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**Assessment factors affecting digital marketing effectiveness: In the case of
Ethiotelecom**

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**This thesis is submitted to the Faculty of Business and Economics,
Department of Management, in partial fulfillment of the requirements for the
Master of Business Administration in Management.**

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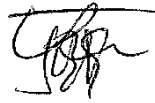
ADDIS ABABA UNIVERSITY
SCHOOL OF POST GRADUATE STUDIES

**Assessment Factors affecting digital marketing effectiveness: In the case of
Ethiotelecom**

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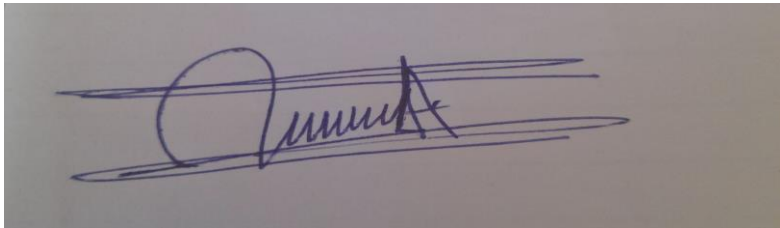
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Declaration

I, Wesenu Ashetu, affirm that, the thesis titled Assessment Factors affecting digital marketing effectiveness: In the case of Ethio telecom represents the original research and is solely my own creation. This work is submitted as part of the requirements for the MBA degree at Addis Ababa University under the guidance of my Advisor, Abera Legesse (Assistant professor).

I confirm that, this thesis hasn't been presented for master's degree at any other university. All citation and references used in this work have been duly acknowledged, and I have adhered to the highest standards of academic integrity throughout my research.

Wesenu Ashetu Abebe

A handwritten signature in blue ink, appearing to read 'Wesenu Ashetu Abebe', is written over several horizontal lines. The signature is stylized and cursive.

Acknowledgment

Firstly, I humbly express my gratitude to the God, whose divine guidance, grace, and blessings strengthened me in this journey.

Next, I am profoundly grateful to my best advisor, Dr. Abera Legesse (Assistant professor), for his exceptional guidance, valuable feedback, and support throughout my thesis journey. Moreover, I am thankful to my colleagues and friends who provided moral support, constructive criticism, and friendship during this study. Your encouragement kept me motivated and focused on achieving my goals.

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Abstract

This study described the assessment factors affecting digital marketing effectiveness in the Ethio telecom. It focused on four key independent variables: infrastructure, search engine optimization (SEO), brand awareness, and organizational dimension. The research aimed to predict how advancements in infrastructure would affect digital marketing performance, assess the impact of evolving SEO strategies on visibility and effectiveness, evaluate the growing significance of brand awareness in customer engagement, and analyze how changes in organizational dimension might influence marketing success. Data were collected through a survey from 384 respondents to gain quantitative insights into the anticipated effects of these factors on digital marketing performance. A qualitative approach was also employed, conducting a thorough literature review of relevant academic, articles and published thesis. Additionally, secondary data from reports and case studies on digital marketing practices and similar contexts were included to enhance the findings and provide a broader perspective. By integrating both primary and secondary data, the research aimed to establish a comprehensive framework for understanding the evolving dynamics of digital marketing in the Ethiopian Ethio telecom . The findings were expected to offer valuable recommendations for refining digital marketing strategies, particularly in boosting online sales and customer engagement over time. Ultimately this study contributed to the existing literature on digital marketing in developing countries and proposed actionable strategies for improving marketing effectiveness. The central research question was to assess what factors affect digital marketing practices at Ethiopia Telecom-Ethio telecom ?

Keywords: *digital marketing, infrastructure, search engine optimization, brand awareness, organizational dimension.*

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List of abbreviations and acronyms

AI - Artificial Intelligence

AR - Augmented Reality

BA- brand awareness

CRM - Customer Relationship Management

ECC - Ethiopian Chamber of Commerce

ETC- Ethiopian Telecommunications Corporation

DMP- digital marketing practice

ICT - Information and Communication Technology

ITU - International Telecommunication Union

MMS - Multimedia Messaging Service

NFC - Near Field Communication

PCs - Personal Computers

PPC - Pay-Per-Click

SEM - Search Engine Marketing

SEO - Search Engine Optimization

SERP - Search Engine Results Page

SMEs - Small and Medium-sized Enterprises

SMM - Social Media Marketing

SMS - Short Message Service

SPSS- Statistical Package for Social Science

UK - United Kingdom

US - United States

VR - Virtual Reality

WebTV - Web Television

ROI-Return on Investment

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Chapter One: Introduction

1.1 Background of study

The development of technology has an effect on the business world as a whole and is now essential to company success. Several corporate organizations can now be distinguished by having more successful marketing campaigns and increased international sales thanks to the implementation of this innovation paradigm. Today's digitalized corporate environment is becoming more and more dependent on information technology to drive innovation. Radical changes in business have been brought about by information technology innovation. For example, digital marketing is more efficient than expensive newspaper, television, and radio advertising, and online shopping is more efficient than in-store buying (Radicic & Petkovic, 2023).

Digital marketing was once described as an online projection of traditional marketing, complete with tools and techniques. But the unique characteristics of the digital sphere and its use for marketing purposes have encouraged the creation of new channels, formats, and languages, leading to the development of tools and approaches that are unimaginable in the offline world. Digital marketing is no longer a subset of traditional marketing; rather, it is a brand-new phenomenon that combines mass distribution and customization to achieve marketing objectives. The proliferation of devices and technological convergence have opened up new avenues for thinking about marketing on the Internet and pushed the envelope toward a new paradigm of user-centered, more quantifiable, pervasive, and interactive digital marketing (Urziceanu & Pascalau, 2020).

The market of today is evolving daily at a faster rate. The internet serves as a communication channel between marketers and customers. People spend more time online these days, both for internet browsing and on social media platforms like Facebook, WhatsApp, and others. Thus, instead of targeting traditional markets, the corporations are going after the digital market by making their products available on multiple social media platforms and selling them online. Social media is the driving force behind the expansion of digital marketing; consumers spend a lot of time on social media these days, which is advantageous for marketers. The field of digital marketing is expanding more quickly every day. All products and services are now offered by marketers via internet portals. That's the only path to success in the consumer market (Atnack, 2024).

According to (Nazir ,and Romi 2021), the acceptability of digital marketing and the Internet varies greatly between industrialized and developing nations. As is evident and well-known, industrialized nations have an advantage when it comes to ICT infrastructure because of their robust economies and the fact that they adopted technology earlier than emerging nations. Businesses use it as a tool to accelerate their growth and economic benefits; in the past, however, underdeveloped countries were unable to exploit technology because of a lack of infrastructure. A weak economy impedes the construction of robust infrastructure. Digital inequalities are a

result of monopolized telecom services, a lack of technological know-how, awareness, and regulatory framework.”

In recent years, digital marketing has permeated many facets of Ethiopian social and organizational life. Development of the internet and advances in information communication technology has completely changed corporate operations and communication in general. Ethiopia and other developing nations have lagged behind in their initial technological adoption. because of the high prices of importing the technology, the ineffective use of associated expertise, the lack of promotion policies that progress these technological fields, and the lack of investment made by businesses to acquire technology. Additionally, underdeveloped nations lack of adequate transportation, electronic payment, and telecommunication infrastructure (ITU, 2023).

According to the ITU (2023), "Global Report on ICT and Telecommunication Development" that was released by the International Telecommunication Union (ITU) in 2023, developing nation were ranked among the least developed in terms of the aforementioned factors, including telecommunication networks, covering the small variety of services that are offered. Even while digital marketing is widespread, not all nations have benefited from or used it to their advantage. The acceptance and expansion of digital marketing strategies varies significantly throughout world due to various factors. Digital marketing, which has a growing online presence, is a quick way to reach customers and close a knowledge gap. The purpose of this study is to shed light on Ethiopian digital marketing practices, with a particular emphasis on knowledge gaps and efficacy in Ethio telecom .

1.2 Statement problem

Today, world digitalization has made valuable changes in the area of the marketing industry. The phrase digitalization means the usage of human beings supported by various technical aspects of internet-based platforms. Digital marketing uses a variety of channels. The most common of which include websites, social networking platforms, email marketing, mobile marketing, WebTV, video marketing, search engine optimization, and pay-per-click campaigns (Şahin & Dirsehan, 2023).

Digital marketing is the use of different strategies in business and production areas to engage customers with a platform. The benefit of computer internet has the biggest impact on the socio-economic shift that occurred during the 21st century (Nuseir, El-Refae, & Aljumah, 2023).Ethiopia has just lately been a member of the digital marketing community. Therefore, digital marketing strategies are well received in Ethiopia. Digital marketing is essential in today's highly competitive environment. In an effort to understand the multitude of factors that impact a purchase decision, marketers will carefully examine consumer behavior (Asart, 2023) .

From our country, Ethio telecom has its own business strategy to improve the customer experience and create alternative sales platforms for product purchases, an online sales channel known asEthio telecom . This platform enables users to conveniently purchase a range of

products from their location, including internet modems, fixed broadband terminals, smart mobile phones, PCs, and other products and services from their preferences. In addition to the franchise stores and physical places of sale now run, the online sales channel provides customers, both residential and enterprise, with even more accessibility and convenience when purchasing telecom products (<https://telegebeya.ethiotelecom.et>).

In the world of today's business, our conception must be on the importance of digital marketing for consumer and national growth. To investigate this aspect, an investigation of factors affecting digital marketing in the context of our country, Ethio telecom, is important. To streamline the search process, potential customers can search and obtain product information simply by exploring the virtual world thanks to digital marketing, which also makes it easier for businesses to keep an eye on and fulfill all of their requirements and aspirations. (Tewdros, 2023). Nevertheless, competitors may not be able to accomplish this due to their lack of search engine optimization (SEO) expertise. Brand reputation could be a major influence on how it approaches digital marketing. On the other hand, its internet marketing efforts can suffer if the brand is thought to be less. It may find it more difficult to successfully adopt digital marketing strategies due to a lack of infrastructure, which includes restricted internet access and unreliable network connectivity (Gkrimpizi, Peristeras, & Magnisalis, 2023)

Digital branches have been finding it difficult to adopt and implement efficient digital marketing techniques, despite the growing significance of digital marketing in today's corporate landscape. This difficulty may be related to insufficient infrastructure. Ethio telecom needs to use efficient digital marketing strategies to have a strong online presence in order to compete in the highly competitive telecommunications sector.

The purpose of this study is to investigate how Ethio telecom digital marketing practices with these four variables. Previous researches lack holistic nature in dealing with these four factors affecting digital marketing. So, the researcher studies both individual and the combined effect of four variables: infrastructure, brand awareness, SEO and organizational dimension. Another gap is the Studies undertaken formerly have not considered the particular circumstances of Ethio telecom . They have a geographical limitation. The researchers, thus, investigate to find out as to which variables among infrastructure, brand awareness, SEO and organizational dimension affect and to what degree they can have an effect. The third gap is the theoretical underpinnings of digital marketing strategies in Africa are not well covered in the literature, despite the field's growing significance in the continent. In particular, there aren't many researches looking at the theoretical foundations of digital marketing practice in organization, Ethiopia and Africa, including the influence of those above variables. Our understanding of how digital marketing tactics may be successfully adapted and applied in these contexts, and how they can be used to address the unique possibilities and problems encountered by firms in Ethiopia and Africa, is hampered by this knowledge gap.

In light of these research gaps, this study aims to analyze the Ethiopian digital marketing platform called Ethio telecom online platform.

1.3 Research questions

1. What effect does brand awareness have on effectiveness of digital marketing effectiveness on Ethio telecom?
2. What is the effect of organizational dimension on the effectiveness of Ethio telecom digital marketing platform?
3. What is the effect of current infrastructure on success of digital marketing practices at Ethio telecom online platform?
4. What is the relationship between the SEO and what the resulting changes SEO effects on the Ethio telecom online marketing platform?

1.4 Objectives

1.4.1 General objectives

The study is to investigate factors affecting digital marketing practices on the Ethio telecom online platform.

1.4.2 Specific objectives

1. To describe the relationship between brand awareness and the practice of digital marketing on Ethio telecom online platforms.
2. To analysis the impact of organizational dimension on the effectiveness of Ethio telecom digital marketing online platform.
3. to analysis the impact of current infrastructure on the practices of digital marketing at Ethio telecom and their relationships.
4. to analysis the effect of SEO (search engine optimization) on the digital marketing practice of the Ethio telecom online platform.

1.5 Significance of study

This study was practically advantageous for any company offering digital marketing. The research aimed to contribute to the existing body of knowledge on digital marketing techniques in the telecom industry, particularly in Ethiopia. The findings helped Ethio telecom strengthen its digital marketing tactics and compete more effectively in the market. Additionally, the study made practical recommendations for other telecom service providers in Ethiopia, assisting them in developing efficient digital marketing strategies.

