



ADDIS ABABA UNIVERSITY
SCHOOL OF JOURNALISM AND COMMUNICATION

Social Media Marketing: the Case of Zayride Services

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Declaration

I, hereby, declare that the thesis entitled, “*Social Media Marketing: The case of Zayride Services in Focus*”, is my original work and that all sources of materials that have been used for this research have been properly acknowledged.

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This is to certify that this thesis has been prepared by **Abdurazak Mehammed**, entitled, “*Social Media Marketing: Zayride services in Focus*” and submitted in partial fulfillment of the requirements for the Degree of Master of Arts in Journalism and Communications complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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Table of Contents

Contents	Page
Declaration.....	i
Acknowledgements.....	iii
Table of Contents.....	iv
List of Tables and Figures.....	vii
Abstract.....	viii
CHAPTER ONE: INTRODUCTION.....	1
1.1. Background of the study	1
1.2. Statement of the problem	4
1.3. Objective of the Study.....	6
1.3.1. General objective	6
1.3.2. Specific objectives	6
1.4. Research question.....	6
1.5. Significance of the study	6
1.6. Scope of the study	7
1.7. Limitation of the study	7
1.8. Organization of the paper.....	7
CHAPTER TWO	8
2.REVIEW OF RELATED LITERATURE	8
2.1. The Theoretical Framework.....	8
2.2. The Notion of Social Media.....	9
2.3. The characteristics of Social Media	10
2.4. Benefiting from using social media marketing	12
2.5. The Argument over the uses of Social Media	13

2.6.	Opportunities and Challenges of Social Media.....	15
2.6.1.	Opportunities of social Media.....	15
2.6.2.	Challenges of Social Media	17
2.7.	Conceptual and Empirical overview	19
2.7.1.	Why’s of Social Media	19
CHAPTER THREE: METHODOLOGY		26
3.1.	Research Design.....	26
3.2.	Subject of the Study	26
3.3.	Sampling and Sampling Techniques.....	27
3.4.	Data Collection tools.....	28
3.4.1.	Interview	28
3.4.2.	Questionnaire	28
3.4.3.	Document Analysis.....	29
3.5.	Procedures of Data Collection	29
3.6.	Method of Data Analysis	30
CHAPTER FOUR.....		31
4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION		31
4.1.	Introduction.....	31
4.2.	Overview of the respondents	31
4.3.	Customers Questionnaire Result Analysis.....	32
4.4.	Zayride Staff Members Questionnaire Result Analysis.....	38
4.5.	Result of Interview Response	49
4.6.	Results of Document (Zayride facebook and Twitter page) analysis	50
CHAPTER FIVE		52
5. SUMMARY, CONCLUSIONS AND RECCOMENDATIONS		52

5.1. SUMMARY.....	52
5.2. Conclusions.....	53
5.3. Recommendations.....	54

References

Appendix A: Customers questionnaire in English

Appendix B (Amharic): Customers Questionnaire in Amharic

Appendix C: Zayride staff questionnaires in English

Appendix D: Interview checklists

Appendix E: Interview transcriptions

Appendix F: Document Analysis Checklists

Appendix G: Document analysis sample

List of Tables and Figures

Lists of Tables and Figures	Page
Figure 1: Profile of the respondents.....	32
Table 1: Total population of the study.....	27
Table 2: Age profile of the respondents.....	32
Table 3: The effectiveness of Facebook and twitter as a promotional tool of Zayride Services..	33
Table 4: Questionnaire result concerning the benefits of using social media marketing	38
Table 5: Questionnaire concerning the effectiveness of Facebook and twitter as a promotional tool	43

Abstract

The study aims at examining social media marketing with particular reference to Zayride Service PLC. The study aimed specifically at assessing the perceived benefits of social media marketing in Zayride Services. Both quantitative and qualitative research methods were adopted for the study. Questionnaire, interview and document analysis were used as methods for gathering data.

A questionnaire was administered to 338 selected staff members and customers through a random sampling technique, whereas interview was held with eight marketing managers, software developers, and social media marketers working in the organizations who were selected through simple random sampling. Furthermore, document analysis of the company's Facebook and twitter page were made. Mixed method that incorporated both qualitative and quantitative data analysis method was employed to analyze the quantitative and qualitative data. The finding shows that social media marketing helped the organization in advertising their service to customers. Mostly, customers are interested in Facebook in getting the services of the organization. The main challenge in social media marketing of the organization was unable to fit the interest of the customers. Also, unavailability of images and videos in advertising services of the organization is the other challenge. On the basis of the finding the researcher suggested that the company should be open to the customers on social media and also there should be a direct communication with customers on social media. Moreover, vivid photos and videos that attract the attention of the customers in the context of the organization service should be used by the company in advertising their services.

