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COLLEGE OF BUSINESS AND ECONOMICS

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DEPARTMENT OF MARKETING MANAGEMENT

THE EFFECT OF CONTENT MARKETING ON THE SATISFACTION OF SHEBA MILES
MEMBER: THE CASE OF ETHIOPIAN AIRLINES GROUP

BY

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JUNE 2024

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A THESIS SUBMITTED TO ADDIS ABABA UNIVERSITY, COLLEGE OF BUSINESS AND
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APPROVAL SHEET

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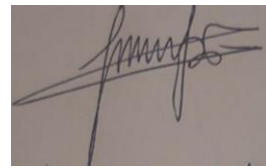
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DECLARATION

I, Mr. Misker Worku Kebede, hereby declare that the thesis entitled “THE EFFECT OF CONTENT MARKETING ON THE SATISFACTION OF SHEBA MILES MEMBER: THE CASE OF ETHIOPIAN AIRLINES GROUP” is my original work and submitted by me for the award of the Degree of Master of Arts in Marketing Management of Addis Ababa University at Addis Ababa and it hasn’t been presented for the award of any other Degree, Diploma, Fellowship or other similar titles of any other university or institution and that all sources of material used for the study have been appropriately acknowledged.

Student

Signature, 2024

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ABSTRACT

This study aimed to investigate the effect of content marketing on the satisfaction of Sheba miles member in Ethiopian Airlines Group. The study used quantitative and qualitative research approach distributed to Sheba miles members. Sheba miles members of Ethiopian Airlines passengers were taken as a study population more than 3.2 million members. A sample of 385 respondents were selected by applying sample size determinants: like confidence level, confidence interval and population. Convenience sampling technique was used. A total of 385 valid usable primary data were collected by using self-administered questionnaire at Addis Ababa Bole International Airport terminal of Sheba silver, Sheba gold and Sheba platinum lounge. The data analysis was carried out by using descriptive statistics while the inferential statistics was adopted for multiple linear regression analysis by the help of SPSS Version 26.0 statistical software. Based on the analysis, the results revealed that all the variables Reward Offering, Continued Membership, Engagement metrics, Content Marketing Strategies, Feedback and Interaction had a positive and statistically significant relationship with Sheba miles member satisfaction. In conclusion, all the five variables had positive and significant effect on Sheba miles members' satisfaction. This research provides valuable contribution for loyalty department of Ethiopian Airlines.

Finally, the researcher recommended further study using more samples by considering outstations of Ethiopian Airlines Sheba miles members to know the customers' satisfaction level.

Keywords: *Sheba miles member, Ethiopian Airlines, FFP, loyalty program, Reward Offering, Continued Membership, Engagement metrics, Content Marketing Strategies, Feedback and Interaction.*

CHAPTER ONE

INTRODUCTION

This section deals with various aspects including the study's background, the purpose of conducting the research, the study's objective its significance, the scope of the study, delimitation of the study, how the research paper is organized and the definition of terms used.

1.1 BACKGROUND OF THE STUDY

Content marketing is a comprehensive marketing strategy that involves creating, publishing, and distributing high-quality, relevant, and valuable content to attract, engage, and retain a specific audience. This content is designed to address the audience's needs and interests, rather than directly promoting a brand or product. The primary objective of content marketing is to build brand awareness, establish thought leadership, and drive profitable customer action.

This approach involves the strategic use of various content formats, such as blog posts, articles, videos, infographics, podcasts, social media posts, and more, across multiple channels including websites, social media platforms, email marketing, and other digital platforms. The content is crafted to provide genuine value to the audience, positioning the brand as a trusted source of information and expertise in its industry.

Content marketing aims to foster long-term relationships with customers by delivering relevant and helpful information at each stage of the customer journey. By consistently delivering valuable content, brands can build trust, credibility, and loyalty among their target audience. Ultimately, content marketing seeks to influence customer behavior, encourage engagement, and drive profitable actions such as lead generation, sales conversions, and customer retention.

By offering information that adds value for the customer, content marketing replaces aggressive selling and persuasion tactics in marketing. The customer must gain something from this information, regardless of whether it is amusing, educational, helpful, or solves an issue (Chordras 2018, Metrick 2018).

Market segmentation is crucial to content marketing, according to Chordras (2018), since every piece of content must be customized for the specific target market that the company is attempting to attract. Increased sales, lower expenses, and more devoted customers are just a few of the advantages that prosperous content marketers bring to themselves (Content Marketing Institute, 2017; Metrick, 2018.) Content marketing is becoming more effective as traditional marketing becomes less effective (Content Marketing Institute, 2016; Patel, 2016). From being a tactic to gain an advantage over rivals, it has evolved into a necessity.

According to Cespedes and Heddleston (2018), content marketing has emerged as the hottest buzzword in the marketing industry and has developed into a well-established technique over the last ten years. Though not a novel idea, it has existed for as long as marketing itself. Originally, it was integrated into advertising more broadly rather than being acknowledged as a distinct notion. Although the term "content marketing" was first used in the late 1990s, it wasn't until 2008–2009 that it really took off (i-Scoop, 2018.) According to Cespedes and Heddleston (2018), it is still changing.

Providing value to customers is achieved through content marketing. By providing valued clients with pertinent information, one can build value for them. Despite this, content need to generally be associated with the company, industry, or product (Chordas, 2018.).

An airline's frequent flyer program (FFP) is a loyalty scheme. Numerous airlines provide frequent flyer programs that are intended to invite members to accrue points—also referred to as miles, kilometers, or segments—that may then be exchanged for tickets or other benefits. The type of fare, the distance traveled on that airline or one of its partners, or the money paid can all affect the points obtained under FFPs.

Ethiopian Airlines Group is a state-owned enterprise. The Airline group was founded by the Ethiopian government on December 21, 1945, and it provides passenger transportation service, cargo, maintenance, repair and overhaul (MRO), ground Operations, and catering, and Training and development through its university.

Travelers who frequently take Ethiopian Airlines' domestic, regional, and international flights can earn unique incentives through the airline's loyalty program. Ethiopian Airlines is the largest airline in Africa and has been accredited as a four-star airline by Skytrax. Currently boasting over 3.2 million subscribers, the platform was established in 1999. The program's name alludes to the gifts that Ethiopia's Queen of Sheba bestowed to King Solomon. (ET Website, 2024)

The Ethiopian airline is thrilled to provide additional opportunities for members to accrue miles in the future.

This frequent flyer program has established a world of services for members to accrue points through partnerships with multiple airlines and non-airline partners. Ethiopian Airlines is still able to provide its customers with significant benefits that are backed by its technological innovations. With every purchase made from the Ethiopian company or its partners (as well as Star Alliance members), customers can accrue Miles under the Sheba Miles program, which they can then exchange for savings or onboard amenities.

The general goal of a group content marketing strategy is to attract potential customers, convert them to service users, and maintain the loyalty of current clients. Ethiopian Airlines also prioritizes cost management techniques, customer/marketing-oriented strategies to enhance service quality and maintain brand loyalty, and the development of international route networks.

Joining Sheba Mile offers the following special benefits. Airline tickets (award tickets) for free Depending on the class you originally reserved, upgrade Entry to lounges, Extra-legroom seats No-cost overage luggage allowance unique cuisines available on board savings on a range of services (such as hotel stays and vehicle rentals) and purchasing both on board and online.

1.2 STATEMENT OF THE PROBLEM

As per the industry service provided by the airline to keep its passengers happy and loyal, the majority of airline firms worldwide use content marketing, albeit to varied degrees. By enhancing competitiveness in the airline sector, content marketing aids in the industry's success in achieving its strategic goals.

The last 78 years have seen a significant change in airline marketing of Ethiopian. The airline sector was also the one to implement loyalty programs, offering free flights to frequent or high mileage users. Regretfully, despite the airline industry's early adoption of loyalty programs compared to other industries, these programs do not appear to provide airline companies with the promised level of profit and devoted clientele.

This is due to the fact that loyalty programs, like frequent flyer programs, which are used by the majority of airline firms, are frequently misinterpreted and misused. To achieve the expectations of customers, significant and ongoing investment is required. Not Giving clear information to customers and making poor promises could lead to a great deal of discontent.

Today's airline industry faces intense competition that is hard to overcome given the industry's dynamic. Ethiopian Airlines' Sheba miles department need to have a mechanism in place to measure the extent to which content marketing improves Sheba mile members' happiness with the airline. Although the content marketing works well right away, effectiveness and practice of content marketing have highly affect the Sheba mile members' satisfaction level through not giving on time delivery of content, no enough infrastructure for members to update their mile and do not engage Sheba mile members through online because it needs huge and continuous investment to meet customers' expectations.

Based on the following rationale, the researcher was motivated to undertake the study described in the thesis under the heading "The Effect of Content Marketing on the Satisfaction of Sheba Miles Member." First the researcher's findings from several websites were used, and no study was conducted to determine how content marketing affected Sheba Miles members' satisfaction with Ethiopian Airlines. Second, the grievances that Sheba Mile members lodged against the tactics of content marketing both before and after the flight.

In order to close the research gaps, this study is designed to evaluate the impact of content marketing on Sheba Miles Member Satisfaction in the context of Ethiopian Airlines.

1.3 RESEARCH QUESTIONS

1.3.1 MAIN RESEARCH QUESTION

What is the effect of Content Marketing on the Satisfaction of Sheba Miles Member in the case of Ethiopian Airlines?

1.3.2 SUB-RESEARCH QUESTIONS

The researcher created the following research questions in accordance with the problem statement:

- 1) What kind of reward programs does Ethiopian Airlines use to maximize the effectiveness of its content marketing?
- 2) What content marketing-related aspects affect Ethiopian Airlines' Sheba mile member passenger retention rate?
- 3) In light of content marketing, what is the effect of various miles' accrual and redemption tactics on passenger satisfaction at Ethiopian Airlines?
- 4) Which content marketing techniques at Ethiopian Airlines best encourage Sheba mile members to interact?
- 5) How does Ethiopian Airlines improve the happiness of its Sheba mile members using content marketing strategies? What is the efficient feedback mechanism?

1.4 OBJECTIVE OF THE STUDY

1.4.1 GENERAL OBJECTIVE

The general objective of the study is to assess the effect of Content Marketing on the Satisfaction of Sheba Miles Member in the case of Ethiopian Airlines.

1.4.2 SPECIFIC OBJECTIVES

The following are the precise goals of this research:

- a) To evaluate the content marketing strategy used by Ethiopian Airlines for its Sheba Mile members.
- b) To examine the degree of Sheba Mile members' satisfaction with Ethiopian Airlines.
- c) To find out if content marketing improves the pleasure of Sheba Mile members.
- d) To assess if successful content marketing raises Ethiopians' happiness with Sheba miles.

e) To determine whether content marketing improves Ethiopian Airlines Group customers' pleasure.

1.5 HYPOTHESIS

Hypothesis 1: Sheba Mile members are more satisfied when they have good reward offering.

Hypothesis 2: Effective continued membership plays pivotal role to satisfy Sheba mile members

Hypothesis 3: Effective engagement metrics maintain effective Sheba mile members' satisfaction

Hypothesis 4: Effective content marketing strategies drive Sheba mile member's satisfaction

Hypothesis 5: Effective feedback mechanism brings Sheba mile members satisfaction by taking into account content marketing

1.6 SIGNIFICANT OF THE STUDY

In summary, this study offers the following benefits to Ethiopian Airlines:

- The study helps the airline identify existing gaps and implement corrective measures by reevaluating content marketing practices in relation to the effect of marketing practices on Sheba Miles Members' satisfaction based on the study's findings and recommendations.
- The study also serves as a reference and pointer for researchers wishing to undertake more in-depth research on a related topic.
- The study helps other Ethiopian Airlines service providers understand the impact of content marketing on client happiness.

1.7 SCOPE OF THE STUDY

Even if Ethiopian has different types of customer retention programs, theoretically the study focusses only on the airline's frequent flyer program which is Sheba miles. The primary reasons for choosing this program were its widespread use and studies showing higher client retention rates. The study only included travelers who could be found at Addis Ababa Bole International Airport who were waiting for their flights because the majority of Sheba Mile program participants are dispersed throughout the globe and it is challenging to reach member passengers who were unable to be in the airport at the time of data collection.

The study primarily focuses on passengers who are on the higher levels/status of membership, specifically Platinum, Gold, and Silver (who have a particular privilege for being loyal) member passengers of Ethiopian Airlines, out of all program participants.

The study's scope and population sample size are limited by Ethiopian Airlines' outstations in foreign nations and Ethiopian express areas' inability to consider conducting such an investigation due to geographical distance concerns. In order to enlarge the sample size and obtain more data from all respondents, the researcher wishes to suggest future researchers to broaden the scope of their study by including Ethiopian Airline stations outside of the employed sample, as well as in international countries and areas.

The study evaluates how content marketing affects Sheba Miles members' satisfaction when they fly with Ethiopian Airlines at Addis Ababa Bole International Airport.

1.8 LIMITATION OF THE STUDY

The researcher faced difficulties to gather primary data in several locations (particularly at the outstation office of Ethiopian) due to remote location and the distributed position of Sheba Mile members. Convenience sampling may lead to selection bias, as participants who are easily accessible or willing to participate may not be representative of the entire population. This can result in skewed or unrepresentative sample data

1.9 ORGANIZATION STUDY

This study was organized into five chapters. The first chapter focused on introductory parts of the study that mainly pinpoint the statement of the problem, general and specific objectives of the study and research questions. The second chapter reviewed related literatures with specific emphasis to theoretical, methodological, and empirical aspects. The third chapter deals with research methodology and design.

The fourth chapter focused on Data analysis, Interpretations and Presentations. The fifth chapter presents a summary of findings/conclusion and recommendations.

1.10 DEFINITION OF TERMS

Sheba Miles is a frequent flyer program that allows passengers to accumulate miles with each purchase from Ethiopian Airlines or its partners. Members earn miles whenever they fly with Ethiopian Airlines or its partner airlines.

The number of miles earned is based on the distance flown and the class of ticket service. Miles can be redeemed for award tickets, upgrades to business class, and other benefits.

Loyalty program: A loyalty program is a marketing strategy designed to encourage customers to continue to shop at or use the services of a business associated with the program.

Content Marketing: is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain target customers.

Convenience sampling is a non-probability sampling technique where researchers select participants based on their availability and accessibility.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. CHAPTER OVERVIEW

The study-related literature that can shed light is reviewed under this chapter. Books, periodicals, and journal articles that concentrate on content marketing and Sheba Mile members' satisfaction are among the literatures covered in this chapter.

2.2 THEORETICAL REVIEW OF CONTENT MARKETING

Rowley (2008) defines content marketing as a management process in which a business uses digital content supplied through electronic channels to identify, analyze, and satisfy client demand in order to generate a profit. Data is essential to marketing. The behavior of consumers and marketing research are closely related. To increase the value of the market exchange for the clients and, consequently, the company, they gather data about current and prospective clients.

In order to attract, acquire, and connect with a well-defined and understood target audience, content marketing is a technique that involves producing and disseminating excellent material. The ultimate goal of this approach is to generate customer profit and foster customer-brand connection (Lou & Xie, 2021).

