



ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

**The Effect of Social Media Marketing on the Purchase Decision of Consumers:
Evidence from Selected Five Star Hotels in Addis Ababa**

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Consumers: Evidence from Selected Five Star Hotels in Addis Ababa**

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A Master of Arts in Marketing Management Thesis submitted to

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Consumers: Evidence from Selected Five Star Hotels in Addis Ababa**

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Certification

I hereby confirm that Ruth Kasaye has successfully conducted a research project titled 'The effect of Social Media Marketing on Consumer purchasing decision: A Case Study of selected Five Star Hotels in Addis Ababa.' This research was carried out under the supervision of Dr. Mesfin Workineh (PHD) at the School of Commerce Addis Ababa University. The findings of this study are authentic and qualify Ruth Kasaye to be granted a Master of Arts degree in Marketing Management.

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Declaration

I, Ruth Kasaye, affirm that this research titled " The Effect of Social Media Marketing on the Purchase Decision of Consumers: Evidence from Selected Five Star Hotels in Addis Ababa" is the outcome of my personal dedication and research. I have duly recognized all the sources of information utilized in this study. With the exception of guidance and recommendations received from my research advisor, I have independently produced this work. It has not been previously submitted for a degree at any institution, and it is eligible for consideration for a master's degree in marketing management.

By: Ruth Kasaye

Signature _____

Date _____

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Abstract

The study is on the impact of social media marketing on the purchase decisions of five-star hotel customers in Addis Ababa. Social media refers to websites and apps that let people all over the world connect, communicate, and share information. Social media marketing involves using platforms like Facebook, Twitter, Instagram, and YouTube to promote products, connect with customers, and attract new ones. It helps users build networks, share information, increase brand recognition, boost sales, and drive website traffic. Social media plays a significant role in influencing customers' decisions when they buy things. This study aims to understand how social media influences consumer purchase decisions for five-star hotels in Addis Ababa by using both quantitative and qualitative research approach. It also aims to provide valuable insights to marketers of these hotels on effectively utilizing social media to enhance their consumers purchasing decision. The findings provide helpful information about how people use social media, find hotel information, book hotels online, and gather information about hotels from different sources. The findings also indicate that customers purchase decisions in Addis Ababa five-star hotels are greatly influenced by online reviews, social media advertising, and credibility. These findings offer valuable guidance for hotel establishments to develop successful marketing strategies and enhance their online visibility, thereby attracting and satisfying potential customers.

Key Words: *Social Media, Purchasing decision, online review, social media advertising, five- star Hotel.*

CHAPTER ONE

INTRODUCTION

1.1. Back ground of the study

According to Briscoe (2009), Kaplan & Haelein (2010), and Scott (2007), social media refers to a set of web-based apps that allow worldwide internet users to engage, communicate, and share information, share various forms of content, ideas, and information. The internet and technology have significantly transformed communication, turning social networking sites into platforms that facilitate two-way participation and influence users' intentions. The accessibility of social media has been greatly enhanced by the rapid development of mobile technology (Anzma, 2010).

Social media marketing involves the utilization of platforms such as Facebook, Twitter, Instagram, YouTube, and others to promote products, connect with existing customers, and attract new ones. Through social media, users can build networks, share information, enhance brand recognition, increase sales, and drive website traffic. Various interconnected channels and platforms offer diverse functions within the realm of social media, allowing businesses to engage with current customers and attract new ones (Gretzel & Yoo, 2017).

Social media advertising is a type of social media marketing where you use paid media to promote your business on any of its many channels. This media comes in many formats and placements and supports a range of creative, from images and video to immersive experiences. Social media advertising can be defined as a process by which companies create, communicate, and deliver online advertising offerings via social media platforms to build and maintain stakeholder relationships. These relationships enhance stakeholders' value by facilitating interaction and information sharing, offering personalized purchase recommendations, and creating word-of-mouth advertising among stakeholders about existing and trending products and services (Yadav & Rahman, 2017).

Social media reviews are evaluations of products/services based on customer experience shared on social media platforms. A social media review can take the form of a star classification rating scale, cumulative thumbs up or down, descriptive blocks of text or even tags, photos, and recommendations.

Throughout the consumer purchasing process, social media has increasingly become a crucial factor influencing customers' decision-making. The hotel sector may use social networking sites to communicate with customers, learn about their requirements, and interact with visitors prior to and following their trips. Trip Advisor, Facebook, YouTube, Twitter and Myspace are among the many social media platforms accessible in the travel and hospitality industry (MC. Carthy et al., 2010; Ayeh et al., 2012). Social media marketing has emerged as a popular and rapidly expanding strategy for businesses to effectively target their customers. It involves using social media websites to promote services and products, enabling businesses to reach a larger audience compared to traditional advertising channels (Barefoot & Sazebo, 2010).

Research indicates that social media influences consumer opinions about advertising and their purchasing behavior. Social media can shape brand perceptions, influencing customers' decisions to buy a product based on positive brand associations (Yang, 2012; Tianing, 2012). According to E. Varkaris and B. Neuhofer (2017), social media has a big influence on tourism and hospitality because it changes how travelers congregate, share, seek for information, and make travel-related decisions. Customers use social media to get inspiration, narrow down their alternatives, and validate their selections (Gretzel & Yoo, 2008). Hotel reviews are important in decision-making because they influence consumers' knowledge and impressions, impacting their choice of lodging (Singh & Torres, 2015; Vermeulen & Seegers, 2009).

There is Limited research on social media marketing in the hotel industry in Addis Ababa: While social media marketing has gained considerable attention in recent years, there may be a dearth of research specifically focused on the hotel industry in Addis Ababa, Ethiopia. Exploring the impact of social media marketing on consumer behavior within this specific context can provide valuable insights.

Understanding the specific influence of social media marketing on purchase decisions: Although there is existing research on the impact of social media marketing on consumer behavior, there may be a need to investigate how social media activities, such as social Media Advertising, associability of information on social media, trust and customer reviews, directly influence the purchase decisions of consumers in the context of five-star hotels in Addis Ababa. Factors influencing consumer trust in social media marketing: Trust is a crucial element in influencing consumer behavior. Research could focus on identifying the factors that contribute to consumer trust in social media marketing efforts by five-star hotels in Addis Ababa. By addressing these knowledge gaps, researchers can contribute to the existing body of knowledge and provide valuable insights for the hotel industry in Addis Ababa regarding the impact of social media marketing on consumer behavior and the factors influencing consumer trust.

1.2 Statement of the problem

Social networking sites are widely favored as a reliable means of obtaining information due to their perceived simplicity, efficiency, and trustworthiness. Furthermore, consumer purchasing choices are swayed by remarks and evaluations found on these platforms. Social media marketing involves empowering individuals to promote their products and services across different social media platforms, allowing them to reach a wider audience that traditional advertising methods may not have reached previously (C. Chopra, S. Gupta 2020).

Previous study has shown that social media marketing has an impact on consumers decisions to book five-star hotels in Addis Ababa. Mulugeta (2018), for example, performed a descriptive study of 214 visitors of an Addis Ababa five-star hotel. The significance of social media in their area of business is that it: draws a large number of clients from all over the globe; it aids in the establishment of a brand and recognized services; and it also initiates to growth and success with the growing demand of customers, it reduces the cost of advertising with TV and radio, it aids in gaining more accessible information around the globe, and most importantly, it aids in boosting profit and sales by improving customer flow and Yonas (2019) conducted a study titled "Factors Affecting Customers' Online Purchasing Decision: A Study on Five-star Hotels of Addis Ababa" using descriptive research on 384 guests of five-star hotels and discovered that The most crucial

component is the online evaluations of other customers, which shows that the majority of internet travelers pay attention to and impact their decision. Previous study, on the other hand, provides useful information on how social media impacts the choices of consumers to book five-star hotels. They provide no advice on how to use social media to influence clients booking decisions for fivestar hotels.

As a result, this study is being under taken from above to ascertain the impact of social media on consumer purchase decisions in recent years and provide useful insight for marketers on how to use social media to enhance consumers purchasing decision.

1.3 Research Question

Main Research Question

1. What is the effect of social Media Marketing On the Purchasing Decision of consumers on selected five star hotels in Addis Ababa?

Sub Research Questions

1. What is the effect of social media advertising on purchase Consumers choice of a five-star hotel in Addis Ababa?
2. How does accessibility of information on social media affect the purchase decision of consumers of five-star hotel in Addis Ababa?
3. How does credibility of social media influence the purchase decisions of five-star hotel Consumers in Addis Ababa?
4. How do customer online reviews on social media affect the purchase decision of other consumers?

4.4 Research Objective

General Objective

1. To assess the Effect of social media on the purchasing decision of consumers at selected five-star hotels in Addis Ababa.