CHAPTER ONE: INTRODUCTION

1.1. Background of the study

In current world, social media has changed the way organizations do business online through social media network over the past few years; as a consequence, social media marketing has created its own niche in the business world. Organizations are hiring marketing managers and social media analysts, and they are forming their own departments, separate from those of the traditional marketing and advertising sectors. Advertising over the last few decades has been changing rapidly (Lai & Turban 2008).

The rapid growth and acceptance of the social media concept among various spectrums of people can be explained by the social networks theory. The theory highlights the social relationship and interactions that exist among actors in the form of friendship, work relationship, etc. (Kane, Alavi, Labianca and Borgatti, 2013). Lately, the social networks theory has received a great deal of attention and it has been said to offer a description, analysis and explanation for the behaviors on the social media platforms (Kane et al., 2013).

Reaching consumers has become much easier for companies given the new technologies available. However, the wider the span of audience a company tries to reach, the higher the cost of resources. Social media websites offer numerous tools and applications that could greatly increase the growth of small businesses and non-profit organizations and can be much more cost-effective. Social sites can be used to network with organizations to help employees find employment and give corporate advice among business professionals (Chen *et al.* 2011a).

Literature shows that the flow and the quality of the content that is being exchanged in a social network can generate benefits (Lin, 2001; Kane et al., 2013). This shows that social media websites can also provide many opportunities like to buy and sale goods and services, advertise products and services, and publicize new discoveries for industries that are either unavailable or very difficult for most organizations to obtain on their own. With effective strategies and guidance, companies are offered a new platform of advertisement that has the potential to revolutionize the

way companies present their products and services to consumers (Martin, 2010). Social media websites provide a direct line to the customers that not only allow for companies to present their products, but also allow companies to receive feedback from consumers (ibid, 2010). With all the information users put online, organizations can modify their marketing strategies and better direct advertisements for specific market groups (Senecal & Nantel, 2004). This shows that companies are now given another opportunity to stay in the minds of customers by simply being available on a worldwide scale. A significant number of businesses have noticed that they have spent less on advertising since they began using social sites. As with any new idea, there are some disadvantages to using social media sites that must also be taken into consideration.

Social media marketing is still in its infancy and social networks are still small players compared to big portals and search engines in terms of audience and revenue. However, social network sites (facebook, twitter, etc) are the fastest growing online sector and it is likely that they will become the most important online marketing tool and will outperform “traditional” online marketing sites and portals. Social media marketing can mainly be used for building brand awareness, identifying opinion leaders (known in social media as influential), driving traffic to brand Web sites, spreading specific messages virally, developing customer databases, instilling credibility and trust in a brand, and enhancing a brand’s image, among others” (Tuten, 2008, p. 26).

Marketers need to realize that marketing is changing and following new rules. According to Tuten (2008, p. 175), social marketing is nowadays “characterized by user control, freedom and dialogues.” These new characteristics have significantly changed the competitive environment which has become more transparent and makes companies to react to these changes. Now days, organizations are defined through their published content and customers want authentic content. Social media have turned the previous passive consumers into active producers and distributors of content, the so called presumes. The new consumer is an “empowered, impatient customer who has a short attention span, a lot of choices, and a low barrier to switching” (Chaffey & Smith, 2005, p. 119).

Social media have changed the brand building process. Previously, marketers have been in the position to determine the appearance of a brand and then simply copy their offline strategy in the

online environment without any adaptation to the customers' needs and wants. However, organizations are not in control anymore and need to consider the new power of consumers. Users have the possibility to interact both with organizations as well as with other users and to participate in the branding of a product or service. Additionally, it is crucial to empower consumers to encourage interaction and collaborative product development.

Social media have created a new form of dialogue between companies and consumers. Traditional forms have been business-to-business (B2B) and business-to-customer (B2C), whereas new forms are customer-to-business (C2B) and customer-to-customer (C2C) (Chaffey & Smith, 2005).

Nowadays, consumers have the possibility to inform each other about products and services through social media and are not solely dependent on the information provided by organizations. Consumers are using social media as an important source prior to a purchase decision because they trust other members and their experiences. Especially in tourism, social media are important information tools because the tourism product is intangible and as such cannot be tried out before a purchase (Charlesworth, 2009; Chung & Buhalis, 2008).

Social media marketing should be understood as a direct two-way communication between brands and customers and not as the passive consumption of advertisements. The goal of social media marketing is neither to create traffic nor to interrupt the community but to create brand value and a relationship between the brand and the consumer. In social media, it is crucial to pay attention to the consumer and their opinions. Organizations need to interact and communicate with their customers, encourage participation, share stories and become a part of the community based on trust and a mutual relationship. Trust is established by providing honest information and quality content; however, organizations need to understand that social media marketing is a slow transaction as it takes time to build up trust (Tuten, 2008).

This thesis is set to analyze whether a company should establish a presence in social media marketing in the realization of the objective and goal of the organization. Improving marketing performance in the organization is important in realizing development objective of any company.