This concept places a strong emphasis on the creation and dissemination of worthwhile, engaging, and relevant material that allows for user engagement. It is not just focused on boosting sales right away; rather, it attempts to create a successful partnership that benefits both parties over the long run (Pulizzi, 2014). Brands can generate significant financial returns from consumer attraction, engagement, acquisition, and retention by disseminating pertinent content (Rancati et al., 2015). The business can establish trust and a lasting relationship with the audiences by taking into account consumer-generated content and communications amongst consumers (Holliman & Rowley, 2014).

The first step in implementing a content marketing strategy is to alter the way that communication is done. Companies use an inbound strategy, where customers actively seek out the brand because it offers them interesting and relevant information that informs and entertains them, as opposed to sending advertising messages (Halligan & Shah, 2010; Holliman & Rowley, 2014).

Content that is infused with the essence of the brand engages customers and fosters a favorable brand-customer relationship, increasing the likelihood that they would purchase products from the brand (Nosrati et al., 2013) and facilitating interaction and collaboration (Guadalupe, 2015).

In order to help digital marketers, create a content marketing strategy, this article discusses the conceptual underpinnings of the field and offers advice derived from practical research. Following the methodology suggested by Centobelli et al. (2020) and Rasool et al. (2021), the literature was analyzed. A marketing strategy called content marketing is producing and disseminating material in an effort to attract new clients (Nosrati et al., 2013). It was first applied to disseminate information about a brand and enhance its reputation. Examples of early content marketing strategies include The Furrow magazine by John Deere, which debuted in 1895 and taught farmers how to use the company's farm tractors to increase profits; Michelin, a tire company, which created Michelin guides in 1900 to provide drivers with information on travel accommodations, maintenance, and other tips; and Jell-O, whose salesmen went door-to-door giving away their cookbooks to teach customers how to use their products (Nosrati et al., 2013), and, more recently, Lego, with its Brick Kicks magazine, which illustrates how toys can be used to teach by combining the company's toys with the pedagogical and educational fields. These illustrations show how content marketing may be used as a tool to match business objectives with clientele's requirements and foster consumer engagement, trust, and enduring connections (Hollebeek & Macky, 2019). A wide range of content can be released, including articles, films, photographs, case studies, white papers, and blog posts (Holliman & Rowley, 2014; Pulizzi, 2014; Järvinen & Taiminen, 2016; Opreana & Vinerean, 2015; Rancati et al., 2015). But content marketing goes beyond simply creating text or comments that the business publishes for customers to view. An essential component of created content is enabling users to engage and provide feedback via a variety of channels inside the content marketing funnel.

Content needs to be engaging and dynamic (Pulizzi, 2014). Järvinen & Taiminen (2016) came to the conclusion that producing high-quality content is a continuous learning process that entails continuous assessment of material that fosters interaction with the intended audience.

The customer's needs should come first in content design. The fact that high-quality content adds value for consumers as opposed to just advertising the brand's goods and services is a fundamental component. Good content never concentrates on selling things; instead, it helps users solve problems and provides guidance on topics about which users may be unclear. Stated differently, the company's material might not even reference the company or its offerings, instead concentrating solely on a certain subject matter in which the company possesses expertise. Thus, in order to provide quality and pertinent material, a business must be cognizant of the informational demands of its clients. Active listening is one way to achieve this, and it is typically achieved through gathering client feedback and keeping an eye on social media.

2.3 EMPIRICAL REVIEW

According to the previously discussed Literature review, companies attempt to increase their attention to customer satisfaction over time by means of customer relationship marketing, which is the process of building enduring relationships with specific customers in order to promote loyalty and repeat business. In light of this, the research's hypotheses have been developed. Prior studies on perceived advantages often indicate that the customer experience consists of exposure (e.g., realizing that they earn something after a set number of transactions) as well as utilization (e.g., using the coupon). According to an analysis of prior studies, customers who join LPs may receive three types of rewards: utilitarian (convenience and cost savings), hedonic (fun and exploration), and symbolic (recognition and social benefits). (Dorotic and others, 2012). The financial savings that any LP provides to customers through discounts, points, and vouchers are referred to as utilitarian advantages. The pleasure of redeeming and accruing points is what gives customers the entertainment and exploration benefits of any record player (LP). These are known as hedonic benefits. Some examples of these rewards are product trials, updates on emerging trends, invitations to events or special offers, and exclusive experiences (Mimouni-Chaabane & Volle, 2010). Lastly, social benefits and recognition that any LP offers to customers—like social standing, a feeling of community, preferential treatment, social acceptance, and acknowledgment from the company—are known as symbolic benefits (Dorotic et al., 2012; Mimouni-Chaabane & Volle, 2010).

Because utilitarian advantages are essentially economic in origin, they are mostly cognitive and represent "hard" elements of incentives, such as coupons and discounts (Dorotic et al., 2012).

Consumers may consider these benefits to be the most significant, according to earlier study (Dorotic et al., 2012; Mimouni-Chaabane & Volle, 2010).

However, this kind of pressure is only temporary and usually effective within the first six months of enrollment. Customers can quickly switch to competing products if monetary-based LPs do not offer any additional benefits, making it difficult for them to sustain long-term relationships with clients (Brashear-Alejandro, Kang & Groza, 2016; Henderson, Beck & Palmatier, 2011). As a result, depending solely on these benefits does not ensure the development of lasting connections (Dorotic et al., 2012). This is due to the fact that concentrating only on tangible benefits has the drawback that a rival or business might simply duplicate them, eliminating any unique value for the program user. Channel LPs who only concentrate on tangible financial gains run the risk of seeing their program turn into a discount war with rival channel LPs. The main causes of limited partnerships' recent failures can be attributed to financial gains. Because they are non-monetary, hedonic and symbolic advantages reflect the "soft" aspects of rewards (such as special events, preferential treatment, entertainment, and improvements) and represent psychological benefits (Dorotic et al., 2012). Building enduring relationships with clients requires offering these kinds of perks (Mimouni-Chaabane & Volle, 2010). Customers may feel valued and appreciated when they receive such gifts. Therefore, while designing their LPs, businesses that want to build long-lasting connections and satisfy their customers must give great thought to providing hedonic advantages.

2.4 CONCEPTUAL FRAMEWORK OF THE STUDY

The conceptual framework helps to clarify the important steps and helps to steer the investigation in the right direction. Within the framework, the study's dependent variables were satisfaction, while the independent factors included reward offering, continued membership content marketing methods, engagement metrics, feedback, and interaction.

The factors that affect member passengers' satisfaction with the airline are shown on the left side of the figure, while passenger satisfaction is shown on the right. It is necessary for the researcher to develop a conceptual framework for the subject of inquiry. This makes it possible for the researcher to carry out the study effectively. With the use of a conceptual framework, a researcher might attempt to reconcile divergent viewpoints in accordance with study objectives and hypotheses. Moreover, Friedlein (2007) states that the framework aids in conceptualizing the link between dependent and independent variables.

The following conceptual framework was created to investigate the impact of content marketing on Sheba mile members' satisfaction with Ethiopian Airlines in order to streamline the research process and provide a clear understanding of the expected relationship among study variables.

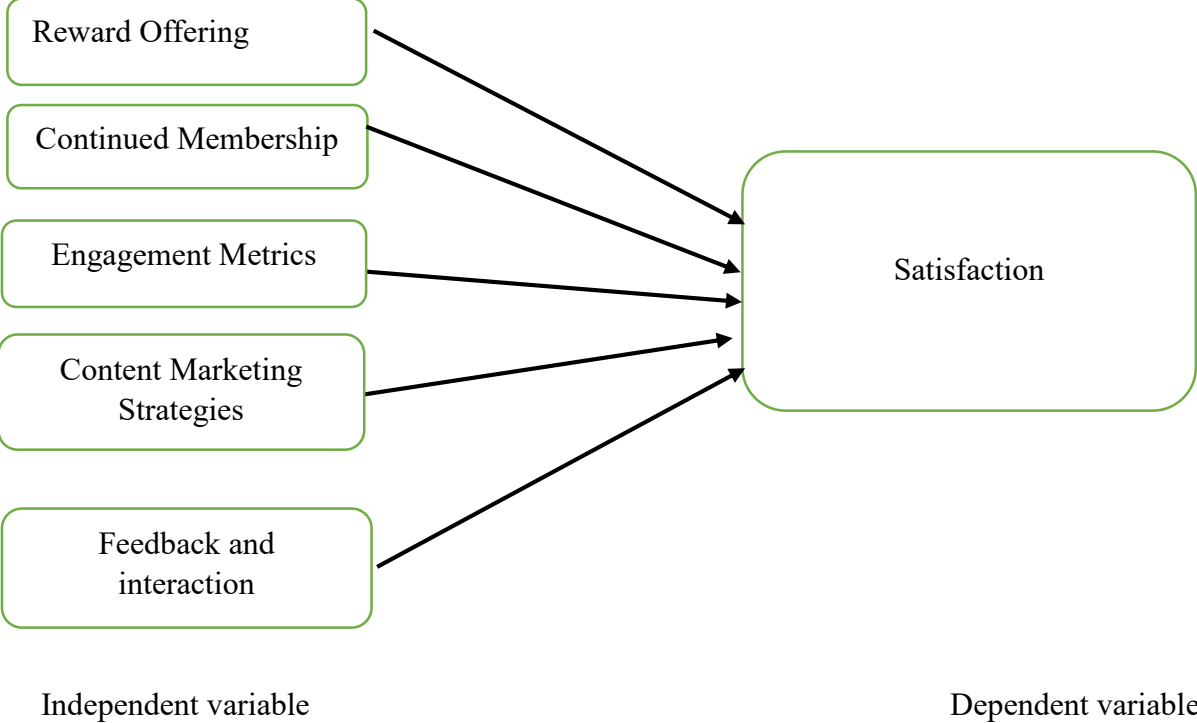


Figure 1 Conceptual Framework of the study

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The main focus of this part is to showcase the study's framework. The researcher's top priority is employing the appropriate research methodology to accomplish the study's goal. The methodical approach to effectively addressing the research problem and determining the most scientific approach to study conduct is known as research methodology. It helps the researcher to understand the methods typically used to analyze research problems and the underlying reasoning for such methods (Rajasekar, et al., 2013). Therefore, this chapter covers the research design, data sources and collection methods, study target population, respondent sampling strategies, sample size, data analysis strategies, validity and reliability, and ethical considerations for the study at the end of the chapter.

3.2 RESEARCH APPROACH

The research technique offers two research approaches: qualitative and quantitative. Neither strategy is superior to the other; it all depends on the researcher's preferences for doing the study (Ghauri and Kjell, 2005). A researcher using a quantitative approach typically gathers data on post-positive claims, such as the cause-and-effect relationship between known variables of interest and surveys, as well as data on pre-determined instruments that provide statistical data (Creswell, 2003). As a result, the researcher used a quantitative kind of research approach to examine the link between the dependent and independent variables. This research methodology facilitates objective measurement, quantifies the relationships between variables, gathers numerical data, and applies statistical techniques to data analysis. Creswell (2003) asserts that in order to establish measurable causes and effects relationships between the study's variables, quantitative surveys are essential.

3.3 RESEARCH DESIGN

Research design, according to Saunders (2007), is the overall strategy for addressing the research questions. It is the theoretical framework through which research is carried out. It serves as a guide for gathering, calculating, and analyzing data.

Singh (2006) argues that research design is essentially a statement of the purpose of the study as well as the methods used to collect, evaluate, and present the results of the investigation. Furthermore, according to Burns and Bush (2002), study design is a collection of predetermined choices that comprise the overall strategy outlining the techniques and protocols for gathering and evaluating the required data. As a result, the investigator uses an explanatory research design. In order to develop, elaborate, expand, or test theory, explanatory research design aids in providing an explanation for why events take place.

3.4 DATA TYPES AND DATA SOURCES

Primary and secondary data sources provide the information needed for this investigation. Kothari (2004) defines primary data as newly collected information that is unique in nature and was obtained for the first time. According to Louis et al. (2007), primary data are those that are unique to the issue being studied. On the other hand, secondary data sources, such as websites and annual reports of the organizations that dealt with the satisfaction of performance on Sheba Mile members, were gathered from readily available books, journals, research studies, articles, and websites as well as from unpublished sources.

A questionnaire is structured and administered by the researcher. A closed-ended questionnaire was used to gather primary data from Ethiopian Sheba mile members. Based on the Likert five scale points—Strongly Agree (5), Agree (4), Neutral (3), Disagree (2), and Strongly Disagree (1)—the questionnaire was created.

3.5 TARGET POPULATION OF THE STUDY

The complete set of cases from which a sample is drawn is referred to as the study population, according to Saunders (2007). A target population is a well-defined group of people or things that are known to share comparable traits. According to Bryman and Bell (2007), the population is the entire set of units from which the sample will be drawn.

The Sheba Mile members of Ethiopian Airlines at Addis Ababa Bole International Airport are the study's target population. Three million Ethiopian Airlines members, or 385 Sheba Mile members, made up the total population.

3.6 SAMPLE SIZE

provide a range of techniques that enable the researcher to reduce the overall amount of data that is intended to be gathered by taking into account only data from a subgroup rather than the complete population, according to Saunders (2007). The number of participants used to create a model is known as the sampling size. In situations where direct element sampling is not feasible, it enables the researcher to obtain an accurate and realistic interpretation of the population. Given the size of the population and the researcher's time constraints, data collection from the entire population was not feasible. It is preferable to take a sample and utilize the behavior inside the sample to draw conclusions about the behavior of the population whenever it is not possible to access the complete population. Taking a sample from the entire population is crucial due to the high cost and time constraints (Field, 2005). Field adds that a sample size is a good indicator of its likelihood to represent the entire population.

$$n = N / (1 + N(e)^2)$$

In this formula, N represents the population, while n is the sample extracted from this population. A 5 percent error rate (e) was selected because that allows a high level of confidence (95%) in the results while keeping the sample size manageable. $N=3,200,000/1+3,200,000(0.05)^2=399$. Therefore, the sample size of the study is 399.

Consequently, Yamane's (1967, 581) formula is used to calculate the study's sample size: The population is denoted by N in this formula, and the sample that was taken from it is represented by n. Because it allows for a high degree of confidence (95%) in the results while maintaining a manageable sample size, a 5 percent error rate (e) was used.

In this study, a convenient sampling technique was employed to select samples from the population. This method involves the continuous selection of cases until the desired sample size is achieved, prioritizing those cases that are most readily accessible (Zikmund, 2003).

As the study's population is considered infinite, the appropriate sample size is determined using the formula provided by Kothari (2004).

3.7 SAMPLING TECHNIQUE

Probability sampling guarantees that each member of the population of interest has an equal chance of being chosen when they are removed from the sampling frame, according to Haer and Becher (2012). Convenience sampling procedures were used by the researcher to select respondents from the population.

