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**ADDIS ABABA UNIVERSITY**

**SCHOOL OF COMMERCE**

**DEPARTMENT OF MARKETING MANAGEMENT**

**THE EFFECT OF SOCIAL MEDIA ADVERTISING ON CUSTOMERS  
BUYING BEHAVIOR: THE CASE OF ETHIOPIAN AIRLINES**

**A RESEARCH REPORT SUBMITTED TO ADDIS ABABA UNIVERSITY  
SCHOOL OF COMMERCE IN PARTIAL FULFILLMENT OF THE  
REQUIREMENTS FOR MASTERS OF ART IN MARKETING MANAGEMENT.**

**By**

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## STATEMENT OF DECLARATION

I, Helen Taye, declare that the thesis entitled “The Effect of Social Media Advertising on Customers Buying Behavior: The Case of Ethiopian Airlines” is my original work. I have carried out the present study independently with the guidance and support of the research main advisor, Mulugeta Gebremedhin (PhD). Any other contributors or sources used for the study have been appropriately acknowledged.

Helen: Taye: \_\_\_\_\_  
Signature Date

I, as a university advisor, had guided and followed the research work of under-signed candidates.

Mulugeta Gebremedhin (PhD) : \_\_\_\_\_  
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## APPROVAL SHEET

This is to certify that the thesis entitled “the effect of social media advertising on customers buying behavior: the case of Ethiopian airlines” submitted in partial fulfillment of the requirements for the degree of masters in marketing management, and has been carried out by Helen Taye under our supervision. Therefore, we recommended that the student has fulfilled the requirements and hence hereby can submit the thesis report to the department.

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**Helen Taye**

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## ACRONYMS AND ABBREVIATIONS

**VIF;- Variance Inflation Factor**

**SPSS:- Statistical Package for Social Science**

**SM: Social Media**

**SMM: Social Media Marketing**

**AIDA: The Attention, Interest, Desire, and Action model in advertising**

**DAGMAR: Defining Advertising Goals for Measurable Advertising Results**

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## ABSTRACT

*The main purpose of this study is to assess of the effect of social media advertising on the buying behavior of customers in the case of Ethiopian airlines. The study employed an explanatory research design and used a mixed approach. A sample of 384 Ethiopian Airlines travelers was selected by using a random sampling technique. A questionnaire was used to collect primary data from the respondents. The collected data were organized, presented, analyzed, and interpreted quantitatively with the help of SPSS version 26.0. The result of the study indicated that social media advertising credibility, Informativeness, and interactivity significantly and positively affect the buying behavior of customers of Ethiopian airlines services. The study found that social media advertising entertainment and performance expectations were not significant contributors to the choice of Ethiopian airlines by customers. Based on the findings of the study it was concluded that social media advertising has a high effect on the choice or buying behavior of customers of Ethiopian airlines services. Social media advertising credibility has a significant effect on the buying behavior of Ethiopian airlines customers. It was recommended that Ethiopian airline have to improve social media advertising entertainment and performance expectation to be dominant and competent with other similar organizations.*

**Keywords:** Social media, advertising, interactivity, credibility, Informativeness, entertainment, performance expectation

## CHAPTER ONE: INTRODUCTION

This chapter will cover the introductory part of the proposal which is the background of the study, statement of the problem, research questions, the objective of the study, hypothesis, definition of terms, significance of the study, and scope of the study.

### 1.1 Background of the study

Social media usage is a relatively new phenomenon. The World Wide Web has seen a rise in user-driven web technologies such as blogs, social networks, and media sharing platforms in recent decades. These technologies, together known as social media, have permitted the creation of user-generated content, a global community, and the publication of consumer opinions (Smith, 2009). This has now taken over how we use the internet, spawning popular platforms such as Facebook, YouTube, Instagram, and Twitter, where people interact, create, and share information.

Although a relatively recent phenomenon, social media has had an impressive impact on people's lives. Every day, more people are joining the growing number of social media followers, reflecting the strength of this new trend (Voramontri & Klieb, 2018). Today, social media is a term that everyone recognizes. Even in remote and far away areas of the world, people have heard of Facebook and Twitter, and may be using them daily (Edosomwan et al., 2011). However, social media in its present form has existed for a relatively short time and though we probably cannot imagine living without it now, one short decade ago, everyone did (Wasserman and Faust, 1994; Ahuja and Galvin, 2003).

The evolution of social media has shaped a new environment, creating new means for personal connection. Social media platforms, such as Facebook, Twitter, Snapchat, and Instagram, offer huge opportunities to reach the billions of consumers who are using social media every day. Social media includes collaborative projects such as blogs, Wikipedia, and social networking sites (e.g., Cyworld, Facebook), consumer-generated content communities (e.g., YouTube, Flickr, Todou), virtual game worlds (e.g., EverQuest), and virtual social worlds (e.g., Second Life), (Kaplan & Haenlein, 2010).

Advertising has been playing a critical role as a channel of communication between the enterprise and consumers. To reinforce consumers' impressions of advertising enterprises, based on their brand image, strive for the right spokespersons, advertising frequency that can impress general population is also a factor to affect the attitudes of consumers to the advertisement (Chang & We-Chun, 2012).

For decades, traditional advertising has been the only major channel for marketers. Today, social media has evolved to become a significant channel for companies to use to market their products, but is it a better way to reach consumers? Although the importance of social media to companies has grown, without clear evidence that social media is a significant channel, the question remains whether social media is as effective as marketers think. (Gilbert & Karahalios, 2009)

Therefore, there is need to determine the influence social media has on consumer purchasing decisions. Although many studies address the reasons why businesses should utilize social media as ways to help them gain a better foothold in their transition into this market, few studies look at this from the perspective of the consumer (Ashman et al., 2015; Kaplan & Haenlein, 2010). Moreover, as consumers may feel differently than marketers predict, brand engagement through social media may not be quite what marketers expect. As growth in social media has provided marketers with a new avenue for contacting customers, organizations have increased their spending on social media sites. However, it is difficult to find data on actual return on investment valuations in this context.

This paper aims to investigate the relationship between social networks and consumer buying behavior. Specifically, this study attempts to identify and recognize the impact of the elements of social media advertising values on the buying behavior of consumers.

## **1.2 Statement of the problem:**

Ethiopian Airlines has been in business for over 75 years and has recently concentrated on improving its digital communications capabilities. Ethiopian Airlines promotes its services on social media sites such as Twitter, Instagram, LinkedIn, YouTube, and Facebook. Ethiopian Airlines is working to modernize its digital solutions, emphasizing the importance of online platforms and rapid accessibility in providing a tailored, end-to-end client experience.

In today's technologically advanced world, social networking sites have become a way for marketers to reach a wider audience with their marketing initiatives. Since the introduction of social media, the tools and techniques for communicating with clients have changed tremendously (Holly Paquette, 2013).

Research on social media marketing and customer behavior has been undertaken. In April 2021, Said Ali Warsamel conducted research on the impact of social media advertising values on consumer purchase intentions in Somalia. The study's findings indicate that there is a link between Informativeness, entertainment, credibility, the total perceived value of social media advertising, and the purchasing behavior of Mogadishu Somalia residents.

According to Ahmad & Masoumehalsadat's. (2020) study on The Effect of Social Media Advertising Properties on Customer Buying Intention; Interactivity, hedonic motives, performance expectations, and Informativeness all favorably influence buying intention, However, perceived relevance has no bearing on purchase intent. However, perceived relevance does not affect buying intention.

The term "advertising value" refers to a subjective appraisal of a commercial's overall usability by customers (Ducoffe, 1995). This implies that the intended customers' delight is contingent on the success of the offered product or service. The majority of customers are aware of advertising's informative and entertaining functions. To establish a reliable engagement between advertisers and customers, the advertisement must provide detailed information about the marketed product and express enjoyment. As a result, Informativeness and entertainment are the two most persistent indicators of consumers' attitudes toward advertising (Ducoffe, 1995). Furthermore, as Dao et al. (2014) suggest, the trustworthiness of advertisements is seen as an important measure of the value of social media advertising in the minds of consumers. As a result, Informativeness, entertainment, credibility, interactivity, and performance expectation are deemed to be customers' social media advertising beliefs.

Competition in the airline sector is tough and expanding all the time. Ethiopian Airlines is up against a lot of competition from international airlines. Taking advantage of social media's opportunities and monitoring its performance will provide advanced ways to improve customer service, giving the airline a competitive advantage in terms of boosting existing relationships and

increasing brand awareness. However, there are no research done before on social media marketing and consumer behavior based on the specific airline industry.

Thus, based on the aforementioned studies, the researcher is seeking to analyze the effect of social media advertising Informativeness, entertainment, credibility, interactivity, and performance expectation on consumer buying behavior for Ethiopian Airlines Customers.

### **1.3 Basic Research Questions**

This study was guided by the following research questions;

1. Does Informativeness influence consumer buying behavior?
2. Does entertainment influence consumer buying behavior?
3. Does credibility influence consumer buying behavior?
4. Does interactivity influence consumer buying behavior?
5. Does performance expectation influence consumer buying behavior?

### **1.4 Objectives of the Study**

#### **1.4.1 General objective**

The main objective of this study is to analyze and identify the effect of social media advertising on the buying behavior of consumers.

#### **1.4.2 Specific objectives**

Some of the specific objectives of the study are:

- To examine the effect of Informativeness of social media advertising on consumer buying behavior.
- To examine the effect of entertainment of social media advertising on consumer buying behavior.
- To examine the effect of credibility of social media advertising on consumer buying behavior.

- To examine the effect of interactivity of social media advertising on consumer buying behavior.
- To examine the effect of performance expectation of social media advertising on consumer buying behavior?

## 1.5 Significance of the study

This study will be used as a reference for Ethiopian Airlines marketing division to understand the effect of using social media advertisements on the buying behavior of customers. Furthermore, it will also help the company to identify and improve its social media advertisement. This study will also add updated information to the already existing literature by analyzing the effectiveness of social media advertisements on the buying behavior of customers.

## 1.6 Scope of the study

Though many problems need to be researched in social media advertisement this research was only focused on the analysis of the effectiveness of social media advertising on the customer buying behavior of Ethiopian Airlines. The scope of the study only focus on individual international travelers of Ethiopian Airlines customers.

**Conceptual scope:** This study was only focused on the analysis of the effect of social media advertising on Ethiopian Airlines customer buying behavior by analyzing, examining, and identifying the five independent variables of social media advertisement values; Informativeness, entertainment credibility, interactivity, and performance expectation.

**Geographical scope:** The research was conducted by studying the effect of social media advertisement values on buying behavior of individual Ethiopian Airlines customers only at Ethiopian Airlines own city ticket offices in Addis Ababa and Addis Ababa International Airport counters.

**Methodological scope:** Explanatory research method was used for this study. The study was also designed in line with primary and secondary data which is collected through a well-structured questionnaire and from previous articles and journals.

## 1.7 Limitation of the Study

Regardless of whether research is set up in high deliberation, every research has certain limitations. The following are some limitations related to this particular study:

This research is limited by the fact that a small sample of participants was selected compared with the very large customer base of Ethiopian airlines that get services in Addis Ababa. The study also considers limited social media advertising values while there are more values of social media ads such as Hedonic motivation, irritation, and perceived relevance.

## 1.8 Definition of Key Terms

**Informativeness:** According to Ducoffe. (1996), the Informativeness of advertising in social media can be stated as the capability of advertising to notify customers of different product or service information, that enable the customers to make alternatives with the highest value.

**Entertainment:** Hamouda. (2018), defines entertainment in advertising is the friendliness of an advertisement, further to the enjoyment and the pleasure of the target audience stem from the advertising.

**Credibility:** credibility in advertising is the sincerity, plausibility, and reliability of the offered content of promotion as recognized by customers (MacKenzie & Lutz, 1989).

**Interactivity:** from a research perspective, Scholars define “interactivity” in three ways: Interactivity is a perception-related variable, focusing on participants’ experiences and self-reports (Newhagen, 2004; Wu, 1999). Interactivity is a process-related variable that examines how participants share information with one another (Kelleher, 2009).

**Performance Expectations:** Performance Expectancy is defined as “the degree to which using a technology will provide benefits to consumers in performing certain activities”. he also added that the consumers are the users of the technology in a consumer user context rather than in an organizational user context. (Venkatesh et al., 2012, p. 159),

**Social Media: (SM):** as defined in Merriam Webster dictionary, Social media is a form of electronic communication through which users create online communities to share information,

ideas, personal messages, and other content. It is also characterized as mostly internet or mobile phone-based applications and technologies that allow users to share information (Businessdictionary.com)

**Social media marketing (SMM):** Social media marketing can be simply defined as the use of social media channels to promote a company and its products. This kind of marketing can be thought of as a subset of online marketing activities that complete traditional Web-based promotion strategies, such as e-mail newsletters and online advertising campaigns (Barefoot & Szabo 2010).

### 1.9 Organization of the Study

This research paper is organized into five chapters. The first chapter deals with the introduction of the study including the background of the study, statement of the problem, objectives, research questions, significance of the study, and its scopes. The second chapter deals with the review of various related theoretical and empirical literature. The third chapter contains the methodology of the study focusing on research design, sampling methods, data gathering instruments, data analysis techniques, and validity of the study. The fourth chapter deals with the data analysis and discussion of results. The last chapter focused on the summary of results, conclusion, and recommendation.

## **CHAPTER TWO: RELATED LITERATURE REVIEW**

### **2.1 Introduction**

This chapter gives an insight to readers about the theoretical reviews and empirical reviews of the topics under study. The Hypothesis and conceptual framework of the study is also presented at the end of this chapter.

### **2.2 Theoretical Review**

#### **2.2.1 Advertisement**

The word "advert" comes from the Latin word "advertis," which meaning "to turn about." Thus, advertising refers to the methods used to draw attention to any things or purposes. In the marketing environment, any compensated non-personal presentation and promotion of ideas, goods, or services by a recognized sponsor is characterized as advertising. (Ramaswamy & Namakumari, 2003, pp. 9-13.)