1.2.Statement of the problem

The advancements in the web in recent years have made new systems available to business through social media such as facebook, twitter, telegram, etc (Lu *et al.* 2010). The general availability of the internet has given individuals the opportunity to use social media, from email to Twitter and Facebook, and to interact without the need for physical meetings (Gruzd *et al.* 2011).

Social media network sites like Facebook, twitter, MySpace and YouTube have recently gained enormous popularity for marketing communication. Online social networking is building communities that bring people together on the Internet. In today's world, Internet-based social media and networks are used as tools for online information exchange, connection with new ideas, and communication with business personnel and companies, and allowing users to manage existing relationships while creating new ones (Ryan & Jones, 2009).

This creation of relationships forms online communities where interaction and socializing are the main focus, with members sharing similar interests and learning about each other by exchanging information (Buss & Strauss, 2009). This information is often referred to as social media, which is simply the content embodied in social networks; namely photos, status updates, video and links to websites (Eley & Tilley, 2009). They also pointed out that the combination of the concepts of social media and networks has seen the rise of social networking websites such as Facebook, Twitter, MySpace, LinkedIn, and YouTube, all of which aim to connect groups and individuals such as friends, relatives, and business colleagues. Social networking is becoming more popular than other communication methods such as through phone, mobile, face-to-face, and email. Social media allows company to market their business to thousands of people around the world at any moment, There is no limit to the demographic, location or types of consumer that brand can touch.

The emergence of social media era brings communication revolution in everyday news gathering practice easy. Many theorists see the development of social media driven news practices as part of a larger shift from a culture shaped by the logics of broadcasting toward one fostering greater grassroots participation. This shift is said to take the form of a transition from industrial news

production revolving around ‘gatekeeping’ by professional editors to a process of “gate watching,” based on “open news story development” and the “communal evaluation” of news coverage” (Jenkins et al., 2012, cited in Poell & V. 2014, p.183). In other words, Social media offer different values to firms, such as enhanced brand popularity (de Vries, Gensler & Leeflang 2012), facilitating communication with others (Chen *et al.* 2011b), increasing sales (Agnihotri *et al.* 2012), sharing information in a business context (Lu & Hsiao 2010) and generating social support for consumers (Ali 2011; Ballantine & Stephenson 2011). In addition, the networking of individuals through social media provides shared values, leading to a positive impact on trust (Wu *et al.* 2010). Today, with the expansion of social media, a study of consumer behaviour on social media platforms is a research agenda (Liang & Turban 2011) because social media are likely to develop marketing strategies in firms through trust-building mechanisms and affecting customers’ intention to buy online products.

Although social media plays critical role as stated above in marketing sphere, it does not have the attention it deserves in some organization. In other words, social media does not get attention in modern industry even it has many positive impacts on society. That means; it is converting the once passive consumers into digital activists, who are ready and willing to learn more information about their favorite brands, companies, and services, in addition to spreading that news as well (Rajapat, 2009). Social media is making it a necessity for businesses to create a social media campaign that intrigues users with engaging content and authenticity (Mothner, 2010).

Taking observation in the accounts, this study attempts to answer the questions ‘What are the perceived benefits of social media marketing?’ and ‘what are the practices of the subject organization (zayride) in terms of social media marketing?’ which was a question of a researcher. Also, ‘why is it necessary for marketers to establish a presence in social media and what strategies can be developed for social media marketing?’ will get response in this study. Thus, the researcher chooses this topic because of its recentness that people often complain regarding this issue. Also to the knowledge of the researcher, there are no previous studies made on social media marketing the case of private services. Furthermore, Facebook and twitter are the most growing fraction of social media and many people are active users in Ethiopia. But the way they frame information sets question in the mind of qualified practitioners.

Therefore, this study focused on social media marketing in the case of Zayride Transport Service (Ethiopia).

1.3.Objective of the Study

1.3.1. General objective

The general objective of the study is to examine the perceived benefits of social media on Zayride Transport Services in social media marketing.

1.3.2. Specific objectives

- To investigate the perceived benefits of using social media.
- To assess effectiveness of Facebook and twitter as a promotional tool of Zayride Transport service,
- To assess strategies that can be used to develop social media marketing.

1.4.Research question

- i. Why is it necessary for marketers to establish in social media marketing?
- ii. What are the possible challenges and opportunities for the effectiveness of Facebook and twitter in Zayride transport services?
- iii. What possible strategies are designed to develop social media marketing of Zayride?

1.5.Significance of the study

Social media marketing at all levels of the business organization is very important for the well-being of the customer's interactions. Therefore, this study is believed to make the following contributions.

- It may help the organization share company's problems with all employees and make all employees to participate in administrative issues of marketing strategies.
- The study may increase awareness for employees, customers and others about the importance of social media marketing and the ways of attracting the customers.
- The study would forward recommendations that may help the organizations best method of attracting customers to social media marketing.
- The study may give some clues for further study.