Convenience sampling is a type of non-probability research sampling approach in which subjects are chosen according to the researcher's availability and ease of access. This technique selects participants based on availability to the researcher, as opposed to drawing them at random from a larger community. Finally, in Addis Ababa Bole International Airport, a random sample was chosen from each of the four Sheba Mile members platinum, gold, silver and blue.

3.8 DATA GATHERING INSTRUMENT/VARIABLE AND MEASURE

Data for this study will be gathered using a standardized questionnaire. The surveys consist of two sections. The purpose of the questionnaire's first section was to gather information on demographic factors. Data collection on the independent and dependent variables is the goal of the second segment. The Likert Scale, which has five response categories (from strongly disagree to strongly agree), will be used to measure the variables. To make inquiries engaging for responders and increase their participation, the Likert Scale approach is recommended (Robson Colin, 2003).

3.9 DATA ANALYSIS TECHNIQUE

It is possible to modify and understand the gathered data to create insightful knowledge. As a result, the data's analysis, processing, and interpretation would be determined by its nature. The statistical tools for this study—descriptive analysis, correlation, and multiple regression analysis—will be used to analyze and present the data using the Statistical Package for Social Science (SPSS) software.

To provide a simplified view of the data, descriptive analysis results are displayed as tables, frequency distributions, and percentages. The mean value and standard deviation values that would be calculated for each variable in the study were included in the summary statistics that were used to do this.

The associations between the variables under inquiry were ascertained through the use of Pearson correlation analysis. The influence of content marketing on Ethiopian Airlines' Sheba Mile members' happiness will also be examined using multiple regression analysis.

3.10 RELIABILITY AND VALIDITY

3.10.1. VALIDITY

It refers to the degree to which a scale or index is being used to measure the idea being measured. Kothari (2004) states that the goal of validity is to establish the outcomes that are connected to the condition. The amount to which the scale accurately depicts the relevant construct is what matters. To ensure the validity of the study's measuring tool, which was based on an established conceptual framework that identifies the theoretical construct and is linked to measurements that are appropriate for assessing how content marketing affects Sheba Mile members' satisfaction.

3.10.2 RELIABILITY

The stability and consistency of measurement data from a particular study are factors that make up reliability (Sekaran, 2003). Reliability assesses how impartial or error-free an instrument is and how consistently it measures things over time and among different instruments (Cavana, 2001). The Cronbach's alpha approach was utilized by the researcher to verify the instrument's dependability. The degree of interrelatedness among a set of questions intended to measure a single construct is the focus of Cronbach's alpha (α) (Netemeyer, et al., 2003). Table 1 below shows that all of the values for Cronbach's alpha are higher than 0.7.

For most research purposes, a coefficient α greater than 0.7 is highly satisfactory, according to Hair et al. (2010). The Cronbach alpha value for each item in this study is extremely excellent, indicating the reliability of the instruments used.

Table 1 Cronbach's Alpha reliability of Pilot Data

No	Variable Description	Cronbach's Alpha	Number of Items	Comment
	Reward Offer	0.816	9	Accepted
	Continued Membership	0.905	5	Accepted
	Engagement Metrics	0.847	6	Accepted
	Content Marketing Strategies	0.927	9	Accepted
	Feedback and interaction	0.926	5	Accepted
	Overall	0.962	34	Accepted

Source: respondents' response of SPSS data pilot data of this study (2024)

3.11 ETHICAL CONSIDERATION

This study considers several factors. Most study participants gave their consent to be included. The information they provided utilizing the data collection tools will be kept confidential once this is all over. Furthermore, their identity will be kept confidential and shared only as necessary to discuss the combined conclusions drawn from the data they provide. Confidentiality of the material was further enhanced by respondents' instructions not to write their names or anything else that could be used to identify them. Finally, the researcher provided relevant guidance and access to the research findings for ethical decision-makers.

CHAPTER FOUR

4. DATA ANALYSIS, PRESENTATION, AND INTERPRETATION

4.1 INTRODUCTION

In the instance of Ethiopian Airlines, the study's goal was to evaluate how Content markets affects Sheba miles member's satisfaction. The presentation, analysis, and interpretation of the outcome are covered in this section. The background data of the analysis consists of responders, the three statistical techniques used in the analysis: regression, correlation, and descriptive analysis.

4.2 RESPONSE RATE

The table below presents the response rate of the questionnaires distributed for the study on the satisfaction of Sheba miles member in Ethiopian Airlines.

Table 2 Response Rate

Response Rate	Frequency	Percentage
Filled	385	96.49
Not Filled	14	3.51
Total	399	100

Source: respondents' response of SPSS data Output of this study (2024)

The table shows that out of the total 399 questionnaires distributed, 385 were completed and returned, resulting 96.49% response rate. This high response rate indicates that the survey was well-received by the participants, and there was a strong level of engagement and willingness to participate in the study.

4.3 DATA PRESENTATION

4.3.1 DATA VALIDITY

To ensure data validity, the study pre-tested ten questionnaires with a representative sample to confirm consistent and accurate interpretation of the questions. Feedback was used to refine the wording, eliminating ambiguities and misinterpretations, thus ensuring the clarity and quality of the final questionnaire and providing a reliable foundation for analysis.

4.3.2 DATA RELIABILITY

Five elements make up the construct: feedback and interaction, content marketing techniques, engagement measurements, prize offerings, and ongoing membership. This coefficient, according to Norman (2003, p. 219), has a range of 0 to 1, with a high value denoting a high degree of consistency between the items. On the other hand, a high alpha value can be obtained by using a large number of items, not because the scale is trustworthy (Field 2005, p. 668).

In order to obtain more reliable data, this study created Cronbach's alpha tests for each of the dimensions and the overall results. The overall data dependability (.970), as shown in the table below, is closer to one, suggesting that the data obtained by the questionnaire is more reliable.

Table 4.5.4 Cronbach's Alpha Reliability Test

No	Variable Description	Cronbach's Alpha	Number of Items	Comment
1	Reward Offering	0.881	9	Accepted
2	Continued Membership	0.884	5	Accepted
3	Engagement Metrics	0.905	6	Accepted
4	Content Marketing Strategies	0.936	9	Accepted
5	Feedback and Interaction	0.909	5	Accepted
	Overall	0.970	34	Accepted

Source: respondents' response of SPSS data Output of this study (2024)

Reliability test is also conducted for each component of the factors. As presented in Table above, the reliability of Reward Offering (0.881), Continued Membership (0.884), Engagement Metrics (0.905), Content Marketing Strategies (0.936) and Feedback and Interaction (0.909) have a value of greater than 0.7 each which indicates the internal consistency of the instrument with respect to these variables. This shows that internal consistency in the standard questionnaire which doesn't needs further improvement.

4.4 DESCRIPTIVE ANALYSIS

Descriptive analysis is used to summarize the demographic characteristics of the respondent and to know the level of Sheba mile members' satisfaction on content marketing.

4.4.1 SOCIO-DEMOGRAPHIC CHARACTERISTICS OF RESPONDENTS

The socio demographic characteristics of the respondents included respondents Gender, Age, educational level, how frequently fly in Ethiopian Airlines, the flight experience of the customer other than Ethiopian Airlines, how frequently fly annually, the reason for travel, duration of membership and Sheba miles membership status. Analyzing these variables was meant to provide any evidence of association between these variables and the various responses. The various findings are presented under the respective sections.

Table 3 Socio Demographic Characteristics of the respondents

		Frequency	Percent
Sex	Male	297	77.1
	Female	88	22.9
Education Level	Less Than or Equal to 12 Grade	76	19.7
	Diploma	66	17.1
	First Degree	107	27.8
	Master's Degree and Above	136	35.3
Age Group	18-30 years	25	6.5

	31-45 years	220	57.1
	46-60 years	131	34.0
	Above 60 years	9	2.3
Have other Airlines Experience	Yes	333	86.5
	No	52	13.5
Reason for Travel	Business	333	86.5
	Touristic	32	8.3
	Education	11	2.9
	Others	9	2.3
Flight Frequency Annually	1-10	100	26.0
	11-20	89	23.1
	21-30	67	17.4
	31-40	25	6.5
	41 and more	104	27.0
Duration of Membership	less than one year	52	13.5
	1-2 years	105	27.3
	3-4 years	98	25.5
	5 years and above	130	33.8
Sheba Membership Status	Sheba Platinum	102	26.5
	Sheba Gold	110	28.6
	Sheba Silver	138	35.8

	Sheba Blue	35	9.1
	Total	385	100.0

Source: respondents' response of SPSS data Output of this study (2024)

Gender

When we see the demographic variable of gender of the respondents, majority of the respondents were males, i.e. 77.1% representing a bigger part of the sample group and 22.9% of the respondents were females. This implied that many male passengers checked in for their flight earlier than females. This study was only targeted Sheba mile member passengers that were waiting for their flight at departure area at Bole International Airport Terminals and Lounges.

Educational Status

When we see the data distribution of the educational level of the respondents. The majority of the respondents have Master's degree and above as 136 such percentage is 35.3%. Following that 107 which means 27.8% of the sample holds First Degree. And the those who had diploma has the least respondents in this study below the respondents who is less than 12 complete. Their distribution of diploma holder and less than or equal to 12 complete are 66(17.1%) and 76(19.7%).

Age Distribution

Respondents represented customers from a range of ages. The majority respondents number of 220(57.1%) of the respondents was in the age group of 31-45 years of age. 131 (34.0%) of the respondents were between 46 and 60 years of age. 25(6.5 %) of the respondents were between 18 and 30 years of age while 9(2.3%) was above 60 years of age and is the lowest percentage of the respondents group. Many of merchant, business man and business managers age are between 31- 45 years.

Other Airlines Experience

Regarding The Sheba miles member's other airlines experience, the majority of respondents have other airlines experience. 333(86.5%) of the respondents have other airlines experience. 52(13.5%) of the respondents haven't experience other airlines. This implied that most of the respondent's choses Ethiopian Airlines Sheba miles membership.

Reason for Travel

When we see the respondents' reason for travel, the majority of respondents have travel for business, these are 333(86.5%) of the respondents and next to business, for those travel for touristic purpose have 32(8.3%) of the respondents. Only 11(2.9%) respondents are for educational purpose. Others are travel for the combination of the two or three of the list like education and business or business and touristic purposes. This implied that most of the respondents are travel for business purpose.

When we see the respondents based on Sheba Mile Members Flight Frequency Annually. The majority of the respondents have more than 41 flight in a year i.e. 104(27.0%) of the respondents have 41 and more flight frequency annually. The second ranked group of flight frequency annually is 1-10 i.e., 100 (26.0%) of the respondents have 1-10 flight frequency annually. Then 11-20, 21-30, and 31-40 flight frequency annually have 89 (23.1%), 67 (17.4%) and 25(6.5%) of the respondents. We have decided based on the data that most of the Sheba miles members have with two extreme flight frequency annually i.e., 1-10 or 41 and more flight frequency annually.

Duration of Membership of the respondents

As it can be seen from the above table, the other main variable that the respondents were asked is the number of Sheba miles membership in Ethiopian Airlines. For this question majority 130(33.5%) of the respondents' response they had more than 5 years' duration of membership. 105(27.3%) of the respondents' response they had 1 to 2 years of duration of membership, 98(25.5%) of the respondents' response they had 3-4 years' duration of membership, 52(13.5%) of the respondents have less than one-year duration of membership. Hence, based on the data above most of the Sheba miles member have more than 5 years' duration of membership. This implied that they have continued their membership in Ethiopian Airlines.

When we see the respondents' the majority of respondents have Sheba Membership Silver, these are 138(35.8%) of the respondents. 110(28.6%) respondents are Sheba Gold and 102 (26.5%) respondents are Sheba Platinum. Only 35(9.1%) respondents are Sheba Blue.

The Sheba Silver Membership have priority reservation in wait list, priority check in, boarding, baggage handling, airport stand by and lounge access.

The Sheba Gold Membership have more benefit in addition to Sheba Silver and have, one pc extra luggage allowance, early boarding and Gold lounge access.

The Sheba Platinum Membership have more benefit in addition to Sheba Gold and have two extra pc luggage allowance, complementary upgrading to Business Class.



Figure 2 Sheba Membership Status of the respondents

4.4.2 THE SATISFACTION OF SHEBA MILES MEMBERSHIP IN ETHIOPIAN AIRLINES

4.4.2.1 THE REWARD OFFERING OF SHEBA MILES MEMBERSHIP

Table 4 The Reward Offering of Sheba Miles Membership

Code	Variable	N	Mean	SD.
RO1	Delightedness of The Award	385	3.64	1.217
RO2	Involvement of Content Marketing Campaigns	385	3.20	1.241
RO3	Easily Redeem the Award	385	3.55	1.288
RO4	Flight with The Award Miles	385	3.70	1.275
RO5	Happiness with Priority Member Check in, Boarding, Baggage delivery and Lounge access	385	3.62	1.337
RO6	Capable of buy Ticket with Miles	385	3.50	1.422
RO7	Encouraged by The Upgrade Award	385	3.48	1.287
RO8	Reward to the Level of Offer and Gift	385	3.23	1.151

RO9	The Reward Offering Award Overall	385	3.67	1.138
	Grand Mean of Reward Offering		3.51	

Source: respondents’ response of SPSS data Output of this study (2024)

Sheba Miles provides a range of rewards and benefits designed to enhance the travel experience and encourage customer satisfaction. Members of Sheba Miles can enjoy various benefits.

According to the response, the mean value of 3.64 suggests that the most common response is "agree." This means that while the average response is slightly lower, a significant number of people find the Award to be "agree." The bonus given to the Sheba miles member based on the Ethiopian Airlines policy to give Award for each level of Sheba miles member.

According to the response, the mean value of 3.32 for the involvement of the content marketing campaign suggests that, on average, people consider the level of involvement to be slightly above neutral.

This implies that while the average perception is slightly positive, there is a significant number of respondents who perceive the level of involvement in the content marketing campaign to be around neutral. This could suggest that there is some variability in how involved people feel with the campaign, with some feeling more engaged and others feeling less so.

According to the response, the mean value of 3.55 indicates that, on average, the awards are being redeemed at a rate slightly below the mode value of 4. This means that while the most common redemption value is 4, the average redemption value is slightly lower due to some lower redemptions.

According to the response, the mean value of 3.70 for flights with award miles indicates that, on average, the flights are being redeemed at a rate close to the mode value of 4. This suggests that the majority of flights are being redeemed at the mode value, but there are also some lower redemptions that are bringing down the average slightly.

According to the response, the mean value of 3.62 and mode value of 5 for Happiness with Priority Member Check-in, Boarding, Baggage delivery, and Lounge access suggests that there is a wide range of satisfaction levels among customers. The mode value of 5 indicates that the most common rating given by customers is a perfect score of 5, which suggests that a significant number of customers are highly satisfied with these services. However, the mean value of 3.62 indicates that there are also some customers who have rated these services lower, bringing down the average

satisfaction level. This could be due to a variety of factors such as individual experiences, expectations, or service quality variations. Overall, while there is a strong presence of highly satisfied customers, there is also room for improvement to ensure that all customers have a positive experience with these services.