1.6 limitation

The study limits its study's findings may not be generalizable to broader contexts outside of Addis Ababa and other digital marketing organization due to the unique characteristics of this urban population. It strictly examines aspects of digital marketing, thereby excluding any analysis of other marketing strategies used by Ethio telecom.

1.7 Scope of study

In terms of scope, focus primarily on four key components of digital marketing practices: organizational dimension, infrastructure technology, brand awareness, and search engine optimization (SEO). Specifically, it examines the digital marketing applications of Ethio telecom services. Geographically, the research is confined to customers of Ethio telecom located in Addis Ababa, which allows for a more manageable scope; this focus excludes customers from outside of Addis Ababa. Overall, these delimitations and the defined scope provide a clear framework while acknowledging potential challenges that could influence the findings and their applicability. Additionally, the study employs a non-probability sampling method for selection to ensure that the sample selected for the study accurately represents the larger population and other method is heavy for large population.

1.8 conceptual definitions of key terms

Brand awareness: is a degree to which a target audience recognizes and remembers a brand. It gauges how well a company's branding initiatives are doing their job of giving customers a favorable and memorable impression (Anand, 2023)

Digital marketing: is the practice of promoting goods and services to a target market through digital channels like social media, email, search engines, and mobile devices. It entails producing and sharing digital content to interact with consumers and promote company objectives (Anusir & Rahman, 2021).

Infrastructure: referred to as the underlying networks, systems, and structures that support an organization's digital transformation. It includes all of the networking, hardware, and software components that help the business run, such as cloud computing, data analytics, and cyber security (Kaya, 2017).

Organizational dimension: The essential elements of an organization that allow it to function effectively and efficiently. Structure, culture, communication, leadership, and technology are some of these aspects (Trushkina, 2020)

Search engine optimization (SEO): The act of increasing a website's visibility and ranking in search engine results pages (SERPs) using a variety of strategies like keyword research, link building, and content optimization (Patel, Simmons, & Johnson, 2023).

1.9 Organization of the study

The proposed study was structured into five distinct chapters. Chapter one presented the background, problem statement, purpose, research questions, significance, as well as the scope and limitations of the research. Chapter two provided a thorough literature review, examining the theoretical foundations and empirical frameworks relevant to the topic. This chapter incorporated a diverse range of sources and conceptual models to deliver an in-depth analysis of the current knowledge in the field. The third chapter outlined the methodology employed in the research, detailing the research approach, type, sampling design, frame, technique, size, and procedure. It also included a description of the data sources and collection methods, alongside the tools and data analysis strategies utilized. Furthermore, this chapter discussed concerns regarding validity and reliability, including the measures implemented to ensure the data's accuracy and consistency. Chapter four showcased the study's findings, offering a comprehensive analysis of the results and their relevance to the research questions and objectives. The final chapter summarized the principal findings, explored their implications for future research and practice, and pointed out any limitations encountered during the study.

Chapter Two: literature Review

2.1 Conceptual Review

Technological developments, consumer behavior, and organizational environment are some of the aspects that affect how effective digital marketing strategies are (Suherlan & Okombo, 2023). Digital technologies are expanding quickly, which has given businesses new ways to connect with their target market. However, there are drawbacks as well, like information overload, a short attention span, and more competition (Plekhanov, Franke, & Netland, 2023). For example, a study by (Lui, 2024), discovered that social media platforms are becoming more and more crucial for businesses to connect with their target market, but marketers are finding it difficult to keep up their online presence due to the constantly shifting algorithms and user behaviors.

Moreover, consumer behavior including their requirements, attitudes, and preferences affects the effectiveness of digital marketing strategies are increasingly relying on online reviews and ratings when making judgments about what to buy, thus it's critical for companies to concentrate on developing a positive online reputation. Furthermore, the organizational context which encompasses the size, structure, and culture of the company also has a significant impact on how digital marketing strategies are developed (Wilson, Johnson, & Brown, 2024)

The practice of promoting a company's goods or services online through digital technology such as mobile phones, display adverts, and other digital media like Facebook and Google Ads among others is known as digital marketing. By questioning the existing quo by taking advantage of cutting-edge digital technologies and revolutionizing the way business is conducted. Digital marketing is thought to enable an organization to develop new goods and services. It is recognized that the company's ability to stay relevant and competitive in the current economic climate depends greatly on its digital transformation (Panda & Mishra, 2022)

Digital marketing is the concepts, plans and methods used to advertise goods and services using digital platforms including social media, mobile applications, search engines and the internet together. As we transition from the information era to a sustainable competitive advantage era based on technology, development industry and academic advocates face a constant barrage of new opportunities and difficulties. "New strategy utilized in conjunction with traditional ways to meet clients' needs through digital communication channels" is the definition of digital marketing. Consequently, it is crucial to comprehend the idea of digital (Dasic, Vucico, Turcinovic, & Totic, 2023). As the marketing discipline is no exception, and while the marketing process remains largely same, the improved channels and tools brought about by the technological revolution have led to the creation of a new sub-discipline of marketing known as "Digital Marketing.

The performance of digital marketing technology is essential to maintaining the new digital field's competitive advantage in online travel product promotion. Among the cutting-edge forms of digital marketing technologies, the integration of mobile phones, websites, and augmented reality experiences in the marketing of e-tourism products is becoming a global positioning

system and a dominant digital element for suppliers, tourism intermediaries, tourists, and online destination promoters (Nuseir, El-Refae, & Aljumah, 2023)

The practice of advertising online via electronic devices, the internet, and other digital media, as well as doing market research and promoting and selling goods and services, is known as digital marketing. These days, using digital networks to transfer products from maker to client, digital marketing is essential. Businesses and brands worldwide are using digital marketing technology in the twenty-first century to promote their goods. Digital platforms now play a major role in marketing plans instead of physical store visits, and digital marketing campaigns are commonplace. These campaigns use a variety of strategies, including search engine optimization (SEO), search engine marketing (SEM), influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce, social media marketing and e-mail direct marketing. Digital marketing include internet channels that offer digital media, including callback, television, mobile phones (SMS and MMS), and cell ring tones for on-hold usage (Denga, Vajjhala, & Rakshit, 2022).

Busing pay-per-click (PPC) advertising, social media, search engine optimization (SEO), and internet marketing, highly focused digital marketing platforms in today's environmental competition enable companies to meet target audiences in demographics according to a variety of criteria, including geography, hobbies, and behavior in place of traditional marketing techniques (Weideman & Kritzinger, 2013). One form of marketing that is frequently utilized to contact consumers through digital media and promote goods and services is digital marketing. Digital marketing encompasses more than just internet marketing; it also includes offline channels. Mobile devices (SMS and MMS), social media marketing, display advertising, search engine marketing, and numerous other digital media platforms are all included. Customers can obtain information via digital media at any time and from any location (Mishra, Rout, & Kantha, 2023).

2.2. The development of marketing over time and the progression of digital marketing

The narrative of marketing history is intricate, detailing the ways in which businesses have modified their strategies to adapt to the evolving demands and behaviors of consumers. This evolution ranges from primitive trading practices in ancient societies to advanced digital campaigns prevalent today, with technological innovations playing a significant role. According to , (Weng, 2023), the emergence of digital marketing, particularly following the internet boom in the late 20th century, has drastically transformed organizational communication with customers. This essay discusses key milestones in the history of marketing, emphasizing the shift from traditional methods to the digital strategies that characterize today's practices.

In ancient societies, marketing mainly consisted of bartering and trading goods and services without the use of money. As civilizations developed, so too did their trading methods. During the Medieval period, merchants began employing signs and banners to draw customers to their stalls (Rahmstorf & Ialongo, 2021). The 15th-century invention of the printing press was a

pivotal moment; it allowed for the mass production of promotional materials such as posters and pamphlets. This technological advancement established the foundations for modern advertising. Businesses began to understand the potential of persuasive messaging and branding, which led to a more systematic approach to reaching potential customers. This early phase in marketing showcases a gradual transition from casual transactions to more organized promotional activities, paving the way for future advancements (Braca & Dondio, 2023).

The Industrial Revolution, which took place in the late 18th and early 19th centuries, signaled a transformative period for marketing. As production levels soared among manufacturers, the necessity for effective marketing became evident. By the late 19th century, marketing concepts such as the four Ps Product, Price, Place, and Promotion began to take shape, providing a foundation for marketing strategy development (Shaw, 2012). This era also saw the advent of modern advertising techniques, with companies utilizing print media, billboards, and radio to promote their offerings. The field of market research expanded, allowing businesses to better comprehend consumer preferences and adapt their strategies, demonstrating an early form of consumer-centric marketing (Sharma, 2024). These practices signified marketing's growing importance within broader business strategies, emphasizing the role of consumer behavior in guiding purchasing decisions.

The move into the digital age, which began in the late 20th century, significantly transformed marketing approaches. The rise of the internet reshaped communication and commerce. In the 1990s, businesses began to venture into online advertising and e-commerce, utilizing email campaigns and banner ads that allowed for direct consumer engagement in online spaces. Search engine optimization (SEO) became essential in improving websites' visibility in search results. Social media emerged as a vital marketing medium, enabling brands to engage with consumers in real-time and fostering a two-way communication channel that was lacking in traditional marketing approaches. The surge in data analytics allowed marketers to harness consumer behavior data to devise personalized marketing strategies, resulting in campaigns tailored to individual customer preferences (Jeswani, 2023).

Currently, digital marketing is rapidly advancing due to ongoing technological advancements and shifting consumer expectations. Notable trends include the increasing role of artificial intelligence (AI), which supports predictive analytics and enhances personalized user experiences. Content marketing and influencer collaborations are becoming predominant, as brands aim to forge genuine connections with consumers rather than rely on traditional advertising methods. The significance of mobile marketing has surged, driven by the widespread adoption of smartphones, compelling companies to implement responsive designs and app-based marketing strategies. As new technologies, such as augmented reality (AR) and virtual reality (VR), continue to emerge, marketers must remain flexible, adapting their strategies to these innovations. The future landscape of marketing is poised to be more digital, integrated, and data-driven, necessitating that organizations prioritize innovation and consumer engagement to maintain competitiveness (Ziakis & Vlachopoulou, 2023).

In summary, the history of marketing is a dynamic story that reflects the continual evolution of business practices in response to shifting consumer needs and technological developments. From its origins in early trading practices to today's intricate digital marketing strategies, the transformation of marketing has been significant over the centuries. The rise of digital marketing has not only altered how organizations promote their products but has also deepened the understanding of consumers, highlighting the importance of personalized interactions. As the marketing environment continues to develop, grasping its rich history is essential for businesses seeking to navigate forthcoming challenges (Ferrell & Odies.C, 2021).

2.3 Digital marketing practice in Africa

The necessity of adjusting to local conditions and cultural quirks is what defines the notion of digital marketing practice in Africa. Digital marketing tactics in Africa need to be customized to the distinct traits of African consumers, such as their inclination toward social media and conventional media, claim (Wicht, Mbumbwa, & Pillay, 2023). He discovered that social media networks, such Facebook and What Sapp, are more successful than other digital platforms in reaching customers in Africa. This emphasizes how important it is for marketers to comprehend the social and cultural landscape of African markets and to create focused digital marketing strategies that take these aspects into consideration.

Moreover, the African idea of digital marketing practice underscores the significance of utilizing digital technologies to connect with marginalized communities. Digital marketing can be a useful tool for reaching underprivileged and rural areas in Africa who might not have access to traditional media, as highlighted by (Bhanye, Shayamunda, & Tavirai, 2023). Furthermore, given that mobile phones are becoming more and more common, the increased use of mobile phones in Africa has opened up new prospects for digital marketing (Hosman & Fife, 2012). All things considered, the theory guiding digital marketing practice in Africa implies that successful marketing plans need to include the distinct cultural, social, and economic environments of African markets. The digital marketing landscape in Africa has undergone significant transformation in recent years, driven by the increasing adoption of digital technologies and changing consumer behaviors (Singh, Dash, Choudhury, & Bejwa, 2023). The continent's internet user base has grown exponentially, with mobile phones being the primary means of accessing the internet (TEODORESCU , CIUCU, & VARGAS, 2023). This shift has led to a surge in digital marketing activities, with companies leveraging digital channels to reach their target audiences and build brand awareness (Makrides, Vrontis, & Christofi, 2020).