1.6.Scope of the study

Facebook pages and twitter accounts create value for business-to-customer (B2C) and business-to-business (B2B) marketers to promote their product or organization. (Dunay & Krueger, 2010) Based on the case company, the research mainly focuses on the business-to-customer (B2C) activity. The research results would be used for business-to-customer (B2C) marketers.

Accordingly, the scope of research centers on social media marketing specially the Facebook page and Twitter account of the case company. In short, the study focused on the perceived benefits of social media marketing.

1.7.Limitation of the study

One of the limitations of this study is the lack of and accessibility related challenge with respect to Facebook news/social media related literature; however, the student researcher has been able to use some online journals and materials. Another limitation of this study is that its findings could not be generalized to social media marketing of private transport services. The study also limited to the perceived benefits of social media marketing due to time and budget constraints.

In addition, all Facebook and twitter contents do not analyzed in this study is taken as limitation. Thus, the result of the study may not represent the realities in other organizations.

1.8.Organization of the paper

The study organized into five chapters. Chapter one provides a brief background to the study, discusses the research problem and significance of the study. Chapter two review previous research on after sale service, customer satisfaction, customer loyalty and their relationship. Chapter three present the methodology part of the study. Chapter four present the result and discussion. Chapter five present summary and conclusions and provides recommendations based on the study.

CHAPTER TWO

2. REVIEW OF RELATED LITERATURE

2.1. The Theoretical Framework

Two relevant theoretical models can be seen as the foundations of social media marketing and will also be applied as the theoretical framework of this research.

The first theory is the Brand Identity Planning model which is developed by David Aaker (2010). He discussed a way for companies to create a strong and durable product brand in an optimal situation. In his theory, the differentiation among three concepts (Brand Image, Brand Identity, and Brand Position) is offered. Moreover, the model provides four viewpoints of a brand which are brand-as-product, brand-as-organization, brand-as-person, and brand-as-symbol. When a company decides to build their brand identity, these perspectives should be taken into account. In some cases, a company that only builds their brand identity with one perspective is not a problem because the other three are useless or redundant for the company (ibid, 2010).

The second theory that provides the research a strong theoretical background is the Social Network Analysis. The social network analysis comes from network theory which under the background that many mathematical and statistics studies have been done in the sociology to examine the relation between social entities. According to the social network theory, the definition of social network is a set of actors that may have relationships with one another (Hannemann, 2005). The perspective of this is individual actors in a community as nodes, the communications between these actors are considered to be ties, edges, links and connections. As people are supposed to be social animals, one's action and decision might affect others (friends, colleagues, acquaintances, etc). Therefore, social network plays important role in the social media marketing as one's comment for a certain product in the social media may influence other's consideration of this product (Ibid, 2005).

2.2.The Notion of Social Media

Scholars and media oriented organizations are elaborating the notion of social media as their views, regardless of a unique standardized definition due to its fast growing nature and diversity platforms of delivering information. To begin with OSCE (2013), “Social media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. It can be defined as a group of Internet-based applications that build on the ideological and technological foundations of the so-called Web 2.0 and that allow the creation and exchange of user-generated content” (p. 25). The foundation of internet based web 2.0 application is nitty-gritty for the notion of social media platforms.

Moreover, Social Media Terms describe, “The new generation of digital, computerized, or networked information and communication technologies. These can take many different forms including internet forums, blogs, wikis, and podcasts, picture, music and video sharing.” Despite the single standard definition, as a glossary of basic social media terms, “Social media is any online tool that allows people to produce, publish, and share content online and relate with one another.” Journalistically, from the above ideas on social media terms, still the engine of social media evolution is the advancement of internet. According to Drury (2008);

Social media describes online resources that people use to share ‘content’: video, photos, images, text, ideas, insight, humour, opinion, gossip, news — the list goes on. These resources include blogs, vlogs, social networks, message boards, podcasts, public bookmarking and wikis. Popular examples of social media applications include Flickr (online photo sharing); Wikipedia (reference); Bebo, Facebook and MySpace (networking); del.icio.us (bookmarking) and World of War craft (online gaming) (p.1).

On top of that as Barry (2010, cited in Gebayohu, 2011, p. 3) points out the concept of the new media can be defined as, “The combination of digital, computerized, networked information and communication that leads to the production of various types of media content. Since the end of the 20th Century, substantial transformation occurred in the communication process due to the rapid innovation and diffusion of the applications of the new media.” Therefore, social media rapidly becomes influential communication medium through internet overriding. Above all,

according to Alejandro (2010, p. 10), “What makes social media of particular interest to journalism is how it has become influential as a communication and news-breaking tool.” This indicates that social media customers can disclose their surrounding occurrences as breaking news like professional journalists do. On top of that, Online Dictionary of Merriam-Webster defines Social Media as follows: Forms of electronic communication (such as websites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as videos).