According to the response, the mean value of 3.50 and mode value of 5 for the capability to buy tickets with miles suggests that there is a similar pattern to the previous scenario. The mode value of 5 indicates that the most common rating given by customers is a perfect score of 5, which suggests that a significant number of customers are highly satisfied with this capability. However, the mean value of 3.50 indicates that there are also some customers who have rated this capability lower, bringing down the average satisfaction level. This could be due to various factors such as limitations in redeeming miles, availability of award seats, or difficulties in the booking process. Overall, there is a strong presence of highly satisfied customers, there is also room for improvement to ensure that all customers have a positive experience when using miles to purchase tickets

According to the response, that there is a relatively high level of satisfaction with the "Encouraged by The Upgrade Award" capability. The mode value of 4 suggests that a significant number of customers have rated this capability as very good, indicating that many customers are satisfied with the upgrade award program.

However, the mean value of 3.48 suggests that there are also some customers who have rated this capability lower, which brings down the average satisfaction level. This could be due to factors such as limited availability of upgrades, restrictions on eligible flights, or difficulties in redeeming upgrade awards. The majority of Sheba miles members seem to be satisfied with the upgrade award program, there is still possibility for improvement to ensure that all customers have a positive experience when seeking upgrades.

According to the response, that the satisfaction level with the "Reward to the Level of Offer and Gift" capability is relatively moderate. The mean value of 3.23 suggests that, on average, customers are somewhat satisfied with this capability, but there is room for improvement. The mode value of 3 indicates that a significant number of customers have rated this capability as average, neither very good nor very poor. This suggests that there is a mix of opinions among customers, with some finding the level of rewards and gifts satisfactory and others feeling that it could be improved. The data indicates that there is potential to enhance the rewards and gifts offered to customers in order to increase satisfaction levels and ensure a more positive experience for all customers.

According to the response, that the satisfaction level with the "Reward Offering Award Overall" capability is relatively high. The mean value of 3.67 suggests that, on average, customers are quite satisfied with this capability and it indicates that a significant number of customers have rated this capability as good, suggesting that a majority of customers find the reward offering overall to be satisfactory or above average.

Overall, the data indicates that customers are generally happy with the reward offering and meeting their expectations. However, there is always room for improvement to ensure that customer satisfaction remains high. Based on the above data that the Ethiopian Airlines Sheba miles average members respond **strongly agree** in Happiness with Priority Check in, Boarding, Baggage delivery and Lounge access and Capable of buy Ticket with Miles for themselves and family. Achieving elite status can significantly enhance the travel experience for frequent flyers. Following the above that the Ethiopian Airlines Sheba miles average members respond **agree** in delightedness of the award, easily redeem the award, flight with the award miles, encouraged by the upgrade award, and overall, Ethiopian Airlines has partnerships with various airlines, hotels, car rental companies, and other service providers, allowing Sheba Miles members to earn and redeem miles even when they're not flying, further enhancing the value of the program.

Next to the above that the Ethiopian Airlines Sheba miles average members respond **neutral** in Reward to the Level of Offer and Gift because the gold and platinum member of Sheba miles has same service in the lounge.

The overall of Grand mean (3.51) indicates the Ethiopian Airlines Reward Offering of Sheba miles member has agreed response. Overall, the satisfaction of Sheba Miles membership lies in the ability to earn and redeem miles for valuable rewards, enjoy elite benefits, and receive personalized service, all of which contribute to a more enjoyable and rewarding travel experience with Ethiopian Airlines. Sheba Miles members typically have access to a dedicated customer service team, providing assistance with reservations, account management, and any other inquiries or issues they may encounter. By effectively addressing the above factors for reward offering and continually enhancing the value proposition for its members, Ethiopian Airlines can encourage continued membership in the Sheba Miles program.

4.4.2.2 THE CONTINUED MEMBERSHIP OF SHEBA MILES MEMBERS

Table 5 The Continued Membership of Sheba Miles Members

Code	Variable	N	Mean	SD.
CM1	Influence of content market for Membership	385	3.31	1.168
CM2	Renewed Experience	385	3.09	1.300
CM3	Comfortable Exclusive Offer	385	3.32	1.227
CM4	Engagement of Marketing Benefits and Features	385	3.19	1.178
CM5	Interest and Preferences as a membership	385	3.41	1.228
	Grand Mean of Continued Membership		3.26	

Source: respondents' response of SPSS data Output of this study (2024)

According to the respondents, average of the respondents has **agreed** on their response. The continued membership of Sheba Miles members in Ethiopian Airlines is influenced by several factors as the researcher conduct data as above.

Influence of content market for Membership: Members assess the value they receive from the program's rewards and benefits, such as earning miles on flights, redeeming miles for free tickets or upgrades, and enjoying elite status privileges like priority services and lounge access.

Renew Experience: Positive interactions with the airline's customer service team can contribute to member satisfaction and loyalty. Effective resolution of issues, prompt assistance, and personalized support can enhance the overall membership experience.

Comfortable Exclusive Offer: The breadth and depth of Ethiopian Airlines' partnerships with other airlines, hotels, and service providers can impact the attractiveness of the program. Members value the ability to earn and redeem miles across a wide network of partners.

Engagement of Marketing Benefits and Features: Special promotions, bonus miles, and exclusive offers can incentivize members to remain active within the program and continue engaging with the airline.

Interest and Preferences as a membership: Members who frequently travel with Ethiopian Airlines or its partner airlines are more likely to continue their membership, especially if they find the rewards and benefits align with their travel needs and preferences.

4.4.2.3 THE ENGAGEMENT METRICS OF SHEBA MILES MEMBERSHIP

Table 6 The Engagement Metrics of Sheba Miles Members

Code	Variable	N	Mean	SD.
EM1	Frequently engage content marketing strategy	385	2.98	1.216
EM2	Actively participate in promotion or campaign to engage members content	385	2.83	1.271
EM3	Often engage the service provided	385	3.28	1.223
EM4	Feeling as Sheba miles membership	385	3.63	1.152
EM5	The quality of writing and presentation	385	3.38	1.140
EM6	Increase engagement with content marketing efforts	385	3.26	1.164
	Grand Mean of Engagement Metrics		3.22	

Source: respondents' response of SPSS data Output of this study (2024)

According to the respondents, average of the respondents on frequently engagement on content marketing strategy, actively participate in promotion or campaign to engage members content, the quality of writing and presentation, and increase engagement with content marketing efforts has **neutral** on their response of the Engagement Metrics of Sheba Miles members in Ethiopian Airlines. Even if analyzing online interactions, such as website visits, mobile app usage, and social media engagement, provides insights into members' digital behavior and preferences, as well as opportunities to enhance the digital experience, most of the respondents' respond neutral.

Often engage the service provided and Feeling as Sheba miles membership has average response of **agree** on their respondents. By regularly monitoring these engagement metrics and adapting the program based on insights gained, Ethiopian Airlines can optimize Sheba Miles membership to better meet the needs and expectations of its members, ultimately driving greater satisfaction.

4.4.2.4 THE CONTENT MARKETING STRATEGIES OF SHEBA MILES MEMBERSHIP

Table 7 The Content Marketing Strategies of Sheba Miles Members

Code	Variable	N	Mean	SD.
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CMS1	Content Updates properly	385	3.35	1.085
CMS2	Engaging contents	385	3.53	1.066
CMS3	Quality of writing and presentation	385	3.56	1.077
CMS4	Book flight and explore destinations	385	3.42	1.209
CMS5	Content of travel interest and preference	385	3.42	1.122
CMS6	Share information regularly	385	3.26	1.185
CMS7	Valuable information of the contents	385	3.34	1.095
CMS8	The content strategy Add value	385	3.56	1.074
CMS9	Overall Content Marketing Strategies	385	3.61	1.092
	Grand Mean of Content Marketing Strategies		3.45	

Source: respondents' response of SPSS data Output of this study (2024)

Content marketing strategies for Sheba Miles members within Ethiopian Airlines could focus on providing valuable and engaging content that educates, entertains, and inspires members while promoting the benefits and opportunities available through the Sheba miles members. Here are some content marketing strategies Ethiopian Airlines could have mean response as above:

According to the response above If the mean response for "Content Updates" was neutral, it would imply that a significant number of customers rated the content updates as average or moderate. This suggests that the majority of customers have a neutral perception of the content updates, indicating that there may be room for improvement or that the content updates are not significantly standing out to customers.

In this case, the mean value being neutral would indicate that most common rating given by customers for content updates is neither positive nor negative. This information could be used to identify areas for enhancement or to gather more specific feedback from customers to understand their preferences and expectations regarding content updates.

If the mode response for "Engaging Content" was average or agree, it indicates that a considerable number of customers found the content to be satisfactory or somewhat engaging. While this suggests that the content is resonating with many customers to some extent, there is an opportunity

to enhance its appeal and captivation. An average or agree mode value for engaging content implies that the most common customer rating falls within a moderate level of satisfaction.

This feedback provides an opportunity to assess the current content strategy and make adjustments to develop more compelling and captivating content that appeals to a wider audience. In summary, while it's encouraging that customers generally find the content engaging, there is potential to further enrich the content to elevate customer satisfaction and engagement. that create blog posts, articles, or videos showcasing travel guides, insider tips, and destination highlights to inspire members to explore new destinations and maximize their travel experiences using Sheba Mile membership.

The average response for the quality of writing and presentation indicates agreement. This response reflects the inclusion of real-life stories and testimonials from Sheba Miles members who have utilized their miles for memorable experiences or enjoyed exclusive benefits through the program. User-generated content can also be leveraged to showcase the diverse experiences of members. On average, participants showed a high level of agreement with the statement "Book flight and explore destinations. “. This suggests that they are likely interested in booking flights and exploring various destinations. provide tips for members to optimize their mileage redemptions, such as maximizing value through partner airlines, booking award flights during off-peak times.

The survey results indicate that respondents have a neutral stance towards their mode of transportation when it comes to their travel interests and preferences. “This revised statement conveys the idea that respondents do not have a strong preference for a particular mode of transportation when considering their travel interests. Even if utilize social media platforms to share engaging content, respond to member inquiries, and foster community engagement among Sheba Miles members through discussions, polls, and user-generated content campaigns, Ethiopian Airlines had less available here.

Majority of the respondents on Share information regularly, valuable information of the contents, the content strategy Add value, and content marketing strategies can be highly effective in reaching and engaging target audiences, building brand awareness, and driving conversions.

Content marketing allows businesses to provide valuable and relevant information to their audience, positioning them as industry leaders and trusted sources of information. Additionally, it can help improve search engine rankings and organic traffic. Overall, when executed well, content marketing strategies can be a powerful tool for businesses to achieve their marketing goals. This implies that Ethiopian Airlines send targeted email newsletters and personalized communications to Sheba Miles members, delivering relevant content, exclusive offers, and updates tailored to their travel preferences and loyalty status. By implementing these content marketing strategies, Ethiopian Airlines can effectively engage Sheba Miles members, enhance their understanding and appreciation of the loyalty program, and ultimately drive greater participation, satisfaction, and loyalty among its members.

4.4.2.5 THE FEEDBACK AND INTERACTION OF SHEBA MILES MEMBERSHIP

Table 8 The Feedback and Interaction of Sheba Miles Members

Code	Variable	N	Mean	SD.
FI1	Often Provide Feedback	385	2.93	1.085
FI2	Engage in Comments and Thoughts	385	2.99	1.066
FI3	Responsiveness of Feedback Provided	385	3.33	1.077
FI4	Suggestions and opinions are taken	385	3.30	1.209
FI5	Confident of Engagement from Other Airlines	385	3.42	1.122
	Grand Mean of Feedback and Interaction		3.19	

Source: respondents' response of SPSS data Output of this study (2024)

According to the table above the Ethiopian Airlines, Feedback and Interaction of Sheba Miles Members within Ethiopian Airlines have average mean score of 3.19 could focus on providing feedback, engage in comments and thoughts, responsiveness of feedback provided, suggestions and opinions are taken, confident of engagement from other Airlines.

4.4.3 THE SATISFACTION OF SHEBA MILES MEMBERSHIP

Table 9 The satisfaction of Sheba Miles Members

No	Variable	Mean of means
1	Reward Offering	3.51
2	Continued Membership	3.26
3	Engagement Metrics	3.22
4	Content Marketing Strategies	3.45
5	Feedback and Interaction	3.19

Source: respondents' response of SPSS data Output of this study (2024)

Ensuring the satisfaction of Sheba Miles members is a top priority at Ethiopian Airlines. According to the respondents, average of the respondents has **agreed** on the response Reward Offering, Continued Membership, Engagement Metrics, Content Marketing Strategies, Feedback and Interaction. The satisfaction of Sheba Miles members in Ethiopian Airlines is influenced by several factors as the researcher conduct data as above.

4.5 TESTING ASSUMPTIONS OF CLASSICAL LINEAR REGRESSION MODEL (CLRM)

In this study, diagnostic tests were conducted to ensure that the data met the basic assumptions of the Classical Linear Regression Model (CLRM). These tests are crucial for validating the results and ensuring the reliability of the regression analysis. Consequently, the results for the model assumptions tests are presented as follows:

4.5.1. LINEARITY TEST

In order to verify that the relationship between the independent and dependent variables is linear, it was looked at. Since linear regression models the linear connection between variables, this assumption is crucial. Scatter plots of the independent factors against the dependent variable were made in order to test the hypothesis. A linear model is suitable because the plots were examined for a linear pattern. A non-linear model or a variable change would be required if the scatter plots revealed a random distribution, which would imply that the linearity assumption was broken.