Advertising aims to influence consumers' affect and cognition, including their opinions, feelings, knowledge, meanings, beliefs, attitudes, and images about products and brands. Indeed, advertising has been described as image management: the creation and maintenance of pictures and meanings in the minds of consumers. Despite the fact that advertisements initially alter affect and cognition, the ultimate purpose is to influence consumers' purchasing behavior. Advertisements can be delivered through a range of media, including the internet, television, radio, print (magazines, newspapers), billboards, signs, and even non-traditional media like hot-air balloons or T-shirt imprinting. Despite the fact that the average customer is bombarded with hundreds of advertisements every day, the vast majority of these messages are ignored or misunderstood. As a result, developing ad messages and selecting media that expose customers and attract their attention is a huge issue for marketers (Peter & Olson, 2010).

Because of its pervasiveness, advertising is the most well-known and discussed kind of promotion. It's also a crucial marketing tool, especially for businesses whose products and services are aimed at mass consumer markets. Advertising is an important aspect of many marketers' promotional mix

for a variety of reasons. Advertising can be used to establish brand images and symbolic appeals for a firm or brand, which is a critical competence for organizations offering items and services with few functional differences. Another advantage of advertising is its capacity to strike a responsive chord with customers when other aspects of the marketing mix are failing to achieve difference. (Peter & Olson, 2010).

One element of the promotion mix is advertising. It has grown in popularity and use to the point where it is now considered a separate discipline. It has grown at a rapid rate and has developed into a unique field of research. It comes from the Latin word "averto," which meaning "to turn about" and "to bring attention to any issue or purpose." It is a paid, non-personal method of presenting and promoting ideas, products, or services by a specific sponsor. Behind every advertising, there is a specific Media and message. The advertiser strives to get his message and ideas through to potential customers, as well as disseminate information to them. He uses this strategy to publicize the products/services that are the main goal of the activity (Khan, 2006). According to Khan no product can be sold without some form of advertising. As a result, advertisements serve the following purposes.

- Advertising creates demand.
- Promotes marketing system.
- Helps middleman.
- Builds image for the organization.
- Increases sales by making customers aware of the product's pricing and features.
- Brings awareness in the masses.
- Consumer demand can be assessed by marketing researchers and advertising research.
- It helps in expanding the market.
- It helps the middleman to easily sell the product.
- It brings customers and sellers together.
- Advertisement is economical when targeted at the masses.

According to Belch and Belch (2003), there are various reasons why advertising is such a significant part of many marketers' promotional mixes. For starters, it can be a very cost-effective way to communicate with huge groups of people. Advertising can be used to establish brand

images and symbolic appeals for a firm or brand, which is a critical competence for organizations offering items and services with few functional differences. Another benefit of advertising is its capacity to strike a responsive chord with customers when other aspects of the marketing mix are difficult to differentiate. Popular advertising strategies can assist create sales by attracting the attention of consumers.

Advertisements are usually quite educational, providing the customer with a list of essential product characteristics or attributes that will lead to positive attitudes and can be used to justify brand choice. People obtain information from advertisements as a result of their attractiveness, the attention it attracts, and the awareness it maintains (Arens, 2002). Consumers are more likely to buy a product after seeing it advertised effectively. (Belch & Belch 2005).

## **2.2.2 Historical Background of Advertising**

Advertisement has existed since the dawn of time. The need to market, according to Dunn et al. (1987), has been a feature of human daily activities since ancient human civilization. The employment of signs and visuals was one of the first forms of advertising. Early craftsmen advertised their commodities with signs, and some traders, such as the Phoenicians, carved commercial words into conspicuous rocks. They were one of the pioneers of modern advertising. A significant event in the development of advertising was the invention of a system of casting moveable type by the German, Johannes Gutenberg in 1338 (Gerard et al. (1998).

According to G. Bakshi et al. (2013), the French daily "La Presse" was the first to include paid advertising in its pages in June 1836, allowing it to cut its price, expand its readership, and raise profits. All titles quickly adopted the formula. According to Anderson et al. (1989), Volney B. Palmer founded the modern-day advertising firm in Philadelphia circa 1840. Palmer purchased significant amounts of space in several newspapers at a cheap rate in 1842, then resold the space to advertisers at higher rates. Palmer was a space broker because the actual ad, wording, layout, and artwork were still created by the corporation desiring to advertise (Mewal,2015).

N.W. Ayer & Son, an advertising agency, was founded in the late 1800s. For its customers, Ayer and Son promised to develop, create, and execute a complete advertising package. By 1900, the advertising agency had established itself as the center of creative planning, and advertising had become a vocation. Around the same period, in France, Charles-Louis Havas expanded his news

agency's services to include ad brokerage, making it the first French company to do so. Initially, for ad space in newspapers, agencies acted as middlemen. N. W. Ayer & Son was the first full-service advertising firm to take on content creation.

### 2.2.3 Models of Advertisement

Models have been developed to provide more detailed information on how customers may react to advertising. These models are designed to highlight what behavioral processes customers go through when they are exposed to advertising, and if the communicating organization can guide the customer through all of these steps, the danger of noise in the communication process is reduced even further (Mackay, 2005).

When reading about these models, keep in mind that advertising professionals are still searching for the perfect model that can be applied to the real world and its clients. Models and theories are difficult to use in actual life at the moment (Jobber, 2004).

Due to the large number of models that have been published in this field, this study only looks into the three most discussed, according to Professor Evans (University of Lincoln 2006). These models are from earlier publications, and there have been other models released since then.

#### 2.2.3.1 AIDA

The AIDA Model (Attention, Interest, Desire, and Action) is an advertising effect model that highlights the stages that a person goes through while acquiring a product or service. AIDA is a behavioral model developed by Strong in 1925 with the goal of ensuring that an advertisement promotes awareness, piques interest, and inspires desire and action in the consumer (Hackley, 2005). The model is said to be highly convincing and is claimed to influence our thinking unconsciously (Butterfield, 1997).

An effective advertisement, according to the AIDA model, commands attention, generates product interest, generates the desire to own or use the product, and last generates action. To be successful, the advertisement must be constructed in such a way that the buyer goes through all four phases, each of which is equally vital. According to the approach, advertising should include memorable and credible messages that urge customers to act in a specific way (Brierley, 2002).

Many consider the model to be the most powerful advertising theory, but it, like the others, has been questioned by various segments of the advertising world. They argue that there is no proof that customers behave in such a logical, linear manner. They imply that advertising in the mainstream media, in general, fails to elicit desire or action. The approach disregards the influence of context, environment, and mediation on the impact of advertisements. As a result, the advertising world has recently shifted its focus to the two most common behavioral responses: awareness and interest. They imply that all four phases are not equally significant and that for an advertisement to be successful, it must delve deeper into the behavioral phases (Brierley, 2002).

Another complaint leveled at the model is that it primarily represents high-risk purchases. Customers, according to AIDA, always go through this rational process when purchasing things, however many people claim that purchases are more often impulsive (Hackley, 2005).

#### **2.2.3.2 DAGMAR**

DAGMAR (Defining Advertising Goals for Measurable Advertising Results) is a marketing model for establishing and measuring explicit objectives for advertising campaigns. DAGMAR was founded by Russell Colley while working on a study for the Association of National Advertisers. Defining Advertising Goals for Measured Advertising Results, or DAGMAR for short was the title of this paper, which was eventually published as a book in 1969. (Mackay, 2005).

DAGMAR was created to promote measurable objectives for each stage of the communication process (Smith & Taylor, 2002), rather than focusing just on the message (Mackay 2005). DAGMAR focuses on the multiple levels of understanding that a client must have about a company, as well as how to assess the efficiency of a marketing campaign (Belch & Belch, 1995). "All commercial communications that weigh on the final objective of a sale must carry a prospect through four stages of knowledge," according to the DAGMAR theory's primary conclusions.

The prospect must first be aware that a brand or organization exists. He has to know exactly what the product is and what it can accomplish for him, as well as a mental suspicion or belief that he should buy it. Last but not least, he must motivate himself (Mackay, 2005, pp. 25-26). Because communication must be both explicit and measurable, it is based on a hierarchical model that encompasses the four processes outlined before (Mackay, 2005).

The DAGMAR technique has had a significant impact on how objectives are created in the advertising planning process, and many planners adopt it as a starting point. However, DAGMAR, like other advertising tactics, has been greeted with criticism. As with AIDA, one of the key objections leveled with DAGMAR is its reliance on the 'hierarchy-of-effects idea.' Customers do not always proceed through the steps in a straight manner.

Another complaint leveled at the DAGMAR method is that it places too much emphasis on strategies. Many creative professionals in advertising are looking for that one-of-a-kind idea that will lead to a successful campaign, and they believe that the DAGMAR method is excessively focused on quantitative campaign measurements (Belch & Belch, 1995).

### **2.2.3.3 Lavidge & Steiners Hierarchy-of-effects model**

This model came out at about the same time as DAGMAR. The hierarchy-of-effects model was given to the model, which is the same name as some authors gave to the foundation theory.

Customers do not go from being uninterested to being convinced to buy the product in one step, according to this approach. The Hierarchy-of-Effects model, developed by Lavidge and Steiner, depicts the process, or steps, that an advertiser anticipates buyers would go through throughout the actual buying process (Barry & Howard, 1990). The model is composed of seven steps that, like the others, must be performed in sequential order.

The main distinction between this model and others is not just the number of phases, but also the perspective on how to complete them. The steps must be completed in a linear order, according to Lavidge and Steiner (1961), but "a potential purchaser sometimes may move up several steps simultaneously" (Lavidge & Steiner, 1961, p. 60), which is backed up by Munoz (2002), who claims that most ultimate customers do not switch from being interested in being convinced buyers.

Lavidge and Steiner (1961) identify the six steps in the following order:

- Those who are aware of its presence are close to purchasing, however. It's still a long way from the cash register.
- Prospects who are aware of the product's benefits are a step ahead.

- Those who like the goods and have favorable thoughts toward it is even closer to making a purchase.
- Those whose positive attitudes have progressed to the point of choice over all other options have progressed even further.
- Customers who combine preference with a desire to buy and the belief that the purchase would be prudent are much closer to making a purchase.
- The final stage, of course, is to translate this mentality into a purchase.

Lavidge and Steiner (1961) also stated that they are well aware of the impulsive purchases that customers can make, but that these stages are necessary for the advertiser to include more expensive goods. This model also assumes that advertising takes place over time and may not result in immediate response or purchase. It's more of a chain of events that must occur, with each stage being completed before moving on to the next.

According to Belch & Belch (1998), this model is based on the assumptions that "advertising effects occur over time and advertising communication may not lead to an immediate behavioral response or purchase, but rather, consumers must complete each step before moving to the next stage in the hierarchy"

## 2.2.4 Consumer Buying Behavior

Consumer behavior encompasses a wide spectrum of research into a consumer's decision-making processes when making a purchase. Consumer behavior, according to George et al. (2001), is the process and actions people engage in when looking for, selecting, acquiring, using, evaluating, and discarding items and services to meet their needs and preferences.

Consumer behavior is the study of how individuals or groups buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs or wants. (Kotler et al. 2009 p. 224 ). Consumer behavior mainly sheds light on how consumers decide to spend their various resources like time, money etc. on various products so as to meet their needs and requirement. Consumer behavior encompasses the study of what, when, why, and where the consumers will buy their products. It also focuses on how often the consumers use the products. Furthermore, it also sheds light on how

the consumers evaluate the products after the purchase and the effect of evaluations on their future purchases. (Schiffman Kanuk, 2012, P.08). Consumer behavior can be used as the process of acquiring and organizing information for the purposes of making a purchase decision and evaluating products and services (Moutinho, Ballantyne & Rate, 2011).

### 2.2.5 Social Media

Long before computer science, there was a time when social media was born, People have always felt compelled to communicate with those around them. The demand, along with modern information technology, has created a highly effective communication instrument that has opened up new avenues for internet marketing. Different scholars have different definitions for the word social media. (Safko and Brakee, 2009). May Field (2008 Cited in Safko & Brake, 2009) defines social media as "a combination of new sorts of online technologies that allow users to participate by generating material and are accessible to everybody."

Kapalan and Kaelun (2010, p. 61) described social media as a collection of web-based applications that build on the ideological and technological foundations of web 2.0 and enable for the creation and exchange of User Generated Content. As a result, SM encompasses a wide range of web-based applications, such as blogs, social networking sites, content communities, virtual gaming worlds, and virtual social worlds

Social media is distinguished by its openness, as there are no obstacles to entry, and by its connectivity, as it makes use of relationships, resources, and people to quickly form groups that can communicate effectively (Safko & Brake, 2009)

Smith and Ze-book(2011, page 9) defined social media tools as "product review sites, ratings, discussion, Facebook petitions, blogs, mobile price comparison applications, YouTube demonstrations, and Flickr photos that are used for customers to discover a whole new way to find out about products and services."

The application of social media, according to Constantindes (2014), is "using internet and web based technology, social media serve the human desire for social connection." "Unlike broadcast media's monologue (one to many), social media encourages discourse (peer to peer) and social media marketing," he continued. Individuals are transformed from content consumers to content

producers as a result of dialogue and social networking, which allows for the democratization of knowledge and information." (Constantinides, 2014, P.42). Social media can also be used as "public relations and promotional tools, consumer influence instruments, and platforms that allow customers to customize their online experience and purchases." (Constantinides, 2014, P.51). "Social media opens up a broad range of potential for corporations as a platform for leveraging collective intellect and creativity," he added.