Specific Objective

1. To assess the impact of social media advertising on the purchase decisions of five-star hotel customers in Addis Ababa.
2. To evaluate the effect of accessibility of information on social media on the purchasing decision of consumers.
3. To investigate the effect of the credibility of social media ads on the purchasing decision of consumers of five star hotels in Addis Ababa.
4. To assess the impact of customer online reviews on social media on the purchase decisions of five-star hotel customers in Addis Ababa.

1.5 Significance of the study

This research can provide valuable insights and practical implications for hotel marketers in Addis Ababa by shedding light on the effectiveness of social media marketing in influencing consumers' purchase decisions. Understanding the impact of different social media strategies can help hotels optimize their marketing efforts and allocate resources effectively. By examining the effect of social media marketing on consumer behavior, this study can assist hotel managers in allocating their marketing budgets more strategically. It can provide evidence-based guidance on whether investment in social media marketing is worthwhile and how it compares to other marketing channels in terms of its impact on consumer purchase decisions.

the significance of this study lies in its potential to advance knowledge in the field of social media marketing and its impact on consumer purchase decisions within the context of five-star hotels in

Addis Ababa. The findings can guide hotel marketers, inform strategic decision-making, and ultimately contribute to the growth and success of the hospitality industry in the region.

1.6 Scope of the study

The main focus of this study is on the effect of social media marketing on the purchasing decision of consumers. The research tried to see how social media affect purchase decision of consumers in terms of on social media advertising, accessibility on social media, social media credibility and effect of online review on social media on purchase decision of consumers. An evidence will be taken from selected Five star hotels which specifically located in Addis Ababa.

1.7 Limitations of the Study

This study's focus was on how social media marketing affected consumers decisions to book fivestar hotels in Addis Ababa. the sample size may be limited due to constraints such as budget or time. This limitation could affect the generalizability of the findings, as the sample may not represent all five-star hotels in Addis Ababa or the broader hospitality industry. Additionally, the geographic scope of the study is confined to Addis Ababa, which may restrict the applicability of the findings to hotels in other cities or regions within Ethiopia or other countries. Furthermore, the study's timeframe may not account for the rapidly evolving nature of social media trends and platforms, potentially rendering the findings outdated.

1.8 Definition of Terms

- **Social media:** are social media platforms that allow people to share their ideas, hobbies, and other kinds of communication through online communities and networks.
- **Consumer purchase decision:** the process through which consumers make decisions about market transactions before, during, and after the purchase of products or services.
- **Brand Awareness:** Brand recognition Consumers' capacity to remember or identify a brand in a range of scenarios is referred to as brand awareness.
- **Hospitality:** the connection between a visitor and a host in which the host welcomes the guest with some degree of kindness, including the reception.

1.9 Organization of the Study

This research paper is divided into five chapters: chapter one includes an introduction that provides a general overview of social media's impact on the hospitality industry, a statement of the problem, objectives of the study, scope and significance of the study, and a discussion of the literature on the research topic. The third chapter discusses research design, methods, and data analysis. The fourth chapter discusses results and conclusions and the fifth chapter includes the conclusion and recommendation part of the study.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1 INTRODCTION

The purpose of doing a literature review is to gain understanding of the existing research and debates on the effect of social media on purchasing decision of consumers in the hotel industry. To acquire knowledge on purchasing decision of consumers and social media effects on consumers.

2.1.1 Social Media Marketing

Social media, defined by Md. Yusuf Hussien Khan and Tavir Abir 2022, is a sort of web 2.0 application that connects, communicates, and trades ideas, views, viewpoints, information, and connections among internal users worldwide. According to Jenny Davis (2016), social media is a collection of interactive online tools that enable the creation, curation, and sharing of usergenerated content (either independently or collaboratively). Various ideas and terminology relevant to social media have been offered in previous research. People may utilize social media marketing, which allows them to interact with and reach a much larger audience than would have been possible via traditional advertising channels (Mustefa. S.), to engage with and reach a much larger audience than would have been possible through traditional advertising channels. More emphasis is placed on social media marketing. on the internet, communities exist in many sizes and shapes, and members engage with one another to successfully communicate with the group's members about specific product and service offers. Social media marketing has a responsibility to use these communities correctly, which includes communicating with groups as corporate representatives and listening to their problems (Dr. Ravi & Sujay Kumar, 2021).

Social media marketing is a crucial component of every hotel company's strategy since it boosts not only direct reservations but also brand awareness (C.vent G2022). According to a poll (First Merchant Service and Coyle. hotel Group 2012), more than 90% of hotel firms utilize social media for marketing objectives. It was also reported that social media had become a top priority for

hoteliers and nearly two thirds of all hotels used some form of social media to attract customers (Trip advisors 2012).

2.1.2. Advantages of social media marketing

According to Watson et al. (2002), as cited by Sheth and Sharma (2005), the increasing acceptance of digital marketing has driven many firms to study the potential of social media in selling goods and services to both new and existing clients. Platforms like Twitter and Facebook have changed the way some businesses approach advertisement. Social media marketing has several advantages, including cost savings and increased reach, as it eliminates the need for traditional salespeople, intermediates, or distributors. Furthermore, it enables firms to engage with clients who would otherwise be impossible to reach owing to time and location constraints imposed by current distribution methods.

Social media platforms achieve enhanced reach and reduced costs through three main services. Firstly, marketing agencies can provide clients with vast amounts of information without requiring human intervention. This surpasses other communication methods in terms of the quantity of information that can be delivered. Furthermore, the information can be presented in a manner that is easily understandable and tailored to meet specific customer needs. The web-based format is essential for presenting the diverse options available in this context.

Secondly, social media companies can create interactions that enable customers to customize goods and services based on their unique requirements. For example, features like online check-in and seat assignment can be made available. As effective organizations as Dell and Amazon.com have demonstrated (Watson et al., 2002; Sheth & Sharma, 2005), social networking systems facilitate interactions between customers and enterprises that would otherwise need human contact.

2.1.3. Disadvantages of social media Marketing

The online world presents not only opportunities but also adds complexity and difficulty to the process of social media marketing. Engaging in meaningful two-way conversations requires

dedication, and building a social network requires time and effort. Social networks change the nature of marketing by focusing on establishing lasting connections that can lead to increased sales. According to Barefoot and Szabo (2010), it is important to assign someone to monitor each network, address inquiries and feedback, and share relevant information about products. Furthermore, while accessing platforms for social media, whether via third-party sources or a company's own channels, difficulties such as plagiarism and trademark breaches might develop.

Marketers should assess the usage of their trademarks and copyrights on a regular basis.

Using social media to promote a business, its offerings, or services raises concerns about privacy, security of information, and trust. Businesses must be aware of these risks and take appropriate procedures to limit their liability in the gathering, utilization, and retention of personal information. especially confidence in transaction security and privacy, has a strong effect on the loyalty of consumers to social media marketers (Hoffmann et al., 1999). Consumer' concern about credit card theft, according to Ratnasingham (1998), has been a major hurdle to wider adoption.

2.1.4 The Role of social media in travel

Social media has a significant impact on people's daily lives and social environments and is becoming increasingly important in the field of tourism (Yazdanifard and Yee, 2014). The term "Travel 2.0" refers to the changes that the travel industry has undergone due to the emergence of online platforms and social interactions, which have transformed how users browse, rank, and evaluate products and services before making purchases or using them (Buhalis and Law, 2008; Hudson and Thal, 2013). Trip Advisor, Twitter, Facebook, YouTube, MySpace, and Flickr are among some of the most popular social media sites for travelers (McCarthy et al., 2010; Ayeh et al., 2012; Sigala et al., 2012). Several research has found that social media has a significant impact before, during, and after a trip (Fotis et al., 2012). Researchers think that tourists use various social media platforms at different times throughout their trip, with the pre-travel period being especially important because tourists rely on social media for trip planning, information search, and destination management (Cox et al., 2009; Zeng, 2013).

Social media channels are transforming the way people look for and make judgments about information, particularly in the travel industry. User-generated content (UGC) about travel offers significant insights into other people's perspectives on various places, amenities, and eateries. According to research, many people who use social networking sites for travel rely on online hotel ratings and information on vacation spots and lodgings. Social media platforms are critical in easing decision-making, and customers frequently trust user-generated content (UGC) more than content from credible travel websites, travel companies, and conventional media. However, there is continuous debate concerning the influence of UGC on these platforms, with questions voiced about the data's quality and dependability. This is essential because a person's perceived trustworthiness of a source plays a vital role in influencing consumer behavior and decisionmaking.