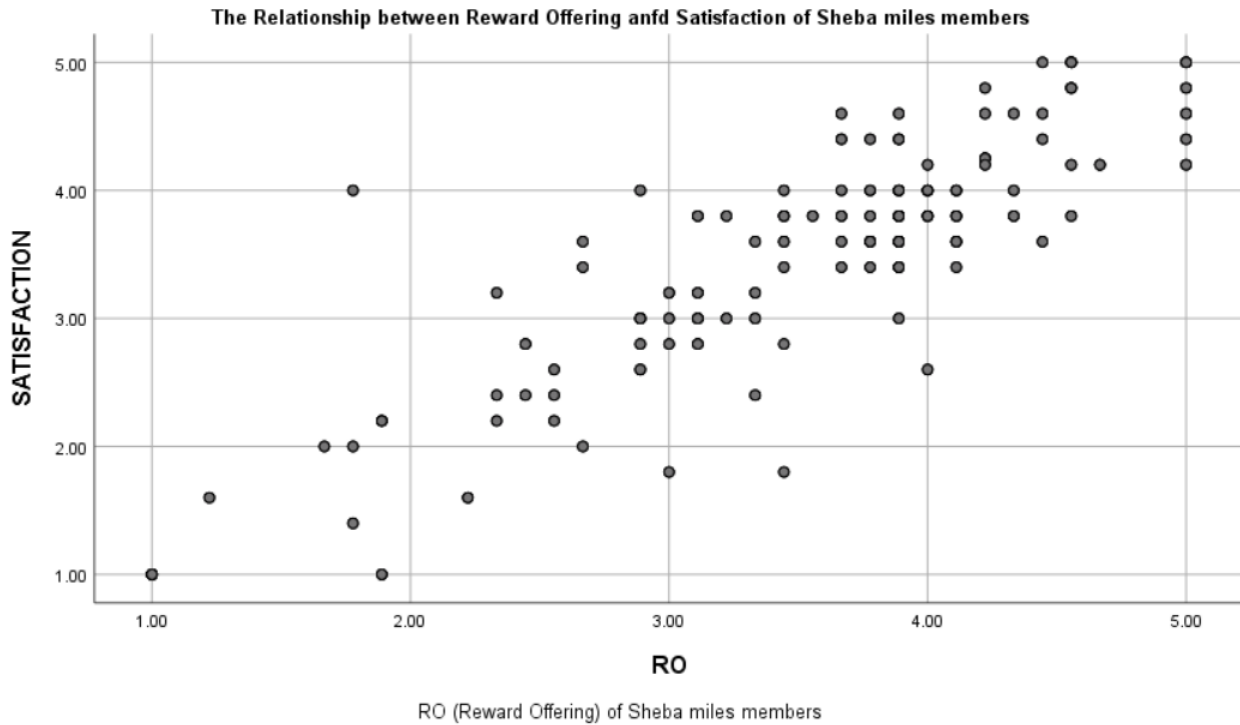


Figure 3 Linearity Test between Reward Offering and Satisfaction of Sheba miles members

Source: respondents' response of SPSS data Output of this study (2024)

The scatter figure displays the correlation between Sheba Miles members' satisfaction and reward offerings. The data points show a positive linear trend, suggesting that average satisfaction ratings rise in tandem with average reward offering efficacy. This supports the linearity assumption and implies that a linear regression model is suitable for examining the connection between these variables.

It follows that content marketing should keep investing in reward offerings in order to maximize the satisfaction of Sheba Miles members. Enhancements in reward offerings are likely to positively enhance Sheba Miles members' contentment.

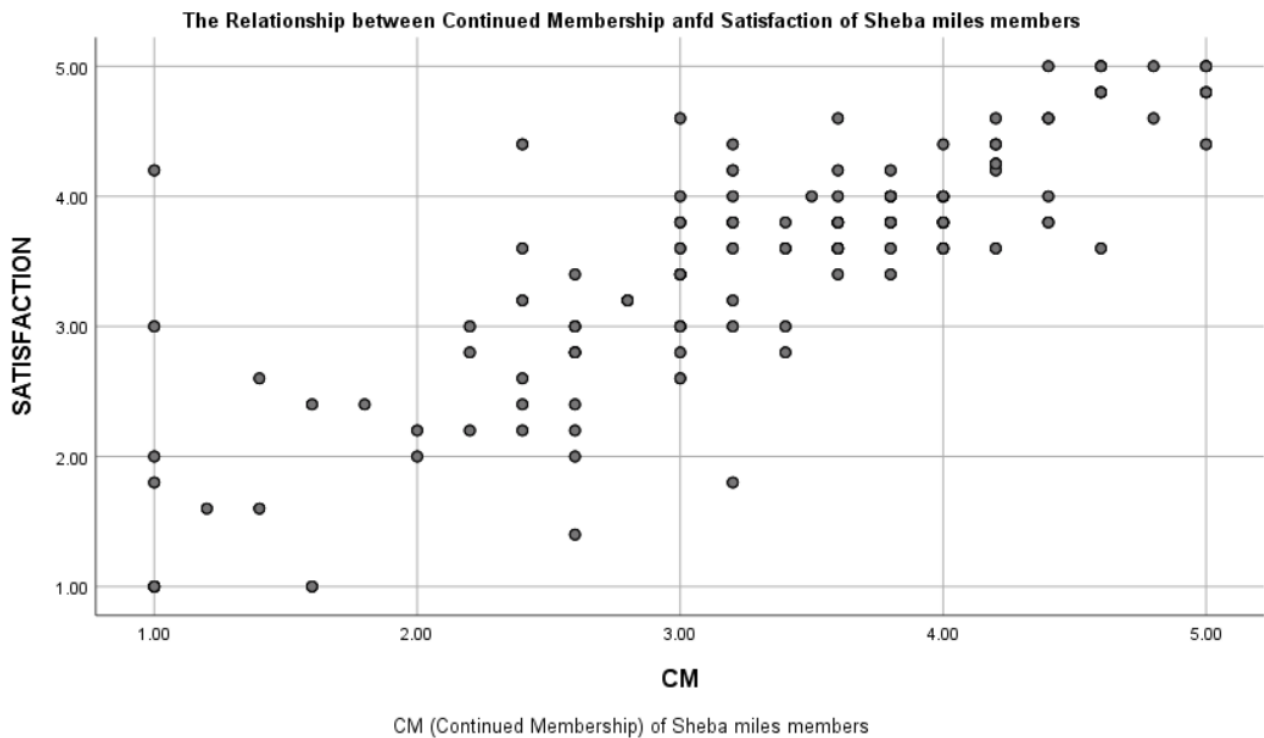


Figure 4 Linearity Test between Continued Membership and Satisfaction of Sheba miles members

Source: respondents' response of SPSS data Output of this study (2024)

The scatter figure displays the correlation between Sheba Miles members' satisfaction and continued membership. The data points show a positive linear trend, suggesting that average satisfaction ratings rise rapidly with average continued membership efficacy. This supports the linearity assumption and implies that a linear regression model is suitable for examining the connection between these variables. It follows that content marketing should keep investing in continued membership in order to maximize the satisfaction of Sheba Miles members. Enhancements in continued membership enhance positively Sheba Miles members' contentment.

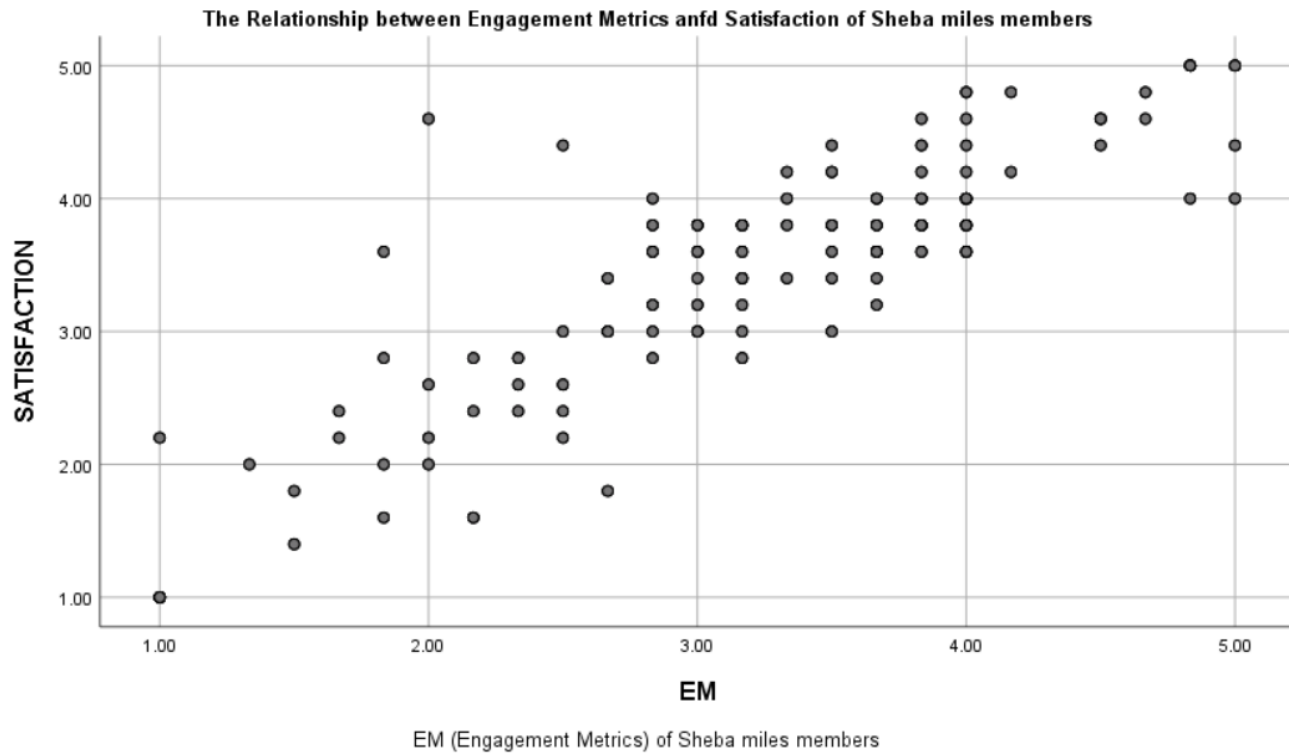


Figure 5 Linearity Test between Engagement Metrics and Satisfaction of Sheba miles members

Source: respondents' response of SPSS data Output of this study (2024)

The scatter figure displays the correlation between Sheba Miles members' satisfaction and engagement metrics. The data points show a positive linear trend, suggesting that average satisfaction ratings rise rapidly with average engagement metrics efficacy. This supports the linearity assumption and implies that a linear regression model is suitable for examining the connection between these variables. It follows that content marketing should keep investing in engagement metrics in order to maximize the satisfaction of Sheba Miles members. Enhancements in engagement metrics enhance positively Sheba Miles members' contentment.

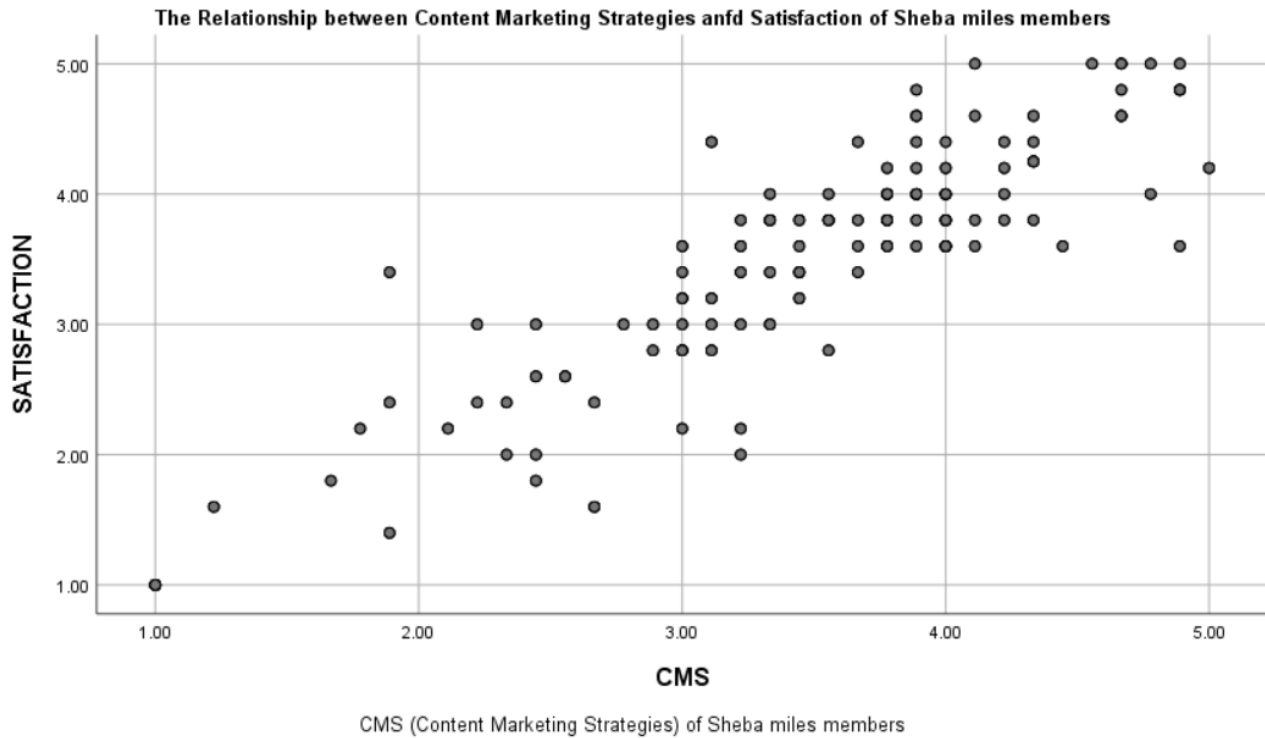


Figure 6 Linearity Test between Content Marketing Strategies and Satisfaction of Sheba miles members

Source: respondents' response of SPSS data Output of this study (2024)

The scatter figure displays the correlation between Sheba Miles members' satisfaction and content marketing strategies. The data points show a positive linear trend, suggesting that average satisfaction ratings rise rapidly with average content marketing strategies efficacy. This supports the linearity assumption and implies that a linear regression model is suitable for examining the connection between these variables. It follows that content marketing should keep investing in content marketing strategies in order to maximize the satisfaction of Sheba Miles members. Enhancements in content marketing strategies enhance positively Sheba Miles members' content marketing.

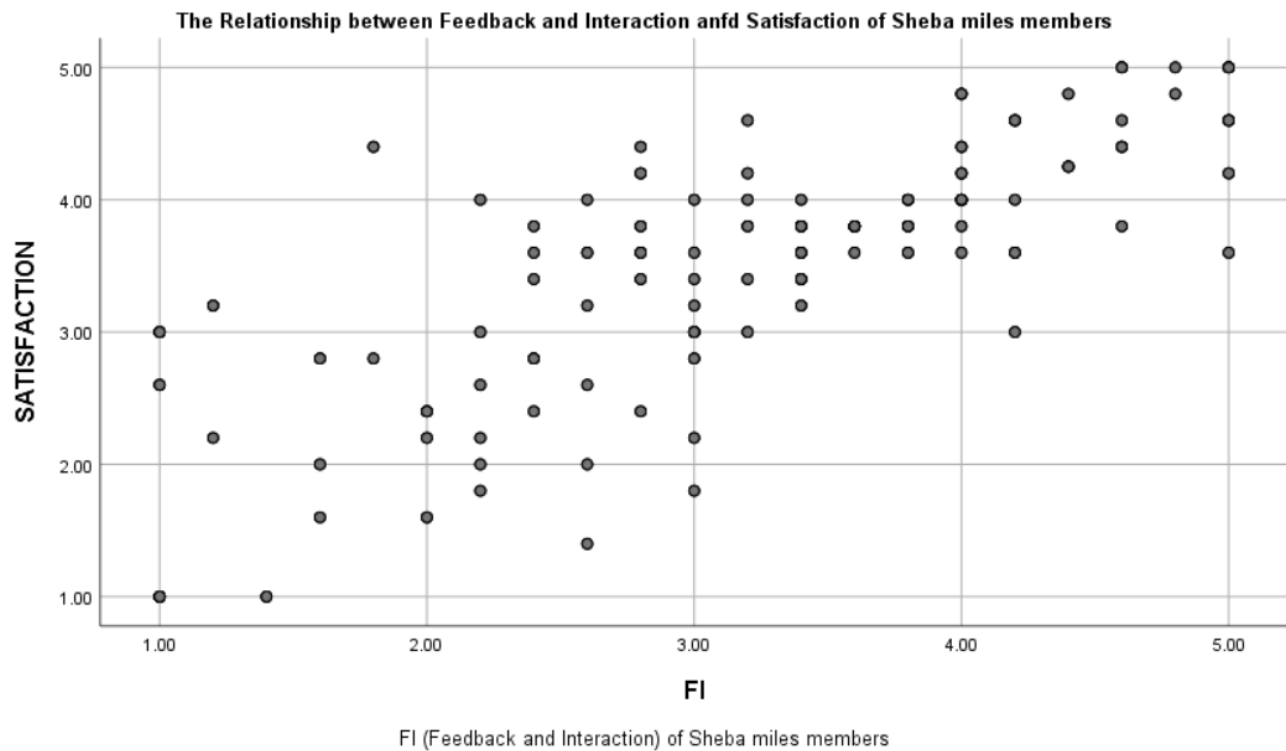


Figure 7 Linearity Test between Feedback and Interaction and Satisfaction of Sheba miles members

Source: respondents' response of SPSS data Output of this study (2024)

The scatter figure displays the correlation between Sheba Miles members' satisfaction and feedback and interaction. The data points show a positive linear trend, suggesting that average satisfaction ratings rise rapidly with feedback and interaction efficacy. This supports the linearity assumption and implies that a linear regression model is suitable for examining the connection between these variables. It follows that content marketing should keep investing in feedback and interaction in order to maximize the satisfaction of Sheba Miles members. Enhancements in feedback and interaction enhance positively Sheba Miles members' content marketing.