Smith and Z-book( 2011) stated “unlike traditional media, any social media must be more original and highly relevant to the target audience. They also described social media as "not simply a marketing tool; it is a new way of doing business that necessitates a new company culture, which necessitates a company-wide support system and incentives, as well as a new mindset, more listening, less shouting." Finally, they underlined the importance of social media since it is about sharing, listening, and challenging information into systems that notify specific staff to negative, positive, suggestions, complaints, and ideas for new items, new promotions, and new debates.

Weinberg (2009) also stated “social media most importantly emphasizes the collective rather than the individual, communities exist in many shapes and sizes throughout the internet. It is the responsibility of social media marketers to appropriately exploit these communities to engage with community members about relevant product/service offerings."

Although social media and social networking sites are often used interchangeably, social media is distinct in that it allows people to connect by creating personal information profiles and asking friends and colleagues to view those profiles, (Kaplan & Kaelun, 2010. P.63). As a result, the following scholars' perspectives on SM and its application might be used to summarize SM and its application.

"Social media is the context in which social networking occurs, and it has altered the way customers receive information and make purchasing decisions." (Kaplan & Kaelun, 2010, P.63). Social media indeed gives marketers new avenues to reach out to customers that they didn't have before. According to Kelle r(2013, P.242), this has prompted many businesses to establish official Twitter and Facebook accounts for their brands.

"Social media creates opportunities for both customers and organizations to communicate with each other better understand each other's needs and issues; nurture relationships and collaborate

sometimes in highly destructive ways and sometimes in highly creative ways," (Smith & Z-book, 2011, p.10). "Rather than trying to use it for direct sales, social media provides a platform to reach out to increasingly hard to reach customers by sharing expertise and thereby branding with audiences," they added. (Smith & ZeZook , 2011, p.15 )

The primary goal of social media is to facilitate social interaction and networking among users. The way businesses and brands connect with customers has changed thanks to social media, as has the way society consumes and contributes to the development of information. Individuals can now easily contribute their ideas, opinions, and creations to the internet thanks to technological advancements. Every member of a defined network is encouraged to provide feedback and contributions, and social media allows two-way conversations, collaborations, and content sharing among users.

Individuals, groups, and organizations can share, co-create, discuss, and edit user-generated material or pre-made information uploaded online through social media, it creates highly interactive platforms using web-based and mobile technologies on smartphones and tablet PCs. In many ways, social media is different from traditional print or electronic media (any form of traditional one-way communication such as television, radio, direct mail, outdoor billboards, etc.), newspapers, magazines, newsletters, and other printed publications). In comparison to traditional media, social media has the following features. (Michael J V, et al, 2016).

**Interactivity and Individualization:** Allows for technologically sophisticated two-way interactions between customers and marketers.

**Integration of communication and distribution channels:** These channels have become more intertwined as a result of social media, allowing clients to move seamlessly and imperceptibly between them.

**Immediacy:** Consumer information may be gathered and shared fast through social media monitoring and behavioral tracking. It empowers customers by allowing them immediate access to information and allowing them to respond to marketing operations more quickly.

**Information Gathering:** Marketers can use social media platforms that capture users' own words to observe consumer opinions, enabling for better informed decision-making.

Business operations and performance are influenced by social media. Social networking sites are places where people can form interest groups and connect with others. Social networking sites make use of social media technologies to help individuals interact and form relationships. (Abu, Irshad & Mohammed 2012).

Figure 1: Social media status

Source: Social media status updates (<http://www.smartinsights.com/Social-media-strategy/New-global-socialmedia-research>)

## Web 2.0

"Web 2.0 has progressed beyond simple data retrieval to include interactivity, interoperability, and collaboration" according to Gambel (2011, p.87). He gave the following explanation of how social media came to be and how it relates to Web2.0:

Web 2.0's fundamental notion was "many to many" content. Individuals could create their own websites and blogs, post movies, and flood the web with user-created material. Then came social media, which falls under the web 2.0 umbrella because it focuses on simple platforms that allow users to create content.

What distinguishes social media from other web2.0 advancements is the addition of web-based sharing to Twitter or Facebook. You may always send an interesting piece of content to your friends via email. However, social media has made the procedure as simple as clicking a button. As a result, Not only does social media support user-generated content, but it also moves the focus to the user, allowing them to create fresh content to share with their social networks.

Web 2.0 was the first, and social media arose from it and the birth of the user-generated web. In general, social media can be referred to as a web 2.0 innovation, however, this is wrong because it excludes all of its less social features, such as blogs.

### 2.2.6 Social networking

The terms "social networks" and "social networking sites" refer to websites that connect people with similar backgrounds and interests. Backgrounds and interests are profiled in social networks. They're profile-based websites that enable people with similar backgrounds to meet and form relationships with one another.

The ultimate purpose of social networking is to grow your network of followers and maintain those ties. It's unclear whether those connections will lead to new business, but that isn't the purpose. There is no automated technique to truly grow relationships through social networking. Each interaction necessitates individual focus and attentiveness.

### 2.2.7 Social Media Advertising

In the digital age, an increasing number of people in Western cultures are discovering new opportunities to connect with like-minded people and are becoming more interested in meeting their demands for enjoyment and self-actualization (Keller & Kotler, 2009).

Many people have their own personal website where they fill out information about themselves, post pictures, make blogs, and upload videos, which is vital for advertisers to understand the self-esteem and self-actualization of their target market. (Elizabeth Wright et al., 2010).

According to Kaplan and Haenlein (2010), "social media" is "a collection of internet-based apps that build on the ideological and technological foundations of the Web and allow the creation and distribution of User-Generated Content." Simply put, social media are platforms that allow people to interact by creating personal information profiles, inviting colleagues and partners to view those profiles, and exchanging messages. However, Kaplan and Haenlein (2010) proposed six social media classifications based on a set of media research ideas (social presence, media richness, and social process) (self-presentation, self-disclosure). Social networking sites (for example, Facebook and Instagram), collaborative projects (for example, Wikipedia), content communities (for example, Slide Share and YouTube), blogs, virtual social worlds (for example, Second Life), and virtual game worlds are among the categories (e.g., the world of warcraft).

Taylor, Lewin, and Strutton (2011) define social media advertising as "a broad phrase encompassing all forms of advertising supplied through social networking sites, whether explicit (e.g., banner advertising and commercial movies) or implicit (e.g., fan pages or firm-related "tweets"). "Marketers also utilize social media advertising to convince consumers to buy their products (for example, show adverts on social networking sites) (Neti, 2011).

### 2.2.8 Consumers' Purchase Intention

The connection between purchase intent and consumer buying behavior has piqued the curiosity of marketing scholars. The buying process begins when a customer browses products, which may lead to the purchase of a particular item (Vinegard, 2014, as cited in Lisichikova and orthman). "Purchase intention" is defined by Vinegard (2014) as "the chance of a client purchasing a given

product or service." Purchase intention, according to Goyal (2014), is the proclivity to make a future purchase of a good or service (Goyal, 2014,cited in Lisichikova and Othman).

Purchase intention, according to Hussein (2012), is one of the components of consumer cognitive behavior that describes how an individual plans to acquire a specific brand of goods. Purchase intention demonstrates that consumers will gather information, evaluate alternatives, and make purchasing decisions based on their experience, preferences, and external influences (Chi, Yeh & Tsac, 2011, cited in Lisichikova & Othman p.16), whereas online purchasing intention is defined as a consumer's willingness to make a lease terms action (Meskaran, Ismail & Shanmagan, 2013 cited in Lisichikova, 2017).

Purchase intent can be connected to both good-oriented and exploration-oriented browsing behavior, according to Moe (2003). Consumers that are goal-oriented are more likely to seek out information before making a purchasing decision, whereas exploration-oriented consumers are known for acting freely and openly, which means they don't make pre-planned purchases. Both regular and online customers fall into these two categories (Ramlagan&Jagaraak, 2014).

According to Belch and Belch (2003,as cited in Ramlagan& Jagaraak,2014) "Purchase intention occurs as a result of the information search and alternative evaluation stages,once customers have satisfied their comparison with competitor items,

### **2.2.9 Social media in Airline Industry**

The airline business is the second most socially committed, and social media is becoming increasingly vital in airline operations (NIIT Technologies, 2015). A number of social media instances have frightened airlines into completely embracing the medium, but the consequences of not doing so can be disastrous.

The studies by Simplifying, different airlines use social media for various business purposes (Shashank, 2014). These include :

- The ability to listen to their customers and respond in real time.
- For market intelligence to aid in the establishment of new businesses.

- Customer relationship management and product marketing (create greater interaction with customers).
- To promote brand exposure and traffic, as well as to facilitate consumer engagement.
- Customers will be able to take advantage of exclusive promotions available only through these channels.
- To be transparent and provide customers with behind-the-scenes insight to the airline's operations.

Because of the rapid expansion of social media, most airlines have realized that being offline would put them at a significant competitive disadvantage. Engagement online is considered as a key strategy to offer value for more customers in an industry where there is competition to gain more customers. "Social media is not a passing fad; it is not a passing trend," says Bill Marriott, CEO of Marriott Hotels. If you don't start now, you'll be playing catch-up and slipping farther behind as the game becomes more mainstream" (Shashank, 2014).

Monitoring social media using online brand management solutions can assist a business to understand the sort of conversation about a brand, the voices behind the conversation (gender, location), the time of the conversation (point of purchase, research, post-sale), and much more.

The web page of an airline is the first place to look for information. Routes, schedules, aircraft fleets, history, news, special deals, and travel information are all available. For its growth and development, the airline sector is quickly adopting social media technologies and applications. According to NIIT Technologies (2015), social media is being used for product marketing, brand development, customer experience enhancement, and passenger experience enhancement.

Because the industry is focused on gaining more customers, online engagement and interaction are seen as vital strategies to increase value for all current and potential customers. Consumer insights, customer service, and new product initiatives are the top three uses of social media data, according to (SimpliFlying 2015).

The following are the top challenges for Airline and social media strategy:

- Insufficient resources,

- Lack of training,
- Lack of software tools,
- Lack of support from senior management, and a rigid team structure

#### **2.2.10 Ethiopian Airlines Social Media Usage**

Ethiopian Airlines (Ethiopian) is the flag carrier of Ethiopia. During the past seventy-plus years, Ethiopian has become one of the continent's leading carriers, unrivaled in Africa for efficiency and operational success, turning profits for almost all the years of its existence. Operating at the forefront of technology, the airline has also become one of Ethiopia's major industries and a veritable institution in Africa. It commands a lion's share of the pan African network including the daily and double daily east-west flight across the continent. Ethiopian currently serves 100 international and 21 domestic destinations operating the newest and youngest fleet. It links Africa to major cities in North America, South America, Asia, and Europe, allowing the company to operate globally.

Facebook, Twitter, Weibo, Instagram, Google+, LinkedIn, and Youtube are among the social media sites used by Ethiopian Airlines. The organization uses its social media accounts as a customer service channel to respond to consumers' requests/feedback as quickly as possible. The company's social media pages are also updated frequently with available special packages, new destinations, and ongoing initiatives. ([www.ethiopianairlines.com](http://www.ethiopianairlines.com)).

Internally and externally, social media allowed the organization to advertise its status, update activities, market services, and connect effectively with clients in real-time. Ethiopian Airlines' Facebook accounts have 2,059,702 admirers, while their Twitter account has 576,000 followers as of January 2022. It has also received 5,654,767 views on YouTube. The IT department is in charge of social media activities, which is coordinated by the corporate communication department. The organization has a dedicated team that assists the airline in identifying its clients' needs, wants, and crucial challenges.

#### **2.2.11 Advertising and Consumer Behavior**

Information search is one part of the decision-making process, consumers search for information to make decisions, and the source of information can be internal (past outcome stored in memory)

or external (peers, advertising, marketing display media). The process of how an individual receives selects, organizes, and interprets information to create a meaningful picture of the world is known as perception. The perception process involves selective exposure, selective attention, selective comprehension and selective retention. Thus the advertising campaign can certainly affect the perception process (Belch & Belch, 2001).

Customer purchasing patterns are directly influenced by consumer behavior and attitude. Many factors come together to shape an individual's conduct. The first factor that shapes and influences customer behavior is his culture. Customers' strong perceptions of products are shaped by their culture (Hye-Shin Kim, 2008).

According to Rai (2013), there are a number of national and worldwide brands that people are familiar with and have a strong mental image of. Because of their culture, lifestyle, and surroundings, these perceptions are prickled in their minds. Advertisements also play a significant influence in influencing consumer behavior. Advertisements are a source of incentive that compels them to purchase a specific item. Advertisements can also help you create trust.

When a customer is seeking for product quality and costs, he is strongly influenced. Product evaluation and brand recognition can also help to improve purchase attitudes (Rai, 2013). Consumers all across the world are drawn to brands and goods that are emotionally connected to their actions. People tend to link themselves with the brand, according to studies, and emotional ties have a significant impact on customers and their buying behavior (Samar & Samreen, 2015).

Advertisements influence people's behaviors via influencing their cognition. Cognition refers to a person's reaction to information conveyed through advertisements. Individuals perceive this cognition through their senses, perceptions, attention, memory, reasoning, language, and so on. Understanding the psychological and cognitive components of customers is the greatest method to attract them. (Samar & Samreen, 2015).

The basic goal of a company is to reach out to potential customers and impact their awareness, opinions, and purchasing behavior. They spend a lot of money to keep people interested in their products (markets). To succeed, they must first comprehend why potential customers act the way they do. The firm's purpose is to gather enough relevant market data to create accurate buyer profiles and identify a common group with which to communicate. This entails the study of

consumer behavior (Arens, 1996). Proctor et al. (1982) noted that the primary goal of consumer behavior analysis is to explain why people behave in various ways in certain situations.