2.1.5 The Impact of Social Media on Hotel Consumer Decision Making

The decision-making process takes place during the pre-travel stage of the larger Consumers Decisions Journeys (CDJ), that includes four stages that customers must go through. Consider, appraise, acquire, enjoy, support, and bond are the first steps (Court et al. 2009). According to Court et al. (2009), rather than meticulously restricting their possibilities till they have decided on the decision about what to buy, buyers in the "Evaluation stage" add and delete enterprises from a "group of favorites" based on 5 factors. Customers begin gathering and analyzing information from many sources before making a purchase choice in order to suit their purchasing demands. Because hotel products and services are intangible, client purchasing decisions are highly personalized and impossible to imitate (Kwon et al. 2011). Hotel providers are no longer the undisputed authorities on the characteristics and characteristics of brands and items. Online hotel reviews, on the other hand, play an important function in aiding modern customers' evaluation stages by giving both good and negative feedback as well as indirect customer-to-customer contacts via blogs and review websites (Fotis et al. 2012; Hudson and Thal 2013). The fundamental concept of consumer behavior, which states that customers can affect one another, serves as the foundation for this (Haywood 1989).

Social media platforms are commonly utilized to provide consumers with inspiration, narrow down options, and verify decisions. Conversely, hotel reviews serve the purpose of creating a pool of

potential alternatives, known as the "consideration set," for consumers (Singh and Torres, 2015). The evaluation process of selecting a hotel is significantly influenced by both positive and negative customer reviews, as they contribute to consumers' knowledge and shape their perceptions of a hotel (Vermeulen and Seegers, 2009). Previous research indicates that hotels with negative reviews are less likely to be booked by potential guests (Verma et al., 2012), while higher ratings in reviews can impact purchasers' decision-making (Almana and Mirza, 2013). According to Smith and Murphy (2017), social media platforms provide a plethora of information, including user-generated reviews, ratings, and recommendations, which greatly influence consumers' perception and evaluation of hotels. The accessibility and transparency of these online reviews contribute to shaping consumers' expectations, thereby influencing their initial consideration set of hotels.

2.2 Theoretical Review

Technology Acceptance Model (TAM), Theory of Planned Behavior, and Theory of Reason Action (TRA) is explored in regard to social media Marketing and consumer purchasing behavior.

2.2.1 Technology Acceptability (TAM)

Model Davis, Bagozzi, and Warshaw created the TAM model in 1989 to investigate the critical factors that influence users' choices as they choose to embrace and adopt new information systems. The primary goal of the TAM is to make clear the factors that determine the acceptance of applications for computers in general. Researchers and practitioners can use this method to assess the inadequacies of a process (Davis, 1989). The behavioral aim of a system's usage, according to Davis, is directly responsible for user views and opinions of its use, which are influenced by those views and opinions. The predicted ease of use influences behavior and utility. Companies under this model attain their goals via the use of social media and internet commerce.

The "technology acceptance model" is an information management theory that describes how people use and adapt information technology. It is based on the technological determinism theory and highlights two main aspects that influence system acceptance: perceived utility (PU) and perceived ease of use (PEOU). Perceived utility (PU) is a person's conviction that using a system

would improve their job results (Ekwueme & Akagwu, 2017). On the other side, perceived ease of use (PEOU) refers to the notion that using a specific interface is simple. The intention to use technology, according to this model, is driven not only by the desire to execute certain activities, but also by the individual's assessment of the system and its usefulness. People evaluate many problems when contemplating online advertising, such as restricted internet access, bad connection, lack of confidence, timeliness, and payment challenges (Ekwueme & Akagwu, 2017).

2.2.2 Theory of Planned Behavior(TPB)

According to Ajzen's theory of planned behavior (TPB), the act's goal influences conduct, subjective standards, and perceived compartmental strength (Ajzen, 1991, 2002). A person's overall judgment on whether a specific conduct is desirable is referred to as their attitude (ATT). The activity that a person intends to take is defined as a subjective standard by perceived organizational or social norms (SN). The perceived behavioral control (PBC) of a person measures their impression of the perceived difficulty of a specific action. TPB has been found to provide a useful theoretical framework for understanding and anticipating the acceptance of emerging information systems (Ajzen, 2002). In a meta-analysis research, Armitage and Conner (2001) looked at previous studies that used the TPB.process of control. The key advantage of the theory is that it gives proof for the TPB's efficacy and advises that additional study on new variables is required to increase the model's predictability. This research applies the planned activity concept to describe how social media (online commerce) is used to satisfy client requests. The idea also attempted to explain all acts impacted by people's wishes. This model relies heavily on behavioral intent, which is based on one's attention to the expected consequence of the action and one's subjective cost-benefit judgment of that outcome. The TPB was used to predict and explain a variety of health behaviors, such as smoking, drinking, healthcare, nursing, and substance use. TPB (behavioral control) influences behavioral performance in terms of motivation (intention) and ability. It categorizes behaviors into 18 different emotional, social, and influential groupings. The TPB is made up of six systems that describe the real rules that govern a person's behavior.

2.2.3 The Theory of Rational-Action (TRA)

The theory of reasoned action, proposed by Fishbein and Ajzen in 1975, serves as a framework for predicting behavioral intent, encompassing attitudes and actions. It originated from previous research that delved into attitude theory and progressed towards the examination of attitudes and behaviors. The key components of the theory are behavioral intention (B1), attitude (A), and subjective norm (SN). An individual's inclination to engage in an action is determined by their behavioral intention. In the context of TRA, behavioral intention is defined as the sum of attitude and subjective norm ($B1 = A + SN$). When someone desires to do something, they are highly likely to follow through. The strength of a person's inclination to act is influenced by their purpose. According to this perspective, behavior is a result of the combination of one's attitude towards a particular activity and their subjective behavioral standards. The concept of subjective norm recognizes the impact of others on behavior formation, as it directly assesses individuals' perceptions regarding a specific behavior, which are influenced by their motives. The contribution of actions and subjective expectations in predicting behavior differs fundamentally. The core principle of reasoned action theory posits that individuals act rationally to achieve favorable outcomes and satisfy others' needs. This theory elucidates the process by which behaviors are formed and how they influence individuals' actions. A person's behavior is influenced by their decision to carry out certain activities. Purpose refers to a person's objective and the outcomes they seek through their actions. Attitude, as defined by Ajzen (1991), is a person's positive or negative disposition towards a goal. Intent is believed to capture the motivating factors behind a behavioral pattern. Hence, individuals may evaluate the level of effort they are willing to exert based on the anticipated incentives for such actions. Given that the concept of rational action applies to consumer behavior, it is assumed that customers possess specific intentions for each alternative option. Rational action theory can be described as a continuum of attitude, intent, and behavior, providing a common framework for understanding consumer behavior. This theory has been utilized by researchers like Al-Nasser, Yusoff, Islam, and Al-Nasser (2014) to explore the influence of customer trust and attitude on online purchasing in Malaysia and Saudi Arabia. It is crucial to this study because it offers a decision-making perspective with clarity on behavioral

aspects. Additionally, the theory characterizes the cognitive structure of conscious human behavior, including intentions and experiences, and provides insights into the factors that influence it.

After considering various theories relevant to this study, the Technology Acceptance Model (TAM) was selected. This model, developed by Davis in 1989 and rooted in the theory of reasoned action (Fishbein & Ajzen, 1975), is particularly relevant in understanding how individuals adopt and utilize technology, especially through social media and the internet in their daily interactions. The TAM focuses on information system theory, which explores how individuals manage information. It has emerged as the most influential theoretical model for explaining user adoption of technology.

2.3. Empirical Review

2.3.1 Social media and purchasing decision of consumers

Paquette (2013) defines social media advertising as "a variety of activities performed on social media sites with the goal of raising customer awareness about a company's products and services." These platforms provide useful tools and online media that encourage collaboration, participation, and content sharing (Richter and Koch, 2007). Social media may assist minimize biases and misunderstandings about a brand's reputation by providing a forum for consumers to exchange information and views (Kim and Ko, 2012). While social media may improve communication between businesses and customers, the efficacy of internet advertising is determined by the qualities of the product being advertised (Kiang and Chi, 2001). Social media advertising may be a helpful tactic, especially during times of economic downturn and declining sales (Mohr, 2013). Recent research, however, have demonstrated that social media has a surprisingly big influence on purchase decisions. Many firms have realized this and are working harder to strengthen their social media strategy (Ioanăs and Stoica, 2014). Nonetheless, it is critical for businesses to have an organized plan before entering the arena of social media, since those who embark without a strategy frequently encounter client reaction disappointment (Zeelenberga and Pieters, 2004). Fayq Al Akayleh (2021) performed a research in Riyadh, Saudi Arabia, to investigate the impact of social media marketing on consumer buying choices. According to the findings, social media marketing can have a considerable influence on customer purchasing decisions. Furthermore, both the

quantitative findings of this study and earlier research demonstrate that social media marketing have a favorable and notable impact on consumer behavior and purchase habits. Furthermore, the study indicates that customer gender influences the effect of social media advertising on purchase decisions.

Hypothesis 1: consumers purchasing decision of hotels significantly influenced by social media advertising.

2.3.2. Online Review and purchasing decision

Recent research has looked at the impact of online reviews on consumer purchasing choices (Zhang et al., 2014; Zhong-Gang et al., 2015; Ruiz-Mafe et al., 2018; Von Helversen et al., 2018; Guo et al., 2020; Kang et al., 2020; Wu et al., 2020). These studies looked at various aspects of internet reviews and their influence on customer behavior. Ghose and Ipeirotiss (2010), for example, employed text mining tools to determine how subjective, informal, readable, and linguistically accurate evaluations impact their use.