Social media marketing, according to McClure (2009), is more than just a buzzword. Today it is a way of life and a huge part of people’s lifestyles, due to the rise in online communities where people share common interests and stories with each other. Businesses are witnessing the level of power that social media has over consumers; social media marketing has created new challenges for advertisers, companies and strategists. Modern marketers are noticing how these online tools can spread their intended message through online conversations, which has strengthened the power of consumer-to-consumer conversations in the marketplace (McClure 2009). This amplification can be best seen where traditional Media (e.g., newspapers, television) are supplemented by social media (e.g., blogs, YouTube, discussion forums and social networking sites, Facebook, Twitter, MySpace and LinkedIn).

In general, social media are inter-connected computer tools that allow people to share or exchange information, ideas, images, videos and even more with each other through technological networked devices. Scholarly, social media perceived as a key tool for communication in media and other organizations. As Siddiqui and Singh (2016, p. 1) argue, Social media includes social networking sites and blogs where people can easily connect with each other. Since the emergence of these social networking sites like Twitter and Facebook as key tools for news, journalists and their organizations have performed a high-wire act.

2.3.The characteristics of Social Media

Social media has some distinctiveness from the mainstream media landscapes. Mayfield (2008 cited in Sylvia et.al 2013) identified five specific characteristics that underline the operations of all social media: participation, openness, conversation, community, and connectedness. The explanations are as follows.

Participation: One of the most distinctive characteristics of social media is its participatory nature that allows interested parties an opportunity to engage in an interaction. By encouraging contributions and feedback from everyone who is interested, social media blurs the line between media and audience (Mayfield, 2008).

Conversationality: Compared to traditional media, social media enables two-way conversations rather than one-directional transmissions or distributions of information to an audience (Mayfield, 2008). While traditional channels, such as television, radio, newspaper, and magazine, only deliver a linear communication mechanism, the Internet provides a nonlinear or two-way communication environment (Rowley, 2004).

Connectedness: Even though the physical presence is considered to be ideal in social relations (Stafford, Kline, & Dimmick, 1999), interpersonal ties can be maintained by not only face-to-face communication but also mediated interaction via communication technologies (Stafford et al., 1999; Wellman & Gulia, 2003). By providing Web links to other sites, resources, and people, social media allows media users to move from one point to others in cyberspace, and offers connectedness to its users (Mayfield, 2008).

Community: Social media allows individuals and organizations to identify and communicate with the people whom they want to be associated with. That is, it offers a mechanism for individuals and organizations to form communities quickly and to develop relationships effectively with others who share some commonality with them (Mayfield, 2008).

Openness: The openness characteristic is enhanced by social media's networking philosophy and the availability of easy-to-use mechanisms for creating and sharing contents. The evidence of openness is prevalent as people, especially the younger generation, share their lives online via social media sites like Facebook, Flickr, and Twitter, and organizations use corporate blogs to distribute information and receive feedback.

On the other hand, Taprial and Kanwar (2012 cited in Etana, 2015, pp. 12-13) stated five distinctive characteristics of social media. These are: accessibility, speed, interactivity, longevity and reach.

Accessibility: social media is easily accessible, takes no or low cost to use. It is easy to use and connect with others as well.

Speed: the content once published will be visible to all connected communities. Not only publishing responses are not delay— they are near instantaneous as well.

Interactivity: social media offers a two-way or more communication. Users interact with each other; ask questions, comments, share, offer the other version of viewpoints and others.

Time stamp: Each and every post in the social media has a time stamp indicating if the post is either fresh or stale. Depending on the freshness of the post, the responder may either choose to respond or not to respond.

2.4. Benefiting from using social media marketing

The route for companies to start benefiting from social media marketing started when “In 2007, Facebook finally let organizations create brand pages. It was touted, essentially, as free marketing access to Facebook’s growing audience of highly desirable young adults” (Cohn, 2015). This led to a scenario where “Brands realized how powerful social marketing could be and began investing in bigger teams and more thought-out social strategies” (Cohn, 2015). This made it possible for customers to communicate back to the companies and that two-way communication created a big opportunity, which caused the brand owners to react and start using social media as a major customer service channel (Cohn, 2015).

Social media platforms increase reach and reduce costs by providing three areas of advantage for customers (Watson et al. 2002; Sheth & Sharma 2005, in Nadaraja & Yazdanifard) and within these three advantage areas we can recognize and support what Con said about brand owners starting to use social media as a major customer service channel. The three advantage areas being “the marketing firm can provide unlimited information to customers without human intervention, social media marketing firm can create interactions by customizing information for individual customers that allow customers to design products and services that meet their specific requirements, social media platforms can allow transactions between customers and firms that would typically require human contact” (Watson et al. 2002; Sheth & Sharma 2005, in Nadaraja & Yazdanifard).

Now when every day 864 million people around the world check Facebook (Peterson 2015), it is not a surprise that social media networks are just new channels for your brand’s voice and content” (DeMers 2014). In addition the losses are minimal, “realistically, you do not have anything to lose by getting involved in social media. The amount of time and money it takes to create your profiles and start posting is usually minimal, compared to other marketing channels.