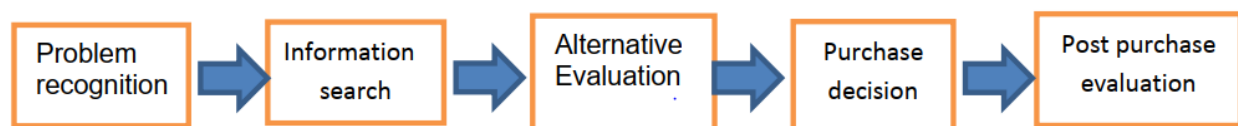
Consumer behavior analysis aids in determining the likely trajectory of a consumer's behavior as well as identifying preferred product development trends, qualities of alternative communication methods, and so on. Consumer behavior analysis sees the consumer as an additional aspect of production, one that producers can't control, and one that interprets the product or service not only physically, but also socially and psychologically. Incorporating this understanding into any firm's choice will result in a higher level of satisfaction with the firm's goal (Akwasi Ampofo2014).

### 2.2.12 The Consumer Purchase Decision Process

While it's important to grasp the many concepts and how they influence buyer behavior, promotional strategists must also comprehend the process that goes into completing a purchase. The process of a consumer making a purchase choice is typically considered as a series of processes or stages that the buyer goes through while making a purchasing decision (Belch & Belch, 1990).

The five stages of this procedure are depicted in the diagram below.

*Figure 2: Conceptual framework of the study*



*Source: Consumer purchase decision process. Derived from (Belch and Belch, 2008)*

#### **1. PROBLEM RECOGNITION**

Advertisements may create problem recognition by instilling a belief that the existing state is not satisfactory. In some cases advertising is designed to help customers recognize when they have a problem (Belch and Belch, 1990).

#### **2. INFORMATION SEARCH**

Once a consumer has recognized that a problem exists, he or she will begin to search for the information necessary to solve this problem. The initial search will consist of an attempt to scan memory to recall past experiences and knowledge regarding the product or brands that may serve as potential solutions. This information retrieval is referred as internal search. Should the result of the internal search not be sufficient to solve the problem, the consumer will engage in external search. External sources of information include personal sources such as friends and commercial sources such as advertising (Belch & Belch, 1990).

### **3. ALTERNATIVE EVALUATION**

One of the possible outcomes of the search stage is the derivation of a number of options for consideration. The brands/products considered as potential alternatives for solving the problem are referred as the evoked set. One of the keys to developing effective promotional strategies is to determine which attributes are most relevant to the consumer and will be used as evaluative criteria in the selection process. Marketers will also attempt to make a particular attribute salient or important in the consumers' alternative evaluation process through advertising (Belch & Belch, 1990).

### **4. PURCHASE DECISION**

Having evaluated the various brands in the evoked set, the consumer may develop a predisposition or intention to buy. This decision will match purchase motives and evaluative criteria with attributes of brands in the evoked set and involves the process of learning and attitude formation (Belch & Belch, 1990).

### **5. POST-PURCHASE EVALUATION**

The consumers' decision process doesn't end once the product has been purchased. Information acquired from use of the product or brand will serve as feedback for future purchases. Hence, advertisers must continue to be concerned with this stage of the decision process and must develop strategies beyond those of merely providing a good product or service (Belch and Belch, 1990).

### 2.2.13 Background of Ethiopian Airlines

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seventy-plus years of operation, Ethiopian Airlines has risen to become one of the continent's most important airlines, unrivaled in efficiency and operational success. Ethiopian commands the lion's share of the Pan-African passenger and cargo network operating the youngest and most modern fleet to 127 international passenger and cargo destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787-8, Boeing 787-9, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft.

Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with Seven Strategic Business Units: Ethiopian International Services; Ethiopian Cargo & Logistics Services; Ethiopian MRO Services; Ethiopian Aviation Academy; Ethiopian Ground Services, Ethiopian Express Services and Ethiopian Airports. Ethiopian is a multi-award winning airline registering an average growth of 25% in the past eight years. (Ethiopian Airlines website <https://corporate.ethiopianairlines.com/Press-release-open-page/ethiopian-brings-convenience-to-cargo-customers-through-digitized-service> )

## 2.3 Empirical Review

The researcher has referred to some similar past research studies done on the study's dependent variable.

Bandara, D. M. D. (2020), examines the impact of Social Media Advertising on Consumer Buying Behavior: With Special Reference to Fast Fashion Industry. The study's findings demonstrated that social media advertising had a favorable impact on consumer purchasing behavior in the fast fashion business. Three of the four independent factors, namely entertainment, familiarity, and social imaging, have had a significant impact on consumer behavior, whereas the final variable, advertising spend, has had no statistically significant impact.

The study of Ahmad and Masoumehalsadat (2020), "The Effect of Social Media Advertising Properties on Customer Buying Intention (Case Study: Consumers of Cosmetic Products)," looks

at how social media advertising properties affect customer buying intention. The study's result shows that interactivity, hedonic motivations, performance expectations, and Informativeness positively influence buying intention. However, perceived relevance does not affect buying intention.

Recent research (Said Ali W. et al, 2021) explores the impact of social media advertising on customers' purchase intentions in Mogadishu, Somalia using Ducoffe's advertising value model, The findings suggest that all independent elements (Informativeness, entertainment, credibility, and perceived value of social media advertising) have a favorable impact on consumers' purchase intent. As a result, marketing experts need carefully plan and develop their advertising campaigns in order to entice their target audiences' attention.

Previous research done by Funde Yogesh, (2014) examines the impact of usage of social media on the purchase decision process. The five steps of the purchasing process are examined in this research, as well as the usage pattern and how it affects them. According to the report, social media is the most extensively used information source because of its perceived convenience, effectiveness, and credibility. The purchase decision is also influenced by social media evaluations and comments.

Namho Chung and Chulmo Koo (2015) conducted a study on travel information searches utilizing social media as a new search behavior from a value viewpoint using the Value-Based Adoption Model (VAM). Using data from 695 respondents using a structural equation model, researchers examined information reliability, enjoyment, complexity, and perceived effort as mediated by perceived value. It was discovered that all tested factors influence users of new social media for travel information searches, but only enjoyment has a direct impact on social media usage.

Dr. FahedKhatib, (2016) adopted a qualitative research approach with a convenient sample of 310 respondents to analyze the effect of social media advertising on the decision-making process, in his researcher ease of use, interaction and broad participation, fun and entertainment, ease of communicating information to the public and high credibility are considered as independent variables and decision making is considered as a dependent variable.

Therefore, the researcher is attempting to explore based on earlier investigations, the effect of social media advertising Informativeness, entertainment, credibility, interactivity and performance expectations on consumer buying behavior for Ethiopian Airlines Customers.

## **2.4 Hypotheses Development:**

Based on previous research studies and literature review the following five hypotheses are tested in this study.

### **The effect of social media advertising informativeness on customer buying behavior of the promoted product/service: in the case of Ethiopian Airlines:-**

According to Saxena & Khanna (2013), if the advertisement provides more information about the product to the consumer, like, details about the products' advantages, and features, the more result it has on this advertisement value. The Informativeness level in social media sites ads can encourage consumers to have much better-purchasing behavior and might appropriately boost their purpose to purchase. Additionally, research done by Taylor et al. (2011) found that there is a favorable connection between the Informativeness of the ads in social media and client's attitudes. Furthermore, Lee et al. (2006) empirically confirmed the favorable role of advertising Informativeness on clients' response toward social media advertising, and subsequently, on their intention to purchase the products provided in the social networks advertising. Finally, Kim and Niehm (2009) showed a positive relationship between the quality of information available on the website and the intention of selling and customer loyalty.

Therefore, in line with the above literature evidence, Ethiopian Airlines consumers are anticipated to consider social media advertising as informative, leading to a positive buying behavior.

So, it is hypothesized the following hypothesis:

***H1: Social media advertising Informativeness has a positive and significant influence on consumer's buying behavior***

### **The effect of social media advertising entertainment on customer buying behavior of the promoted product/service: in the case of Ethiopian Airlines:-**

Generally, advertising is most likely to please customer hedonic requirements by supplying enjoyment, emotional release, diversion, and satisfaction. Advertising entertainment is the congeniality of an ad, in addition to the enjoyment and the pleasure of the target audience stem from the advertising (Hamouda, 2018). An ad's ability to entertain is recognized as one of the significant aspects that can influence the commercial's efficiency in developing a psychological connection among customers and brand message (Wang & Sun, 2010).

Furthermore, the advertising's entertainment values will undoubtedly make customers experience the feeling action in the ad processing. Evidence has revealed that entertainment values influence or sharply influence customers' mindset towards internet advertisements (Zhang & Mao, 2016) and ads on social media sites (Taylor et al., 2011). The entertainment materials in advertising excite passion (Wang & Sun, 2010). Hence, the advertisements with more incredible visual and enjoyment complexity tend to create a much more favorable mindset in people and might additionally positively influence their purchasing behavior toward the promoted product or brand (Ducoffe, 1995).

Therefore, based on the above, this study articulates the following hypothesis

***H2: Social media advertising entertainment has a positive and significant influence on consumer's buying behavior***

**The effect of social media advertising Credibility on customer buying behavior of the promoted product/service: in the case of Ethiopian Airlines:-**

MacKenzie & Lutz (1989) defined advertising credibility is the sincerity, plausibility, and reliability of the offered content of promotion as recognized by customers. Zha et al. (2015) stated that credibility plays a considerable function in identifying promotion performance and its value. The increase in trust for online media results from its ability to honest and open information by offering testimonials and scores from other consumers (O'Connor et al., 2016). According to Yang et al. (2013), clients may stay clear of or stop working to react to promotions if they question their authenticity. Advertising credibility can influence customers' feelings and their purchasing intention (Jin & Villegas, 2007).

However, developing reliable content of advertising is very important for the ads to be effective. In social media advertising, the advertising materials are regarded as trustworthy and reliable because discussions on current social links are showed and cooperated with the web content. (Chu & Kim, 2011)

Furthermore, Sari et al. (2020) suggested that social media advertising credibility significantly influences the consumer's purchase intention. Consistent with expectancy-value theory, the customers will instinctively evaluate the trustworthiness and credibility of social media advertising via various other participants' comments of the current social media networks community members within the advertising (Okazaki, 2004).

Ethiopian Airlines customers can thus clarify the credibility and the reliability of ads in social media and generate credibility on the ads, which leads to positive buying behavior.

Therefore, the study suggested the following Hypothesis:

***H3: Social media advertising Credibility has a positive and significant influence on consumer's buying behavior***

**The effect of social media advertising interactivity on customer buying behavior of the promoted product/service: in the case of Ethiopian Airlines:-**

Interactivity is a critical aspect of social media. The effective role of technological characteristics increases the horizon of people's perception, thus increasing their ability to further awareness of the information. Interactivity significantly changes the nature of communication, and it can change the information among all the parties (Sundar et al., 2014).

Conceptually, engagement is defined as the extent to which one can control the context and information of a media platform (Kioussis, 2002). It refers to the ability of a media platform to offer a simultaneous connection. A large number of studies point to the role of interactivity in social media and its impact on consumer buying intention.

For instance, Lee (2005) reported that interactivity has a significant effect on customer buying intention in mobile commerce. Furthermore, Abdullah et al. (2016) suggested a significant relationship between perceived interactivity and customer review intentions in accommodation

websites. Similarly, interactivity in social media has an indirect impact on user participation in e-commerce websites. According to Wang et al. (2013), it plays an essential role in shaping online buying behaviors. Also, customers are less likely to trust websites that are not interactive (Chen et al., 2010).

Thus, the study suggested the following Hypothesis:

***H4: Interactive Social media advertising has a positive and significant influence on consumer's buying behavior.***

**The effect of social media advertising performance expectation on customer buying behavior of the promoted product/service: in the case of Ethiopian Airlines:-**

In the context of online studies, if individuals perceive social media as productive, beneficial, and time-saving, they are willing to engage with and adopt these media (Alalwan, 2018). With respect to social media advertising, individuals with the highest perceived utility and value are more likely to identify with advertising (Chang et al., 2015). The role of utility as a factor that is similar to performance expectation has been explored, and its impact on customer buying intention has been confirmed (Chang et al., 2015). Online customer buying intention and behavior are mainly predicted based on perceived utility (Ahn et al., 2005). Recently, Lin and Kim (2016) found more evidence to support the role of perceived utility in shaping customer attitudes toward social media advertising and buying intentions. Moreover, values have been linked to customer attitudes toward social media advertising.

Thus, the study suggested the following Hypothesis:

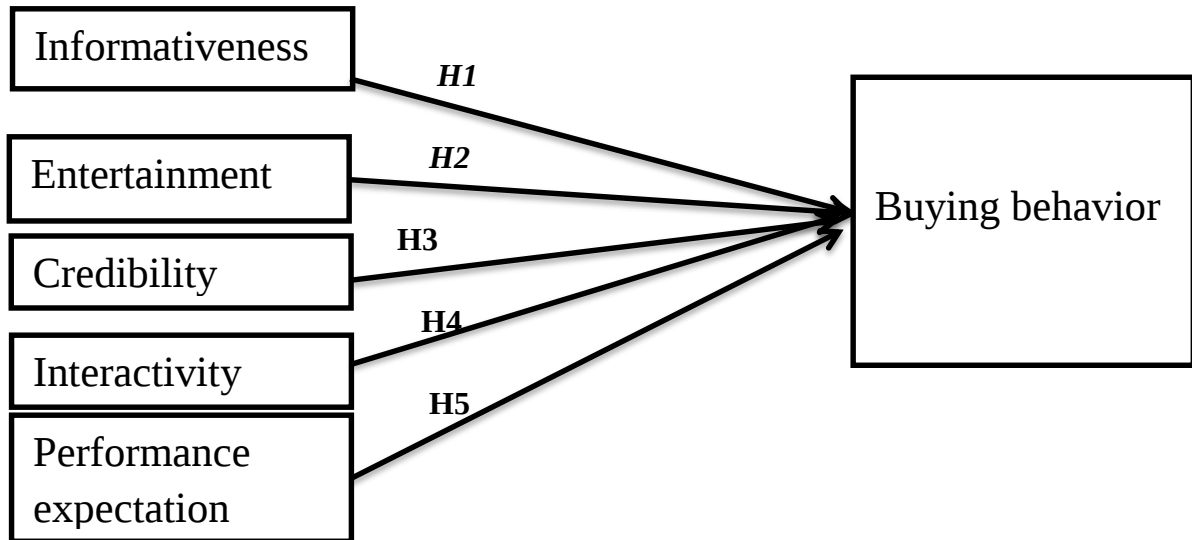
***H5: Social media advertising performance expectation has a positive and significant influence on consumer's buying behavior.***

## **2.5 Conceptual Frame work**

Based on previous research studies and literature reviewed the following conceptual framework is developed for this research project. Three independent variables were developed and presented as below. The conceptual framework is designed with the independent variables informativeness,

entertainment and credibility thought to influence the dependent variable customer's buying behavior.