However, African digital marketers face unique challenges, including limited internet infrastructure, high data costs, and a lack of digital literacy (Sun, Liu, & lu, 2024). Furthermore, the rise of social media has introduced new challenges, such as fake news and disinformation, which can have serious consequences for brands and individuals. To overcome these challenges, digital marketers must develop strategies tailored to the African context, including mobile-first approaches and leveraging local languages and cultural nuances. Studies have highlighted the importance of social media marketing, email marketing, and search engine optimization (SEO) in

the African market (Farte & Obada, 2021). For instance, According (YiShien, Sin Huei, & Lu Yan , 2023)to research has shown that social media marketing is an effective way to reach young adults in South Africa, with 70% of respondents reporting that they had purchased a product or service after seeing an ad on social media. Similarly, email marketing has been found to be an effective way to engage with customers in Nigeria, with 60% of respondents reporting that they had opened an email campaign from a company they had previously interacted with .The future of digital marketing in Africa holds much promise, with opportunities for growth and innovation. To capitalize on these opportunities, digital marketers must adapt to the unique needs and preferences of African consumers.

2.4 Digital marketing practice in Ethiopia and Ethiotelecom

Ethiopian digital marketing strategies have changed dramatically over the years due to the country's expanding technological usage and the growing significance of having an online presence for enterprises. The majority of Ethiopian enterprises have embraced digital marketing methods, with an emphasis on social media marketing and online advertising, according to a study by (Gelata & Gemada, 2022)This is explained by the nation's quickly expanding population as well as the rising need for internet services. According (Berhanu & Rajb, 2024)“to a poll carried out by the Ethiopian Chamber of Commerce, for example, 70% of SMEs utilize social media sites like Facebook and Twitter to advertise their goods and services”.

Despite these developments, there are still a number of obstacles that Ethiopian digital marketers must overcome, such as poor internet connectivity, expensive digital marketing services, and a dearth of technological know-how on the part of marketers .Additionally, a lot of companies are fighting for attention on social media platforms, which defines the competitive nature of the nation's digital marketing scene .Businesses must embrace a data-driven strategy for digital marketing in order to overcome these obstacles. They should measure the success of their campaigns and fine-tune their marketing tactics by using tools like Google Analytics (Abdinasir & Mohamed, 2023).

In Ethiopia, digital marketing has become a vital tool for businesses, particularly in the e-commerce sector. Studies have shown that digital marketing enables small and medium-sized enterprises (SMEs) to increase their online visibility, reach a wider audience, and enhance their competitiveness .For instance, a survey found that 70% of SMEs in Ethiopia use social media platforms to promote their products and services. Research has highlighted the importance of digital marketing in the Ethiopian context. A study by the University of Addis Ababa's School of Commerce found that digital marketing can help businesses improve customer engagement, build brand awareness, and increase sales. Furthermore, a review of literature emphasized the need for businesses in Ethiopia to adopt digital marketing strategies to remain competitive in a rapidly changing market (Nege & Kero, 2024).

The growth of internet penetration in Ethiopia has created new opportunities for businesses to reach their target audience through digital marketing channels. This strategy not only serves to

remind prospective visitors about the offerings of the site but also fosters a sense of community and communication among those interested in Ethiopian culture and tourism. By personalizing email content according to visitor preferences such as emphasizing particular interests in local crafts, guided tours, or traditional festivals open and click-through rates can be significantly enhanced, which in turn promotes higher participation and involvement (Nobile & Cantoni, 2023)

To further boost engagement, Ethio telecom should think about adopting a customer relationship management (CRM) system to monitor interactions with potential visitors. This would allow for customized communications that resonate with diverse audience segments and create a stronger connection through personalized experiences. The data collected through the CRM can also assist in fine-tuning marketing strategies and discovering trending interests among potential tourists, thereby informing future content development and campaign initiatives.

Additionally, forming partnerships with local travel agencies and tour operators could expand Ethio telecom reach. Offering joint packages that include visits to Ethio telecom in conjunction with other cultural attractions can motivate tourists to explore the area more comprehensively. These packages could be promoted through collaborative advertising campaigns, utilizing the combined strengths of both the platform and travel agencies to engage a broader audience and facilitate smooth travel experiences (Mallick, 2023). Furthermore, implementing paid advertising strategies, such as Google Ads and social media advertisements, could enhance the visibility of Ethio telecom offerings to target audiences actively seeking travel experiences within Ethiopia. Campaigns should emphasize visually attractive and engaging content that showcases the site's uniqueness, thereby encouraging clicks and conversions. Pay-per-click (PPC) advertising can prove to be particularly efficient when paired with carefully selected keywords that align with the search intentions of potential visitors.

It's essential to measure and analyze performance metrics across all digital marketing channels to continually optimize and enhance strategies. By monitoring website traffic, social media interactions, and email open rates, Ethio telecom can derive valuable insights into which initiatives resonate most effectively with audiences. This data-driven approach allows for agile modifications to marketing campaigns, ensuring resources are strategically allocated to the most productive areas.

In conclusion, a thoughtfully designed digital marketing strategy for Ethio telecom has the capacity to significantly boost its visibility and appeal to both local and international tourists. By concentrating on creating engaging content, fostering community through social media, collaborating with influencers, and utilizing data-driven insights, Ethio telecom can position itself as a prime destination for cultural heritage tourism in Ethiopia. This comprehensive strategy will not only stimulate tourism but also aid in the preservation and promotion of Ethiopia's rich cultural heritage.

2.5 Advantages of digital marketing

According to (Nazarov, 2020), “digital marketing has transformed the buying behavior of customers with rapid technological development. A significant advantage for customers is that they can easily compare the costs of products and services from different vendors, as many companies promote their products and services through digital marketing .This convenience allows customers to shop 24/7, without the need to visit multiple physical stores .Additionally, digital marketing enables customers to share product or service information with others, facilitating easy communication and information exchange .Furthermore, digital marketing platforms provide transparent pricing information, making it easy for customers to compare prices and take advantage of special offers. In contrast, traditional marketing often requires customers to visit physical stores to learn about products and services.” The rapid advancement of digital marketing has enabled global connectivity, facilitating business transactions across continents and countries. This has led to increased consumer accessibility, allowing businesses to reach a wider audience and grow their customer base. Through digital marketing, businesses can effectively target their desired audience and increase sales. The proliferation of digital technology has also transformed the way businesses operate and interact with consumers, creating a new landscape for socio-economic development Technology has undergone significant transformations since its inception, influencing the way businesses operate and consumer attitudes towards goods and services. In recent times, digitalization and data processing have emerged as key areas of focus for businesses seeking to stay competitive. This has created valuable opportunities for companies to leverage technology to improve their operations and enhance customer engagement (Febrianti , Sugarindra , & Hidayat , 2022).

2.6 Empirical review

The empirical research on digital marketing in connection to the study's factors will be covered in this section. Every one of them will have a hypothesis established based on the empirical literature. From (Lemma, 2020) , study research paper "Factors Influencing the Adoption of Mobile Financial Services" examines these topics. Advancement of technology trust legality of frameworks, security issues, and socioeconomic conditions are important variables. The objectives of the study were to determine how to customize mobile financial services to customer preferences and needs. According to the (Dagim, 2020), the study factors affecting digital marketing practices in Addis Ababa, Ethiopia, studies the factors like attitude of customer, competitiveness degree, and cultural concerns of society the major elements for maximizing the effectiveness of digital marketing initiatives within the Ethiopian market in Addis Ababa.

According to (Wondem, 2020), digital marketing is essential core methods for company. The advantage of digital marketing rather than traditional is determined by the case of technology, consumer behavior, and payment procedures. Focusing on such variables facilitates the building of techniques and advantage to effectively connect with intended recipients and mold their opinions about EAL's brand. As the study of (Sebrin, 2021) ,elements like advancement of technology, trend changes of consumer behavior, competition market, the regulatory

environment, and organizational skill and ability all have an impact on digital marketing effectiveness. In addition according to his study Social media platforms have completely changed the way businesses communicate with their clients. Business Company should hold the customer preferences and customize marketing strategies in response to shifts in consumer behavior.

According to study of (Pollak, 2021), factors affecting digital marketing performance, the company resources, knowledge and access of technology including the human resources are core factors of marketing .in his study, different company is influenced by different factors based on company size .Larger companies often have more resources, knowledge, and can invest in more complex digital marketing efforts while Smaller companies may face obstacles like limited resources and specialized knowledge. So the factors of company may different based on their nature of size. According to (Borah, Duttagupta, & parasanthi, 2024), research paper, "A Study on Literature Review for Identifying the Factors Impacting Digital Marketing, he explores nature of the business itself have an affect digital marketing tactics.in his study as he write on recommendation part, By focusing on the critical components that influence the success of digital marketing campaigns, the companies should have to make wise choices in a market that is changing quickly. Understanding the factors that can change nature of digital marketing and how companies may modify their tactics to stay relevant requires knowledge of his study.

According to (Mohammad, 2022), In order to explore the complex interaction between digital marketing platforms and customer's' choice and sales values factors of marketing is an important. With businesses using a variety of online platforms to interact with customers and increase revenue, digital marketing has emerged as a crucial element of contemporary business plans and to maximize their marketing effectiveness with improve client happiness, firms must comprehend the elements that lead to digital marketing campaign success. From his study, Analysis of the relationship digital marketing with matching of customer's choice and sales values is core factors the digital marketplace. A study model looks into what influences people's intentions to use these services. Enhancing perceived usefulness through media consultation and advertising is one recommendation.

Another study (Marquez, cianfrone, & Kellison, 2020), emphasizes the important role that digital ticketing plays in interscholastic sports and it help to less chance of losing or forgetting tickets. Thanks to the switch from traditional paper tickets to digital systems, spectator experiences have been enhanced. According to Marquez, strong security issues that lower the possibility of fraud or illegal access and promotion is the factors of digital marketing elements.

2.7 Research Gap

According to Lemma (2020), (Begna, 2022), Dagem (2020), Endegen (2020), Mohammed (2021), Pollak (2021), (Bouachera & Kamel, 2021), and Marquez (2020), research on digital marketing has identified several important factors that affect perceived usefulness, including culture, perceived risk, and lack of awareness. However, in Ethiopia, the majority of studies have focused on variables that influence customer service satisfaction, organizational effectiveness,

and customer handling effectiveness, socio-technological challenges, consumer behavior, economic conditions. Despite this, there is a dearth of research on the specific elements influencing digital marketing practices in the country. This is particularly concerning given the rapid pace of technological change, which can render outdated research findings irrelevant. Furthermore, most studies have been conducted in developed countries, and the variables that affect digital marketing practices may differ significantly between developed and developing countries (Plekhanov, , Franke, & Netla, 2023). For example, infrastructure, payment methods, social media marketing, and content marketing may be more significant barriers to digital marketing in developing countries like Ethiopia (Teshome, 2019).

Previous researches lack holistic nature in dealing with these four factors affecting digital marketing. So, the researcher studies both individual and the combined effect of four variables: infrastructure, brand awareness, SEO and organizational dimension. Another gap is the Studies undertaken formerly have not considered the particular circumstances of Ethio telecom . They have a geographical limitation. The researchers, thus, investigate to find out as to which variables among infrastructure, brand awareness, SEO and organizational dimension affect and to what degree. The third gap is the theoretical underpinnings of digital marketing strategies in Africa are not well covered in the literature, despite the field's growing significance in the continent. In particular, there aren't many researches looking at the theoretical foundations of digital marketing strategies in Ethiopia and Africa, including the influence of industry trends, governmental regulations, and socio-economic and cultural variables. Our understanding of how digital marketing tactics may be successfully adapted and applied in these contexts, and how they can be used to address the unique possibilities and problems encountered by firms in Ethiopia and Africa, is hampered by this knowledge gap.

In light of these research gaps, this study aims to analyze the Ethiopian digital marketing platform called Ethio telecom online platform.

2.8 Factors affecting the digital marketing

2.8.1 Infrastructure of technology

Due of its many benefits for both customers and retailers, the online system is a means of conducting business over the internet. The buyers can purchase anything they want online from the comfort of their home, and the vendors can take payments online without requiring a direct database connection. Online payment solutions enable purchasers to continue operating their businesses and grow their profits by developing and interacting with an increasing number of clients. Because of the sedentary lifestyle and the rise in technological advancement, electronic commerce, or e-commerce, has grown exponentially as more and more people choose to shop from the comfort of their homes rather than going to physical stores and waiting in line (Cárcamo, Galindo, & Romero, 2024).