Just six hours a week or a few hundred dollars is all it takes to establish your presence” (DeMers 2014). For example with Facebook it is very effective to target any specific demographic you want, you can choose age groups, hobbies, certain groups and the time of the day to send the advertising messages, testing which groups are the best for a certain business (Wheeler in Ingham, 2014). By using the “Driftrock” companies can use data collected on Facebook to be more successful (Ingham, 2014). You can reach more customers, cheaper, through the power of data. The teams have developed a suite of tools, each designed as a separate app, to help optimize brand’s social media campaigns (Wheeler in Ingham, 2014).

2.5.The Argument over the uses of Social Media

The presence and uses of social media have drastically changed the ways of interaction. It becomes easy to interact with anybody, anywhere and anytime depending on the availability of the internet network. These developments are not just playing out between businesses; they are profoundly impacting almost every sphere of life and with journalism on the front line.

In developed societies the adoption of email, instant messaging and mobile messaging has been rapid and widespread. But in more recent years, there has been a rise in popularity of powerful new tools, associated with the improved capacity of the internet to handle two-way interaction message boards, tweets, facebook, YouTube, blogs, wikis and other social networks (The Newman, 2009).

Web 2.0 advocates argue that the internet should not be just another form of distribution for big media companies but is an opportunity for a flowering of new creative expression (the read-write web) (Newman, 2009). And we are witnessing a historic shift of control from traditional news organizations to the audience themselves. The one-way nature of the media so far has been an unnatural state, argues Jarvis, due to limitations of production and distribution. He says that, properly done, news can be a democratizing force and that it should be a conversation between those who know and those who want to know, with journalists in their new roles as curators, enablers, organizers, educators helping where they can. On the other side of the debate, Keen (2007) as cited in Newman (2009) stated that the ‘cult of the amateur’ is undermining great companies who have consistently created value through imparting quality information and education. He added that:

We need to fight back, to retain the structures and profession that are in danger of dying out, taking with them concepts such as quality and trust: The Web 2.0 revolution has peddled the promise of bringing more truth to more people ... but every week a new revelation calls into question the accuracy reliability and trust of the information we get from the internet. (p.63)

Although issues such as accuracy and standards are at the heart of the current debate within journalism, scholars and commentators see these issues as part of a much wider change in the media landscape. Saffo (2007) talks of the shift from mass media to personal media. He believes many traditional publishers will fall by the wayside in the process: The Mass Media revolution 50 years ago delivered the world to TVs, but it was a one-way trip all, we could do was press our nose against the glass and watch. In contrast, Personal Media is a two-way trip and we not only can, but also expect to be able to answer back.

For Shirky (2009), the key change is the internet's ability to support 'many to many' conversations, in addition to the 'one to many' broadcast model. Now he says, "Members of the former audience can talk directly to each other, leading to the largest increase in expressive capability in human history." Dutton (2007) argued that we are witnessing the emergence of powerful new voices and networks which can act independently of the traditional media. He has termed these developments the emergence of the 'Fifth Estate' and continued to that:

...Highly 'Networked individuals' (helped by new platforms like social networking and messaging) can move across, undermine and go beyond the boundaries of existing institutions. This provides the basis for the pro-social networks that compose what I am calling the Fifth Estate. (p.117)

Although it is early days, Dutton believes that the Fifth Estate could be as important to the twenty-first century as the Fourth Estate has been since the eighteenth. From influential bloggers

to community networks and activists, this new sphere of activity offers new competition for the mainstream media. These groups are becoming an alternative source of news, as well as another option for politicians, businessmen or other public figure to bypass them and take their message unmediated to their supporters or followers. And as if to add insult to injury, these new media and individuals are also now acting as a check on the mainstream media, questioning their accuracy, and standards, and forcing a new transparency (ibid, 2007).

2.6.Opportunities and Challenges of Social Media

Social media offers both opportunities and challenges in how people communicate and interact (Dosemagen, Vis, and Wardle, 2016, p. 5) asserted,

Real-time "free" communication, within and across communities, has resulted in seismic shifts. Some of those shifts seem mundane, such as the ability of families and friends to connect over daily activities. Some are more remarkable, as in the use of social media platforms to organize protest movements and, in some cases, revolutions.

2.6.1. Opportunities of social Media

The evolution of internet penetration changes the landscape of communication from the traditional system to moderately networked society. It has created the opportunity for flourishing connected social interaction to override information across the globe. Participating in social media forums, known collectively as "Web 2.0," allows communication and information sharing with large groups of people instantaneously. Bermejo and Chan et.al (2014, p. 108) stated, "Digitization brings new opportunities to journalists in three notable respects: faster news delivery, better access to sources and information, and more interaction with readers/consumers." Further Sawyer (2011, pp. 2-3) stated, In social media, people have the opportunity to express their opinions to the public and participate in conversations and dialogue through a common virtual medium. Further, in today's society, there is an increasing number of Internet users so new social media has become more popular in daily patterns and routines.