*Figure 3: Conceptual Framework of the Study*



**Source:** adopted and modified from works of Said Ali W. et.al, 2021

## CHAPTER THREE: RESEARCH METHODOLOGY

This chapter contains a discussion of various methodological techniques that were used in the study. The section presented the research approach, research design, Population, and sampling design, data collection method, data analysis method, Validity and reliability, and Ethical Consideration.

### 3.1 Research Approach

There are two types of research methods: qualitative and quantitative. In this study, a quantitative research method was applied. The quantitative research approach explores and tests the relationship between variables. It lays a larger emphasis on numerical data and statistical tests in order to reach a generalized conclusion (Saunders, 2012).

Quantitative research is especially beneficial to fulfill the purpose and research question of this study as it enables accuracy, as well as the attainment and analysis of a large number of numerical data. This contributes to increased credibility of the conducted research and objectivity. Furthermore, other advantages of quantitative research are that it can generalize the research findings and it is useful for testing and validating theories about why phenomena occur (Johnson & Christensen, 2014). Thus the quantitative research method is most appropriate for this research.

The quantitative approach of data gathering is concerned with the acquisition and interpretation of data that is presented in the form of discrete units. The data can be compared with other units by using statistical techniques (Gall et al., 1996).

The researcher used a quantitative approach as the data analysis procedure. A survey is a research technique in which information is gathered from a sample of people using a questionnaire. Since the population of this research is infinite, the survey approach was applied to the study.

A survey research study examines a sample of a population to establish its features, and then infers that the population has the same characteristics (Geoffrey2005, P. 5). Survey enables to gather data at a particular point in time with the intention of describing the nature of existing conditions. It involves identifying standards against which existing conditions can be compared, as well as determining the relationships that exist between specific events.

In general, due to the need for a high response rate and low cost as a student researcher, the survey method is found to be an economic and efficient one. By considering the aforementioned merits and the broad population as well as a single individual accomplishing the whole study, the survey approach is found to be practical to accomplish the objectives of the study.

### **3.2 Research Design**

The research design which was used in this study is explanatory research. Since research mainly focuses on the effect of social media advertising on consumers buying behavior in the airline industry taking the case of Ethiopian airlines, an explanatory research method was used. Explanatory studies try to figure out if the value of one variable causes or affects the value of another in order to establish a link between them, and they usually quantify the level of influence of the independent variables on the dependent variable (Carl McDaniel, 2010).

### **3.3 Population and Sample design**

#### **3.3.1 Study Population**

The target population of this study includes all individual international traveling customers of Ethiopian airlines (foreigners and locals) that frequently use Ethiopian Airlines' services. However, for the purpose of this study, the researcher used samples taken only from customers found at the airlines own city ticket offices in Addis Ababa and Addis Ababa bole international airport counter.

#### **3.3.2 Sampling Technique**

A non-probability sampling technique, convenience sampling, was used for the study. Convenience sampling is where the respondents are selected because they happen to be at the right place and at the right time. Convenience sampling is used to obtain a sample of elements because it is impossible to estimate or calculate the probability of the selection for each element in the population (Malhotra & Briks, 2007). Because it is difficult to determine the chance of each respondent in the population being included in the sample, non-probability sampling was used (Kothari, 2004).

### 3.3.3 Sample Size

Including all population is not possible in research. So determining sample size is a must. The sample size for this research was determined by the sampling calculation method suggested by Cochran (1977) inferring to the infinite number of population and confidence level at 95%.

$$n_o = \frac{Z^2 P q}{e^2} \quad \text{Where}$$

$n_o$  = Sample size

Z= the selected critical value of desired confidence level

P= is the estimated proportion of an attribute that is present in the population

$q=1-p$

e= is the desired level of precision

$$n_o = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = 384.16$$

The result from calculating the sample size is 384.16 samples which means that the appropriate sample size for this study should be at least 384 samples.

### 3.4 Data Collection Method

Data was collected by using close-ended self-developed questionnaires. The reason for selecting the questionnaire method as a data collection instrument is it is an easy method to gather information; it is a convenient method in terms of time and cost.

### 3.5 Source of Data

The gathering of primary and secondary data is known as data collection (Hox & Boeije, 2005). Primary data refers to data collected directly from sources for a specific research aim. Experiments and questionnaires are examples, but so are interviews, observations, and focus groups (Hox & Boeije, 2005). When other researchers utilize this data to build their own research on, it is referred to as secondary data. "Preexisting data that was initially obtained for a different research aim or by someone other than the researcher" is how secondary data is characterized (Given, 2007, p. 803).

### 3.6 Data analysis method

Data analysis is the process of reviewing and deducing conclusions from data acquired in a survey or experiment (Kombo & Tromp, 2006). The two most common methods for interpreting quantitative data received from surveys are descriptive and inferential statistics (Saunders et al., 2009).

Descriptive statistics summarize the information gathered and allow researchers to "give additional context, a richer picture, or enhanced representation in which to study the phenomenon of interest." (Given, 2008, p. 209). Hence, in order to obtain a more profound understanding of the buying behavior of Ethiopian Airlines customers and to visualize the sample, descriptive analysis was applied for the demographic information collected in the questionnaire. Frequencies, percentage, mean, minimum value, maximum value and standard deviations were used in the analysis of data.

Inferential statistics allows for the testing of hypotheses and the use of data to form population conclusions based on the sample (Geisler, 2004). Furthermore, inferential statistics were used to draw inferences based on the data by putting the hypotheses to the test. The statistical analysis software Statistical Package for Social Science (SPSS) version 26.0 was used to conduct all the analysis in this study. In this study, Pearson's correlation and multiple regressions were used for hypothesis testing.

#### 3.6.1 Regression Model Specification

The regression analysis specification model that was used for estimating the effects of social media advertising on the buying behavior of customers in Ethiopian airlines is given in the equation below.

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

**Where:** Y is the dependent variable (customer buying behavior)

X<sub>1</sub> = Informativeness

X<sub>2</sub> = entertainment

X<sub>3</sub> = Interactivity

X<sub>4</sub> = performance expectation and

X<sub>5</sub> = Credibility

$\beta_0$  is the y-intercept term- constant term.

**e** is the error term

$\beta_1, \beta_2, \beta_3, \beta_4$  and  $\beta_5$  are the regression coefficients associated with each social media advertising dimension.

## 3.7 Validity and Reliability

### 3.7.1 Validity

The validity of the questionnaire the content validity is to be considered. Content validity refers to “the extent to which the measurement questions in the questionnaire, provide adequate coverage of the investigative questions” (Saunders et al., 2009, p. 373). This study has taken survey questions for factors that are investigated, from previous studies that have been successful in proving the factors significant, to ensure content validity.

Before collecting data via questionnaire, it is important to conduct a pilot test. The pilot test enables the researchers to make sure that respondents have no problems in answering the questions and hence the recording of the data will go smoothly (Saunders et al., 2009). Moreover, before releasing the questionnaire, a pilot test was done. The questionnaire was first pilot tested with 10 people. Participants were asked to evaluate whether the content is easy to understand. The pilot results showed that the respondents find the questions clear.

Moreover, the validity of the study was checked through the content validity method by taking an advice from the advisor and an experienced person on the topic under study and adopting questionnaires from previous researchers.

### 3.7.2 Reliability

Reliability is broadly defined as the degree to which measures are free from error and therefore yield consistent results (Zikmund, 2003). Reliability can be computed through different methods like test-retest reliability, internal consistency reliability, and equivalent forms reliability. In this study, questionnaire reliability was checked by using internal consistency method to measure the

correlation between each item in the questionnaire. One of the most commonly used indicators of internal consistency is Cronbach's alpha coefficient. Ideally, the Cronbach's alpha coefficient of scales should be above 0.7 (Pallant, 2005).

Therefore, reliability checks for questionnaires was used by using Cronbach's Alpha statistic method to ensure internal consistency by using the pre-testing method. The basic reason for carrying out pre-testing is to determine whether the instruments are going to serve the purpose for which they will be assigned.

The pilot test was measured using Cronbach's Alpha test of reliability. In addition to the reliability tests, to maintain the validity of data, the result of the study was analyzed using appropriate methods and interpreted accordingly.

Different authors accept different values of reliability test in order to achieve internal reliability. Most of the researchers such as George and Mallery (2003) provide the following rules of while interpreting reliability coefficients as:  $\alpha \geq 0.9$  -Excellent,  $\alpha \geq 0.8$  - Good,  $\alpha \geq 0.7$  - acceptable,  $\alpha \geq 0.6$  Questionable,  $\alpha \geq 0.5$  -Poor and  $\alpha \leq 0.5$  – Unacceptable. The Cronbach's alpha reliability test result of the pilot study and the main study result were summarized below. These values confirmed that the validity of the result was acceptable.

*Table 1: Reliability test results*

| No | Variables               | Alpha value of Pilot result | Alpha value of main study result | Number of items |
|----|-------------------------|-----------------------------|----------------------------------|-----------------|
| 1  | Informativeness         | 0.841                       | 0.982                            | 4               |
| 2  | Entertainment           | 0.903                       | 0.950                            | 4               |
| 3  | Credibility             | 0.894                       | 0.922                            | 4               |
| 4  | Interactivity           | 0.927                       | 0.846                            | 4               |
| 5  | Performance expectation | 0.785                       | 0.856                            | 4               |
| 6  | Buying preference       | 0.918                       | 0.952                            | 5               |
| 7  | Total reliability       | 0.851                       | 0.848                            | 25              |

Source: own survey and SPSS output 2022

Therefore, all values are acceptable and it insured the internal consistency of the data.

### **3.8 Ethical consideration**

To avoid any ethical issues, the information obtained from questionnaires was used for the dissertation purpose only. All the contributors to this research were informed of all the details regarding the survey. All the people who were asked had full rights in deciding whether to participate in the survey or not.

Additionally, it was informed that there will be a right to privacy for the participants. The participants had all the right in refusing to answer any question they consider inappropriate. The participants had the right to give their opinion on the product which will only use for the research purpose.

Participation in the survey was based on voluntarism. The participants can decide whether they want to be part of the survey or not. And the participants can withdraw at any time of the survey and confidentiality was protected.

## CHAPTER FOUR: DATA PRESENTATION, ANALYSIS, AND DISCUSSION

### 4.1 Introduction

This chapter consisted of the presentation and discussion of the findings of the study. This chapter was organized into different sections containing the demographic characteristics of the respondents, findings, and discussion related to the impact of social media on the buying behavior of customers. Data analysis was made using frequencies, percentages, mean, correlations and multiple regressions.

In total 384 questionnaires were disseminated to Ethiopian Airlines customers. The questionnaires were distributed to Ethiopian Airline's customers at Ethiopian Airlines own city ticket offices in Addis Ababa and Addis Ababa International Airport counters. Out of the total distributed questionnaires, 362 were completely filled and usable in the data analysis procedure. The total reliability rate of the questionnaire is 0.848, which is an acceptable value for reliability.

*Table 2: Response rate of Questionnaires*

| Sample                              | Number | Percent |
|-------------------------------------|--------|---------|
| Number of questionnaire distributed | 384    | 100%    |
| Returned questionnaires             | 381    | 99.2%   |
| Incomplete questionnaires           | 19     | 4.95%   |
| Total usable questionnaires         | 362    | 94.27%  |

As shown in table 2, the return rate of the questionnaire was 94.27% and data analysis was made using the complete responses only.

The main objective of the research is to investigate the effect of social media on the buying behavior of customers of Ethiopian airlines. To provide answers to the above questions, data were

collected from international travelers of Ethiopian airlines. The presentation, analysis, interpretation and discussion of data are provided in the following sections.

## 4.2 Demographic Information of Participants

It is critical to collect demographic data for this study in order to describe the sample's characteristics such as the number of respondents, proportion of males and females in the sample, range of age, gender, education level, and travel experience of respondents. The following table presents frequency statistics of demographic variables.

*Table 2: Socio-Demographic Characteristics of Respondents*

| Socio-Demographic Characteristic |                         | Respondents | Percentage (%) |
|----------------------------------|-------------------------|-------------|----------------|
| Gender                           | Male                    | 224         | 61.9%          |
|                                  | Female                  | 138         | 38.1%          |
|                                  | Total                   | 362         | 100.0%         |
| Age                              | 18-30                   | 76          | 21.0%          |
|                                  | 31-45                   | 146         | 40.3%          |
|                                  | 46-55                   | 92          | 25.4%          |
|                                  | above 55                | 48          | 13.3%          |
|                                  | Total                   | 362         | 100.00%        |
| Education Level                  | Below Diploma           | 84          | 23.2%          |
|                                  | Diploma                 | 58          | 16.0%          |
|                                  | University Degree       | 124         | 34.3%          |
|                                  | Above University Degree | 96          | 26.5%          |
|                                  | Total                   | 362         | 100.00%        |
| Occupation                       | Employed                | 112         | 30.9%          |
|                                  | Not Employed            | 34          | 9.4%           |
|                                  | Self Employed           | 216         | 59.7%          |
|                                  | Total                   | 362         | 100.0%         |

**Source: Survey data (2022)**

61.9 % and 38.1 % of respondents were male and female, respectively, as stated in Table 4.2 of gender and age group respondents. 21 % of respondents are between the ages of 18 and 30, 40.3 percent are between the ages of 31 and 45, 25.4 % are between the ages of 46 and 55, and 13.3 percent are over the age of 55.

