the feedback measurement.

	General questions	Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
	Technological challenges					
Q ₁	The Technological procedure shall be created by putting into consideration the Security, the confidentiality, the economic capability	1	2	3	4	5
Q ₂	New technology is consistent with prior practices, technology, and current needs of the Garment Business	1	2	3	4	5
Q ₃	The Quality of software currently available in the market is difficult for your organization	1	2	3	4	5
Q ₄	The IT solutions in your organization and the compatibility shall be confirmed	1	2	3	4	5
Q ₅	The basic development of information communication technology and social media website shall be a method for resolving the problems in branding of textile/garment	1	2	3	4	5
Q ₆	In order to execute the branding of garment/apparel and social media web pages and the execution of the necessary work shall be supported by the required information communication technology (ICT) knowledge	1	2	3	4	5
	Internal /organizational challenges	1	2	3	4	5
Q ₁	In order to use social media in your organization there is a high competition and demand as a cause	1	2	3	4	5

Q ₂	In order to find employ social media, employees use to share and execute their goal and plan it is necessary to create positive work environment	1	2	3	4	5
Q ₃	Social media can contribute to a positive work environment by allowing employees to connect, share achievements, and for wellness initiatives	1	2	3	4	5
Q ₄	There is a significant relationship between size of firms and adoption of social media marketing.	1	2	3	4	5
Q ₅	The team which is rendering the decision and the establishment of the team, the age of the member and the behavior of each member has an influence on using social media	1	2	3	4	5
Q ₆	The higher management team shall be active on social media and that Will have an impact	1	2	3	4	5
	External /environmental challenges					
Q ₁	In order to use social media for advancing the textile promotion and branding, it is necessary to be consistent and this will allow changes to take place	1	2	3	4	5
Q ₂	Economic conditions and budget availability impact social media investments	1	2	3	4	5
Q ₃	The competitive landscape significantly impacts a firm's social media strategy	1	2	3	4	5
Q ₄	The External procedure on social media platforms and the use of software have high impact.	1	2	3	4	5

ክፍል-አንድ:

ስለ መላሾች አጠቃላይ መረጃ:-

1. ጾታ: ወይም ሴት

2. ዕድሜ: ከ25 በታች 25-35 36 - 45
 ከ46 በላይ

3. የትምህርት ደረጃ: ፖሎማ ዲግሪ
 ማስተርስ ፒኤች.ዲ.

4. በጋርመንት ስራውስጥ ለምን ያህል ጊዜ ቆየህ/ሽ

ከ1 ዓመት በታች ከ1-3 ከ4-5 ዓመት
 የትኩረት አመት በላይ

5. የሙያ መስክ ተማሪ ተቀጣሪ ስራ ስራ-የሌለው
 የራሱ ስራ አስተማሪ ሌላ _____

6. የትኛውን የማህበራዊ ሚዲያ መድረኮች ትከተላለህ/ሽ እና/ወይም ?

ፌስቡክ ኢንስታግራም ሎች _____

7. የማህበራዊ ሚዲያ ፕላትፎርም በመጠቀም ምን ያክል ጊዜ ያጠፋሉ?

ቀንበቀን በ
 በፈለግህ/ሽ ሰዓት ሌላ _____

ክፍል-ሁለት

የማህበራዊ ሚዲያ ግብይት እና የምርት ታማኝነት፡-

በዚህ የስምምነት መጠን መሰረት በሚከተሉት መግለጫዎች ላይ አስተያየትዎን ይስጡ፡ (1) -

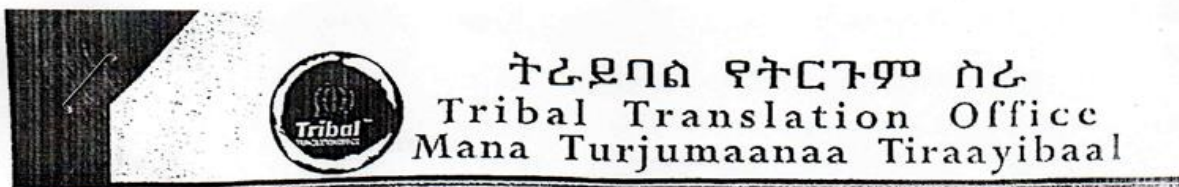
በጣም አልስማማም (2), - አልስማማም (3), - ገለልተኛ (4), - እስማማለሁ እና (5) - በጣም