According to Boardman and McCormick (2021), consumer attention and behavior throughout the purchasing process differ among websites depending on their contents, purpose, and consumer goals. Furthermore, Guo et al. (2020) discovered that favorable online customer reviews likely to induce more purchases than negative reviews. They also discovered that perceived legitimacy and diagnosticity influence purchase decisions, especially in the setting of poor online consumer evaluations. In conclusion, these research indicate that online product reviews influence customer behavior, however the total impact is impacted by a variety of circumstances.

Hypothesis 2: online review on social media significantly affect the purchase decision of consumers of five star hotels in Addis Ababa.

2.3.3. Credibility of social media and purchasing decision

Credibility, sometimes known as inevitability, is a characteristic felt by those who, because to their weak intellectual capacities, are unable to distinguish between real and fraudulent information. As a result, numerous ways to assessing dependability on social media have evolved in recent years. (Brackett and Carr, 2001) define credibility as the substance and origin of advertising that impact client confidence. According to (Marshall and Woon, 2013), if the content or source of an advertising fails to persuade consumers, even if the content and source are trustworthy (Unal et al, 2011; Chandra et al, 2013), customers' attention is drawn away from the advertisement. Consequently, the research proposes the following suggestions.

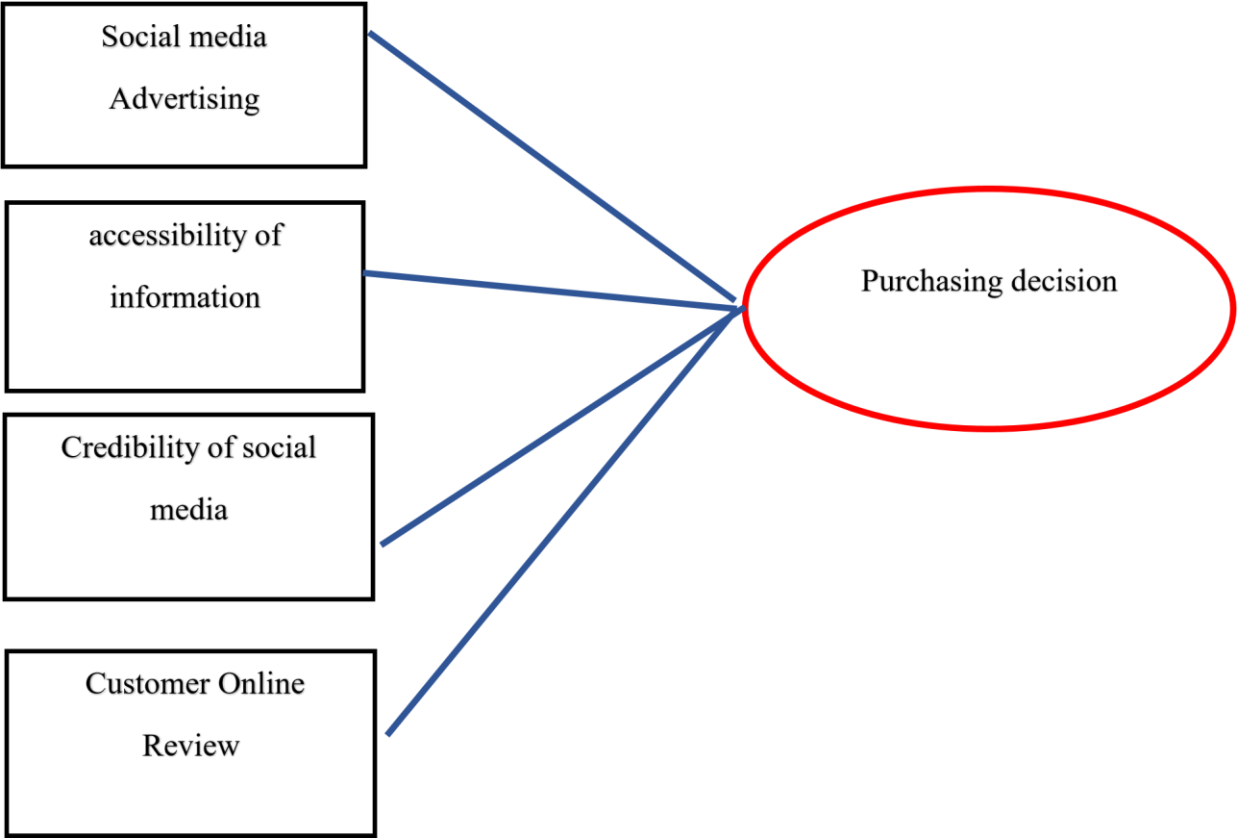
Hypothesis 3: high credibility has significant effect on consumers of five star hotels in Addis Ababa

2.3.4. Accessibility of Information

The flow of essential knowledge has been enhanced through the diffusion of information by word of mouth. The significance of this knowledge, however, differs depending on the individual's opinions and experiences (Liou, 2018). When knowledge is conveyed, information is shared as well as received. This process results in the transformation of explicit information into internal knowledge and meaning (Nonaka, 1994). Previous research has mostly focused on information quality and the dependability of its sources (Davy, 2006; Hong, 2006; Xu et al., 2006; Cheung & Lee, 2007). Data accessibility, substance, correctness, format, and timeliness are all considered when determining information quality (Liu & Lopez, 2016). Within the marketing and advertising fields, social media, including different online platforms for sharing information such as social networking sites, plays a critical role in influencing client purchasing behavior (Gilly et al., 1998; Mangold & Faulds, 2009; Varkaris & Neuhofer, 2017).

Hypotheses 4: accessibility of information via social media has a positive implication on consumers purchasing decision of five-star hotel in Addis Ababa.

2.4. Conceptual Frame Work



Source: The Impact of Social Media on Consumers’ Purchasing Behavior (Konar, R., Balasubramanian, K., Kumar, J., 2020)

CHAPTER THREE

RESEARCH METHDOLOGY

3.Introduction

The strategic procedure or tactics used in the collection of data or proof for research in order to unearth new knowledge or build a better grasp of the issue are referred to as research methods.

3.1. Research Approach

The study employed a mixed research strategy, including quantitative research employing surveys and experiments to evaluate connections between variables, and qualitative research studying participants, meanings, and linkages between them.

3.2. Research design

In this research study, an explanatory research approach was employed to gain a deeper understanding of the phenomenon under investigation. Explanatory research was chosen as the methodology because it aims to provide insights into the underlying causes and reasons behind a particular event or phenomenon. By employing this approach, the study sought to identify and explain the relationships between variables, uncovering the factors that contribute to a specific outcome or behavior. This research aimed to go beyond mere description and explore the "why" and "how" of the observed patterns, shedding light on the mechanisms, processes, and dynamics at play. Through rigorous investigation and analysis, the study aimed to refine existing theories or propose new ones, ultimately contributing to the body of knowledge in the field. The findings of this research have the potential to inform decision-making processes and provide valuable insights for practitioners and policymakers.

3.3. Data types and Data sources

In order to conduct this study, a combination of primary and secondary data is being gathered. Secondary data collected through an extensive review of existing literature focused on social media, consumer purchasing decisions, and the influence of social media on the hotel industry. This literature review provided valuable insights and establish a foundation for the research. On the other hand, primary data is obtained through the use of a well-structured survey questionnaire administered to clients of five-star hotels in Addis Ababa. This approach allows for direct interaction with the target audience, enabling the collection of specific and firsthand information relevant to the study. By utilizing both primary and secondary data, this research aims to gain a comprehensive understanding of the relationship between social media, consumer behavior, and its impact on the hotel business in Addis Ababa.

3.4. Population of the study

The study's population consists of customers of five-star hotels in Addis Ababa. The study's target hotels were carefully selected for research purposes, taking into consideration the constraints of time, budget, and limited information availability. Given the vast number of five-star hotels in Addis Ababa, the comprehensive study of each one was not feasible within the given limitations. Thus, the decision to focus on these specific hotels was made, ensuring that the research could be conducted effectively and efficiently within the available resources. This approach ensures a focused research study that provides valuable insights into the luxury hospitality industry while maintaining feasibility and relevance. These hotels provide a deluxe guest experience and have received a Five-star standard or rank from MOCT. The study's target hotels are

1. Ethiopian Sky Light Hotel
2. Sheraton Addis International Hotel
3. Hayat Regency Addis Ababa
4. Marriott Executive Apartment
5. Elilly international Hotel

3.5. Sampling procedure

In cases where collecting data from the entire population is impractical, researchers must resort to sampling techniques. This involves selecting a representative subset from the population to study. One such technique is convenience sampling, which was utilized in the study. Convenience sampling refers to a method where researchers collect market research data from a conveniently available pool of respondents. This approach offers convenience and accessibility in gathering data, although it may pose limitations in terms of generalizability and representativeness. Nonetheless, it can still provide valuable insights for certain research questions, given its practicality and ease of implementation.