The gender percentages of the participants are distributed equally, indicating that the study drew a large number of participants from both genders and that the results were not affected by gender. The responses' age distribution also suggests that they were well-balanced in terms of age. As a result, the respondents came from a diverse range of backgrounds, allowing the researcher to collect a diverse range of responses throughout the sample units. The group of those aged 31 to 45 had the highest percentage of respondents (40.3 % ).

Concerning the education level of respondents, the largest of the population comprises a university degree, which accounts for 34.3% of the respondents, followed by above university degree holders, which is 26.5% of the respondents. This indicates that the respondents are well educated as 60.8% of the respondents have a university degree and above.

As far as the occupation of participants is concerned, the majority of the total participants, which is 59.7% are self-employed. 30.9% of respondents are employed and 9.4% of respondents are not employed.

## 4.3 Analysis of Data

### 4.3.1 Background Information of Respondents to Social Media

*Table 3: Background of respondents of respondents*

| Background of respondents                                                                         |       | Respondents | Percentage (%) |
|---------------------------------------------------------------------------------------------------|-------|-------------|----------------|
| Do you utilize social networking sites like Facebook, Twitter, YouTube, and other similar sites ? | Yes   | 331         | 91.4%          |
|                                                                                                   | No    | 31          | 8.6%           |
|                                                                                                   | Total | 362         | 100.0%         |
| Do social media trigger you to purchase a product?                                                | Yes   | 264         | 72.9%          |
|                                                                                                   | No    | 98          | 27.1%          |
|                                                                                                   | Total | 362         | 100.0%         |

|                                                                                                      |                |     |        |
|------------------------------------------------------------------------------------------------------|----------------|-----|--------|
| In the last two years, how many trips have you taken with Ethiopian Airlines?                        | 1-5            | 134 | 37.0%  |
|                                                                                                      | 6-10           | 121 | 33.4%  |
|                                                                                                      | 11-15          | 63  | 17.4%  |
|                                                                                                      | above 16       | 44  | 12.2%  |
|                                                                                                      | Total          | 362 | 100.0% |
| How familiar were you with Ethiopian Airlines' social media posts, tweets, and other communications? | Not at all     | 110 | 30.4%  |
|                                                                                                      | somewhat well  | 161 | 44.5%  |
|                                                                                                      | Very well      | 58  | 16.0%  |
|                                                                                                      | Extremely well | 33  | 9.1%   |
|                                                                                                      | Total          | 362 | 100.0% |

**Source: Survey data (2022)**

When we see the percentage distribution of the use of social media platform, 91.4% of respondents uses social media platform. This indicates that the majority of the respondents are active on social media. And of these social media active members, 72.9% of the respondents are triggered to purchase the product by the social media advertisement.

Ethiopian Airlines was used by every single one of the 362 people who responded. Within the last two years, 37% of them traveled 1-5 times, 50.8 percent traveled 6-15 times, and the remaining 12.2 percent traveled more than 16 times. This shows that the respondents were already familiar with the brand (Ethiopian Airlines service). It allowed the researcher to obtain valuable feedback for the study.

Respondents who are extremely exposed to Ethiopian Airlines social media pages, posts, or tweets make up 9.1% of the total, while those who are very well exposed make up 16%, and those who are moderately well exposed make up 44.5 percent. The number of people who have never been exposed to radiation is 30.4 %. This indicates that Ethiopian Airlines' social media platforms are familiar to the majority of respondents (total of 69.6 % ). However, a large percentage of respondents (30.4%) are not at all exposed. The vast majority of those who had been exposed to the study had gained experience.

### 4.3.2 Descriptive Analysis

The purpose of this study is to determine the relationship between social media and the buying behavior of customers of Ethiopian airlines. The independent variables (explanatory variables) are informativeness, entertainment, credibility, interactivity and performance expectation whereas the dependent variable is the buying preference of customers of Ethiopian airline. The questionnaire consisted of five point Likert scale for both dependent and independent variables with assigned values of strongly disagree (1), disagree (2), uncertain (3), agree (4) and strongly agree (5). The questionnaire was adopted from the work of Eskedar Berhanu (May 2017) and modified by the researcher. The analysis was made using descriptive statistics such as frequency, mean, standard deviation, percentages and inferential statistics such as Pearson's correlation and multiple regressions. The average cutoff point of the scale is 3. The average mean score below the cutoff point is interpreted as low or weak or poor and above the cutoff point is considered as high/good. The possible minimum value in each item is 1 and maximum value is 5. The descriptive analysis of data was presented in the following sections.

#### 4.3.2.1 Analysis of Informativeness of Social Media

*Table 4: Informativeness of social media*

| No. | Items Related to informativeness of social media                                                                    | N   | Mini<br>mum | Maxi<br>mum | Mean | St.<br>dev. |
|-----|---------------------------------------------------------------------------------------------------------------------|-----|-------------|-------------|------|-------------|
| 1   | Ethiopian social media advertisement contains enough information which are useful for me to decide ticket purchase? | 362 | 1           | 5           | 3.95 | .949        |
| 2   | Ethiopian social media advertising Provide the information I need?                                                  | 362 | 1           | 5           | 3.94 | .949        |
| 3   | The Information obtained from social media advertisements is really useful.                                         | 362 | 1           | 5           | 3.93 | .936        |
| 4   | Social media advertisement helps to keep me up to date.                                                             | 362 | 1           | 5           | 3.94 | .945        |
|     | Grand mean score of Informativeness items                                                                           | 362 | 1.00        | 5.00        | 3.94 | .9199       |

Source: own survey and SPSS output 2022

Regarding to the Informativeness of social media to Ethiopian airlines, the mean score of all items is above the average cut off point and close to 4. Similarly, the aggregate mean score of all items is 3.94. This indicated that the Informativeness of social media about service of Ethiopian airlines is high.

#### 4.3.2.2 Analysis of Entertainment of Social Media

*Table 5: Entertainment of social media*

| No. | Items Related to entertainment of social media                                           | N   | Mini<br>mum | Maxi<br>mum | Mean | St.<br>dev. |
|-----|------------------------------------------------------------------------------------------|-----|-------------|-------------|------|-------------|
| 1   | I found that the content of advertisement in social media is enjoyable and entertaining. | 362 | 1           | 5           | 2.93 | 1.094       |
| 2   | The content on Ethiopian Airlines' social media channels is innovative and entertaining. | 362 | 1           | 5           | 3.30 | 1.159       |
| 3   | I enjoy watching advertisement on social media                                           | 362 | 1           | 5           | 3.20 | 1.165       |
| 4   | Social media advertisement does not just sell—they also entertain me                     | 362 | 1           | 5           | 3.37 | 1.168       |
|     | Aggregate mean score of entertainment items                                              | 362 | 1.00        | 5.00        | 3.20 | 1.070       |

Source: own survey and SPSS output 2022

In line with the entertainment of social media to Ethiopian airlines, the mean score of all items and the aggregate mean score of items is closest to the average cut off point (3). This result indicated that the entertainment of social media to the customers of Ethiopian airlines is moderate level.

#### 4.3.2.3 Analysis of Credibility of Social Media

Regarding to the credibility of social media about the services of Ethiopian airlines, the result was analyzed below.

*Table 6: Credibility of social media*

| No. | Items Related to credibility of social media                                  | N   | Mini<br>mum | Maxi<br>mum | Mean | St.<br>dev. |
|-----|-------------------------------------------------------------------------------|-----|-------------|-------------|------|-------------|
| 1   | I use social media advertisement as a reference for purchasing.               | 362 | 1           | 5           | 4.15 | .656        |
| 2   | I trust social media advertisement as a source of information.                | 362 | 1           | 5           | 4.12 | .703        |
| 3   | The content of advertisement provided by Social Media advertising is credible | 362 | 2           | 5           | 4.17 | .659        |
| 4   | Social media advertisement is usually believable.                             | 362 | 1           | 5           | 4.15 | .685        |
|     | Aggregate mean score of credibility items                                     | 362 | 1.25        | 5.00        | 4.15 | .608        |

Source: own survey and SPSS output 2022

Concerning to the credibility of social media about the information to the services of Ethiopian airlines, the mean score of customers and the aggregate mean score of all items (4.15) is above the average cut off point of the scale (3). This result shows that credibility of social media used as a source of information for the services of Ethiopian airlines is high. That is, the transaction of services of Ethiopian airlines to travelers via social media is high scale and the information is reliable.

#### **4.3.2.4 Analysis of Interactivity of Social Media**

The response of customers related to the interactivity of social media about the services of Ethiopian airlines is analyzed in table 8.

*Table 7: Interactivity of social media*

| No. | Items Related to interactivity of social media                                                  | N   | Mini<br>mum | Maxi<br>mum | Mean | St.<br>dev. |
|-----|-------------------------------------------------------------------------------------------------|-----|-------------|-------------|------|-------------|
| 1   | I will be happy to decide if I get reply on social media advertisement.                         | 362 | 1           | 5           | 3.63 | 1.151       |
| 2   | Social medias which encourage me to give feedback will make me decide to purchase that product. | 362 | 1           | 5           | 3.67 | 1.214       |
| 3   | Replying to my feedback and comment will give me confidence of the product.                     | 362 | 1           | 5           | 3.59 | 1.128       |
| 4   | Reading comments and getting more feedback from other customers trigger me to purchase          | 362 | 1           | 5           | 3.66 | 1.145       |
|     | Aggregate mean score of interactivity items                                                     | 362 | 1.00        | 5.00        | 3.64 | .959        |

Source: own survey and SPSS output 2022

In relation to the interactivity of social media about the services of Ethiopian airlines, the mean score of customers is above the average cutoff point of the scale (3). The aggregate mean score of all items those concerned with the interactivity of social media is 3.64. The analysis confirmed that the interactivity of [social media used as a source of information for the services of Ethiopian airlines is better](#).

#### **4.3.2.5 Analysis of Performance Expectation of Social Media**

Concerning to the performance expectation of social media about the services of Ethiopian airlines, the result was analyzed below.

*Table 8: Performance expectation of social media*

| No. | Items Related to performance expectation of social media               | N   | Minimum | Maximum | Mean | St. dev. |
|-----|------------------------------------------------------------------------|-----|---------|---------|------|----------|
| 1   | Using Social media advertisement saves my time.                        | 362 | 1       | 5       | 3.06 | 1.454    |
| 2   | Social media advertisement motivates me to buy the product.            | 362 | 1       | 5       | 3.11 | 1.422    |
| 3   | I find using Social media advertisement useful.                        | 362 | 1       | 5       | 2.98 | 1.442    |
| 4   | Social media advertisement helps me to accomplish things more quickly. | 362 | 1       | 5       | 3.06 | 1.351    |
|     | Aggregate mean score of performance expectation items                  | 362 | 1.00    | 5.00    | 3.05 | .935     |

Source: own survey and SPSS output 2022

With regard to the performance expectation of social media about Ethiopian airlines services, the mean scores of each item and the aggregate mean score of all items is closest to the average cutoff point of the scale. These scores suggested that the performance expectation of social media about Ethiopian airlines services was medium or moderate level.

#### **4.3.2.6 Analysis of Buying Behavior of Customers of Ethiopian Airlines**

The response of customers related to the preference of the services of Ethiopian airlines ranging from very low (1) to very high (5) is analyzed below.

*Table 9: Buying Preference of Travelers*

| No. | Items Related to the buying behavior of customers                                                                                        | N   | Mini<br>mum | Maxi<br>mum | Mean | St.<br>dev. |
|-----|------------------------------------------------------------------------------------------------------------------------------------------|-----|-------------|-------------|------|-------------|
| 1   | It is very likely that I will buy Ethiopian airlines ticket.                                                                             | 362 | 1           | 5           | 3.84 | .874        |
| 2   | I am highly interested to involve in Ethiopian airline travels.                                                                          | 362 | 1           | 5           | 3.86 | .937        |
| 3   | I am satisfied with social media advertising and real service of Ethiopian airlines.                                                     | 362 | 1           | 5           | 3.79 | .903        |
| 4   | I have a positive pre-judgment towards a service of Ethiopian airlines before actually buying tickets due to social media advertisement. | 362 | 1           | 5           | 3.87 | .883        |
|     | Aggregate mean score of customer buying behavior                                                                                         | 362 | 1.00        | 5.00        | 3.84 | .782        |

Source: own survey and SPSS output 2022

In line with the buying behavior of Ethiopian airlines customers, the mean score of all items and the aggregate mean score of items are above the cutoff point of the scale. This result indicated that the service buying preference of travelers is high. That is, travelers highly prefer the services of Ethiopian airlines during their travel.

#### **4.4 Correlation Analysis**

To investigate the relationship between independent variable (informativeness, entertainment, credibility, interactivity and performance expectation of social media) and the dependent variable (buying behavior of customers), Pearson's correlation coefficient was used. The purpose of Pearson's correlation test was to determine whether there existed an association between social media advertising and buying preference of customers of Ethiopian airlines. Kothari, C. (2008:138) explained about the direction of correlation coefficient as: positive correlation coefficient indicates that there exist direct relationship between variables, and negative correlation coefficient indicates that the relation is reverse. Based on the suggestions of Kothari, C. (2008) on correlation values, the magnitude or strength or degree of the relationship is determined as very

low relationship (below 0.19), low (0.20-0.39), moderate or medium (0.40-0.59), high (0.60-0.79) and very high or strong relationship (0.80-1.00). The correlation was based on the assumption of 95% confidence interval and it was calculated using SPSS version 26.0. The result of correlation and its interpretations were described as follows.