እስማማለሁ

	ጠቅላላ ጥያቄዎች	በጣም አልስማማ ም(1)	አልስማማ ም (2)	ገለልተኛ(3)	እስማማለሁ-(4)	በጣም እስማማለሁ-(5)
	የቴክኖሎጂ ፈተናዎች					
Q ₁	የቴክኖሎጂ ፈተናዎች የሚመነጩት ከደህንነት አስተማማኝነት አቅም እና ወጪ ነው።					
Q ₂	አዲሱ ቴክኖሎጂ ከቀድሞ ልምድ ቴክኖሎጂ እና ከአልባሳት ንግድ ወቅታዊ ፍላጎቶች ጋር የሚስማማ መሆኑን ተስማምተሃል					
Q ₃	በግብይት ውስጥ የሶፍትዌር ጥራት ድርጅትዎን ይፈታተነዋል					
Q ₄	በኩባንያው ውስጥ ያለው የ Informatin ቴክኖሎጂ መፍትሄ እና የአነሱ ጥምረት					
Q ₅	የኢንፎርሜሽን ኮሙኒኬሽን ቴክኖሎጂ መሠረተ ልማት የማህበራዊ ሚዲያ መድረኮችን ለአልባሳት ንግድ የምርት ስም ግንባታ የመጠቀም ፈተናን ይፈታል					
Q ₆	ስለ ኢንፎርሜሽን ኮሙኒኬሽን ቴክኖሎጂ ቴክኒካል እውቀት በማህበራዊ ሚዲያ ላይ የምርት ስም ግንባታ ግዴታ ነው ብለው ያስባሉ?					
	ዉስጣዊ መሰናከሎች					
	የፉክክር ጫና የማህበራዊ ሚዲያን ወደ ድርጅትዎ መቀበል ላይ ተጽእኖ ያሳድራል					
	በማህበራዊ ሚዲያ ፈጠራን እና ቀጣይነት ያለው ትምህርትን የሚያበረታታ ንግድ ነው።					
	ማህበራዊ ሚዲያ ሰራተኞች እንዲገናኙ፣ ስኬቶችን እንዲያካፍሉ እና ለደህንነት ተሳታፊነት በመፍቀድ ለአዎንታዊ የሥራ አካባቢ አስተዋፅኦ ያደርጋል					
	በድርጅቶች መጠን እና በማህበራዊ ሚዲያ ግብይት መካከል ትልቅ ግንኙነት አለ።					
	የውሳኔ ሰጪው ቡድን የስነ ሕዝብ አወቃቀር በድርጅትዎ ማህበራዊ ሚዲያ አጠቃቀም ላይ ተጽዕኖ ያሳድራል።					
	ከፍተኛ አመራር በማህበራዊ ሚዲያ መቀበል እና ትግበራ ላይ ተጽእኖ ይኖረዋል					
	ዉጫዊ መሰናከሎች					
	የማህበራዊ ሚዲያ መድረክን መጠቀም የልብስን ግዴታ ተገቢሆኖ እንዲቆይ እና ከተለዋዋጭ ደንቦች ጋር እንዲላመድ ይረዳል					

	የኢኮኖሚኒታዎች እና የበጀት አቅርቦት በማህበራዊ ሚዲያ ኢንቨስትመንት ላይ ተጽእኖ ያሳድራል?					
	የውድድር መልክ አምድሩ የድርጅቱን የማህበራዊ ሚዲያ ስትራቴጂ በአጅጉ ይጎዳል?					
	ውጫዊ ግፊት የማህበራዊ ሚዲያ መድረክን ወይም ሶፍትዌሮችን መቀበል ላይ ተጽዕኖ ያሳድራል።					

APENDEX II



Part One

Personal Information

Please write your answer in the appropriate box ✓ as well as the blank provided for the question answer in the space provided.