Social features in mobile payment platforms are important since they not only make financial transactions easier but also help consumers build trust and social networks. Mobile payment

platforms, through the integration of features like peer-to-peer payments, group transactions, and social sharing capabilities, augment user engagement and foster a feeling of community within digital financial ecosystems. Thanks to the Internet; digital payments are growing increasingly popular and often replacing cash and credit cards. Seven out of ten people believe digital payments will replace cash, and half of them already aim to eliminate cash altogether. Nine out of ten people in the US and Canada manage their money through online and mobile financial applications; the most common use cases are banking (80%) and bill payment (82%). Among the oldest and most widely used payment methods globally are these. The card is inserted into a payment terminal, which charges it with a predetermined sum of money. NFC, or near-field communication, is a feature of many cards that enables "contactless" (or card-not-touching-the-POS) payment. We've begun using cards digitally on bank apps and other platforms in recent years, such as Apple and Samsung's "wallets." To make payments, virtual "wallets" can establish connections with watches and other smart gadgets (Jong-Hyuok, Kwon, & HooKim, 2020). Millions of consumers all around the world prefer using their smartphones for payments over smart watches. They can store our bank's online services and enable us to make purchases using our virtual credit or debit cards by scanning the QR code of a business or by using NFC technology. They can also allow us to transfer money using services that certain online retailers now accept, such as Paym (UK) or Bizum (Spain). With Bizum, all we have to do is verify our purchase with a unique code (Zhong & Moon, 2022)

2.8.2 Organizational dimension

The organizational dimension delineates the internal factors that impact a business's determination to adopt any given technology. It is important to look at how each component of the organizational context affects the adoption and use of digital marketing. In particular, it appears from the literature on technology adoption that senior management was supportive of the development, application, and uptake of technology. It clarifies the beliefs and actions of high-ranking executives regarding the advantages of new ideas and the value they bring to the organization after they are implemented. Long-term perspectives, improved values, resource commitment, resource optimization, regulatory environment creation, a strong sense of self-efficacy, and assistance in overcoming obstacles and resisting change are all guaranteed. Scholars have addressed it as a factor that encourages the adoption of new technologies (Aguila-Obra & Meléndez, 2024)

A collective of coordinated individuals with mutual expectations can be said to have a shared way of being, thinking, and behaving. This shared way of being is called organizational culture, and it is formed, shared, learnt, and altered over time to provide some predictability in any company. Organizations are under more pressure even to innovate their cultures as a result of the process of digitization (Debela & Bogale, 2024). Research has highlighted the significance of organizational dimension in shaping digital marketing practices. For instance, a study by (Dhliwayo & Amoa-Gyarteng, 2024), suggests that an organization's culture plays a crucial role in influencing its digital marketing strategies. This is because a culture that values innovation and risk-taking may be more likely to adopt and effectively implement digital marketing

initiatives. The structure and communication within an organization also have a significant impact on digital marketing practices.

The level of centralization or decentralization of decision-making, as well as the flow of information and communication, can either facilitate or hinder the effectiveness of digital marketing efforts. Furthermore, organizational resources and capabilities are essential for determining the scope and scale of digital marketing initiatives. The availability of necessary skills, technologies, and budgets can influence the range of digital marketing channels an organization can utilize (Leso, Cortimiglia, & Ghezzi, 2022).

Organizational culture comprises the collective values, beliefs, and norms that shape employee behavior and decision-making. A culture that prioritizes innovation, collaboration, and openness is especially beneficial for effective digital marketing practices. For instance, organizations that promote a culture of experimentation empower marketing teams to explore new strategies and technologies, leading to more inventive campaigns and a readiness to utilize emerging digital tools, such as social media advertising and influencer marketing (Huan & Chao, 2020)

On the other hand, a culture that is risk-averse can suppress creativity and impede the integration of new marketing practices. Employees in such environments may hesitate to suggest innovative ideas due to fear of failure, which can create missed opportunities for engaging consumers effectively. In Ethiopia, where digital marketing is still in its developmental stages, organizations that emphasize a culture of adaptability and learning are more likely to succeed in a competitive environment.

Achieving strategic alignment between an organization's objectives and its digital marketing initiatives is vital for success. A clearly defined digital marketing strategy that corresponds with broader business goals ensures that all marketing efforts contribute to the overall vision of the organization. For example, if a company seeks to improve customer engagement, its digital marketing strategy should emphasize creating strong online communities and personalized communication (Kaplan & Norton, 2021).

When digital marketing strategies are in sync with organizational objectives, resources can be allocated more efficiently, and marketing campaigns can be tailored to connect with the target audience. This alignment promotes a consistent message across all channels, which enhances brand consistency and builds consumer trust. Conversely, a lack of strategic alignment may result in fragmented efforts and confusion among consumers, ultimately reducing marketing effectiveness.

Given the constant evolution of digital marketing, the capacity to adapt to shifting consumer preferences and technological changes is crucial. Organizations with a culture that values adaptability are more likely to embrace new trends and adjust their strategies in response to market dynamics. For instance, companies that foster continuous learning and professional development empower their marketing teams with the skills needed to effectively utilize new digital platforms (Kotler, 2012)

In Ethiopia, where the digital landscape is rapidly changing, organizations that emphasize cultural adaptability can more effectively respond to local market trends, ensuring that their marketing strategies remain relevant and impactful.

A customer-centric strategy is indispensable in today's digital environment, where consumer preferences are constantly changing. Organizations that nurture a culture centered on understanding and addressing customer needs are better positioned to develop effective digital marketing strategies. This approach entails collecting and analyzing customer feedback, employing data analytics, and interacting with consumers on social media platforms (Homburg, Kuester, & Krohmer, 2019).

When an organization's culture places a high value on customer insights, marketing teams can create personalized campaigns that resonate with their audience, thereby enhancing engagement and loyalty. Conversely, a culture that overlooks customer feedback may result in marketing attempts that fail to meet consumer expectations, ultimately undermining their effectiveness.

2.8.3 Brand awareness

Consumers' ability to recognize a brand under a variety of circumstances is a key indicator of brand awareness, which is linked to the ways in which brand identities are stored in their memories. Understanding the process by which consumers decide what to buy is also heavily dependent on brand recognition. Success with a brand may be predicted by strong brand awareness. It is a crucial indicator of brand equity or strength and affects consumer happiness, brand loyalty, and the customer's brand connections. One important measure of a brand's performance in the market is brand awareness. Advertisers spend a significant amount of money each year trying to raise a brand's degree of general recognition (Chauhan & Katiyar, 2019).

The significance of brand awareness in digital marketing practices has been extensively studied (Kotler et al., 2020). Researchers have found that brand awareness plays a crucial role in shaping consumer attitudes and behaviors, particularly in today's digital landscape where consumers are bombarded with numerous marketing messages daily (Laroche et al., 2019). According to Bhatnagar et al. (2020), brands with high brand awareness tend to outperform those with low brand awareness in terms of customer loyalty and retention.

Moreover, brand awareness is closely linked to other important marketing metrics, such as customer engagement and conversion rates (Kotler et al., 2020). Strong brand awareness can increase consumer engagement, leading to higher conversion rates and ultimately, increased sales (Laroche et al., 2019). As Singh et al. (2020) have shown, brand awareness can also influence word-of-mouth marketing, with customers being more likely to recommend brands they are familiar with. In the context of digital marketing, brand awareness can be leveraged through various strategies, including social media advertising, influencer marketing, and content marketing (Kotler et al., 2020). Al-Hassan et al. (2020) found that social media advertising is an effective way to increase brand awareness, particularly among younger demographics. Similarly,

influencer marketing has been shown to be an effective way to reach new audiences and build brand awareness (Laroche et al., 2019).

Brand awareness is the first factor that sets brand knowledge apart. The degree to which customers can recognize a brand under varying circumstances is a measure of the brand's node or trace strength in memory. Stated differently, to what extent do brand identities fulfill their intended purpose? Specifically, the probability and ease with which a brand name will be remembered are related to brand name awareness. The two components of brand awareness are brand recall and brand recognition. When given the brand as a cue, consumers' ability to verify prior exposure to the brand is known as brand recognition. Even in cases when there aren't really any other brand connotations, decisions about the brands in the consideration set might be influenced by brand awareness. For instance, it has been demonstrated that consumers follow the choice rule to only purchase well-known, reputable products

2.8.4 Search engine Optimization

Another important factor that can influence the effectiveness of digital marketing strategies is search engine optimization (SEO) (Chen and Zhang, 2020). SEO fundamentally improves the online visibility and accessibility of businesses, including those in Ethiopia. In regions where internet usage and digital literacy are prevalent, SEO strategies have shown considerable effectiveness, as users tend to rely on search engines to locate products, services, or information. However, in Ethiopia, where habits around internet searches may not be fully developed, the impact of conventional SEO strategies may be limited (Kumar et al., 2020). For Ethiopia Telecom Ethio telecom Main Premium Shop, adopting a localized SEO approach that aligns with the specific search behaviors and preferences of Ethiopian consumers could prove crucial for achieving success.

Well-crafted SEO strategies can substantially enhance a company's online visibility by improving its rankings on search engine results pages (SERPs) (Kumar et al., 2020). For the Ethiopia Telecom Ethio telecom Main Premium Shop, attaining higher placements on SERPs is vital for increasing brand awareness and broadening audience reach. In a developing market like Ethiopia, where competition might not yet be as intense as in more matured markets, leveraging the opportunity to create a robust online presence can set the shop apart from competitors. A thoughtfully executed SEO strategy can offer a practical means for the shop to connect with prospective customers, spark interest, and establish online credibility.

Additionally, SEO not only enhances visibility but also directs targeted traffic to the website of Ethiopia Telecom Ethio telecom Main Premium Shop. By fine-tuning the website for relevant keywords, the shop can draw in customers who are actively searching for telecommunications products or services that meet their specific needs (Liu et al., 2020). This targeted traffic is more inclined to convert into paying customers, thereby increasing overall sales and revenue. Unlike traditional advertising methods that may disseminate messages to a wide audience with uncertain relevance, SEO facilitates better engagement by concentrating on users who already express interest in what the shop has to offer.

Moreover, SEO is recognized as a cost-effective marketing strategy (Al-Shammari et al., 2020). While there are some initial expenses associated with establishing SEO strategies such as engaging SEO professionals or investing in content generation the long-term advantages can exceed the initial costs. In contrast, traditional marketing approaches, such as television or print advertising, often come with significant costs and limited measurability of effectiveness. For a business like Ethiopia Telecom Ethio telecom Main Premium Shop, which may be working within financial limitations, choosing SEO as a principal marketing strategy could lead to a greater return on investment over time.

Effectively implementing SEO also requires a comprehension of the local market and consumer behavior. In Ethiopia, where cultural and economic considerations can sway purchasing decisions, it is vital to customize SEO content to resonate with local consumers. This could involve using local dialects, addressing region-specific issues, and being attuned to local trends and preferences. Research indicates that localizing content can greatly improve user engagement and align with consumer expectations, thus increasing conversion rates (Chen and Zhang, 2020). In the competitive landscape of search engines and web browsers, Google, Bing, Firefox, and Opera each provide distinctive functionalities tailored to diverse user preferences. Google continues to dominate the market due to its advanced algorithms and features such as voice search and Google Lens, offering users a highly interactive and context-aware browsing experience (Gonzalez, 2022). On the other hand, Bing has carved out its niche as a formidable alternative by incorporating unique features like visual search, alongside seamless integration with Microsoft's suite of products, appealing to those invested in the Microsoft ecosystem (Simon, 2021). Firefox stands out with its strong emphasis on privacy, empowering users with tools that enhance data protection and transparency, which is increasingly important in today's digital age (Roberts, 2021). Meanwhile, Opera attracts users by providing innovative elements such as an integrated VPN and ad blocker, catering to individuals seeking a fast and feature-rich browsing environment (Feng, 2021). Together, these platforms illustrate the dynamic nature of online navigation, driven by evolving consumer demands for enhanced functionality, privacy, and overall user experience.

Although the effectiveness of SEO can vary based on the cultural and technological context of a region, its importance for businesses such as Ethiopia Telecom Ethio telecom Main Premium Shop is clear. By prioritizing a robust SEO strategy, the shop can establish a distinctive position within the Ethiopian market, drawing in targeted customers searching for its offerings while also enhancing its online presence. This strategic focus could lead to increased brand recognition and measurable growth in the competitive telecommunications landscape of Ethiopia. To maintain its success, the shop will need to continually adapt its SEO strategy in response to evolving internet usage patterns and changing search behaviors within the country.

2.9. Overview of Digital Marketing in Telecommunications

Digital marketing within the telecommunications industry involves the strategies that telecom firms use to connect with consumers via digital methods. This encompasses a range of tools including websites, social media platforms, email campaigns, mobile apps, and search engine

optimization (SEO) to promote their offerings and improve customer engagement. The importance of digital marketing in this field is highlighted by the growing dependence on digital channels for consumer choices and brand interaction. As mobile technology progresses, telecom companies are required to modify their marketing tactics to align with the shifting demands of consumers, who increasingly seek streamlined and tailored experiences (Chaffey, 2020).

Recent developments in digital marketing within the telecom sector show a notable shift towards data-driven tactics. Firms are now utilizing big data analytics to better understand customer behaviors, preferences, and buying trends. This enables more accurate targeting and segmentation of marketing initiatives, which contributes to enhanced customer satisfaction and loyalty (Smith, 2021). Additionally, adopting a mobile-first approach has become critical, given that a large portion of global consumers primarily access telecommunications services through mobile devices. The integration of artificial intelligence (AI) and machine learning further bolsters these initiatives, allowing for personalized recommendations and automated customer support through chatbots that can respond instantly and operate around the clock (Kaplan & Haenlein, 2020).