3.5.1 Sample size

The researcher used a formula to calculate the sample size, resulting in 384 respondents. The survey was conducted on an infinite population, and the researcher generated samples from the total population using the sample size formula described in a source by Bill Godden in January 2004. The formula is as follows:

$$SS = \frac{Z^2 \times (P) \times (1-P)}{C_2}$$

Whereas,

SS = Sample Size

Z = Z-value (e.g., 1.96 for a 95 percent confidence level)

P = Percentage of population picking a choice, expressed as decimal (0.5 standard deviation)

C = Confidence interval, expressed as decimal (e.g., .05 = +/- 5 percentage points)

A Z-value (Cumulative Normal Probability Table) represents the probability that a sample will fall within a certain distribution. The Z-values for confidence levels is 1.96 = 95 percent confidence level

$$SS = \frac{(1.96)^2 \times 0.5 \times (1-0.5)}{0.0025} \times 0.05_2 =$$

$$\text{Sample size} = 384.16 \cong 384$$

3.5.2. Sampling technique

The researcher employed a stratified sampling method in this study, which involves dividing the population into distinct subgroups that may have notable differences. This technique ensures that each subgroup is adequately represented in the sample, allowing for more precise conclusions to be drawn. Based on the sample size of 384 from the entire population Consequently, the sample was collected proportionally from all five 5-star hotels, and the actual sample was selected using the quota sampling technique.

No	Hotel Name	Sample size	Sample Proportion
1.	Ethiopian Sky Light Hotel	384	78
2.	Sheraton Addis International Hotel		77
3.	Hayat Regency Addis Ababa		77
4.	Marriott Executive Apartment		77
5.	Elilly international Hotel		77

3.6. Data Gathering Instruments

In order to explore the influence of social media on consumer purchasing decisions, researchers conducted a comprehensive study using data gathering instruments. The investigation focused on customers of a distinguished five-star hotel situated in Addis Ababa. To collect primary data, questionnaires were distributed to these customers, allowing the researchers to directly gather insights into their purchasing behaviors and the role of social media in their decision-making processes. Furthermore, secondary data was acquired by extensively analyzing relevant journals and surveys. By combining both primary and secondary data, the researchers aimed to gain a comprehensive understanding of the impact of social media on consumer purchasing decisions, shedding light on the evolving dynamics between social media platforms and consumer behaviors in the context of the hospitality industry.

3.7. Data Analysis Technique

The information obtained from surveys is modified, classified, counted, organized, and transformed into frequency representations. The data acquired from the survey was examined utilizing SPSS software, employing descriptive, correlation, and regression analyses. Descriptive analysis was utilized to assess the average and standard deviation. Correlation analysis was employed to establish the degree of association between dependent and independent variables. Regression analysis was employed to determine the extent to which the dependent variable was explained by the independent variable in quantitative analysis. By interpreting the numerical results, we can obtain the answers we seek. Consequently, all discussions are based on the analyses conducted using SPSS software to ensure accurate data interpretation

3.8. Reliability and Validity

The researcher adhered to established scientific protocols in order to carry out and present a research of exceptional quality. From initially recognizing the issue to presenting the discoveries, every piece of information in this document will be based on verifiable facts. Furthermore, the researcher also ensured the dependability of this investigation by conducting tests.

3.8.1 Validity

During the evaluation of our construct validity, the primary means of gathering evidence is through the utilization of a questionnaire. In order to test the construct validity, the researcher provides citations for all the sources from which materials and evidence were collected. Additionally, the researcher provides a concise description of the specific circumstances under which the main data was gathered

3.8.2 Reliability

To ensure the credibility of this study, the researcher collected essential and accessible data from customers and existing literature. Careful consideration was given to choosing suitable questions.

Hair et al. (2007) provide a definition of dependability as the extent to which a variable or a set of variables consistently measure what they are intended to measure. To ensure the internal consistency of our current instrument, we employed the Cronbach's alpha coefficient. Developed by Lee Cronbach in 1951, this statistical tool evaluates the reliability of a questionnaire by assessing its internal consistency. To utilize this coefficient effectively, all components of the instrument must employ the same measurement scale. Cronbach's alpha is computed by considering the variances of individual components and the total variance of each assessed item, with the aim of exploring potential relationships among the items. According to Masdia Masri (2009), higher values of the dependability coefficient indicate greater reliability. Reliability coefficients below 0.60 are considered poor, those between 0.60 and 0.80 are rated as good and acceptable. In this study, all independent variables and the dependent variable meet the prescribed criteria. The table below presents and summarizes the alpha values for each variable. Table 1 Reliability test

Reliability Statistics	
Cronbach's Alpha	N of Items
.620	32

3.9. Ethical Consideration

In order to guarantee accuracy and avoid the manipulation, invention, and misinterpretation of information, the researcher received permission from luxury hotels rated five stars, experts in Social Media, and individuals who consume their services to conduct this investigation. The

researcher effectively communicated the purpose of the study, the research objectives, and all the essential elements needed to ensure that participants have a comprehensive understanding of the research.

Chapter Four

Results and Discussions

Introduction

In this section, the researcher examines, interprets, and presents the data obtained from the findings. The data was collected using questionnaires that were coded, tallied, tabulated, and converted into frequencies. The information is displayed in tables and discussed following its presentation.

4.1 Respondents response rate

Regarding the respondents' response rate, out of the 384 questionnaires provided, 45 were excluded due to being unfilled or refused. The remaining 339 questionnaires were filled out and returned, representing a response rate of 90.8%. This response rate was deemed sufficient for drawing conclusions in this study. According to Mugenda (1999), a response rate of 50% is appropriate for analysis and reporting, 60% is considered good, and 70% or more is exceptional.

4.2 Respondents demographic profile

Table 2 Gender of respondents

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	235	69.3	69.3	69.3
	Female	104	30.7	30.7	100.0
	Total	339	100.0	100.0	

From the above Table we can see that 69.3% of respondents are Male and the rest 30.7% respondents are Female.

Table 3 Age of Respondents

Age in year

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<25	78	23.0	23.0	23.0
	25-35	171	50.4	50.4	73.5
	35-45	83	24.5	24.5	97.9
	>45	7	2.1	2.1	100.0
	Total	339	100.0	100.0	

From the above Table we can see that 23.0% of respondents are <25 years, 50.4% of the respondents are from 25-35 years, 24.5% of the respondents are from 35-45 years and 2.1% of the respondents are >45 years.

Table 4 Educational level of respondents

Education level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below grade 12	35	10.3	10.3	10.3
	Diploma	59	17.4	17.4	27.7
	Degree	207	61.1	61.1	88.8
	Masters and above	38	11.2	11.2	100.0
	Total	339	100.0	100.0	

From the above Table we can see that 10.3% of the respondents are Below grade 12, 17.4% of the respondents are Diploma graduated, 61.1% of the respondents are Degree graduated and 11.2% of the respondents are Masters graduated and above.

4.3 Findings on social media preference

Table 5 Frequency of respondents using social media channels

How often you use social media channels for gathering information about hotels?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Daily	72	33.6	33.6	33.6
	Weekly	118	55.1	55.1	88.8
	Monthly	20	9.3	9.3	98.1
	Every Three month	4	1.9	1.9	100.0
	Total	214	100.0	100.0	

From the above Table we can see that 33.6% of respondents use social media on daily basis, 55.1% of respondents use social media on weekly basis, 9.3% of respondents use social media on monthly basis and 1.9% of respondents use social media every three month.

Table 6 Types of media channels used frequently to get information about hotels

Which types of information sources you used frequently to get information about hotels?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV channels	64	18.9	18.9	18.9
	Social networks (Internet, Google, Face book, Twitter, you tube,)	231	68.1	68.1	87.0
	Printed media (Magazines, newspapers)	44	13.0	13.0	100.0
	Total	339	100.0	100.0	

From the above Table we can see that 18.9% respondents use TV channels to get information about hotels, 68.21% uses social networks (internet, Google, Facebook, Twitter, YouTube ...) and 13.0% of respondents use Printed media (Magazines, Newspapers...)

Table 7 Respondents use of internet to book Hotel and pay online

Did you use internet to book Hotel and pay online?					
		Frequency	Percent	Valid Percent	Cumulative Percent

Valid	Yes	198	58.4	58.4	58.4
	No	141	41.6	41.6	100.0
	Total	339	100.0	100.0	

From the above Table we can see that 58.4% of the respondents use internet to book a hotels and pay online and 41.6% of the respondents don't use internet to book a hotel and pay online.