It differs fundamentally from descriptive statistics, which only provide a summary of the observed data, in that it enables researchers to make inferences based on extrapolations. The relationship between each independent variable—reward offering, continued membership, engagement metrics, content marketing strategies, feedback and interaction, and dependent variable satisfaction—and the dependent variable is examined in this study using inferential statistics. In order to accomplish this, correlation tests, regression model test assumptions, and multiple regression analysis are carried out in terms of model summary and ANOVA test determination in order to meet the study's goals.

4.5.2 DURBIN-WATSON (DW) TEST

In regression analysis, Durbin-Watson (DW) is useful for checking the first-order autocorrelation (serial correlation). It analyzes the residuals for independence over time points (autocorrelation).

The autocorrelation varies from -1 (negative autocorrelation) to 1 (positive autocorrelation).

Durbin-Watson test analyzes the following hypotheses,

Residuals from the regression are not auto correlated (autocorrelation coefficient, $\rho = 0$)

Residuals from the regression are auto correlated (autocorrelation coefficient, $\rho > 0$)

Durbin-Watson test statistics (d) always ranges between 0 and 4. If the value is near 2, it indicates evidence of non-autocorrelation. If the value is towards 0, it indicates evidence of positive autocorrelation. If the value is towards 4, it indicates evidence of negative autocorrelation

Table 10 Durbin Watson Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.944 ^a	.891	.890	.31742	1.554

a. Predictors: (Constant), FI, CM, RO, EM, CMS

b. Dependent Variable: SATISFACTION

Source: respondents' response of SPSS data Output of this study (2024)

By applying the Durbin-Watson test to the residuals, they obtain a statistic of 1.554. This value suggests a moderate positive autocorrelation, indicating that the economist might need to adjust their model or account for this autocorrelation in their analysis.

4.5.3 STANDARDIZED RESIDUALS

A **residual** is the difference between an observed value and a predicted value in a regression model.

It is calculated as: **Residual = Observed value – Predicted value**

If we plot the observed values and overlay the fitted regression line, the residuals for each observation would be the vertical distance between the observation and the regression line.

From the plot we can see that none of the standardized residuals exceed an absolute value of 3. Thus, none of the observations appear to be outliers.

4.5.4 HISTOGRAM OF REGRESSION STANDARDIZED RESIDUALS

The regression normalized residuals histogram offers a graphic depiction of the residual distribution. The plot indicates that the residuals have a normal distribution-like distribution and are approximately symmetrically distributed around the mean.

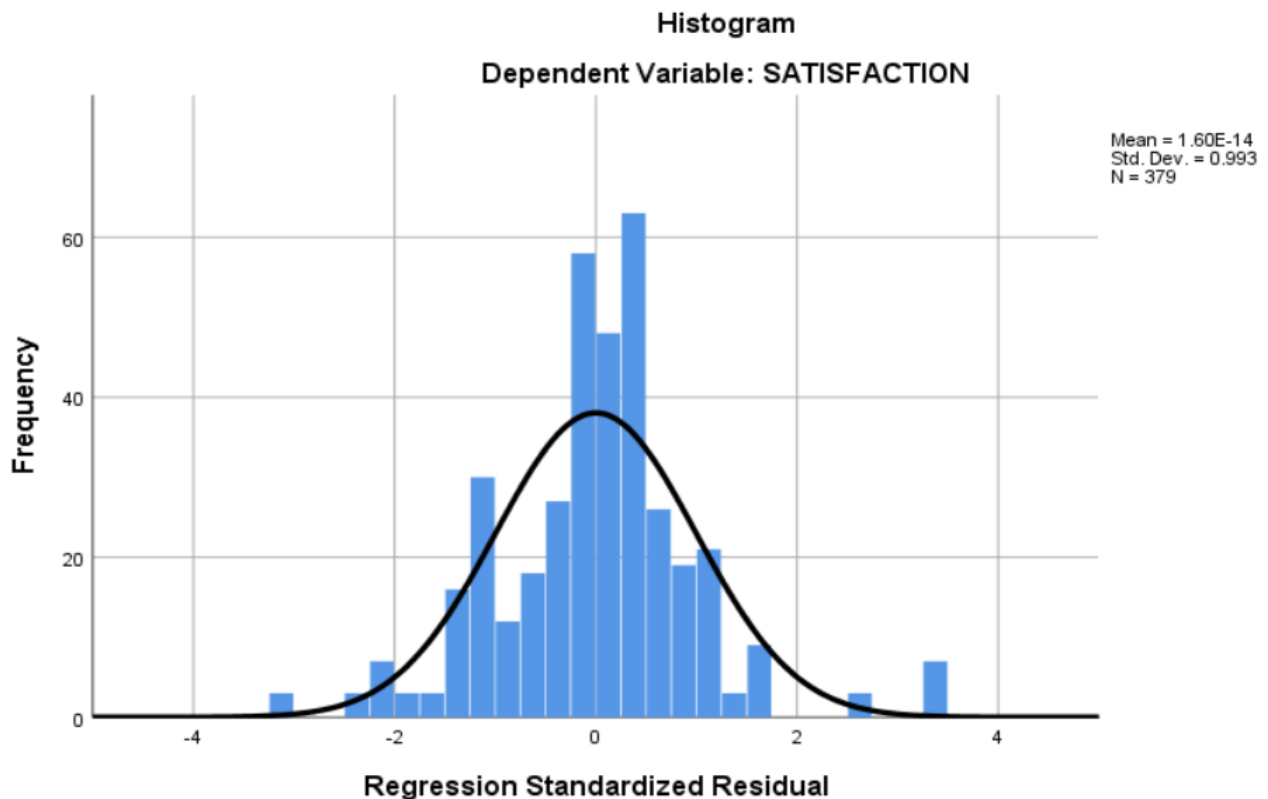


Figure 8 Histogram of Regression Standardized Residuals

Source: respondents' response of SPSS data Output of this study (2024)

Given that there is no discernible pattern or funnel shape and that the variance is consistent at all expected value levels, the histogram suggests that the residuals show homoscedasticity. This strengthens the dependability of the regression results by confirming that the homoscedasticity assumption is met. This suggests that the regression model is legitimate and that there is no heteroscedasticity in the error terms, guaranteeing precise and reliable predictions. Now that this assumption has been verified.

4.5.5 NORMAL P-P PLOT OF REGRESSION STANDARDIZED RESIDUALS

The cumulative probability of the actual residuals is compared to the anticipated cumulative probability of a normal distribution using the Normal P-P Plot. The diagonal line is closely followed by the points, suggesting that the residuals are roughly normally distributed.

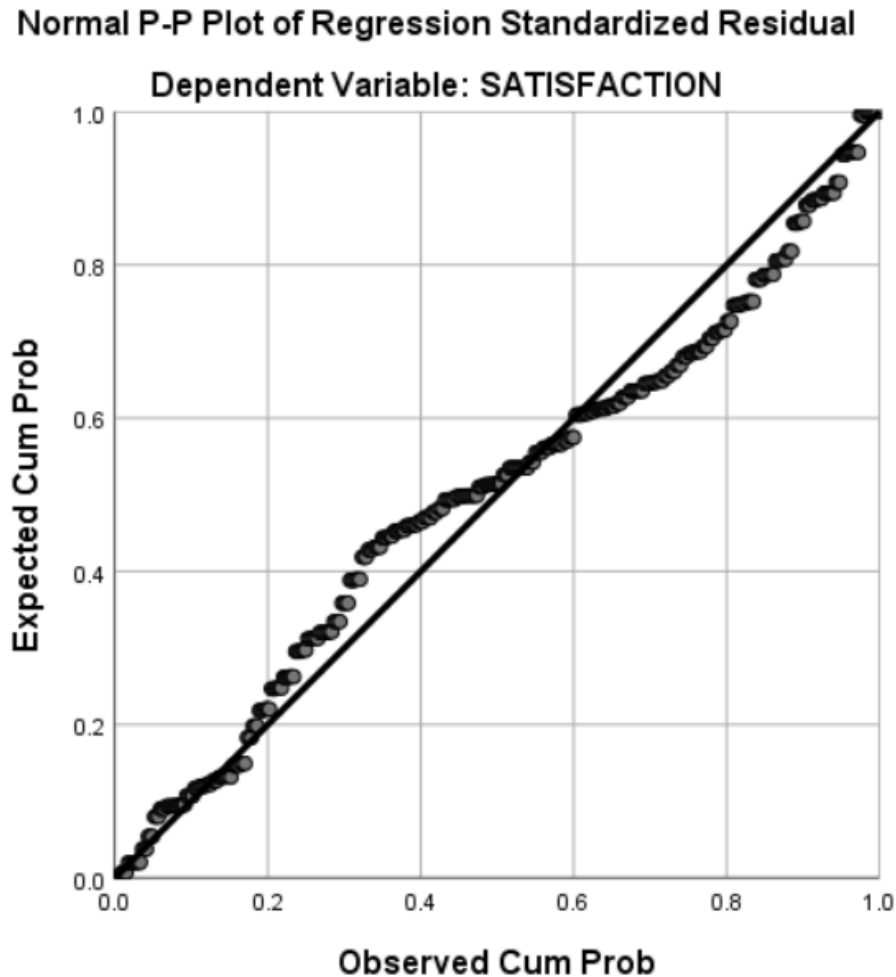


Figure 9 Normal P-P Plot of Regression Standardized Residuals

Source: respondents' response of SPSS data Output of this study (2024)

The normal distribution of the residuals is confirmed by the near alignment of the points with the diagonal line in the Normal P-P Plot. This provides support for the homoscedasticity assumption by suggesting that the error terms exhibit constant variance, which is an important finding.

For interpreting the regression model's results and determining how reward offering, continued membership, engagement metrics, content marketing strategies, feedback and interaction affect satisfaction of Sheba miles members.

4.5.6 SCATTERPLOT OF REGRESSION STANDARDIZED RESIDUALS

Finding such patterns is made easier by looking at the scatterplot of the regression standardized residuals against the expected values. There is no discernible pattern or funnel form in the plot, which displays a random scatter of residuals.

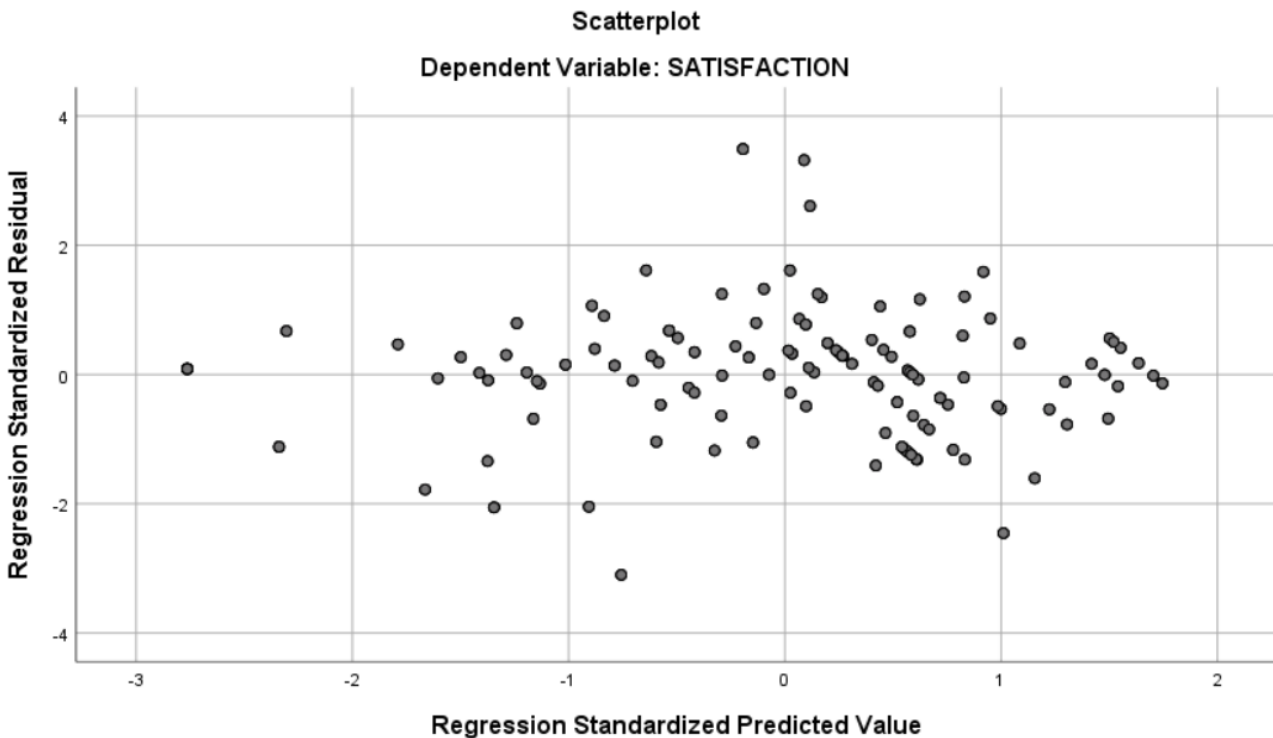


Figure 10 Scatterplot of Regression Standardized Residuals

Source: respondents' response of SPSS data Output of this study (2024)

The scatterplot's random distribution of residuals around the expected values indicates that the residuals' variance is constant at all levels of the independent variables, supporting the homoscedasticity assumption. This indicates that the estimations from the regression model are accurate and objective, which raises the validity of the findings about the influence of different reward offering, continued membership, engagement metrics, content marketing strategies, feedback and interaction affect satisfaction of Sheba miles members.