*Table 10: The Relationship between social media advertising and customers' buying behavior*

| Variable                   | Correlation         | Informativ<br>eness | Entertainme<br>nt | Interact<br>ivity | Credibi<br>lity | Performance<br>expectation | Buying<br>behavio<br>r |
|----------------------------|---------------------|---------------------|-------------------|-------------------|-----------------|----------------------------|------------------------|
| Informative<br>ness        | Pearson Correlation | 1                   |                   |                   |                 |                            |                        |
|                            | Sig. (2-tailed)     |                     |                   |                   |                 |                            |                        |
|                            | N                   | 362                 |                   |                   |                 |                            |                        |
| Entertainme<br>nt          | Pearson Correlation | -.029               | 1                 |                   |                 |                            |                        |
|                            | Sig. (2-tailed)     | .578                |                   |                   |                 |                            |                        |
|                            | N                   | 362                 | 362               | 362               |                 |                            |                        |
| Interactivity              | Pearson Correlation | .216**              | .041              | 1                 |                 |                            |                        |
|                            | Sig. (2-tailed)     | .000                | .441              |                   |                 |                            |                        |
|                            | N                   | 362                 | 362               | 362               |                 |                            |                        |
| Credibility                | Pearson Correlation | .387**              | .000              | .309**            | 1               |                            |                        |
|                            | Sig. (2-tailed)     | .000                | .996              | .000              |                 |                            |                        |
|                            | N                   | 362                 | 362               | 362               | 362             |                            |                        |
| Performance<br>expectation | Pearson Correlation | .000                | -.005             | -.024             | .135*           | 1                          |                        |
|                            | Sig. (2-tailed)     | .993                | .923              | .649              | .010            |                            |                        |
|                            | N                   | 362                 | 362               | 362               | 362             | 362                        |                        |
| Buying<br>behavior         | Pearson Correlation | .555**              | -.032             | .391**            | .741**          | .031                       | 1                      |
|                            | Sig. (2-tailed)     | .000                | .546              | .000              | .000            | .561                       |                        |
|                            | N                   | 362                 | 362               | 362               | 362             | 362                        | 362                    |

\*\* . Correlation is significant at the 0.01 level (2-tailed).

\* . Correlation is significant at the 0.05 level (2-tailed).

Source: Own survey and SPSS output 2022

From the above table the correlation coefficient between informativeness of social media advertising and buying behavior of customers of Ethiopian airlines is  $r = 0.555$ , sig. (2-tailed) value  $0.000$ ,  $p < 0.01$ . The correlation is statistically significant since  $p < 0.01$ . That is, the informativeness of social media advertising has statistically significant relationship with the buying preference of customers to the service of Ethiopian airlines. The relationship is positive and moderate level. The magnitude of relationship in percentage is  $r^2 * 100 = 30.8\%$ .

The correlation coefficient between entertainment of social media advertising and buying behavior of customers of Ethiopian airlines is  $r = -.032$ , sig. (2-tailed) value  $0.546$ ,  $p > 0.05$ . The relationship is not statistically significant since  $p > 0.05$ . Here, it is possible to conclude that entertainment is not significantly correlated with buying behavior of customers and the relationship is very low.

The result presented at table 11 indicated that the correlation coefficient between interactivity of social media advertising about the services of Ethiopian airlines and the buying behavior of travelers via is  $r = 0.391$ , sig. (2-tailed) value  $0.000$ ,  $p < 0.01$ . The correlation value confirmed that interactivity of social media advertising has statistically significant relationship with the buying preference of customers to the service of Ethiopian airlines. The relationship is moderate level and the magnitude/degree of the relationship in percentage is  $r^2 * 100 = 15.3\%$ .

It was also shown that the correlation between credibility of social media advertising and buying behavior of customers of Ethiopian airlines is  $0.741$ , sig. (2-tailed) value  $0.000$ ,  $p < 0.01$ . The correlation value suggested that credibility has statistically significant relationship with the buying preference of customers to Ethiopian airlines traveling tickets. It has high relationship and the degree of relation in percentage is  $54.91\%$ .

Finally, the result of table 11 shows that performance expectation has no statistically significant relationship with the buying behavior of customers of Ethiopian airlines ( $r = .031$ , sig. (2-tailed)  $0.561$ ,  $p > 0.05$ ).

In summary, credibility, informativeness and interactivity of social media advertising has statistically significant correlation with the buying behavior of customers of Ethiopian airlines. Credibility is most significantly correlated with buying behavior of customers. However,

entertainment and performance expectations have no significant relationship with buying preferences of customers.

#### **4.5 Effect of Social Media Advertising on Buying Behavior of Customers**

To determine the contribution of the independent variable (social media advertising criteria) to the predicted variable (buying behavior of customers) of Ethiopian airlines, a multiple regression analysis was performed with the help of SPSS version 26.0 and interpreted in the following sections. The purpose of the regression analysis was to test which social media advertising outcomes (informativeness, entertainment, credibility, interactivity and performance expectation) significantly affect the buying preference of the customers of Ethiopian airlines. Before regression interpretation, multicollinearity and normality assumption tests were shown.

##### **4.5.1 Multicollinearity Test**

Multicollinearity assumption of regression indicates the existing correlation among independent variables. It also suggests that there exists at least some relationship between dependent and independent variables. The independent variables should not be too highly correlated. According to Taba Chnick and Fidell (2007), if the correlation between independent variables is too high ( $r \geq 0.9$ ), it is better to omit one of the independent variables; and retain all independent variables if the correlation between them is not too high ( $r < 0.9$ ). As shown in the previous sections, the independent variables have some correlations with dependent variables.

Tabachnick and Fidell (2007) suggested that collinearity diagnosis can be tested by Tolerance and Variance Inflation Factor (VIF) values. Tolerance is a measure of how well other independent variables in the model explain the variability of the given independent variable. Tabachnick and Fidell (2007) suggested that multicollinearity assumption is not violated or accepted if the Tolerance value is greater than 0.1 or VIF value is less than 10 or correlation between independent variables is less than 0.9. The collinearity test using Tolerance and VIF values were summarized below.

*Table 11: Collinearity diagnosis test*

| Variable s      | Tolerance | VIF   |
|-----------------|-----------|-------|
| Informativeness | .836      | 1.196 |
| Entertainment   | .997      | 1.003 |
| Credibility     | .777      | 1.278 |
| Interactivity   | .888      | 1.126 |
| Performance     | .975      | 1.026 |

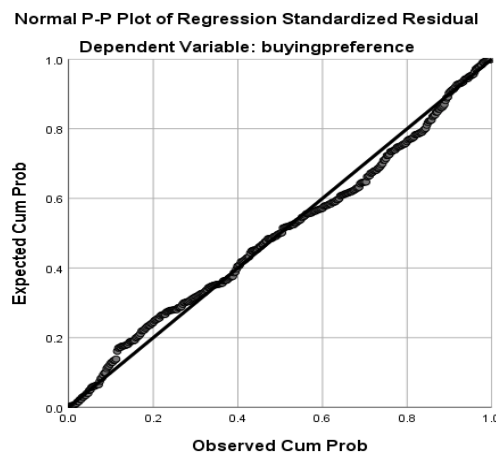
Sourec: SPSS output

All tolerance values are above 0.1 and all VIF values are less than 10. Therefore, the correlation among the independent variables is low and there exists low collinearity diagnosis. This test indicates that the assumption of Multicollinearity is not violated and all independent variables are retained.

#### 4.5.2 Normality tests

Multiple regression analysis is sensitive to outliers (very high or very low values). Hence, to test the normal distribution of the data, the scores were plotted. The normal distribution of scores describes a symmetrical curve that has the greatest frequency of scores lying in the center (middle) of the curve. The normal distribution of scores is tested by the graphical method such as histograms and straight lines. That is a straight line through points and a symmetrical histogram suggested the normality of data.

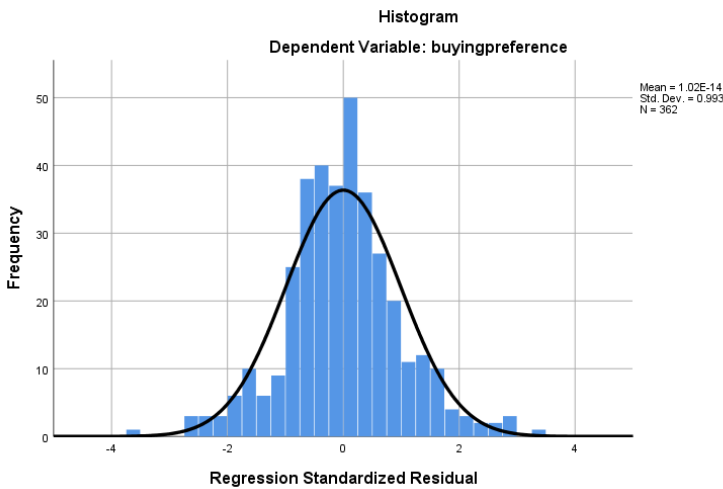
*Figure 4: Normality Test of Scores by Straight line*



Source: Own survey and SPSS output, 2022

As shown from figure 4, all points or scores approximately lie in a straight diagonal line as seen from left bottom to right top. This plot suggests that there is no major deviation from normality and it assures the normality distribution assumption of data (Tabachnick and Fidell, 2007).

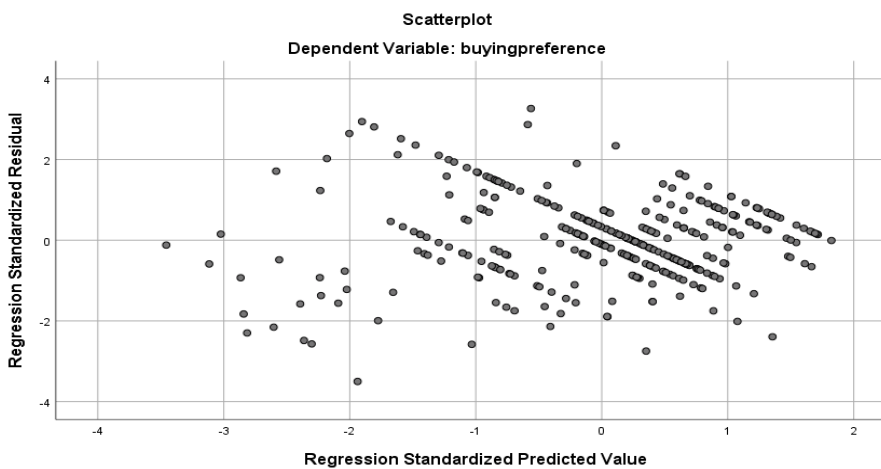
Figure 5: Normality Test of Scores by Histogram



Source: Own survey and SPSS output, 2022

The above histogram indicated that most scores lie at the center or the middle of the distribution. Since the highest frequencies lie at the center of the histogram, the distribution is assumed to be normal (Tabachnick and Fidell, 2007).

Figure 6: Normality Test of Scores by Plots



Source: Own survey and SPSS output, 2022

The plots above indicates that there are no more extreme values that can affect the normality of data. The values are scattered as neighborhood to each other. The histogram is symmetrical and the curve is closely straight line. Therefore, the data can be considered as normal distribution.

#### 4.5.3 Regression Analysis

To determine the effect or contribution of the independent variable (social media advertising effect) to the predicted variable (buying behavior of customers) in Ethiopian airlines, multiple regression analysis was calculated with the help of SPSS version 26.0 and interpreted as follow.

*Table 12: Effect of social media advertising on customer buying behavior (Analysis of ANOVA)*

| Model      | Df  | Sum of Squares | Mean Square | R    | R <sup>2</sup> | F     | Sig. | Adjusted R Square |
|------------|-----|----------------|-------------|------|----------------|-------|------|-------------------|
| Regression | 5   | 145.110        | 29.022      | .810 | .656           | 135.8 | .000 | .651              |
| Residuals  | 356 | 76.073         | .214        |      |                |       |      |                   |
| Total      | 361 | 221.183        |             |      |                |       |      |                   |

a. Dependent Variable: buying preference

b. Predictors: (Constant), credibility, Performance expectation, Entertainment, informativeness, Interactivity

**Source: own survey and SPSS output, 2022**

As displayed in table 13 above,  $F(5, 356) = 135.8$ , sig. value 0.000, ( $p < 0.01$ ), explains that the combination of independent variables (informativeness, credibility, entertainment, interactivity and performance expectation) significantly predict the dependent variable (buying behavior of customers). From the analysis, it was shown that the correlation coefficient (R) value is 0.810 which indicates that there is a high linear correlation among variables and the combination of these independent variables contributed about 65.6% ( $R^2 \times 100$ ) of customers' buying preference of Ethiopian airlines.

*Table 13: Regression analysis on social media advertising on customer buying choice (model summary of simple regression)*

| Variables               | Non standardized Coefficients |            | Standardized Coefficients Beta | T     | Sig. |
|-------------------------|-------------------------------|------------|--------------------------------|-------|------|
|                         | B                             | Std. Error |                                |       |      |
| Constant                | .525                          | .211       |                                | 2.48  | .014 |
| Informativeness         | .251                          | .029       | .295                           | 8.68  | .000 |
| Entertainment           | -.021                         | .023       | -.029                          | -.94  | .350 |
| Interactivity           | .186                          | .029       | .145                           | 4.39  | .000 |
| Performance expectation | -.038                         | .026       | -.045                          | -1.44 | .151 |
| Credibility             | .480                          | .042       | .588                           | 16.69 | .000 |

a. Dependent Variable: buying preference

Source: own survey and SPSS output, 2022

### **Regression model Analysis**

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \epsilon$$

$$Y = 0.525 + 0.251X_1 + 0.021X_2 + 0.186X_3 + 0.038X_4 + 0.480X_5$$

The comparison of standardized coefficients (Beta values) shows that the highest and most significant contributor to the buying behavior of customers is the credibility of social media (Beta value = 0.588, t = 16.69, sig. value 0.000, p<0.01). The second significant contributor for buying behavior of customers of Ethiopian airlines is informativeness (Beta value = 0.295, p<0.01). The third significant contributor for buying preference of customers is the interactivity of social media (Beta value = 0.145, p<0.01). Therefore, the dominant social media advertising dimensions that significantly affect the buying behavior of customers to Ethiopian airlines is credibility followed by informativeness and interactivity. However, entertainment and performance expectations are not statistically significant contributors of customers' buying behavior.