Table 8 Respondent's information source of a hotel

How did You get information about Hotels?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	TV channels	31	9.1	9.1	9.1
	Social networks (Internet, Google, Face book, Twitter, you tube,)	271	79.9	79.9	89.1
	Printed media (Magazines, newspapers)	7	2.1	2.1	91.2
	Word of mouth	30	8.8	8.8	100.0
	Total	339	100.0	100.0	

From the above Table we can see that 9.1% of the respondents get the information of hotels from TV channels, 79.9% of the respondents get the information of hotels from social networks (internet, Google, Facebook, Twitter, YouTube ...), 2.1% of respondents get information of hotels from Printed media (Magazines, Newspapers...) and 8.8% of respondents get information of hotels from Word of mouth.

4.4 Descriptive Statistics

Table 9 descriptive statics on the effect of social media advertising and social media accessibility on purchasing decision of five star hotels

Descriptive Statistics			
	N	Mean	Std. Deviation
using social media channels while choosing hotels	339	3.6342	1.18751
availability of information on social media	339	3.8761	.94961
uses latest content on social media page	339	3.8407	1.01672

booking Hotels Which is well advertised	339	3.6224	1.18879
Social media advertisement on product knowledge	339	4.2271	.66952
Online booking on five star hotels is easy	339	4.2714	.60333
Accessing any information on the internet easily	339	4.0177	.96675
Social media provides useful information about hotels	339	4.0177	.83894
Valid N (listwise)	339		

From the above Table, using social media channels while choosing hotel bargain with a mean 3.6342 and standard deviation 1.18751, five-star hotel social media pages share information about its products and services with a mean 3.8761 and standard deviation .94961, Five-star hotel uses latest content (pictures/videos) on their social media page with mean 3.8407 ad standard deviation 1.01672, booking Hotels Which is well advertised with mean 3.6224 and standard deviation 1.18879, known more about the service and products of Five-star hotels from Social media with mean 4.2271 and standard deviation .66952, make booking of five-star hotels on the internet easily with mean 4.2714 and standard deviation .60333, access any information about five-star hotel on the internet with mean 4.0177 and standard deviation .96675 and Social media sources provided great opportunity to choose 5 stars hotels 4.0177 and standard deviation .83894.

Table 10 descriptive statics on the effect of online Review on purchasing decision of five star hotels

Descriptive Statistics			
	N	Mean	Std. Deviation
check review online before booking a hotel	339	3.7080	1.03502
Online reviews are preferred media to choose hotels	339	3.5723	.95301
booking a hotel which has large volume of online review	339	3.9174	1.03445
large volume of online review reflect the hotels good customer service	339	3.8407	.94430
booking hotels which have more positive comments on the internet	339	4.0855	.97986
booking hotels which have negative comments on the internet	339	1.9086	1.12024

It is easy to give my opinion on the social media pages of five-star hotel	339	3.9233	.63434
Giving information about hotels on social media	332	3.5482	.90020
Giving recommendation about hotels on social media	339	3.9705	.60006
Valid N (listwise)	332		

From the above Table, check review online before booking a hotel with mean 3.7080 and standard deviation 1.03502, Online reviews are main information channels while choosing hotels with mean 3.5723 and standard deviation .95301, booking a hotel which has large volume of online review with mean 3.9174 and standard deviation 1.03445, large volume of online review reflect the hotels good customer service with mean 3.8407 and standard deviation .94430, booking hotels which have Positive comments on the internet with mean 4.0855 and standard deviation .97986, booking hotels which have negative comments on the internet with mean 1.9086 and standard deviation 1.12024, It is easy to give my opinion on the social media pages of five-star hotel with mean 3.9233 and standard deviation .63434, I would like to pass along information on brand, product, or services from five-star hotels on social media friends with mean 3.5482 and standard deviation .90020, recommend five-star hotels service and products to other social users/ Followers with mean 3.9705 and standard deviation .60006.

Table 11 descriptive statics for credibility on social media of respondents

Descriptive Statistics			
	N	Mean	Std. Deviation
internet networked sources are trust worthy to choose a hotel	339	3.5516	.88017
comments provided online are trustworthy to make purchase of hotel	339	3.5015	.84396
Online booking sites are trustworthy	332	3.7741	.64113
There is real information about five-star hotels on social media	339	3.7788	.66708
The hotel provides service and product as it promises on advertisements	339	3.7050	.59709
five-star hotels provides reliable information about the service and products on social media	339	3.8378	.57068
Valid N (listwise)	332		

From the above Table, trust internet networked sources or online advertisement mostly to choose a hotel with mean 3.5516 and standard deviation .84396, trust comments on social media to make purchase of hotels with mean 3.5015 and standard deviation .84396, think online booking sites are trustworthy with mean 3.7741 and standard deviation .64113, found real information about five-star hotels on social media with mean 3.7788 and standard deviation .66708, The hotel provides service and product as it promises on advertisements with mean 3.7050 and standard deviation .59709, feel confident in five-star hotels as they provides reliable information about the service and products 3.8378 and standard deviation .57068.

4.6 Correlation Test

The Pearson correlation coefficient was utilized to establish connections among the variables. When evaluating data at the ordinal level, the Pearson correlation coefficient proves to be a valuable method for assessing correlation. According to Andy (2006), correlations measure the straight-line relationship between two variables. The correlation coefficient ranges between -1 and 1, with values closer to the absolute value of 1 indicating a strong correlation between the variables. Conversely, values closer to 0 indicate little to no linear relationship. In the study by Robinson et al. (2009), it is stated that correlation, as defined by Andy (2006), is a commonly used measure to determine the magnitude of an effect. A correlation coefficient of 0.1 signifies a minor effect, 0.3 represents a medium effect, and 0.5 represents a significant influence.

Table 12 Correlation of variables

Correlations						
		Advertising	Accessibility	purchasing decision	online review	Credibility
Advertising	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	339				
Accessibility	Pearson Correlation	.443**	1			
	Sig. (2-tailed)	.000				
	N	339	339			

purchasing decision	Pearson Correlation	.481**	.134*	1		
	Sig. (2-tailed)	.000	.013			
	N	339	339	339		
online review	Pearson Correlation	.067	-.207**	.577**	1	
	Sig. (2-tailed)	.225	.000	.000		
	N	332	332	332	332	
Credibility	Pearson Correlation	.209**	.046	.385**	.147**	1
	Sig. (2-tailed)	.000	.408	.000	.008	
	N	332	332	332	325	332
**. Correlation is significant at the 0.01 level (2-tailed).						
*. Correlation is significant at the 0.05 level (2-tailed).						

Based on the correlation matrix provided above, the data indicates that advertising has a moderate impact or connection with customers' purchasing decisions ($r=.481$, $p=.000$). This suggests that advertising is moderately associated with customers' choices when it comes to purchasing. On the other hand, the correlation matrix reveals that accessibility has a minimal effect on clients' purchase decisions. The findings indicate a very weak association between customers' visits to Addis Ababa hotels and their purchasing decisions, with values of ($r=.134$, $p=.013$). Online reviews play a significant role and have a strong connection with customers' purchasing choices.

According to this survey, customers' internet reviews are the most crucial factor influencing their decisions to purchase at Addis Ababa's five-star hotels. Understanding the impact of electronic word-of-mouth communication (EWOM) on customers' decisions for five-star hotels in Addis Ababa is crucial. The study demonstrates that online reviews posted by other customers have a substantial influence on customers' online purchase decisions ($r=.577$, $p=.000$).

Furthermore, the correlation matrix ($r=0.385$, $p=.000$) suggests a moderate association between credibility and customers' purchase choices. Therefore, based on the study's findings, it is clear that other customers' online evaluations significantly affect customers' purchase decisions. While advertising has a moderate level of association and accessibility and credibility have the weakest

links with customers' purchasing decisions at Addis Ababa's five-star hotels, it is important to note that there is varying evidence regarding the overall hypothesis.

4.7 Regression Analysis

The researcher used multiple linear regression because they didn't know in advance which factors would be the most important for predicting the customer's purchase decision. They considered various factors such as advertising, accessibility, online reviews, and customer review trustworthiness as independent variables, while the customer's purchase decision was the dependent variable.

The main objective was to determine whether a combination of the aforementioned characteristics could provide a more accurate prediction of the customer's purchase decision in five-star hotels in Addis Ababa. Before performing the regression analysis, it was advisable to assess the correlations among the predictor variables to check if there was a strong association between them, which could lead to multicollinearity issues. This is particularly important when dealing with a relatively large set of predictors or when there is a belief that some or all of the predictors are closely linked for empirical or conceptual reasons.

4.7.1 Multi Collinearity Test

A test for multicollinearity is necessary to determine if there are similarities among the independent variables in a model. When there is a significant correlation between the independent variables, it indicates the presence of similarities. Additionally, conducting a multicollinearity test helps prevent poor decision-making regarding the partial impact of independent factors on the dependent variable. An ideal regression model should not exhibit correlation or multicollinearity among its independent variables. According to Kline (2005), the concepts of tolerance and variance inflation factor (VIF) can be utilized to identify multicollinearity. If the tolerance value is below 0.1 and the VIF value is 10 or higher, multicollinearity becomes problematic. In the results of the multicollinearity test, a VIF value between 1 and 10 signifies the absence of multicollinearity. However, if the VIF value is less than 1 or greater than 10, multicollinearity is present (Robson, 2011).