Social media inspired the voice of voiceless society beyond the conventional media. Every citizen who can use social media freely gets the chance to publicize whatever comes to their mind and occurrences around them regardless of prohibition. Zuckerberg, founder and CEO of

Facebook January, 2018 report recommends that, “When you give everyone a voice and give people power, the system usually ends up in a really good place. So, what we view our role as, is giving people that power. By giving people the power to share, we’re making the world more transparent.”

Social media provides people to interact about socio-cultural and economies, political rumors and everything, by using new media technology which is in their hand to disclose information through social networks that brings paradigm shift of communication. According to Koul (2013), the Internet, and through it, social media is leading major evolutionary trends both in society and business. Values, culture, norms, and behavior are making paradigm shifts.

Social media is easily being used in different sectors for communication and promotion beyond conventional media. Different sectors alternatively utilize social media for its contemporary, easily networked, low cost and informal accessibility. For instance, in the educational environment, health institutions, agricultural organizations, economic forums, political campaigns, NGO, and others are using social media services to connect with their customers. By integrating with traditional media linking it plays a crucial role for communication (ibid, 2013).

The accessibility of social media enhances users to enrich and exchange knowledge, disseminate information and connect with global society. Gillmor (2004 cited in Paulussen et al (2007, p. 132) pointed, “Speaks of the “former audience” to stress that the public should no longer be regarded as a passive group of receivers.”

The access of social media provides the opportunity for educators to teach good digital citizenship and the use of Internet for productivity, help to foster information for media organizations and individuals, promote political campaigns, make profit for business enterprises and strong enough for societal interaction. Siddiqui and Singh (2016, p. 73) outlined, “Social media provides awareness among society like campaigns, advertisement articles, promotions which helps the society to be up to date with the current information.”

What is more, Hermida, (2012), cited in Ameyu, (2015) identifies the major positive impacts of social media on journalism.

1. **Gathering the news:** journalists have been taking social media presence to find stories, sources, and ideas in such a way to get a different perspective. Turning to audiences has in turn empowered them not just as news sources, but as news sensors as well. Mainly, social media sites are widely used for breaking news – disaster, terrorist attacks - as journalists cannot be everywhere.

2. **Reporting the news:** social media has enhanced reporting while enabling to report as things unfold with the witness account across boundaries. This includes reporting timely information from the court room within a fraction of seconds which wouldn't be possible otherwise. But this doesn't mean that things merely end once discussed on social media, rather the journalists' new role of curation will continue.

3. **Recommending the news:** social media has pledged news rooms to promote their products. This happens as they recommend the news with a link to the website of the news outlet. Journalists and editors also use it as a promotional tool. This widens their audience reach and helps build their brand. However, this also gives a right to audiences to navigate the news; either to continue with the link and recommend the news to their friends. Thereby, the gate keeping function of the media is challenged. This is due to the fact that, friends on social media take the role of news editor while keep on recommending what is important and interesting to their friends in such a way inviting them to read, watch or listen(Ibid, 2015).

According to Bermejo and Chan et.al (2014, p. 110), perhaps, the biggest role that digitalization plays in journalism lies in news gathering and dissemination rather than in news quality. In France, The expansion of online news has not substantially enlarged the volume of valuable information, as most content is still based on the same sources as before digitization: press agencies, press conferences, or internal sources of information. It is rather a system of dissemination of the news (the hypermedia system) that has changed, as similar content is now delivered on the main websites, commented on by blogs, and promoted on Twitter and Facebook.

2.6.2. Challenges of Social Media

Despite the fact that social media play the crucial roles in communication, collaboration, entertainment, education, business, politics and etc, also it confronts major challenges.

According to Kumar and Vardhan (2014, p. 7), the following are the most prominent challenges posed by the social media.

Privacy: The primary challenge posed by the social media is the privacy. Many people restrain themselves from taking part in a dialogue with a fear of losing their privacy.

Access for those with disabilities: Section 508 of the Rehabilitation Act of the US provides guidelines for making federal websites accessible to people with disabilities, including the visually and hearing impaired.

Commercial advertising on social media: Advertising on social media should follow the formalities of censor; and porn content in advertisements should be avoided on the websites, intended for the very purpose of social networking. If such restrictions are not imposed, strictly, it may ruin the minds of youth, thereby indirectly increasing the crime rate. This is one of the vital challenges posed by the social media in the contemporary web world.

Terms of agreements: Most of the social media sites allow the audience to create an account, after accepting terms of agreement, which are often vague. The terms of agreement can be interpreted in multiple ways. They pose a threat, indirectly. Most of the social networking websites get an agreement accepted by the users that their information can be used by the owners of the social media. It indirectly causes invasion of privacy.

Such a challenge is one of the crucial confront posed by the social media.

Security Concerns: Social media sites pose an equal threat to the security of personal information and other concerned data. Hacking of the websites is the most common feature; with hacking there is an imminent threat to the audience of social media.