A global analysis of digital marketing strategies reveals significant differences shaped by regional market conditions and consumer behaviors. In the United States, for example, leading companies such as Verizon and AT&T focus on integrated marketing efforts that combine traditional advertising with strong digital strategies, leveraging social media, online advertising, and email campaigns to optimize their outreach (Gonzalez, 2021). In Europe, firms like Vodafone and Deutsche Telekom are increasingly emphasizing sustainability and corporate social responsibility in their marketing approaches to attract a growing base of environmentally conscious consumers (Green, 2022). In contrast, telecom companies in emerging markets like India and Africa often prioritize affordable solutions and community involvement in their digital marketing strategies, utilizing local influencers and grassroots initiatives to build brand loyalty (Mohan & Ranganathan, 2021).

The competitive nature of the telecommunications sector fuels ongoing innovation in digital marketing techniques. A prominent trend is the implementation of Omni channel marketing strategies that strive to provide a cohesive experience for customers across various platforms and interactions (Hanna et al., 2020). This approach not only boosts customer engagement but also fosters brand loyalty by ensuring consistent messaging and support, regardless of the channel used. Furthermore, interactive content like videos, quizzes, and virtual reality experiences is becoming more popular. These dynamic formats enable consumers to engage with services in a more immersive way, making the marketing experience more impactful and memorable (Batra & Keller, 2016).

In summary, digital marketing plays a crucial role in the telecommunications industry, influencing how companies interact with consumers in a rapidly digitalizing world. By adopting emerging trends such as data analytics, AI, and mobile-first strategies, telecom firms can strengthen their brand visibility and enhance customer satisfaction. The continuous evolution of

digital marketing practices underscores the necessity for flexibility and innovation, particularly in a competitive landscape where consumer preferences are in constant flux.

2.9. 1 Challenges to Digital Marketing Implementation in Ethio Telecom

Digital marketing has become an essential approach for telecommunications firms to engage customers effectively. However, Ethio Telecom encounters several obstacles in executing these strategies, particularly regarding infrastructure, branding, organizational factors, and search engine optimization (SEO). Each of these dimensions presents distinct challenges that hinder the company's capacity to fully exploit digital marketing.

A significant challenge for Ethio Telecom is the inadequacy of its technological infrastructure. In Ethiopia, internet penetration is low, especially in rural regions where connectivity is often unstable and unreliable (World Bank, 2020). This limited access severely restricts the effectiveness of digital marketing strategies. Additionally, the current digital infrastructure lacks the sophistication needed to support advanced marketing technologies such as customer relationship management (CRM) systems and analytical tools, which are vital for measuring and optimizing marketing efforts (Ethiopian Communications Authority, 2021). As a result, the inability to gather real-time data and insights limits Ethio Telecom's ability to adjust its marketing strategies in response to changing consumer behaviors.

Branding represents another substantial challenge for Ethio Telecom in building a strong digital presence. Historically, the company has depended on traditional marketing methods and brand messaging that may not connect well with a digitally literate audience. Note that an absence of cohesive digital branding strategies can lead to discrepancies in how the brand is perceived across online and offline platforms (Ayalew et al. 2022). Moreover, Ethio Telecom's brand identity may not effectively convey the values and advantages that modern consumers desire, resulting in disengagement and weakened loyalty. Developing a robust, unified digital branding strategy is essential for gaining a competitive advantage in the market.

From an internal perspective, Ethio Telecom's organizational structure presents challenges to effective digital marketing implementation. As a state-owned enterprise, the company often functions within a bureaucratic environment that may limit innovation and responsiveness. Employee resistance to change is common, particularly concerning the adoption of new technologies and marketing practices (Omar et al., 2020). This resistance can stifle creativity and restrict the organization's ability to pursue new digital avenues that could enhance customer engagement. Moreover, a lack of training and skill development in digital marketing further complicates matters, as employees may not possess the essential expertise to implement effective strategies.

Effective search engine optimization (SEO) is vital for improving online visibility and attracting customers to digital platforms. However, Ethio Telecom faces difficulties in executing best practices for SEO due to limited technical knowledge and resources (Bansal et al., 2021). Many organizations in Ethiopia struggle to grasp the intricacies of SEO, such as keyword research, on-

page optimization, and content marketing. Consequently, Ethio telecom may overlook opportunities to achieve higher search engine rankings, which limits its outreach to potential customers. Additionally, the lack of a dedicated team focusing on digital marketing and SEO hampers the company's ability to formulate and implement effective strategies.

2.9.2. Document and case analysis related to digital marketing

Google's initiatives to enhance mobile network connectivity in Africa are vital for transforming the continent's digital marketing landscape. Programs like Project Loon and fiber-optic network deployments aim to bridge the historical digital divide (Google, 2020). A robust infrastructure is essential for businesses to effectively utilize digital marketing tools, such as Google Ads and Google My Business, facilitating economic growth and fostering innovation (Amoah, 2021). Increasing mobile phone usage in Africa aligns with Google's focus on improving connectivity (ITU, 2021). By emphasizing local market insights and consumer behavior, Google supports the development of culturally relevant marketing strategies that enhance engagement and conversion rates (Mwangi, 2022). However, challenges such as inconsistent infrastructure and economic barriers remain, highlighting the need for focused initiatives to ensure broad benefits (Munyua, 2022). Ultimately, enhancing internet access strengthens Google's market position while contributing to socio-economic development, underscoring the link between connectivity and digital marketing in Africa's growth narrative (Chisasa, 2021).

The African e-commerce sector presents both opportunities and challenges, particularly regarding SEO. Limited internet access reduces digital engagement, leading to diminished traffic for e-commerce sites (Gonzalez, 2020). Additionally, the continent's linguistic diversity requires businesses to adapt SEO strategies to local languages to maintain consumer interest. Cultural factors influence purchasing behavior, emphasizing the necessity of localized content to reduce bounce rates (Katz & Aakhus, 2002). The competitive landscape drives companies to rely more on paid advertising, as organic visibility diminishes. Challenges include inadequate infrastructure and limited SEO knowledge, necessitating collaboration with local telecom providers to enhance accessibility, develop multilingual strategies, and educate businesses about digital marketing best practices.

In telecommunications, digital marketing is crucial for brand awareness amid intense competition. Vodafone exemplifies effective digital strategies by leveraging social media to enhance customer engagement and community building. Their "Recharge and Refresh" campaign successfully connects with consumers, demonstrating the importance of emotional engagement (Choudhury, 2018). Vodafone's transformation involves adopting a customer-centric approach, employing data analytics for tailored offerings, and integrating AI and machine learning for personalized interactions. This shift has led to significant changes in organizational structure to promote collaboration and a robust content marketing strategy (Choudhury, 2018). Ongoing challenges include adapting to technological advancements and shifting consumer expectations, making employee training essential. As Vodafone progresses in its digital journey, a focus on responsible data usage will be critical in addressing privacy concerns. Overall, the

company's transformation highlights its dedication to innovation and customer-centricity, positioning it for future growth in a competitive marketplace.

2.10 key metrics to measure the effectiveness of digital marketing practices

2.10.1 Conversion Rate

The conversion rate is a key indicator in digital marketing that measures the proportion of website visitors who perform a desired action, such as completing a purchase or subscribing to a service. It serves as a reflection of how effectively marketing strategies aligns with business objectives like boosting sales and attracting leads (Chadwick, 2021). A strong conversion rate signifies successful engagement with potential customers, fostering actions that contribute to a company's growth and competitiveness in today's dynamic market landscape (Kumar, Kalyanaram Mangal, 2021).

2.10.2 Return on Investment (ROI)

Return on investment (ROI) is a pivotal metric used to assess the financial impact of digital marketing campaigns. By calculating the revenue earned relative to the costs involved, businesses can evaluate the profitability of their marketing strategies (Farris et al., 2020). Gaining a clear understanding of ROI helps organizations allocate resources more effectively, justify marketing expenditures, and refine strategies to achieve better financial outcomes based on data-driven insights (Homburg et al., 2021).

2.10.3 Social Media Engagement

Engagement metrics, such as social media interactions or email open rates, offer critical feedback on how well a brand resonates with its audience. High engagement levels reflect a robust connection between the brand and its customers, fostering loyalty and increasing the likelihood of conversions (Kumar and Pansari, 2021). By analyzing these metrics, marketers can tailor their campaigns to better align with audience preferences, enhancing brand awareness and customer retention (Lambrecht, Maier, and Linden, 2022).

2.10.4 Pay-Per-Click (PPC)

Pay-per-click (PPC) advertising is a digital marketing strategy that allows businesses to generate traffic to their websites by paying a fee each time a user clicks on one of their ads. This model is particularly effective because it offers immediate results and allows advertisers to reach their target audiences based on specific criteria, including keywords, demographics, and user interests (Farris et al., 2020).

2.11. Conceptual framework for study

In order to improve the efficacy of digital marketing initiatives in the telecommunications industry, this study will analyze the critical factors impacting digital marketing inEthiotelecom within the conceptual framework described below.

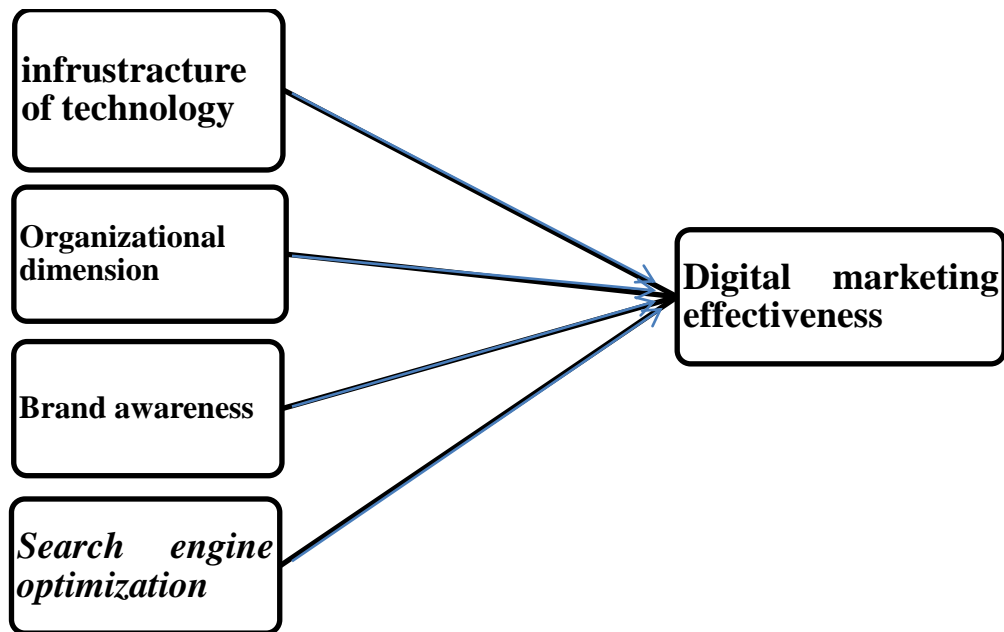


Figure 1: Conceptual frame work

Source: (Sebrin, 2020), Begna (2022), and (Pollak, 2021)

2.10.1 Research hypothesis

H1: Infrastructure significantly affects digital marketing practices

H1: Brand Awareness has a strong impact on Digital Marketing Practice

H1: SEO has a major impact on digital marketing practices

H1: Organizational dimension significantly impact digital marketing practice

Chapter Three: Methodology

3.1 Research Area

The research was conducted in Addis Ababa, a lively urban center renowned for its dynamic and diverse community. This city attracted a substantial number of visitors, particularly during special events, catering to both urban professionals and daily commuters. In addition to its active commercial landscape, Addis Ababa featured a range of expanding residential areas, which contributed to the demand for household goods. The city's affluent population further enhanced its significance for targeted marketing strategies. As such, Addis Ababa presented an excellent opportunity to explore the effectiveness of digital marketing techniques, specifically in relation to the Ethio telecom online platform and its engagement with customers who were receptive to digital marketing approaches.