Table 13 Multicollinearity test Table

Coefficients^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Advertising	.754	1.326
	Accessibility	.748	1.337
	online review	.900	1.111
	Credibility	.929	1.077

a. Dependent Variable: purchasing decision

Based on the provided table of coefficients, it can be observed that the VIF values for the individual variables are 1.326, 1.337, 1.111, and 1.077. These values fall within the range of 1 to 10, suggesting the absence of any signs of multicollinearity. Additionally, if the tolerance value for each independent variable exceeds 1, there is no issue with multicollinearity.

4.7.2 Evaluating the Model

Table 14 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.751 ^a	.564	.558	1.72274

a. Predictors: (Constant), credibility, accessibility, online review, Advertising

Based on the provided table, it can be observed that the correlation coefficient (R) and coefficient of determination (R square) are 0.751 and 0.564, respectively. These values indicate that the R coefficient signifies a strong positive correlation of 0.751, while R square represents the proportion of the total variation in the purchasing decision, explained by the independent variables (Credibility, Accessibility, Online review, and advertising).

Table 15 ANOVA

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1227.273	4	306.818	103.382	<.001 ^b
	Residual	949.703	320	2.968		
	Total	2176.975	324			

a. Dependent Variable: purchasing decision

b. Predictors: (Constant), credibility, accessibility, online review, Advertising

To determine the statistical significance of the result, use the table labeled ANOVA. The null hypothesis is that multiple R in the population equals one. The ANOVA table shows that the independent factors strongly predict customers' purchase decisions, $F = 103.382$, $p.001$. The F statistics demonstrate the model's overall significance. Because the F value is 103.382, the independent variables predict customers' purchase decisions with a high degree of significance (0.001).

4.7.3 Independent Variables evaluation

Table 16 Coefficients of the Independent Variable

Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.577	1.383		-.417	.677		
	Advertising	.357	.040	.376	8.840	.000	.754	1.326
	accessibility	.091	.095	.041	.967	.335	.748	1.337
	online review	.439	.033	.514	13.204	.000	.900	1.111
	Credibility	.421	.070	.232	6.052	.000	.929	1.077

a. Dependent Variable: purchasing decision

The largest beta coefficient observed in the aforementioned table is 0.514, corresponding to the variable "Online Review." This indicates that when accounting for the variance explained by all other factors in the model (with a significance level of 0.000), this particular variable makes the strongest and distinct contribution towards explaining the dependent variable. Consequently, this confirms the study's assertion that online reviews have a significantly influential effect on the outcome variable.

The second highest beta coefficient, 0.376, also possesses a significant level of significance ($p = 0.000$), establishing social media advertising as the most crucial element in shaping customers' purchasing decisions.

The third factors that explain the dependent variable are credibility ($p = 0.000$) and importance (0.232), making them essential components in influencing consumers' purchase choices.

On the other hand, accessibility, with a coefficient of 0.041 and a significance value of 0.335, emerges as the second least significant factor in impacting consumers' purchase decisions in fivestar hotels in Addis Ababa. Although the accessibility of information on social media can influence consumers' purchasing decisions, it does not always play a direct and deterministic role in all cases.

4.8 Testing Hypothesis

Table 17 Hypothesis test summery

S/No	Hypothesis	Beta value	Sig.	Direction of relationship	Result
1	H1 -consumers purchasing decision of hotels significantly influenced by social media advertising.	.376	.000	+	Accepted
2	H2 -Online review on social media significantly affect the purchase decision of consumers of five star hotels in Addis Ababa.	.514	.000	+	Accepted
3	H3 -high credibility has significant effect on consumers of five star hotels in Addis Ababa	.232	.000	+	Accepted
4	H4 - accessibility of information via social media has a positive implication on consumers' purchasing decision of fivestar hotel in Addis Ababa.	.041	.335	+	Rejected

Dissection

Based on the information provided, we can summarize the findings from the tables as follows: Social Media Usage: A significant proportion of respondents use social media regularly, with 33.6% using it daily, 55.1% using it weekly, 9.3% using it monthly, and 1.9% using it every three months. Information Sources for Hotels TV channels are used by 18.9% of respondents to obtain information about hotels, the majority, 68.21%, rely on social networks (such as the internet, Google, Facebook, Twitter, YouTube, etc.) for gathering hotel information. Printed media, including magazines and newspapers, are used by 13.0% of respondents. Internet Usage for Hotel Booking and Payment 58.4% of the respondents prefer using the internet to book hotels and make

online payments. However, a significant portion, 41.6%, do not utilize the internet for hotel bookings and online payments. Sources of Hotel Information's channels serve as a source of hotel information for 9.1% of respondents. The majority, 79.9%, rely on social networks (such as the internet, Google, Facebook, Twitter, YouTube, etc.) to gather hotel information. A small percentage, 2.1%, turn to printed media (magazines, newspapers, etc.) for hotel information. Additionally, 8.8% of respondents acquire hotel information through word of mouth. These findings provide valuable insights into the respondents' usage patterns and preferences regarding social media, sources of hotel information, internet usage for hotel bookings, and the various channels used to gather hotel-related information. Potential tourists are influenced in their decision making by social media as content and options from other travelers can shape guide redirect initial and final decision (Fotis et al. 2012)

Based on The findings from the above descriptive statics table provide insights into the influence of social media and online sources on the process of choosing and booking hotels, particularly five-star hotels. The data represents various aspects related to the use of social media channels, online reviews, and trust in internet sources. Regarding social media channels, the mean rating of 3.6342 suggests that individuals often utilize these platforms when looking for hotel bargains. This indicates that social media plays a role in the decision-making process for hotel bookings. Additionally, the mean rating of 3.8761 implies that five-star hotel social media pages are actively sharing information about their products and services, indicating their recognition of the importance of utilizing social media for marketing purposes. Similar studies have recorded the positive impact of social media advertisements too. (Al-Dhuhli, Mukhanini & Ismael, 2013; Rasool, 2015). There had been a noticeable shift in consumers' purchasing behavior as a result of an upsurge in social media's efficiency. Furthermore, the mean rating of 3.8407 suggests that fivestar hotels frequently incorporate the latest content, such as pictures and videos, on their social media pages. This implies that these hotels prioritize engaging visual content to attract potential customers. In terms of online reviews, the mean rating of 3.7080 indicates that individuals tend to check reviews online before booking a hotel.

This highlights the significance of online reviews as a crucial source of information during the decision-making process. Moreover, the mean rating of 3.9174 implies that individuals prefer booking hotels with a large volume of online reviews, indicating that the quantity of reviews influences their choices. Consumers use comments from other users to avoid possible risks from information asymmetry (Hong et al., 2017) due to the untouchability of online shopping. EWOM messages have received plaudits from previous users and have had shown positive repercussions on consumers' purchasing behavior during the decision-making process (Dudovskiy, 2013). Regarding trust in internet sources, the mean rating of 3.5516 suggests that individuals primarily rely on online advertisements when choosing a hotel. However, the mean rating of 3.5015 indicates that individuals also trust comments on social media platforms for making purchase decisions. This implies that both traditional online advertisements and user-generated content influence trust and decision-making processes.

The provided table from the above results of a correlational and regression test conducted to examine the relationship between various independent variables (Advertising, Accessibility, Online Reviews, and Credibility) and customers' purchasing decisions in Addis Ababa's five-star hotels. Let's break down the key findings. Advertising: The correlation analysis indicates that advertising has a medium effect on customers' purchasing decisions ($r = 0.481$, $p = 0.000$). This suggests a moderate association between advertising and customers' purchasing decisions. Accessibility: The correlation analysis reveals that accessibility has a very weak impact on customers' purchasing decisions ($r = 0.134$, $p = 0.013$). The association between accessibility and customers' purchasing decisions is minimal. Online Reviews: The results highlight that online reviews have a high level of connection with customers' purchase choices. The correlation analysis shows a considerable influence of online reviews on customers' online purchase decisions ($r = 0.577$, $p = 0.000$). This indicates that online reviews posted by other customers play a significant role in shaping customers' decisions. Credibility: There is a modest link between credibility and customers' purchase decisions ($r = 0.385$, $p = 0.000$). Credibility is found to be an important factor in influencing customers' purchase decisions. In the regression analysis, the R value (0.751) represents the simple correlation, indicating a strong positive relationship between the independent variables and customers' purchasing decisions. The R-square value (0.564) signifies that

approximately 56.4% of the variation in customers' purchasing decisions can be explained by the independent variables. The beta coefficients in the regression analysis provide insights into the unique contributions of each independent variable: Online Reviews (beta = 0.514, p = 0.000) have the highest beta coefficient, indicating a substantial influence on customers' purchasing decisions.