4.5.7 NORMALITY

The Kolmogorov-Smirnov and Shapiro-Wilk tests were used to determine whether the residuals were normal. The purpose of these tests is to confirm that the residuals, as assumed in linear regression hypothesis testing, have a normal distribution. The Shapiro-Wilk test evaluates the null hypothesis that the data is normally distributed, whereas the Kolmogorov-Smirnov test compares the sample distribution with a normal distribution.

A normal probability plot (Q-Q plot) was utilized in addition to these tests to visually examine the residuals' normality. In the Q-Q plot, deviations from the diagonal line signify breaks from normality.

4.5.7.1. MULTICOLLINEARITY

Variance Inflation Factor (VIF) was calculated to check for multicollinearity among the independent variables. Multicollinearity occurs when independent variables are highly correlated, which can inflate the variance of the coefficient estimates and make the model unstable. VIF values greater than 10 indicate significant multicollinearity, which can affect the reliability of the regression coefficients. In this study, VIF was computed for each independent variable and values below the threshold confirmed that multicollinearity was not a concern, ensuring the stability of the regression model.

To assess multicollinearity among the independent variables, Variance Inflation Factor (VIF) and Tolerance values were calculated. The results are presented in the table below:

The Tolerance values for all the independent variables are above 0.1, and the VIF values are below 10. Specifically, the VIF values range from 2.458 to 4.548, indicating moderate multicollinearity.

Table 11 Coefficients and Collinearity Statistics

		Coefficients ^a					Collinearity Statistics	
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	-.086	.069		-1.257	.210		
	RO	.293	.032	.278	9.214	.000	.321	3.114
	CM	.129	.028	.136	4.565	.000	.327	3.059
	EM	.227	.033	.234	6.923	.000	.255	3.915
	CMS	.295	.038	.279	7.669	.000	.220	4.548
	FI	.114	.024	.125	4.678	.000	.407	2.458

a. Dependent Variable: SATISFACTION

Source: respondents' response of SPSS data Output of this study (2024)

4.5.7.2. KOLMOGOROV-SMIRNOV AND SHAPIRO-WILK TESTS

The Shapiro-Wilk and Kolmogorov-Smirnov tests were used to determine if the unstandardized projected values were normally distributed. The following table displays the results:

Table 12 Kolmogorov-Smirnov and Shapiro-Wilk Tests

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SATISFACTION	.158	385	.000	.942	385	.000

a. Lilliefors Significance Correction

Source: respondents' response of SPSS data Output of this study (2024)

The significance (Sig.) value of the Shapiro-Wilk test is 0.000, while the Kolmogorov-Smirnov test has a 0.158 statistic and 0.000 significance (Sig.) value. The results of both tests indicate that the null hypothesis of normality is rejected, with a significance value less than 0.05. The unstandardized projected values do not strictly follow a normal distribution, according to these statistical tests, as indicated by the significance values for the Kolmogorov-Smirnov and Shapiro-Wilk tests, which are both less than 0.05.

4.5.7.3 NORMAL Q-Q PLOT OF UNSTANDARDIZED PREDICTED VALUE

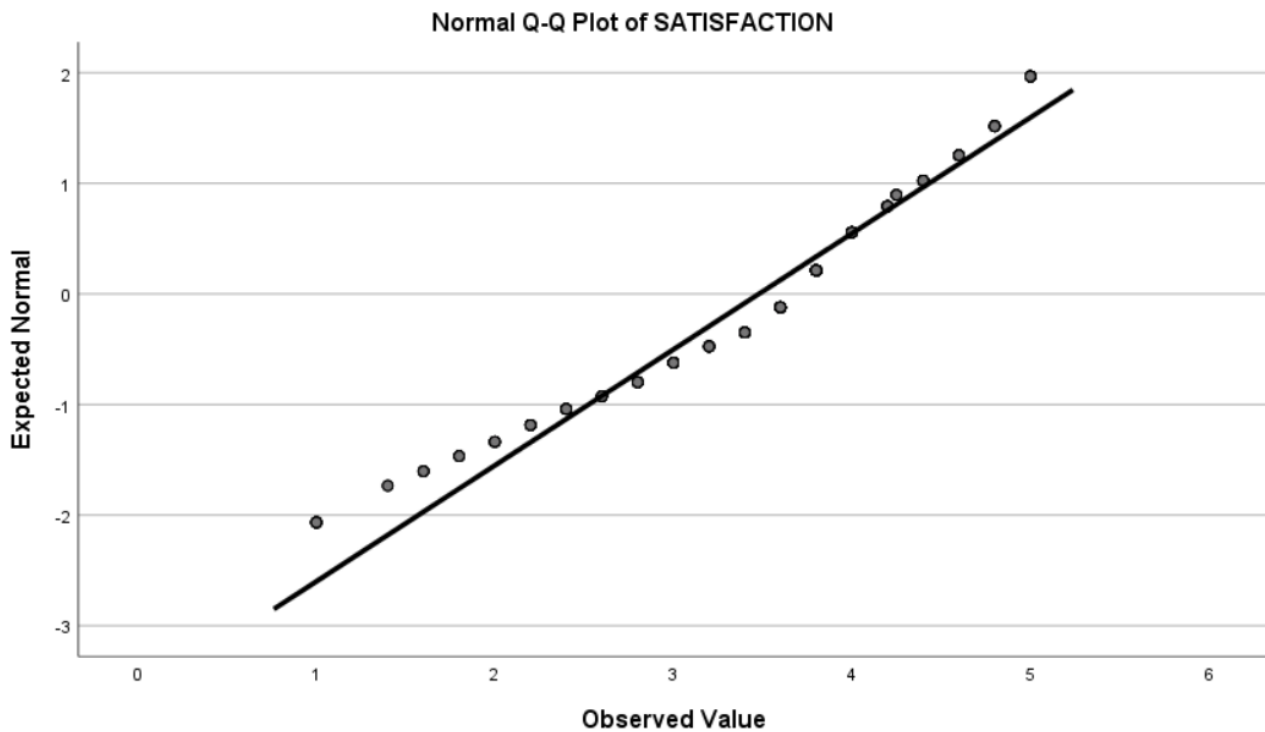


Figure 11 Normal Q-Q Plot of Unstandardized Predicted Value

Source: respondents' response of SPSS data Output of this study (2024)

The close alignment of the points with the diagonal line in the Normal Q-Q Plot confirms that the residuals are normally distributed. This supports the assumption of normality, implying that the error terms are normally distributed, which is crucial for making reliable inferences from the regression model. Consequently, this enhances the reliability of the model, ensuring that statistical tests performed on the regression coefficients are valid.

4.5.7.4 DETRENDED NORMAL Q-Q PLOT OF UNSTANDARDIZED PREDICTED VALUE

The Detrended Normal Q-Q Plot shows the deviations of the observed values from the expected values under a normal distribution. The plot shows that most points are close to the horizontal line at zero, indicating minor deviations from normality.

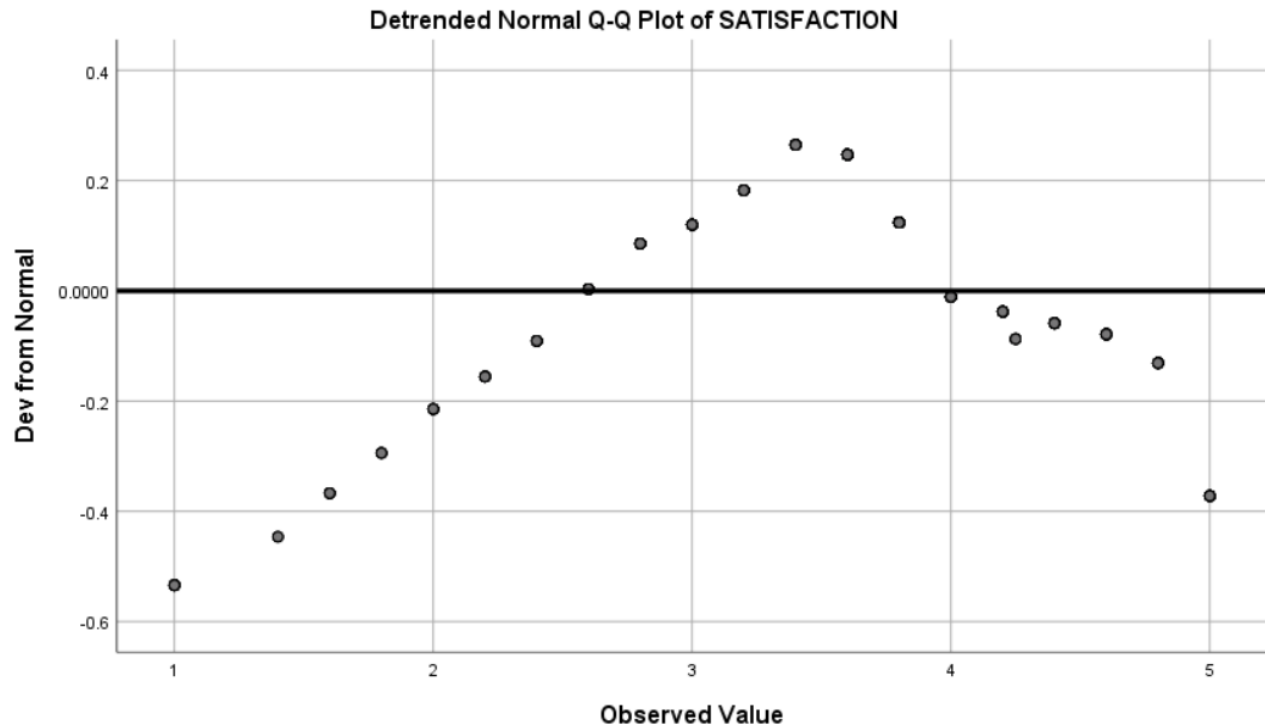


Figure 12 Detrended Normal Q-Q Plot of Unstandardized Predicted Value

Source: respondents' response of SPSS data Output of this study (2024)

The Detrended Normal Q-Q Plot shows that the deviations from the expected normal values are minor and randomly distributed around the horizontal line. This further supports the assumption of normality of residuals, suggesting that the regression model's error terms are normally distributed. This is essential for the validity of hypothesis tests and confidence intervals in the regression analysis, ensuring that the conclusions drawn about the impact of independent variables on dependent variables are statistically sound.

4.5.7.5 BOXPLOT OF UNSTANDARDIZED PREDICTED VALUE

The Boxplot provides a visual summary of the distribution of the unstandardized predicted values, showing the median, quartiles, and potential outliers.

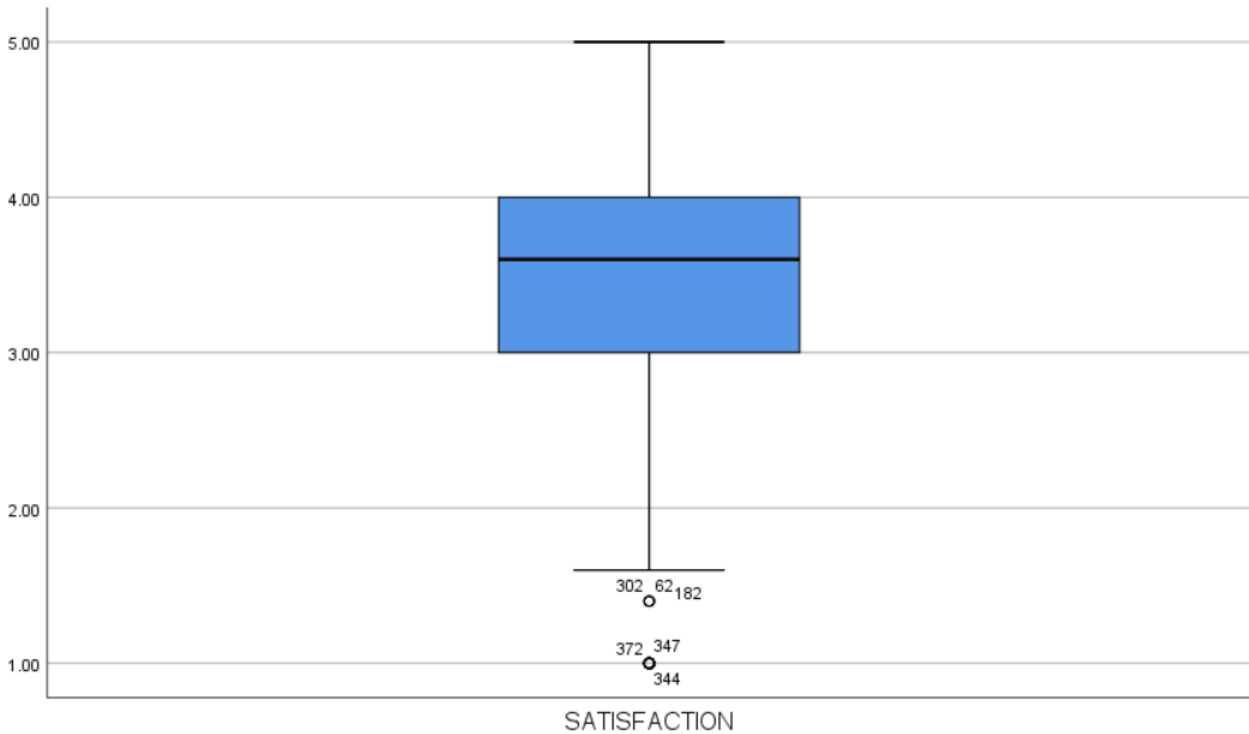


Figure 13 Boxplot of Unstandardized Predicted Value

Source: respondents' response of SPSS data Output of this study (2024)

The Boxplot indicates that the unstandardized predicted values are symmetrically distributed with no significant outliers. This supports the assumption of normality and suggests that the central tendency and variability of the data are appropriately captured by the regression model. The symmetric distribution and absence of extreme outliers imply that the model predictions are robust, further enhancing the reliability of the regression analysis in evaluating the effectiveness of various independent variables on dependent variable.

4.6 CORRELATION TEST

A correlation coefficient is a useful tool for summarizing the relationship between two variables with a single number ranging from -1.0 to 1.0. (Field, 2005). Pearson's correlation coefficient was calculated on the independent and dependent variable to determine the relationship between them. Field's (2005) recommendations relied on correlation to assess the strength of the relationship between variables. If the correlation coefficient falls between 0.1 and 1.0, the coefficient(r) is weak at 0.29; moderate at 0.3 to 0.49; and strong at >0.5 relationship between variables.

In this study, Pearson correlation was used to examine the relationship between each of the independent variables and the dependent variable using a two-tailed test of statistical significance at the level of 95% confidence and significance <0.05.

Table 13 The Correlation Test

Correlations	RO	CM	EM	CMS	FI	SATISFACTION
RO	1					
CM	.758**	1				
EM	.745**	.752**	1			
CMS	.764**	.754**	.814**	1		
FI	.745**	.665**	.687**	.770**	1	
SATISFACTION	.900**	.864**	.888**	.914**	.854**	1
** . Correlation is significant at the 0.01 level (2-tailed), N=385						

Source: respondents' response of SPSS data Output of this study (2024)

The results of the correlation test in Table above revealed that Independent Variables had positive and strong significant relation with overall satisfaction. In summary, the relationship between those independent variables and dependent variables had significant and positive relations.