1. Sex ☐ Male ☐ Female
2. Age ☐ under 25 ☐ 25-35 ☐ 36-45 ☐ above 46
3. Level of education ☐ Diploma ☐ Bachelor ☐ Masters ☐ PHD
4. How many years in the textile industry
☐ under 1 years ☐ 1-3 years ☐ 4 up to 5 years
☐ above 5 years
5. Profession: ☐ Student ☐ Employed Worker ☐ Un employee
☐ Personal Work ☐ Teacher ☐ other work
6. What social media sites do you follow and/or connect with?
☐ Face book ☐ You tube ☐ Instagram ☐ Others
7. Approximately how much time do you spend on social media?
☐ Every day ☐ Every Week
☐ Every Month ☐ When I need it ☐ Others _____



ጊና ገርማህን
ጥናትና ምርምር
Nina Girmahun
General Manager

Tel: +251 938 063906

Email: ninaagirmaa@gmail.com

Part two

Procedures concerning social media usage

Circle the part of the enlisted procedural ideas herein below which is fit for the branding objective social media. The measurement for your feedback 5= I fully agree, 4 = I agree, 3= no comment, 2= I don't agree, 1= I deeply disagree this are the feedback measurements.

		I deeply disagree (1)	I don't agree (2)	no comment (3)	I agree (4)	I fully agree (5)
	Technological procedures					
C1	The technological procedures shall be created by putting into consideration the security, the confidentiality, the economical capacity of the user	1	2	3	4	5
C2	The new technological garment work is fully compatible with the previously created administrators technological and advanced necessities	1	2	3	4	5
C3	The quality of the software currently available in the market is difficult for your organization	1	2	3	4	5
C4	The IT solutions in your organization and the compatibility shall be confirmed	1	2	3	4	5
C5	The basic development of information	1	2	3	4	5



ጊና ገርማህን
ዋና ሰራ አስኪያጅ
Nina Girmahun
General Manager

	communication technology and social media website shall be a method for resolving the problems in branding of textile?					
	In order to execute the branding of textile and social media web pages and the execution of the necessary work shall be supported by the required information communication technology (ICT knowledge)	1	2	3	4	5
	Internal organization procedures					
C1	In order to use social in your organization there is a high competition and demand as a cause	1	2	3	4	5
C2	In order to find employs of social media in order to share their execute and their goals in order to their share their plans it is necessary to create a positive work environment	1	2	3	4	5
C3	By winding the organization and by using social media there is a common bond	1	2	3	4	5
C4	The team which is rendering the decisions and the establishment of the team the age of the member and the behavior of each member has an	1	2	3	4	5



ገጽ ፲፭
 የፍ ስራ አስኪያጅ
 Nina Girmahun
 General Manager

	influence on using social media					
C5	The higher management team shall be active on social media and that will have an impact	1	2	3	4	5
	The external and environmental procedures					
C1	In order to use social media for advancing the textile promotion and branding it is necessary to be consistent and this will allow changes to take place.	1	2	3	4	5
C2	The economical status and the situation of the budget have influences on the investment in social media branding	1	2	3	4	5
C3	The current competition will give one organization the opportunity to focus on the social media strategy it uses	1	2	3	4	5
C4	The external procure on social media and the use of software have high impact	1	2	3	4	5

The seal of a translation office has been affixed



ገና ገርግሁን
 የገና ስራ አስኪያጅ
 Nina Girmahun
 General Manager



ሳላህ መሀመድ የትርጉም ስራ አገልግሎት

Salah Mohammed Translation Service

Tajaajila Hojii Turjumaanaa Saalah Mahaammad

አድራሻ: ስታዲየም ከፔሲ ሄቅ ስዓት ፊት ለፊት
Tel 0912164808 Addis Ababa (Ethiopia)

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E-mail Lilysalehtranslator@gmail.com