3.2 Research Approach

In order to obtain objective, numerical data for statistical analysis and to ascertain the link between the variables included in the study, the researcher used a quantitative research approach. This approach is distinguished by its emphasis on gathering numerical data via surveys (Pandey & Margam, 2023). By measuring variables and calculating statistical correlations between them, quantitative data provided an accurate and impartial understanding of the events being studied (Mehrad & Tahriri, 2019). Qualitative research significantly enhanced quantitative studies by offering depth, context, and insights from secondary data like case analysis and various document analyses. It aided in more clearly defining research problems, shaped the formulation of hypotheses, and enriched literature reviews by identifying research gaps through the examination of various prior case studies and theses. Furthermore, qualitative insights were critical for constructing a conceptual framework that directed the quantitative research, as they helped clarify the relationships among variables and theoretical concepts. This integration fostered a more thorough understanding of the research topic, ultimately enhancing the quality and relevance of quantitative outcomes (Hammarberg, Kirkman, & Delacy, 2016). Thus, the researcher used a quantitative and qualitative research approach

3.3 Research design

In order to address the relationship between independent variables and dependent variables, the researcher used an explanatory design. This design aimed to explain the linkage between variables and describe what the study looked like based on its practice (Boru, 2018). In examining the factors affecting digital marketing practices in Ethio telecom. The study adopted an explanatory framework. This study employed an explanatory research design to clarify the relationship between the independent variables and the dependent variable (Sebrin, 2021). To comprehend the fundamental mechanisms that underlie the events under study, it was important to determine the causes and consequences of the variables. In addition to the explanatory framework, descriptive research design was also employed, utilizing descriptive statistics. Descriptive research is employed to outline the situation or provide categorical descriptions. It

focuses on answering "what" questions rather than addressing inquiries about how, when, or why the characteristics emerged (Begna, 2022)

Within the framework of Ethio telecom , the descriptive study provided a thorough summary of the state of digital marketing techniques at that time. It sought to methodically define and measure the essential elements of marketing techniques, such as the kinds of tactics used, the target markets, and the efficiency of different digital media. This approach contributed to a more comprehensive understanding of the phenomenon under investigation, ultimately enhancing the conclusions drawn from the explanatory analysis.

Combining explanatory and descriptive designs proved to be very useful, as it enabled the researcher to provide a detailed, contextual understanding of the elements influencing digital marketing strategies while also identifying and explaining the links between variables. This two-pronged strategy allowed for a more in-depth investigation of the origins and effects of the relevant variables (Imbeau, Tomkinson, & Malki, 2021) .

3.4 Target Population and sample

The focus of the study was on users of the Ethio telecom digital marketing platform. By 2024, this platform had amassed a considerable user base in Addis Ababa, indicating a significant demographic presence. It was anticipated that these users, with their strong digital marketing skills, could provide valuable insights. As a result, the researcher gathered data from a sample of 384 participants. Given their experience in digital marketing, it was assumed that the respondents would have a thorough understanding of the topic and could contribute relevant knowledge (Willie, 2024). Thus, the researcher aimed to collect insights from these 384 individuals.

3.4.1 Sampling method

The study employed convenience sampling, a type of non-probability sampling method, due to the lack of a sampling frame. This technique is frequently used in marketing research for its simplicity, speed, and cost-effectiveness. However, it has a significant drawback: it may not provide a representative sample of the population (Sebrin, 2021). Convenience sampling specifically involves selecting individuals based on practical criteria, such as proximity, availability, or willingness to participate. An example of this method can be seen in utilizing captive audiences, such as students at the researcher's own university. Nevertheless, this approach tends to produce biased or skewed results (Begna, 2022). The researcher use convenience sampling while collection data process.

4.4.2 Sample size determination

The Top man formula will used to determine the sample size for large population size. Using (Topman, 1973) suggestions, the standard deviation, 95% confidence interval, and 5% sampling error are calculated, guaranteeing a trustworthy and precise estimate.

$$n=Z^2pq/e^2$$

Where: n = required sample size

Z = degree of confidence (i.e., 1.96^2)

p = Probability of positive response (0.5)

q = Probability of negative response (0.5)

e = Tolerable error $(0.5)^2$

$n = (1.96)^2 \times 0.5 \times 0.5 / (0.5)^2$

$n = 3.4816 \times 0.5 \times 0.5 / 0.0025$

$n = 384$

3.5 Data sources and types

3.5.1 Primary data

Primary data was information that was gathered by questionnaires from respondents for measurements, constituting the original research acquired through first-hand examination. In order to gather pertinent information for the study on the efficiency of digital marketing practices, a survey was used. Questionnaires were intended to yield primary data that would be utilized to measure different factors (Demeke, 2017). Original research obtained through in-person inspection was employed for this purpose. Primary sources were consulted to obtain relevant data for the study on the effectiveness of digital marketing strategies.

3.5.2 Secondary data

The study also heavily relied on secondary data sources in addition to the original data gathered. Information that had previously been gathered and published by others was referred to as secondary data, and it was frequently used to supplement primary data. Reports from marketing research companies, which offered insights into market trends and customer behavior, were one noteworthy example (Martins, DaCunha, & Serra, 2023). This secondary data, which provided contextual information and facilitated comparisons with existing literature, improved the understanding of the efficacy of digital marketing techniques. A thorough examination factor of digital marketing, study was accomplished by combining primary and secondary data sources. Documents relevant to the study, including journals, books, and unpublished manuscripts, were utilized as secondary data sources. These secondary materials provided the researcher with specific references and helped explore various constructs crucial to the study (Sebrin, 2021).

3.6 Data collection methods

For several reasons, the main technique of gathering data was through the use of questionnaires. First of all, it made it possible for researchers to quickly collect data from a sizable number of respondents. This was especially helpful when it was not practical to conduct focus groups or in-depth interviews with every respondent. Second, the use of questionnaires offered a standardized

method of gathering data that lessened biases and inaccuracies related to human interpretation. Lastly, the convenience with which questionnaires could be sent and completed online boosted response rates and lowered the expenses incurred by using conventional data collection techniques (Kabir, 2016)

Using questionnaires, the researcher gathered primary data in order to investigate the variables influencing digital marketing practices in Ethio telecom. Respondents were provided with a five-point Likert scale (strongly agree to strongly disagree) in order to collect data. On a scale of 1 to 5, respondents were able to indicate how familiar and knowledgeable they were with the subject. The survey was personally delivered and picked up by the respondents to guarantee accurate responses. This enabled the researcher to address any queries or concerns and ensured that the participants had a clear understanding of the questions posed.

3.7 Data analysis

The gathered data was altered and transformed into a statement and relevant information. Therefore, it was necessary to process, analyze, and interpret the data based on its nature using the Statistical Package for Social Science (SPSS) version 26, and the data was displayed using descriptive statistics. Descriptive statistics: offer a concise summary of the primary features of a dataset through essential measures such as the mean, frequency, Percent (%) and standard deviation. These statistical tools serve to simplify large datasets, making it easier to comprehend and analyze the information. The mean provides an average value and standard deviation indicate how much the data varies around the mean, Overall, provide summary for characteristic of sample data (Yellapu, 2018)

3.8 Reliability and validity

The validity of a study measured the accuracy and strength of its conclusions, ensuring that the research findings accurately represented the objectives. To achieve this, the researcher employed various methods to confirm and select constructs with better factor loadings, which maintained construction validity. The degree to which the measurement tool measured what it was intended to measure was referred to as validity (Cronbach & Meehl, 1995). The researcher showed the advisor the questionnaire to assess its content and provide feedback. The research advisor reviewed and approved the questionnaire's validity before it was used to collect data. Reliability measured the consistency of the measurement process, ensuring that repeated measurements produced similar results. The researcher calculated the combination reliability coefficient, which ranged from 0 to 1, to evaluate the internal consistency of the measurement process, and a value of less than 0.7 indicated an inadequate level of internal consistency. To collect primary data, questionnaires were administered to a sample of digital marketing professionals at Ethio telecom. The survey was personally delivered and picked up to ensure that all respondents completed it. The researcher also sent a subset of the survey to a group of digital marketing practitioners to assess its clarity. By employing these methods, the researcher aimed to ensure the validity and

reliability of the study, producing accurate and reliable findings that could inform future digital marketing practices.

Here were typical interpretations of Cronbach's Alpha values:

$0.60 \leq \alpha < 0.70$: Suggests questionable internal consistency

$0.70 \leq \alpha < 0.80$: Reflects acceptable internal consistency

$0.80 \leq \alpha < 0.90$: Denotes good internal consistency

$\alpha \geq 0.90$: Represents excellent internal consistency.

3.9 Ethical consideration

Before starting the data collection process, the consent of every participant and sample unit was acquired. The researcher respected the respondents' rights by verifying that all information gathered would be utilized exclusively for the academic research goal and maintained with confidentiality. The study did not convey false information, letting all respondents know why and how the research was being conducted, and encouraging participation without using coercion.

Chapter Four: Data analysis and presentation

4.1. Introduction

In this chapter, we undertook a thorough examination and presentation of the data gathered during our research. This process was crucial, as it converted raw data into meaningful insights that responded to our research inquiries. We started by categorizing the data thematically and utilized visual aids like tables, graphs, and charts to improve clarity and understanding. Next, we implemented suitable analytical methods, potentially including statistical tests, to identify patterns and relationships within the data. The results were then discussed in relation to existing literature and theoretical frameworks, enabling us to explore their implications for practice, policy, and future research. By systematically presenting and analyzing the data, this chapter established a strong basis for grasping the importance of our findings, ultimately informing the discussions and conclusions that followed in our study.

4.2. Response rate of data

Questionnaires	Respondents	Percent(%)age%
Distributed	384	100%
Returned	349	91%

Table 1.Response of rate of data

Source: survey 2024

Out of the 384 questionnaires sent out, 349 were completed and returned, yielding a response rate of about 91%. This high response rate signifies that most respondents were actively involved and willing to take part in the survey. Such a strong level of participation boosts the reliability of the findings, implying that the feedback obtained probably represents a wider variety of perspectives within the target group.

4.3. Internal consistency and reliability Test

Variable	Cronbach's alpha	Internal consistency	Items
Digital marketing practices	.814	Good	3
Brand awareness	.806	Good	7
Search engine optimization	.914	Excellent	7
Organizational dimension	.795	Acceptable	7
Infrastructure	.780	Acceptable	5
Total variables is 5		Total	29

Table 2.Reliability Test

Source: survey 2024

The evaluation of the reliability of the constructs used in the study shows differing levels of internal consistency, as reflected by the Cronbach's Alpha values. Both Digital Marketing Practices and Brand Awareness exhibit good reliability, with alpha scores of 0.814 and 0.806, respectively, indicating that the items within these constructs are effectively correlated and accurately represent their underlying concepts. In particular, Search Engine Optimization distinguishes itself with a notable alpha of 0.914, suggesting excellent internal consistency and a strong consensus among respondents on this subject. On the other hand, the Organizational Dimension and Infrastructure constructs have slightly lower reliability scores of 0.795 and 0.780, respectively. While these values remain above the acceptable threshold of 0.70, the lower score for Infrastructure implies that there may be some inconsistencies in how respondents interpret the items, indicating a potential need for improvement in clarity. Overall, these results lend support to the validity of the constructs employed in the study, establishing a firm basis for further analysis, while also pointing to the need for possible refinement in the Infrastructure category.

4.4. Demographics analysis

Gender of respondents					
Gender		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
	Male	180	51.6	51.6	51.6
	Female	169	48.4	48.4	100.0
	Total	349	100.0	100.0	

Table 3. Demographics analysis

Source: survey 2024

The analysis of the gender distribution among survey respondents highlights an interesting demographic profile. From a total of 349 participants, 180 identified as male, making up 51.6% of the total. This indicates a slight dominance of male respondents in the sample. Conversely, 169 respondents were female, which constitutes 48.4% of the total. The gender breakdown shows a small disparity between the two groups, with males outnumbering females by a little over three Percent (%) points.

The valid Percent (%) column, which indicates the Percent (%)age of respondents excluding any missing data, reflects the overall trends and confirms that male respondents represent 51.6%, while female respondents account for 48.4%. Additionally, the cumulative Percent (%) column aggregates the Percent (%) for both genders, demonstrating that the total for males and females equals 100%, thereby validating the completeness of the collected data.

This distribution of gender is essential as it sheds light on the demographic representation of the respondents and can influence the analysis and interpretation of the research findings. A clear understanding of gender composition is crucial, particularly if the research addresses gender-specific topics or issues. In summary, although there is a slight male majority in this dataset, both genders are fairly represented, facilitating a more comprehensive investigation of the survey's goals.

Age of respondents					
Age		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
	18-25	77	22.1	22.1	22.1
	26-35	60	17.2	17.2	39.3
	36-45	62	17.8	17.8	57.0
	46-55	73	20.9	20.9	77.9
	55 and above	77	22.1	22.1	100.0
	Total	349	100.0	100.0	

Table 4.Age of respondents

Source: survey 2024

The age distribution data from the survey participants offers valuable insights into the sample's demographic characteristics. Out of the 349 respondents, the 18-25 age groups represent the largest segment, with 77 individuals making up 22.1% of the total. This notable proportion suggests that younger individuals find the survey particularly pertinent, likely reflecting their interests in topics like education and early career challenges. In contrast, the 26-35 age groups, which include 60 respondents (17.2%), may demonstrate lower participation due to increased responsibilities associated with work and family life during this transitional stage. The 36-45 age group, consisting of 62 participants (17.8%), encompasses mid-career professionals, highlighting a stable engagement with survey topics, such as career progression and parenting.