Social Media Advertising (beta = 0.376, p = 0.000) emerges as the second most important factor. Credibility (beta = 0.232, p = 0.000) is the third factor explaining customers' purchase decisions. Accessibility (beta = 0.041, p = 0.335) is the least significant factor in influencing customers' purchasing decisions.

In conclusion, the findings suggest that online reviews, social media advertising, and credibility have significant impacts on customers' purchase decisions in Addis Ababa's five-star hotels. However, the association levels vary among the independent variables, highlighting the importance of considering multiple factors in understanding customers' decision-making process.

Chapter Five

Conclusion and Recommendations

This chapter discusses the research results' conclusion and suggestions. Furthermore, it provides an interpretation of the data and offers some implications that necessitate certain recommendations.

5.1 Summary of research findings

As per the collected and analyzed data, the findings are summarized as follow.

- ❖ Online reviews on social media have a favorable and considerable impact on the purchase decisions of clients at five-star hotels in Addis Ababa, Ethiopia.
- ❖ Social media advertising has a good and considerable impact on the purchase decisions of clients at five-star hotels in Addis Ababa, Ethiopia.
- ❖ Credibility on social media has a good and considerable impact on clients' purchase decisions at Addis Ababa's five-star hotels.
- ❖ There is a favorable but statistically insignificant association between information accessibility and consumer purchase decisions in Addis Ababa, Ethiopia's five-star hotels.

The primary goal of this study was to determine how social media influenced consumers' purchase decisions: the case of a selected five-star hotel in Addis Ababa. The researcher created her own conceptual framework using variables gathered from the literature. The researcher collected data from 339 visitors of five-star hotels using an explanatory study design and convenience sampling approach. The respondents were given 24 items on a 5-point Likert scale based on the theoretical framework and aims of the study. The collected data was analyzed using SPSS version 27 using both descriptive statistics (such as mean, frequency, and percentage) and inferential statistics (correlation and multiple linear regressions). The three predictor factors had a favorable and substantial influence on consumers' purchase decision/dependent variable, as expected at the outset. The others, on the other hand, have no bearing on the customer's purchase choice.

5.3 Conclusion

Based on the information provided, the findings offer valuable insights into the usage patterns and preferences of individuals when it comes to social media, sources of hotel information, internet usage for hotel bookings, and the various channels used to gather hotel-related information. The data indicates that a significant proportion of respondents use social media regularly, with a majority relying on social networks for gathering hotel information. Additionally, the internet is preferred for hotel bookings and online payments by a majority of respondents. These findings highlight the influence of social media and online sources in the process of choosing and booking hotels, particularly five-star hotels.

Regarding social media channels, the mean ratings suggest that individuals frequently utilize these platforms when searching for hotel bargains. This indicates the role of social media in the decisionmaking process for hotel bookings. Moreover, the mean ratings also suggest that five-star hotels actively share information about their products and services on social media, recognizing its importance for marketing purposes. Visual content, such as pictures and videos, is prioritized by these hotels to engage potential customers.

Online reviews are identified as a crucial source of information during the decision-making process, with individuals tending to check reviews before booking a hotel. The quantity of online reviews influences their choices, indicating the significance of volume in decision-making. Trust in internet sources is primarily placed on online advertisements and comments on social media platforms, suggesting the influence of both traditional online advertisements and user-generated content on trust and decision-making processes.

The correlational and regression analysis further explores the relationship between independent variables and customers' purchasing decisions in Addis Ababa's five-star hotels. Advertising is found to have a moderate association, while accessibility has a minimal impact on customers' purchasing decisions. Online reviews, on the other hand, have a substantial influence, indicating their role in shaping customers' decisions. Credibility is also identified as an important factor, albeit with a modest connection. The regression analysis highlights that approximately 56.4% of the

variation in customers' purchasing decisions can be explained by the independent variables, with online reviews having the highest influence, followed by social media advertising and credibility.

In conclusion, the findings demonstrate that online reviews, social media advertising, and credibility significantly impact customers' purchase decisions in Addis Ababa's five-star hotels. However, the association levels vary among the independent variables, emphasizing the need to consider multiple factors when understanding customers' decision-making processes. These insights can assist hotel establishments in formulating effective marketing strategies and optimizing their online presence to attract and satisfy potential customers.

5.4 Recommendation

Based on the conclusion drawn from the data analysis, I recommend the following strategies for five-star hotels in Addis Ababa: **Emphasize Social Media Presence** Given the significant influence of social media on customers' decision-making processes, it is crucial for five-star hotels to maintain an active and engaging presence on various social media platforms. Regularly sharing attractive visual content such as pictures and videos will help attract potential customers and create awareness about the hotel's products and services.

Utilize Online Advertising Online advertisements play a moderate role in customers' purchasing decisions. Therefore, it is important for hotels to invest in targeted online advertising campaigns to reach a wider audience. This can include sponsored posts on social media platforms and partnerships with popular travel websites. **Prioritize Online Reviews** Online reviews are identified as a crucial source of information for customers when making hotel booking decisions. Hotels should actively encourage guests to leave reviews and respond promptly to feedback, both positive and negative. Maintaining a high volume of positive reviews will increase trust and influence potential customers.

Focus on Credibility Building and maintaining credibility is an important factor in customers' decision-making processes. Hotels should ensure that their online presence reflects

professionalism, reliability, and transparency. Displaying trust symbols, certifications, and awards can further enhance credibility.

5.5 Recommendation for further research

Future researchers can also do further study in other star rated hotels in Addis Ababa that could provide more investigating result on the social media effect on the customers purchasing decision.

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Sample questions for questionnaire

Addis Ababa University

College of Business and Economics

School of Commerce

Department of Marketing Management

Questioners to be Filled by customers of Five star hotels in Addis Ababa

Dear Participants

I want to thank you for taking the time to complete the questionnaire. The questionnaire is designed for the preparation of research for the fulfillment of MA degree in marketing management. The purpose of this questioner is to access the effects of social media marketing on purchasing decision of consumers of five star hotels in Addis Ababa.

I. Demographic profile of Respondents

1. Gender

Male

Female

2. Age (in Year)

< 25

25-35

35- 45

>45

3. Marital status

Single Married

Divorced Widowed

4. Educational level

Below grade 12

Diploma

Degree

Masters and above

II. General question about social media marketing (5-11)

5. How often you use social media channels for gathering information about hotels?

Daily Weekly

Monthly Every Three month

At Need Other (Please Specify)

6. Which types of information channels you used frequently to get information about hotels?

TV channels

Social networks (Internet, Google, Face book, Twitter, you tube,)

Printed media (Magazines, newspapers)

Word of mouth

E. If any other, please specify, -----

7. Did you use internet to book Hotel and pay online?

Yes

No

8. How did You get information about this Hotel?

TV channels

Social networks (Internet, Google, Face book, Twitter, you tube,)

Printed media (Magazines, newspapers)

Word of mouth

If any other, please specify, -----

III. Questions related to social media Marketing and customers purchase decision.

Please give your opinion on the following statements according to this scale of agreement:

1- Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

9. Questions Related to social media advertising and accessibility

Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I prefer using social media channels while choosing hotels					
I believe that this hotel social media pages share information about its products and services					
I believe this hotel uses latest content (pictures/videos) on its social media page					
I prefer to book Hotels Which is well advertised					
I get information about the service quality of this hotel via social advertisements					

Social media advertisement helped me to know more about the service and products of this hotel					
--	--	--	--	--	--

I can make booking of this hotel on the internet easily					
---	--	--	--	--	--

I can access any information about this hotel on the internet					
---	--	--	--	--	--

I am interested in the service quality of 5 star hotels via social media advertisements					
---	--	--	--	--	--

Social media sources provided me great opportunity to choose 5 stars hotels.					
--	--	--	--	--	--

10. Questions related to Online review on social media					
--	--	--	--	--	--

I always check review online before booking a hotel					
---	--	--	--	--	--

Online reviews are my main information channels while choosing hotels					
---	--	--	--	--	--

I prefer to book hotels which has large volume of online review					
---	--	--	--	--	--

I think large volume of online review reflect the hotels good customer service					
--	--	--	--	--	--

I prefer to book hotels which have more positive comments on the internet					
I prefer to book hotels which have negative comments on the internet					

I believe it is easy to give my opinion on the social media pages of this hotel					
I would like to pass along information on brand, product, or services from this hotel on social media friends					
I would post positive words towards this hotel products and services on social media					
I do recommend this hotels service and products to other social users/ Followers					

14. questions related to credibility of social media					
I trust internet networked sources or online advertisement mostly to choose a hotel					
I trust comments on social media to make purchase of hotels					
I think online booking sites are trustworthy					

I found real information about this hotel on social media					
The hotel provides service and product as it promises on advertisements					
I usually feel confident in this hotel as it provides reliable information about the service and products					