#### 4.5.4 Hypothesis Testing

Based on the regression analysis, the formulated hypotheses were tested as follow.

H1: Social media advertising Informativeness has a positive influence on consumers' buying behavior is **accepted**.

H2: Social media advertising entertainment has a positive influence on consumers' buying behavior is **not supported**.

H3: Social media advertising Credibility has a positive influence on consumers' buying behavior is **accepted**.

H4: Interactive Social media advertising has a positive influence on consumers' buying behavior is **accepted**.

H5: Social media advertising performance expectation has a positive influence on consumers' buying behavior is **not supported**.

#### 4.6 Discussion

In the analysis, section data was analyzed using various data analysis methods including descriptive and inferential statistics. The reliability of data was tested using Cronbach's Alpha test and the normality assumptions and collinearity diagnosis tests were checked using various plots, tolerance and VIF values. Interpretations were made and the main findings of the study were discussed below.

From the descriptive analysis, it was shown that 91.4% of respondents use social media platforms to get information about the services of Ethiopian airline. As a result, 72.9% of the respondents are triggered to purchase the product by the social media advertisement. All of the respondents had utilized Ethiopian Airlines service, and 50.8 % of them had done so 6 to 15 times. The majority of travelers have flown Ethiopian Airlines before. The variables' descriptive analysis is described below.

*Table 14: summary of mean score of variables*

| <b>Descriptive Statistics</b> |        |                |     |
|-------------------------------|--------|----------------|-----|
|                               | Mean   | Std. Deviation | N   |
| Informativeness               | 3.9420 | .91997         | 362 |
| Entertainment                 | 3.2023 | 1.07024        | 362 |
| Interactivity                 | 3.6360 | .95952         | 362 |
| Performance expectation       | 3.0525 | .93542         | 362 |
| Credibility                   | 4.1478 | .60861         | 362 |
| Buying behavior of customers  | 3.84   | .782           | 362 |

The mean scores of variables indicated that social media advertising credibility is 4.15, Informativeness 3.94, interactivity 3.64, entertainment 3.2 and performance expectation is 3.05. From this, it can be concluded that social media advertising credibility, Informativeness and interactivity to customers of Ethiopian airlines was high. On the other hand, social media advertising entertainment and performance expectation is moderate level. The average score indicated that customers' buying behavior of Ethiopian airlines is high (mean 3.84).

The result of the correlation indicated that the correlation coefficient and degree of relationship between social media advertising credibility, Informativeness, and interactivity with buying behavior of customers of Ethiopian airlines are 0.741 (54.91%), 0.555 (30.8%) and 0.391(15.3%) respectively. These three variables have statistically significant relationship with buying behavior of customers of Ethiopian airlines. Social media advertising credibility has a highest relationship with buying preference of customers.

On the other hand, the correlation coefficients of entertainment and performance expectation with buying behavior of customers of Ethiopian airlines are -0.032 and 0.031 respectively. That is, social media advertising entertainment and performance expectation are not significantly correlated with the buying behavior of customers of Ethiopian airlines. The result of this study is consistent with the finding of Funde Yogesh (2014) revealed that social media advertising perceived credibility affects the purchase decision process of customers.

The regression analysis suggested that the combination of social media advertising informativeness, credibility, entertainment, interactivity and performance expectation together significantly predict 65.6% buying behavior of customers of Ethiopian airlines services. The study of Bandara, D. (2020) examined that the impact of social media advertising positively influences consumer buying behavior in the fashion industry.

The standardized coefficient Beta values show that the highest and most significant contributors to the buying behavior of customers are social media advertising credibility (Beta value = 0.588,  $t = 16.69$ , sig. value 0.000,  $p < 0.01$ ); social media advertising Informativeness (Beta value = 0.295,  $p < 0.01$ ); and social media advertising interactivity (Beta value = 0.145,  $p < 0.01$ ). Therefore, the dominant social media advertising dimensions that significantly affect the buying behavior of customers to Ethiopian airlines are credibility, Informativeness and interactivity respectively. However, entertainment and performance expectations are not statistically significant contributors of customers' buying behavior of Ethiopian airlines services. In contradiction to the result of this study, Bandara, D. (2020) proved that entertainment, familiarity and social imaging have high influence on consumer buying behavior. The result of this study is partially consistent with the study finding of Ahmad & Masoumehalsadat (2020) stating interactivity, performance expectations, and informativeness positively influence buying intention of cosmetic products.

Based on the regression and correlation analyses, the formulated hypotheses were tested as follow.

*Table 15: Hypothesis Testing*

| No. | Hypothesis                                                                                                   | Accepted | Not Supported |
|-----|--------------------------------------------------------------------------------------------------------------|----------|---------------|
| 1   | H1: Social media advertising Informativeness has a positive influence on consumer's buying behavior          | √        |               |
| 2   | H2: Social media advertising entertainment has a positive influence on consumer's buying behavior            |          | √             |
| 3   | H3: Social media advertising Credibility has a positive influence on consumer's buying behavior              | √        |               |
| 4   | H4: Interactive Social media advertising has a positive influence on consumer's buying behavior.             | √        |               |
| 5   | H5: Social media advertising performance expectation has a positive influence on consumer's buying behavior. |          | √             |

Three of the hypotheses were accepted and two of them were rejected in this study.

## CHAPTER FIVE: SUMMARY, CONCLUSION AND RECOMMENDATIONS

In this section, the summary, conclusions, and recommendations of the study are presented.

### 5.1 Summary

The main reason that initiates the idea of this study was the highly growing social media advertisement campaign undertaken by various organizations to increase the highest share in the ever-growing and competitive market. This research was conducted in Ethiopian airlines with the prime intention of investigating the effect of social media advertising on consumer buying and choice behavior. The results of the study were analyzed in the previous sections and the main findings of the study were summarized below.

Social media advertising credibility, Informativeness and interactivity have statistically significant correlations with the choice of customers of Ethiopian airlines. The degrees of relationships respectively are 54.91%, 30.8% and 15.3%. But, entertainment and performance expectations had no statistically significant relationship with buying behavior of customers.

The finding of the study revealed that the combination of social media advertising credibility, Informativeness, interactivity, entertainment and performance expectation significantly affected the buying behavior of customers of Ethiopian airlines. These variables together predicted 65.6% of the buying behavior of customers.

The result of the study suggested that Social media advertising credibility, Informativeness and interactivity have a significant effect on the buying behavior of customers to the services of Ethiopian airlines. But, it was tested that social media advertising entertainment and performance expectation were not significant contributors for the choice of Ethiopian airlines by customers.

## 5.2 Conclusions

From the analysis, it was found that among the different modes or means of advertising the services, social media is one of the advertising mechanisms in Ethiopian airlines. Advertising its services and products through social media is found to be capable of attracting and bringing high trust level about the service quality among consumers of airlines.

From the result of the study it is concluded that social media advertising credibility, Informativeness, and interactivity has a significant effect on the buying behavior of Ethiopian airlines customers. In contrary to the above assertions, this study concluded that social media advertising entertainment and performance expectation did not have significant effect on the choice and buying behavior of customers to Ethiopian airlines services.

In general, from the above assertions, it can be concluded that social media advertising has high effect on the choice or buying behavior of customers of Ethiopian airlines services.

## 5.3 Recommendations

Based on the conclusions drawn, the researcher suggested the following recommendations.

- Ethiopian airlines have to increase social media advertising entertainment and performance expectations so as to raise customers of the organization.
- To be dominant in the market competition, Ethiopian airlines have to work more on social media advertising with consideration of credibility, Informativeness, and interactivity.
- The researcher suggested that further study may be conducted on the effect of social media advertising on the buying behavior of customers of Ethiopian airlines by adding other dimensions and measuring tools, such as hedonic motives and perceived value of social media advertising.

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## **APPENDIX –A**

### **ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE Department of Marketing Management**

#### **RESEARCH QUESTIONNAIRES**

**This questionnaire has two parts with a total of 33 questions on " The Effect of Social Media Advertising on Customers Buying Behavior: The Case of Ethiopian Airlines "**

Dear respondents,

I'm Helen Taye, and I'm conducting a research study on the topic " The Effect of Social Media Advertising on Customers Buying Behavior: The Case of Ethiopian Airlines" for a master's degree in marketing management at Addis Ababa University's School of Commerce. I respectfully request that you take the time to complete the questionnaire.

The information you submit will only be used for this educational purpose, and your response is extremely important because the research's success depends on it. Your support means a lot to me.

**PLEASE STATE YOUR AGREEMENT BY TICKING IN THE BOX.**

#### **PART I: Demographic Character**

##### **Demographic Character:**

i. Gender

☐ Female    ☐ Male

ii. Age

☐ 18 - 30    ☐ 31 - 45    ☐ 46 - 55    ☐ above 55

iii. Educational Level

☐ Below Diploma    ☐ Diploma    ☐ University Degree    ☐ Above University Degree

iv. Occupation

☐ Employed    ☐ Not Employed    ☐ Self Employed

**Part II: Descriptive data**

1. Do you utilize social networking sites like Facebook, Twitter, YouTube, and other similar sites?

☐ Yes    ☐ No

2. Does social media trigger you to purchase a product?

☐ Yes    ☐ No

3. In the last two years, how many trips have you taken with Ethiopian Airlines?

☐ 1 - 5    ☐ 6 - 10    ☐ 11 - 15    ☐ 16 - over

4. How familiar were you with Ethiopian Airlines' social media posts, tweets, and other communications?

☐ Not at all    ☐ somewhat well    ☐ Very well    ☐ Extremely well

**PART III: PLEASE STATE YOUR AGREEMENT BY TICKING IN THE BOX.**

1=Strongly Disagree    2=Disagree    3=Uncertain    4=Agree    5=Strongly Agree

**A. Informativeness:**

1. Ethiopian social media advertisement contains enough information which are useful for me to decide ticket purchase?

☐ Strongly disagree    ☐ Disagree    ☐ Uncertain    ☐ Agree    ☐ Strongly agree

2. Ethiopian social media advertising Provide the information I need?

☐ Strongly disagree    ☐ Disagree    ☐ Uncertain    ☐ Agree    ☐ Strongly agree

3. The Information obtained from social media advertisements is really useful.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

4. Social media advertisement helps to keep me up to date.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

**B. Entertainment:**

5. I found that the content of advertisements on social media is enjoyable and entertaining.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

6. The content on Ethiopian Airlines' social media channels is innovative and entertaining.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

7. I enjoy watching an advertisement on social media

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

8. Social media advertisement does not just sell—they also entertain me

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

**C. Credibility:**

9. I use social media advertising as a reference for purchasing.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

10. I trust social media advertisements as a source of information.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

11. The content of advertisements provided by Social Media advertising is credible

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

12. Social media advertisement is usually believable.

☐ Strongly disagree ☐ Disagree ☐ Uncertain ☐ Agree ☐ Strongly agree

**D. Interactivity**

13. I will be happy to decide if I get a reply on social media advertisement.

☐ Strongly disagree ☐ Disagree ☐ Uncertain ☐ Agree ☐ Strongly agree

14. Social media which encourage me to give feedback will make me decide to purchase that product.

☐ Strongly disagree ☐ Disagree ☐ Uncertain ☐ Agree ☐ Strongly agree

15. Replying to my feedback and comment will give me the confidence of the product.

☐ Strongly disagree ☐ Disagree ☐ Uncertain ☐ Agree ☐ Strongly agree

16. Reading comments and getting more feedback from other customers trigger me to purchase

☐ Strongly disagree ☐ Disagree ☐ Uncertain ☐ Agree ☐ Strongly agree

**E. Performance Expectation**

17. Using Social media advertisements saves my time.

☐ Strongly disagree ☐ Disagree ☐ Uncertain ☐ Agree ☐ Strongly agree

18. Social media advertisement motivates me to buy the product.

☐ Strongly disagree ☐ Disagree ☐ Uncertain ☐ Agree ☐ Strongly agree

19. I find using Social media advertisement useful.

☐ Strongly disagree ☐ Disagree ☐ Uncertain ☐ Agree ☐ Strongly agree

20. Social media advertisement helps me to accomplish things more quickly.

☐ Strongly disagree ☐ Disagree ☐ Uncertain ☐ Agree ☐ Strongly agree

## **F. Buying preference of customers or purchase intention**

***Rate your buying preference of Ethiopian airlines using the following scale and assigned values.***

***Very low (1), low (2), moderate (3), high (4) and very high (5)***

21. It is very likely that I will buy Ethiopian airlines tickets usually.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

22. I am highly interested to involve in Ethiopian airline travel.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

23. I am satisfied with the social media advertising and real service of Ethiopian airlines.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

24. I have a positive pre-judgment towards a service of Ethiopian airlines before actually buying tickets due to social media advertisements.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

25. I prefer the service of Ethiopian airlines because I was influenced by social media advertisements.

☐ Strongly disagree   ☐ Disagree   ☐ Uncertain   ☐ Agree   ☐ Strongly agree

***Thank you for participating in this study.***

***Source: Adopted and modified from works of Eskedar Birhanu (May 2017)***