The 46-55 age bracket comprises 73 respondents (20.9%), showing a significant presence as individuals in this range often face important life changes related to career transitions and approaching retirement. Similarly, the 55 and older category also includes 77 respondents (22.1%), mirroring the representation of the younger cohort, which points to a strong interest among older adults in issues like retirement and healthcare. It is noteworthy that the cumulative Percent(%)ages reveal that nearly 40% of respondents are 35 or younger and 57% are under 45, indicating a sample that skews young, which may introduce certain biases in the findings.

These insights lead to important implications concerning the intended audience and the interpretation of the data. With a considerable emphasis on younger respondents, the survey

outcomes likely reflect the experiences of those dealing with contemporary challenges like work-life balance and mental health. In contrast, the perspectives of older respondents can provide valuable insights into long-term trends and life experiences. Moreover, this analysis highlights the necessity for future research to focus on age-specific views to ensure a more balanced representation across different age groups, thereby improving the overall applicability of the findings. Ultimately, understanding the demographic composition of respondents facilitates a deeper and more nuanced understanding of the survey results and underscores the need to account for age-related factors in research design and analysis.

Educational Level of respondents					
Level		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
	Certificate	6	1.7	1.7	1.7
	Diploma	10	2.9	2.9	4.6
	Degree	209	59.9	59.9	64.5
	Masters	121	34.7	34.7	99.1
	PHD	3	.9	.9	100.0
	Total	349	100.0	100.0	

Table 5. Educational Level of respondents

Source: survey 2024

The educational level data from the survey participants presents a clear overview of the respondents' educational backgrounds, which can significantly influence their insights and perspectives. Out of the 349 individuals who participated, a notable 59.9% hold a degree, indicating that the sample is predominantly educated. This high number of degree holders suggests that respondents are likely equipped to engage with complex topics and may possess a thorough understanding of the issues discussed in the survey, leading to more meaningful contributions.

Next in line are the 121 participants (34.7%) with master's degrees, further underscoring the overall educational qualifications within the sample size and Those with advanced degrees typically have specialized knowledge, potentially providing valuable insights rooted in their expertise and extended professional experiences.

Conversely, a much smaller proportion of respondents are found at lower educational levels. Only 6 participants (1.7%) have earned a certificate, while 10 respondents (2.9%) hold diplomas. This indicates a lack of representation among individuals with lower educational qualifications, whose perspectives may differ significantly from those of their more educated counterparts. The

limited presence of lower education levels can skew the survey results, making them primarily reflective of individuals with higher education.

Furthermore, there are only 3 respondents (0.9%) with PhDs, a tiny fraction of the total population. Although PhD holders may offer highly specialized insights, their small number means their contributions are less likely to represent broader viewpoints.

Cumulatively, by reaching the segment with master's degrees, we account for 94.6% of the total sample (59.9% with degrees and 34.7% with master's degrees). This educational profile reveals that the majority of participants possess post-secondary education, suggesting they may have a greater awareness and engagement with the topics of the survey.

In summary, the educational breakdown of respondents shows a highly educated sample, primarily consisting of degree and master's degree holders. While this may enhance the depth of analysis and discussions arising from the survey, it also raises questions about the representativeness of the findings for the broader population, especially those with lower levels of education. Future surveys may need to adopt methods to include a wider range of educational backgrounds to ensure a more comprehensive understanding of perspectives across different educational levels.

Respondents occupation				
Work	Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Government employee	84	24.1	24.1	24.1
Private Employee	87	24.9	24.9	49.0
Self-employed	94	26.9	26.9	75.9
Student	84	24.1	24.1	100.0
Total	349	100.0	100.0	

Table 6. Respondents occupation

Source: survey 2024

The data on the occupations of the respondents indicates a varied mix of employment statuses, which may impact the perspectives and experiences shared in the survey. Among the 349 participants, the largest segment consists of self-employed individuals, representing 26.9%. This considerable number suggests that their insights may be influenced by entrepreneurial experiences, which could differ from those of traditional employees.

Next, private employees account for 24.9% of the respondents. This notable presence suggests that a significant portion of participants are involved in the private sector, likely providing insights rooted in corporate work environments and private industry dynamics.

Government employees also make up 24.1% of the sample. The inclusion of this group could enrich the survey findings with perspectives related to public sector issues, policy

implementation, and government operations, offering a unique viewpoint based on their experiences.

Additionally, students represent another 24.1% of the participants, indicating a well-rounded involvement from individuals currently pursuing their studies. Their input may bring youthful views and innovative ideas; however, it is essential to recognize that their opinions may stem from academic rather than extensive professional experiences.

In total, 75.9% of respondents fall within the primary categories of self-employed, private employees, and government workers, while students complete the overall distribution. This occupational diversity among participants enhances the depth and richness of the survey findings. Nonetheless, it also points out a potential lack of insights from other job categories, such as those in part-time positions or those who are unemployed. Acknowledging this mix and diversity in occupational backgrounds is crucial for understanding how different work environments shape perspectives on the topics addressed in the survey.

4.5. Descriptive statistics

	Gender of respondents	Age of respondents	Educational Level of respondents	Respondents occupation
Valid	349	349	349	349
Missing	0	0	0	0
Mean	1.48	3.04	3.30	2.51
Median	1.00	3.00	3.00	3.00
Std. Deviation	.500	1.467	.624	1.103
Variance	.250	2.151	.389	1.216

Table 7. Descriptive statistics for all

Source: survey 2024

The data provides an insightful overview of the demographic characteristics of 349 respondents across four categories: gender, age, educational attainment, and occupation. Regarding gender, the mean value of 1.48 indicates a slight majority of one gender, likely represented with numerical coding (e.g., male = 1, female = 2), while the median of 1.00 reveals that at least half of the participants identify as male. The standard deviation of 0.500 suggests a moderate level of variation in gender representation. In terms of age, the mean of 3.04 and median of 3.00 imply that the average respondent falls within the 25-34 age group. The standard deviation of 1.467 points to broader age diversity in the sample. When looking at educational levels, the mean of 3.30 and median of 3.00 indicate that respondents generally have at least a college degree, with lower variance (0.389) suggesting greater consistency in educational background than in age.

The occupational data shows a mean of 2.51, indicating a distribution of respondents primarily working in self-employment or private sectors, and a standard deviation of 1.103 reflects moderate variation in the types of jobs held. Overall, these findings highlight a well-rounded demographic that encompasses diverse perspectives, influenced by factors such as gender, age, education, and occupation. A clear understanding of these demographic characteristics is crucial for accurately interpreting the survey results and recognizing how different backgrounds may shape respondents' viewpoints.

4.6. Brand awareness

Brand awareness

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	3.20	4	1.1	1.1	1.1
	3.40	10	2.9	2.9	4.0
	3.60	20	5.7	5.7	9.7
	3.80	43	12.3	12.3	22.1
	4.00	64	18.3	18.3	40.4
	4.20	74	21.2	21.2	61.6
	4.40	61	17.5	17.5	79.1
	4.60	43	12.3	12.3	91.4
	4.80	24	6.9	6.9	98.3
	5.00	6	1.7	1.7	100.0
	Total	349	100.0	100.0	

Table 8 Brand awareness

The analysis of the brand awareness data reveals a generally positive perception among respondents. A total of 349 individuals provided ratings on a scale from 3.20 to 5.00, with the highest frequency occurring at a score of 4.20, where 21.2% of respondents indicated their awareness at this level. A substantial portion of participants rated their awareness above 4.00, collectively accounting for over 57% of the total responses, suggesting that the brand has achieved a strong level of recognition. In contrast, the lower ratings (3.20 to 3.60) received minimal responses, with only 9.7% combined. This distribution indicates that awareness of the brand is predominantly high, reflecting positively on its impact on the audience. As the brand seeks to maintain and enhance this awareness, attention could also be directed toward converting

respondents who provided lower ratings into higher scores, thereby further improving overall brand perception.

4.7. Search engine optimization

Search engine optimization					
		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	4.00	18	5.2	5.2	5.2
	4.20	78	22.3	22.3	27.5
	4.40	63	18.1	18.1	45.6
	4.60	153	43.8	43.8	89.4
	4.80	29	8.3	8.3	97.7
	5.00	8	2.3	2.3	100.0
	Total	349	100.0	100.0	

Table 9. Search engine optimization

The analysis of the search engine optimization (SEO) data illustrates a clear trend in respondents' perceptions of SEO effectiveness, as evaluated on a scale from 4.00 to 5.00. Out of 349 responses, the most significant portion, representing 43.8%, rated their SEO experience at 4.60, indicating a strong positive perception. Following this, a considerable 22.3% of respondents rated SEO at 4.20, contributing to a cumulative total of 27.5% when combined with the previous rating. The next highest score, 4.40, attracted 18.1% of responses, further consolidating the trend of favorable ratings. In contrast, only 5.2% rated their SEO experience at the lowest level of 4.00, which, along with the scores of 4.80 and 5.00 receiving 8.3% and 2.3% respectively, confirms that the overall feedback is skewed toward positive experiences.

The cumulative Percent (%) ages show that 89.4% of respondents rated their SEO experience at 4.60 or lower, suggesting a strong consensus on effective SEO performance. With only 2.3% rating it the highest at 5.00, there remains potential for improvement, as the smallest group reflects an elite perception of SEO effectiveness. Overall, the data suggest that respondents generally view search engine optimization positively, yet there is an opportunity for organizations to enhance their SEO strategies further to reach an even higher level of satisfaction among users. By focusing on the insights gathered from this data, businesses can identify areas for improvement and optimize their processes to elevate overall effectiveness in search engine visibility.

4.8. Organizational dimension

Organizational dimension

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	3.40	4	1.1	1.1	1.1
	3.60	10	2.9	2.9	4.0
	3.80	32	9.2	9.2	13.2
	4.00	74	21.2	21.2	34.4
	4.20	102	29.2	29.2	63.6
	4.40	79	22.6	22.6	86.2
	4.60	40	11.5	11.5	97.7
	4.80	8	2.3	2.3	100.0
	Total	349	100.0	100.0	

Table 10. Organizational dimension

The analysis of the organizational dimension data reveals insights into respondents' perceptions, showcased by a range of ratings from 3.40 to 4.80 based on a total of 349 responses. The distribution indicates a predominantly favorable view of the organizational dimension, with a significant portion of respondents indicating ratings above 4.00.

The most substantial response, at 4.20, captures the attention of 29.2% of participants, highlighting a strong positive sentiment toward the organizational aspects being evaluated. Following closely, 22.6% of individuals rated the dimension at 4.40, reflecting a high level of satisfaction. Meanwhile, 21.2% rated it at 4.00, suggesting that a majority 71.4% of respondents scored this dimension at 4.00 or higher, indicating overall approval.

On the lower end of the scale, the ratings of 3.40 and 3.60 received minimal responses, accounting for only 1.1% and 2.9% respectively. This illustrates that dissatisfaction with the organizational dimension is relatively rare among respondents. Ratings of 3.80 garnered a slightly larger response at 9.2%, but still fell within the lower end of the scale.

The results culminate in a cumulative total indicating that 97.7% of respondents rated the organizational dimension at 4.60 or below, emphasizing that while most ratings are positive, there remains a small section 2.3% that rated the dimension at the highest score of 4.80.

In conclusion, the data strongly suggest that respondents perceive the organizational dimension positively, although there is room for improvement. By focusing on underperforming areas that

received lower ratings, organizations can tailor their strategies to enhance satisfaction further, ensuring that they continue to meet and exceed the expectations of stakeholders.

4.9. Infrastructure Technology

Infrastructure

		Frequency	Percent (%)	Valid Percent (%)	Cumulative Percent (%)
Valid	3.50	40	11.5	11.5	11.5
	3.75	47	13.5	13.5	24.9
	4.00	40	11.5	11.5	36.4
	4.25	107	30.7	30.7	67.0
	4.50	88	25.2	25.2	92.3
	4.75	27	7.7	7.7	100.0
	Total	349	100.0	100.0	

Table 11. Infrastructure Technology

The analysis of responses regarding the infrastructure dimension indicates a predominantly positive perception among participants, with a total of 349 responses spanning ratings from 3.50 to 4.75. Notably, the rating of 4.25 received the highest Percent(%)of responses at 30.7%, reflecting a strong sentiment that the infrastructure is effective and meets users' needs. Following closely, the rating of 4.50 garnered 25.2% of responses, further emphasizing overall satisfaction. However, lower ratings of 3.50 and 3.75, which captured 11.5% and 13.5% respectively, suggest that some respondents harbor reservations about the infrastructure's effectiveness. Cumulatively, 92.3% of respondents rated the infrastructure at 4.50 or lower, indicating a general acceptance but revealing potential areas for improvement, the relatively low Percent(%)of responses at the highest rating of 4.75 (7.7%) highlights an opportunity for organizations to enhance their infrastructure offerings. By addressing the concerns of those who rated the infrastructure less favorably, organizations can strive for improved satisfaction and elevate the overall user experience.