4.7 REGRESSION TEST

Multiple regression is an analysis that assesses whether one or more predictive variables explain the dependent (criterion) variable. Multiple regression analysis in this study was used to model the value of Sheba miles member satisfaction based on its linear relationship to the five independent variables. This means the overall satisfaction is an aggregation of the independent variables dimensions. To indicate the impact that each predictor had on the constructed variable, the unstandardized coefficients are checked. The output of the multiple linear regression analysis includes a model summary, ANOVA test analysis.

4.7.1. MODEL SUMMARY

Table 14 Regression Analysis of Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R Square Change	Change Statistics			Sig. F Change
						F Change	df1	df2	
1	.944 ^a	.891	.890	.31703	.891	614.155	5	374	.000

a. Predictors: (Constant), FI, CM, RO, EM, CMS

b. Dependent Variable: SATISFACTION

Source: respondents' response of SPSS data Output of this study (2024)

As indicated in the model summary of the analysis in Table above, the value of R (.921) indicated the overall correlation of independent variables with dependent variables satisfaction. It indicates that each variable has a positive and strong relationship with the satisfaction of Ethiopian Airlines Sheba miles members. While the goodness-of-fit of the model (R Squared = .848) illustrates the variation of satisfaction of Sheba miles members is accounted for a 84.8% variation in satisfaction.

4.7.4. ANOVA

Table 15 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	308.639	5	61.728	614.155	.000 ^b
	Residual	37.590	374	.101		
	Total	346.229	379			

a. Dependent Variable: SATISFACTION

b. Predictors: (Constant), FI, CM, RO, EM, CMS

Referring to Table, n the ANOVA test, the F-value of 488.63 is significant at $p < 0.05$. Therefore, it can be inferred that with 84.8% of R Squared, Sheba miles satisfaction dimensions are significant and the model appropriately measured the dependent variables – Sheba miles satisfaction. In short, the regression model predicts the satisfaction and has been significantly explained by the five independent dimensions.

As per the study the hypothesis is proved as follows.

Hypothesis 1: Exclusive reward offerings bring effective Sheba mile members satisfaction.

Hypothesis 2: Effective continued membership plays pivotal role to satisfy Sheba mile members.

Hypothesis 3: Effective engagement metrics maintain effective Sheba mile members' satisfaction

Hypothesis 4: Effective content marketing strategies drive Sheba mile members' satisfaction.

Hypothesis 5: Effective feedback mechanism bring Sheba mile members satisfaction by taking in to account Content marketing. This implies all the hypothesis assumptions are accepted based on the study.

4.8 DISCUSSION

THE REWARD OFFERING OF SHEBA MILES MEMBERSHIP

Ethiopian Airlines Sheba Miles provides a range of rewards and benefits designed to enhance the travel experience and encourage customer satisfaction.

THE CONTINUED MEMBERSHIP OF SHEBA MILES MEMBERS

According to the respondents, average of the respondents has **agreed** on their response. The continued membership of Sheba Miles members in Ethiopian Airlines is influenced by several factors as the researcher conduct data as above.

THE ENGAGEMENT METRICS OF SHEBA MILES MEMBERSHIP

According to the respondents, average of the respondents on frequently engagement on content marketing strategy, actively participate in promotion or campaign to engage members in Ethiopian Airlines.

THE CONTENT MARKETING STRATEGIES OF SHEBA MILES MEMBERSHIP

Content marketing strategies for Sheba Miles members within Ethiopian Airlines could focus on providing valuable and engaging content that educates, entertains, and inspires members while promoting the benefits and opportunities available through the Sheba miles members.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

INTRODUCTION

In this section, the researcher presented the research findings how content marketing affects the satisfaction of Sheba Mile members. The description of the study's findings, the inferences drawn from the data, and the limitations observed included in this study. It also provides suggestions and ideas for further research aimed at improving organizational performance through effective content marketing techniques for Sheba Miles members.

5.1 SUMMARY

Based on the results of the analyses, the following major findings are summarized as follows:

- According to the respondents' demographic profiles, the majority of participants are men, accounting for 77.1% of the sample group, or the majority of respondents.
- A Master's degree or more is held by the majority of respondents (136 out of 136, or 35.3%). The next number is 107, indicating that 27.8% of the sample has a first degree.
- Of the 220 responses, or 57.1% of the total, the majority belonged to the age range of 31 to 45.
- The majority of those surveyed have experience of other airlines. 333 respondents, or 86.5%, had prior experience flying on other airlines. This suggested that Ethiopian Airlines was selected by the majority of responders.
- 333 respondents, or 86.5%, reported traveling for work. This represents the majority of respondents. The majority of the respondents have more than 41 flight in a year i.e. 104(27.0%) of the respondents have 41 and more flight frequency annually.
- The majority 130(33.5%) of the respondents' response they had more than 5 years' duration of membership.
- The majority of respondents have Sheba Membership Silver; these are 138(35.8%) of the respondents.

The construct consists of five independent variables: reward program, retention rate, engagement metrics, content marketing tactics, feedback and interaction, and the dependent variable of Ethiopian Airlines Sheba Miles members' satisfaction. A reliability test is performed on every one of the factor's components.

The internal consistency of the instrument with regard to these variables is indicated by the five factors' Cronbach's Alpha values, all of which are greater than 0.7. In addition to dependability, the researcher does multiple regression analysis in terms of the model summary, correlation tests, and regression model tests to meet the study's objectives. The value of R (.921) reflected the overall correlation between independent factors and dependent variable satisfaction, as shown in the model description of the analysis in the table above. The happiness of Sheba Miles members was positively and significantly correlated with all five criteria.

5.2. CONCLUSIONS

Competitive advantage is increasingly derived from knowledge and technological skills and experience in the innovation or creation of new products. Ethiopian Airlines mainly provide air transportation service more than 140 destinations in five continents. The Airline used a customer loyalty program called Sheba miles program. Loyalty program plays a vital role in customer relationship marketing nowadays. Many Airline companies find it an important method to be competitive in the market. The five major determinants of customer loyalty program in this research i.e. reward offering, continued membership, engagement metrics, content marketing strategies, feedback and interaction has been examined using a five point Likert scale in the following manner: strongly agree, agree, neutral, disagree and strongly disagree. The study revealed that all of the five factors i.e. reward offering, continued membership, engagement metrics, content marketing strategies, feedback and interaction have a positive influence on Sheba miles member satisfaction to the Airline. Besides, the study shows that most Sheba miles members think it is important for them to maintain relationship with the Airline. Reliability test is conducted for each component of the factors. All the five factors Cronbach's Alpha values have greater than 0.7 each which indicates the internal consistency of the instrument with respect to these variables.

Next to reliability, the researcher did correlation tests, regression model tests, and finally multiple regression analysis are performed in terms of model summary to address the study's objectives. As indicated in the model summary of the analysis in Table above, the value of R (.991) indicated the overall correlation of independent variables with dependent variables satisfaction. All the five factors had positive and significant relationship of Sheba miles members' satisfaction.

5.3. RECOMMENDATIONS

Based on the findings of the study, the following recommendations were given by the researcher

- To maintain the satisfaction of Sheba mile members Ethiopian should implement effective content marketing strategies
- There need to be review the type and practice of content marketing of competitors to use other methods
- Ethiopian should ensure regular, continuous and proper feedback provision from Sheba miles members regarding the level of service given by the group to know the gap
- Ethiopian loyalty department must encourage, take the initiative and follow up the feedback given by Sheba mile members to give on time response.
- Give appropriate rewards to passengers who have sustain with the Airlines to motivate and satisfy them consistently.
- Ethiopian should provide incentives, such more luggage, to encourage members to move up to the next level.
- Finally, the researcher recommended other researchers who are interested to do the study in such topic to use probability sampling method to review the data. Since convenience sampling does not ensure that all members of the population have an equal chance of being selected.

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APPENDICES

RESEARCH QUESTIONNAIRE

Addis Ababa University

College of Business and Economics

School of commerce

Department of Marketing Management

Dear Respondents,

I am a student of pursuing Marketing at Addis Ababa University, School of Commerce. I am inviting you to participate in this study by completing the attached questionnaires. This questionnaire is designed to collect data on the title: The Effect of Content Marketing On the Satisfaction of Sheba Miles Member: The Case of Ethiopian Airlines Group in partial fulfillment of Master Degree in Marketing Management. Your genuine response has the utmost importance in determining the study's outcome hence, please answer all questions.

Please be advised and sure that this study is only for academic purpose authorized by Addis Ababa University, Thus the information you provide, your ideas and comments are highly honored and will be treated with utmost confidentiality. If you require additional information or have questions, please feel free to contact me using mobile number: +251-911638823 or via my email address: miskew2016@gmail.com

Kind regards,

General Guidelines:

Please put a tick “√” mark to reply each question as per your choices.

a) The response scale of the questions is as follows:

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

b) You are not required to write your name.

Part I: - Personal information

1. Sex: Male Female

2. Educational Status

<= 12 grade complete Diploma First Degree Master degree and above

3. Age group in (years)

18-30 31-45 46-60 above 60

4. How frequently you fly by Ethiopian airline in a year?

once twice three times four times five and more times

5. Do you have flight experience other than Ethiopian Airlines?

Yes No

6. Reason for Travel:

Business Touristic Education Others

7. Flight Frequency (Annual):

1-10 times 11-20 times 21-30 times 31-40 times 51 and up

8. Duration of Membership

Less than 1 year 1-2 years 3-4 years 5 years and above

Membership Status

Sheba Platinum Sheba Gold Sheba Silver Sheba Blue

Part II: - Survey on the effect of Ethiopian FFP on Customer satisfaction and Loyalty

Please respond to each item by putting a tick mark (√) in the box corresponding to the option that identifies your level of overall agreement.

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

A. Reward Offering

NO.	Reward Offering	1	2	3	4	5
RO1	I have delighted with the award given to the Ethiopian Airlines Sheba Miles members.					
RO2	I have involved with the content marketing campaigns in the Ethiopian Airlines Sheba Miles.					
RO3	I can easily redeem the award earn from the Ethiopian Airlines.					
RO4	I have an experience of flight with the award miles that Ethiopian Airlines offers.					
RO5	I am happy with the priority check-in, boarding, baggage delivery and lounge access for Sheba mile members.					
RO6	We have been able to use our Sheba Mile miles to buy tickets for ourselves and family members.					
RO7	I've been encouraged by the upgrade of the awards in terms of improving the members status					
RO8	The rank through content marketing that translates into some sort of reward to the level of offer, gift, or just the treatment of customers is appropriate.					
RO9	Overall, I am satisfied with the award that the airline gives to Sheba Mile members					

B. Continued Membership

NO.	Continued Membership	1	2	3	4	5
CM1	Sheba Miles' content market influenced my decision to maintain my membership.					
CM2	I renewed the Sheba Mile membership based on the content marketing programs I have experienced.					
CM3	I am comfortable with the exclusive offers to Sheba miles members through content marketing.					
CM4	I often engaged with Sheba miles content marketing materials to stay informed about new benefits and features considering membership continuity.					
CM5	I feel Sheba miles content marketing realizes my interests and preferences as a member.					

C. Engagement Metrics

NO.	Engagement Metrics	1	2	3	4	5
EM1	I frequently engage in Sheba miles content marketing strategy of Ethiopian Airlines group like Blogposts, newsletters, social media posts					
EM2	I actively participate in promotions or campaigns launched through Ethiopian Airlines group to engage Sheba miles members content.					
EM3	I often engage with the service provided by Ethiopian Airlines group.					

EM4	I am satisfied and feeling as a Sheba mile member ship as customer of Ethiopian Airlines group					
EM5	I am satisfied the quality of writing and presentation in Sheba miles content marketing.					
EM6	I have increase my engagement with Sheba miles content marketing efforts of Ethiopian Airlines.					

D. Content Marketing Strategies

NO.	Content Marketing Strategies	1	2	3	4	5
CMS1	The frequency of Sheba miles content updates according to the content strategy of the Airline industry.					
CMS2	The content marketing strategy of Ethiopian Airlines are mostly engaging and valuable for Sheba miles.					
CMS3	I am happy with the quality of writing and presentation of Ethiopian Airlines content marketing strategy in Sheba miles.					
CMS4	I often take action like book a flight, explore destinations as a result of consuming Sheba miles content of Ethiopian Airlines.					
CMS5	I find Sheba miles content marketing to my travel interest and preference.					
CMS6	I often engaged with the content marketing strategy of Ethiopian Airlines group shared information.					
CMS7	I find valuable information provided in Sheba					

	Miles' content marketing strategy of Ethiopian Airlines.					
CMS8	I feel that the content marketing strategy provided by Ethiopian Airlines adds value to your experience as a Sheba Miles member.					
CMS9	Overall, I am satisfied with the frequency of Sheba miles content marketing updates.					

E. Feedback and Interaction

NO.	Feedback and Interaction	1	2	3	4	5
FI1	I often provide feedback on Sheba miles content marketing strategy of Ethiopian Airlines Group.					
FI2	I have engage with Sheba miles content marketing materials by leaving comments or sharing your thoughts to Ethiopian Airlines Group.					
FI3	I am satisfied with the responsiveness of Ethiopian Airlines Group for Sheba mile Members feedback provided on content marketing.					
FI4	I feel my suggestions and opinions are taken into account in shaping future Sheba miles content marketing campaigns of Ethiopian Airlines Group.					
FI5	I am confident the level of engagement and interaction opportunities offered in Sheba miles content marketing strategy of Ethiopian Airlines Group compared to other Airlines.					



ADDIS ABABA UNIVERSITY
 College of Business and Economics
 SCHOOL OF COMMERCE
 Marketing Management Department



Our Ref: AAU/SOC/MMU/ 69/24
 Date: 04/04/24.

To Whom It May Concern

Subject: Request for cooperation to allow students conduct Research on your organization

Dear Sir/ Madam,

The Marketing Management department of Addis Ababa University, School of Commerce is the prominent contributor for the development of marketing management discipline in Ethiopia by crafting and effectively delivering marketing management curriculum in the regular, extension and distance programs both at under graduate and graduate levels. It also delivers a number of short term custom made trainings and consultancy services to the development of the business sector.

The department strongly believes that a successful way of improving the capacity of our graduates is to create opportunities to acquire industry experience. In line with this, we are requesting your esteemed firm to allow the following graduate student to gather data in your organization for the research work he/she is conducting under the topic:
THE EFFECT OF CONTENT MARKETING ON THE SATISFACTION OF SHEBAMILES MEMBER CASE OF ETHIOPIAN.

Student name: MISKER WOKKU KEBEDE Id: GSD/3220/12

Thank you for accepting our students and allowing them to do his/ her research in partial fulfillment for the requirement of Masters' of Arts degree in Marketing Management.

Sincerely,

Dr. Misgan Worku
 Marketing Management Postgraduate Program Coordinator



[Signature]
 Manager Group Human Capital
 Development and Talent Management