ክፍል አንድ

የግል መረጃ

እባክዎ አግባብነት ባለው ሳፕን ላይ የ ✓ ምክት ያደርጉ እንዲሁም ለጥያቄው በቀረበው ባይ ቦታ ላይ መልስዎን ይጻፉ፡፡

1. ጾታ ☐ ወንድ ☐ ሴት
2. እድሜ ☐ ከ25 በታች ☐ 25-35 ☐ 36-45 ☐ ከ46 በላይ
3. የትምህርት ደረጃ ☐ ዲፕሎማ ☐ ባችለር ☐ ማስተር ☐ ፒኤችዲ
4. በጨርቃ ጨርቅ እንዲሰጥረው ምን ያህል አመታት ሰርተዋል
☐ ከ1 በታች ☐ ከ1-3 አመታት ☐ ከ4 እስከ 5 አመታት
☐ ከ5 ዓመታት በላይ
5. ሙያ : ☐ ተማሪ ☐ ተቀጣሪ ሰራተኛ ☐ ስራ አጥ
☐ የግል ስራ ☐ መምህር ሌላ ሙያ _____
6. የሚከተሉት እና/ወይም ግንኙነት የሚዲያዎች በየትኛው የማህበራዊ ድረ ገጽ ነው
☐ ፌስ ቡክ ☐ ዩትዩብ ☐ ኢንስታግራም ሌሎች _____
7. በግምት የማህበራዊ ድረ ገጾችን በመከታተል ምን ያህል ጊዜዎን ያውላሉ
☐ በየእለቱ ☐ በየሳምንቱ
☐ በየወሩ ☐ ሲያስፈልገኝ ሌሎች _____



ሳላህ መሀመድ
Salah Mohammed
ጥ/ሥ አስተዳዳሪ
General manager
0912164808

July 01, 2024 L

ክፍል ሁለት

የማህበራዊ ድረ ገጽ አጠቃቀም ላይ ያሉ ተግዳሮቶች

ለብራንዲንግ አላማ በማህበራዊ ድረ ገጽ አጠቃቀም ላይ ያሉ ተግዳሮቶችን በተመለከተ ሀሳብዎን የሚገልጸው መግለጫ ላይ ያክብቡ። የሊከርት መለኪያዎች 5 = እጅግ እስማማለሁ፣ 4 = እስማማለሁ 3 = ገለልተኛ 2 = አልስማማም 1 = እጅግ አልስማም የሚሉት ናቸው።

		እጅግ እስማማለሁ (1)	አልስማማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	እጅግ እስማማለሁ (5)
	የቴክኖሎጂ ተግዳሮቶች					
ጥ1	የቴክኖሎጂ ተግዳሮቶች የሚመነጨው ከደህንነት፣ አስተማማኝነት፣ አቅም እና ወጪ ጋር በተያያዘ ነው	1	2	3	4	5
ጥ2	አዲስ ቴክኖሎጂ በጨርቃ ጨርቅ ስራ ላይ ቀደም ሲል ከነበሩ አሰራሮች፣ ቴክኖሎጂ እና ወቅታዊ ፍላጎቶች ጋር የሚጣጣም ነው	1	2	3	4	5
ጥ3	በገበያው ያለው ሶፍትዌር ጥራት ለድርጅታችሁ ፈተና ነው	1	2	3	4	5
ጥ4	በድርጅታችሁ ያለው የአይቲ ሶሎሽኖች እና የሚመጣጡ መሆናቸው	1	2	3	4	5
ጥ5	የኢንፎርሜሽን ኮሚኒቴሽን ቴክኖሎጂ (አይሲቲ) መሰረተ ልማት የማህበራዊ ድረ ገጽን ለጨርቃ ጨርቅ ብራንዲንግ ስራ ተግባሮችን መፍታት ያግዛል?	1	2	3	4	5
ጥ6	በማህበራዊ ድረ ገጽን የጨርቃ ጨርቅ ብራንዲንግ ግንባታ ስራን ለማከናወን የኢንፎርሜሽን ኮሚኒቴሽን ቴክኖሎጂ (አይሲቲ) እውቀት መኖር ግድ ይላል	1	2	3	4	5
	የውስጥ/ድርጅታዊ ተግዳሮቶች					
ጥ1	ማህበራዊ ሚዲያን በድርጅታችሁ ውስጥ ለመጠቀም የሚያስገደድ የውድድር ግፊት እና ተጽዕኖ አለ	1	2	3	4	5

July 01, 2024 L



ገላላ መስሪያ
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