4.10 .Statistical descriptive at one

	N	Mean	Std. Deviation	Variance
Digital marketing practices	349	4.2430	.34389	.118
Brand awareness	349	4.1845	.37431	.140
Search engine optimization	349	4.4693	.22719	.052
Organizational dimension	349	4.1994	.27689	.077
Infrastructure technology	349	4.1698	.36654	.134

Table 12.Statistical descriptive at one

Digital Marketing Practices have a mean score of 4.2430, indicating a positive perception among respondents, with a moderate level of variability (Std. Deviation: 0.34389). Brand Awareness shows a mean of 4.1845, reflecting a strong awareness, with slightly higher variability (Std. Deviation: 0.37431). The highest mean score is observed in Search Engine Optimization, at 4.4693, with the lowest variability (Std. Deviation: 0.22719), suggesting that respondents feel very positively about this aspect. Organizational Dimension has a mean of 4.1994, indicating a favorable view, while Infrastructure scores slightly lower at 4.1698, both with moderate variability. Overall, these statistics suggest that the respondents generally hold positive views on digital marketing practices, with varying levels of consensus across different dimensions

Chapter Five: Discussion, conclusion and Recommendation

5.1. Discussion

The Organizational Dimension has increasingly become a focal point in the realm of digital marketing, drawing interest from studies conducted by (Bouachera & Kamel, 2021) , they emphasizes the critical role that organizational structure, culture, and processes play in optimizing digital marketing strategies. This perspective suggests that a clear understanding of the Organizational Dimension is vital for companies aiming to harness digital platforms effectively. However, within Ethiopia, the exploration of the Organizational Dimension is still quite limited. While research by (Lemma, 2020) , (Begna, 2022),Dagem (2020), Endegen (2020), Mohammed (2021), Pollak (2021), (Bouachera & Kamel, 2021), and Marquez (2020), not scores its relevance, the current studies have thoroughly incorporated their findings to current research in Ethiopia's unique market environment called Ethio telecom . This presents an opportunity to delve into how organizational dimension affect the effectiveness of digital marketing in Ethiopia.

While prior studies have positioned Brand Awareness as a crucial factor for digital marketing, this analysis reveals Brand Awareness may be as significant in on descriptive statistics. This divergence from well-established theories calls for a reassessment of what drives marketing success in Ethiopia. Moreover, while the positive effects of SEO have been highlighted by researchers such as (Sebrin, 2021), and (Pollak, 2021), this study finding indicate a noteworthy negative impact of SEO performance on marketing results in Ethiopia. This surprising outcome suggests that SEO may need to be adapted specifically for the Ethiopian market under different organization.

Infrastructure technology is crucial in digital marketing, comprising the resources necessary for executing digital strategies successfully. This research indicates that this technology has a significant impact 84% on digital marketing outcomes, although its effect can vary widely between organizations. Infrastructure technology is a common determinant of success in digital marketing; its specific influence is influenced by each organization's size and capability to use technology. Therefore, businesses should evaluate their infrastructure technology needs in relation to their objectives and market conditions to ensure their technology investments are in line with their specific organizational context.

5.2 Summary

The analysis of brand awareness reveals a predominantly positive perception among respondents, based on 349 ratings ranging from 3.20 to 5.00. The most frequent score was 4.20, chosen by 21.2% of participants. Over 57% rated their awareness above 4.00, indicating strong brand recognition. Conversely, lower scores (3.20 to 3.60) accounted for only 9.7% of responses, suggesting high overall awareness. The data indicates a need to convert lower ratings into higher scores to further enhance brand perception. The SEO feedback indicates a strong consensus on

its effectiveness, with 343 responses primarily ranging from 4.00 to 5.00. The highest frequency score was 4.60, with 43.8% of respondents selecting it. A cumulative total of 89.4% rated SEO at or below 4.60, indicating general satisfaction but with only 2.3% rating it the highest at 5.00. This suggests room for improvement in SEO strategies to elevate user satisfaction further.

Respondents generally viewed the organizational dimension favorably, with a total of 349 responses and the highest rating of 4.20 from 29.2% of participants. Together, 71.4% rated it at 4.00 or above, indicating overall approval. Ratings below 4.00 received minimal responses, reflecting rare dissatisfaction. Despite 97.7% rating it at 4.60 or lower, there is still a small opportunity for enhancements, particularly in lower-rated areas to further improve stakeholder satisfaction.

The infrastructure dimension also indicated a positive perception, with the most significant rating at 4.25 (30.7% of responses). A combined 92.3% rated their experience at 4.50 or below, suggesting general approval but highlighting potential areas for improvement. Ratings of 3.50 and 3.75 captured 11.5% and 13.5% respectively, indicating some respondents have concerns. Addressing these concerns can enhance effectiveness and overall user experience. Overall, the analyses across brand awareness, SEO, organizational dimension, and infrastructure suggest a predominantly positive perception among respondents. While high ratings demonstrate approval, there are opportunities for organizations to focus on lower-rated areas for improvement, further enhancing user satisfaction and brand perception.

5.3. Conclusion

The analyses of brand awareness, search engine optimization (SEO), organizational dimensions, and infrastructure indicate a predominantly positive perception among respondents across all metrics. The data reveal strong brand recognition, effective SEO performance, and generally favorable views regarding the organizational framework and infrastructure.

In particular, significant portions of respondents rated these dimensions positively, with high frequencies concentrated on scores above 4.00. This suggests that respondents perceive the brand and its associated dimensions as effective and satisfactory. However, there remain a notable Percent(%)age of lower ratings across all categories that highlight areas for potential improvement.

To further enhance user satisfaction and brand perception, organizations should focus on converting lower ratings into higher ones. By addressing the concerns of respondents who expressed reservations, particularly in the areas where lower ratings were recorded, organizations can optimize their strategies and offerings. This proactive approach will not only solidify existing positive perceptions but also foster greater loyalty and engagement among stakeholders. In summary, while the current feedback is encouraging, there remains an opportunity for growth and improvement that can lead to even higher levels of satisfaction and brand loyalty.

5.4. Recommendation

Based on the analyses of brand awareness, search engine optimization (SEO), organizational dimensions, and infrastructure, the following recommendations are proposed to enhance user satisfaction and further improve brand perception:

- Develop targeted marketing campaigns aimed at increasing brand visibility and recognition, particularly among those who rated awareness lower.
- Use social media and other digital platforms to share success stories, customer testimonials, and brand values to foster a deeper connection with the audience.
- Conduct a thorough audit of current SEO practices and identify best practices that could be implemented or improved.
- Focus on creating high-quality, relevant content that answers user queries effectively, as well as optimizing website performance and user experience to rank higher in search engine results.
- Create feedback mechanisms, such as surveys or focus groups, to gather insights specifically from lower-rated respondents to understand their concerns.
- Actively engage with stakeholders through forums, webinars, and community events to foster a sense of involvement and address their needs directly.
- Identify and develop training programs that enhance employee skills and competencies, leading to better organizational performance.
- Implement clear communication channels and regular updates on organizational changes or achievements to build trust and transparency among stakeholders.
- Assess and upgrade physical and technological infrastructure to better meet user needs, ensuring it's accessible, reliable, and efficient.
- Gather user feedback on specific aspects of the infrastructure that may require enhancement and prioritize those areas in development plans.
- Establish metrics for ongoing evaluation of brand perception, SEO effectiveness, organizational performance, and infrastructure utility. Use these metrics to gauge improvement and make necessary adjustments over time.

By implementing these recommendations, organizations can work toward addressing identified weaknesses and capitalizing on existing strengths, ultimately enhancing overall brand perception, user satisfaction, and loyalty.

5.5. Limitation

The study's focus on only Ethio telecom excluding other digital marketing organizations in Addis Ababa and its narrow scope of variables may limit the generalizability and comprehensiveness of the findings. By concentrating on a specific urban center, the research may not capture the diverse socio-economic dynamics, cultural contexts, and digital engagement patterns present in other regions of Ethiopia. Furthermore, the exclusive examination of variables such as Brand Awareness, Search Engine Optimization, Organizational Dimension, and Infrastructure may

overlook the impact of other crucial factors like customer service quality, user experience, and external market conditions on digital marketing effectiveness.

5.6. Future research direction

To enhance the understanding of digital marketing effectiveness in Ethiopia, future research should extend its geographic focus beyond Addis Ababa, incorporating a wide range of urban and rural areas to capture the varied socio-economic and cultural landscapes across the nation. This expanded approach will provide valuable insights into how regional differences impact consumer behavior and the effectiveness of marketing strategies, thereby identifying localized trends that can inform more targeted digital marketing efforts.

Additionally, a thorough exploration of brand awareness is essential given its unexpected insignificance in the current findings. Research should delve into the multiple dimensions of brand awareness and its relationship with other variables to identify the factors that influence or impede brand recognition and its effects on marketing outcomes. Moreover, conducting analyses that span different industries would offer critical perspectives on unique challenges and opportunities related to digital marketing effectiveness. By examining the distinct strategies employed by various sectors and their engagement with consumers, researchers can pinpoint best practices that may be adapted or adopted across different contexts.

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Annex

Addis Ababa University

Post graduate study

Department of MBA in management

Dear Participant,

I am Wesenu Ashetu Abebe, and I had invited you to participant in a survey that examined the overall user experience regarding the factors affecting digital marketing practices: The Case of Ethio telecom. This research questionnaire included insights from Sebrin (2021), Endegena (2020), and Bosire (2021). The survey took approximately 10 minutes to complete. Participants were assured that their responses would remain confidential and would be used solely for research purposes.

Thank you for your time and valuable input!

For any information

Wesenuashetu38@gmail.com

0913228374 or 0968549996

Section I: Demographic Characteristics of Respondents

1. Gender: Male Female
2. Age: 18-25 26-35 36-45 46-55 55 and above
3. Educational level: High School and Below Certificate Diploma
Degree Masters PHD
4. Occupation: Government employee Private Employee
Self-employed Student

Section II. Idea of customers on digital marketing perception

s.no	Statement	SA	A	N	DA	SD
A	Brand awareness					
1	I can easily recognize the brand of Ethio telecom.					
2	Whenever I think about Ethio telecom, the brand I use comes to my mind first.					
3	I can easily recall the features of the brand of Ethio telecom					
4	I recognize the symbol or logo of Ethio telecom brand.					

5	I don't have difficulty imagining Ethio telecom in my mind.					
6	I can recognize Ethio telecom among competing brands.					
B	Search engine optimization(SEO)					
1	Ethio telecom considers search engine optimization as a priority bond to communicate our brands by online advertisement.					
2	Search engine optimization strategies are cheaper lower in cost compared with the rest of other strategy.					
3	Search engine optimization Promotional techniques increase the Ethio telecom competitive advantage in the online market.					
4	The higher ranking on search engine optimization, the bigger probability that more customers will come to Ethio telecom site.					
5	Search engine optimization increased the levels of confidence and competency to the company website.					
6	Search engine optimization improved the Ethio telecom brand recognition.					
7	The Ethio telecom has sufficient experience when to implementing search					
C	Organizational dimension					
1	The organization considers online security when adopting digital marketing					
2	The organization considers customer information privacy when adopting digital marketing					
3	Using digital marketing, the organization has been able to serve more customers					
4	Digital marketing has enabled the organization to advertise its products.					
5	The firm culture supports the adoption of digital marketing					
6	Digital marketing in incorporated in the firm strategy					
7	Some business processes change in the process of adopting digital marketing					
D	D. Infrastructure					
1	I have fast internet connection to access Ethio telecom					

	System of Ethio telecom.					
2	I have required knowledge to buy products Ethio telecom from website or mobile application.					
3	I have a credit card or Mobil banking to buy product on the Ethio telecom website or Mobile Application.					
4	I can buy products from Ethio telecom by following different mode of payment					
5	Buying products Ethio telecom through Ethio telecom Mobile application or website doesn't require high level of technical skills.					
E	Digital marketing					
1	Digital marketing platforms that provide the same level of service as Ethio telecom Online Platform would not change my preference for using the Ethio telecom Online Platform.					
2	Digital marketing platforms offering the same pricing as Ethio telecom Online Platform would not change my preference for using the Ethio telecom Online Platform.					
3	Digital marketing platforms recognizing me with the same customer status as Ethio telecom Online Platform would not change my preference for using the Ethio telecom Online Platform.					

Section III. Write if any challenges you faced, positive moments, suggestions for improvements, or features you would like to see added based on infrastructure, search engine optimization, brand awareness and Organizational dimension in Ethio telecom digital marketing platform? Please share your thoughts in detail and clear ways.....

Thank you for your participation