Deception: The identity of the individual who joins the social networking sites may either original or fake. The veracity of his/her identity is not known to the fellow user. In the recent past, many cases of deception around the world have been registered. Social media turns to be an easy way of deceiving people using the technology.

Furthermore, improper use of social media may violate laws established to protect customer confidentiality. According to Tiryakioglu and Erzurum (2011, p. 140), “Problems pertaining to confidentiality, misuse of information and social network dependence are undeniable facts.”

2.7. Conceptual and Empirical overview

A deeper understanding of consumers' use of social media to arrive at theoretically plausible and convincing models has been hailed as the need of the hour by academicians and managers alike. Specifically, a conceptual understanding of what motivates consumers to go to social media, the factors that engage and hook them on to social media and factors that lead to a consistent use of social media by consumers are all questions that need to be answered. The fact that the fundamental interactivity with social media is closely linked to the higher order goals: collaborate, create, collect, connect and consume (Hoffman and Novak, 1996) is an established one. The various levels of consumer engagement are intrinsically linked to consumer activities and online engagement with social media. This paper utilizes the 4Cs capabilities of social media to propose why, when and how consumers engage with social media. It is hoped that the propositions in this paper will help explain why so many people spend so much time on social media, which is becoming increasingly popular. Next, we briefly discuss the 4Cs proposed by Hoffman and Novak (1996) before we utilize these motivations to arrive at propositions in this paper.

Hoffman and Novak (1996) proposed the 4Cs-Connecting, Creating, Consuming and Controlling-to evaluate how consumer motivations drive consumer's social media goals. Connecting is a social goal and is linked with related needs with an intrinsic motivation to connect with others. Connecting is related to a positive evaluation of social media group to which the consumer belongs leading to a private collective self-esteem goal. Creating is a goal that contributes to a sense of self that result from identity self-esteem. Creating is linked with the goal of autonomy, competence and has an external locus of control that leads to higher social media involvement. Consume is a non-social goal that is intrinsically motivated and negatively correlated with autonomy and competence. Control goal is linked with social media knowledge and positively linked with autonomy and competence. Below, we incorporate the 4Cs to explain and propose why, when and how consumers use social media.

2.7.1. Why's of Social Media

The motivations that drive the rationale behind 'why' consumers use social media are plenty. First, consumers like being "*connect*" with the real world with news about products and brands, the new products that are launched and whether there are issues and problems with current

products. For example, a consumer may want to visit social media to want to know about the latest Android or Apple launches. The premise of this proposition lies in the “*Social Capital Theory*” that suggests that online consumers engage in social listening by reading the interactions that occur between other online consumers and companies who have invested into virtual customer service (Lee, 2009). Hence it is proposed that, “*Consumers use social media channels as a way to stay informed and connected with online news about brands and products.*”

Second, consumers like to accomplish a level of control when they have an opportunity to demonstrate their social media knowledge by offering guidance and advice to other online consumers. By providing guidance and advice to other consumers their autonomy and competence needs are met. For example, consumers love to act as opinion leaders and respond based on their knowledge and experience when a fellow consumer posts about the attributes to look at when buying a diamond ring. These control goals can be explained through the Online Knowledge Sharing Model (OKSM) proposed by Novak’, 1996). Essentially, the model suggests that the motivations individuals have online to share knowledge are an internal desire to develop and tendency to maintain social relationships. This also aligns with Hoffman and Novak’s (1996) control goal where one of the social core motives of engaging in social media is to demonstrate social media knowledge. These arguments lead to the proposition that, “*Customers offer guidance and advice to other consumers through social media for altruistic and community-based reasons, as well as to maintain social relationships*” (Novak’, 1996).

Third, consumers create goals are met when they use social media to engage in a brand conversation. This leads to an involvement with the social media, generating positive self-esteem and identity goals. For example, a consumer who has just bought a Tesla car is very likely to visit the Tesla forum at <http://www.teslamotorsclub.com/forum.php> to participate and continue the conversation about his/her latest purchase. In contrast to previous research on brand communities, consumer engagement and content that businesses can only react passively (Porter and Donthu, 2008), Goh et al., (2013) found that marketers can actually transform their role from a passive and reactive party to a proactive and influential one. Specifically, marketers can better reap economic values from social media brand communities by actively engaging consumers in brand communities.

Thus, it is proposed that, “Customers use social media to continue and engage in brand conversations.”

Fourth, the latest trend that’s driving consumer usage of social media is driven by the *create* goal where consumers like to participate and generate photographs of the newest and hottest looking products they bought . The need to be there when a photography conversation is on is typified by the need to be involved with creation of newest photographs. For example, the launch of GoPro cameras generated thousands of pictures where consumers shared their pictures with this new cool gadget and it was important for them to be creating and generating this conversation. This example can be explained by Festinger (1954), which suggests “people are generally motivated to evaluate their opinions and abilities and that one way to satisfy this need for self-evaluation is to compare themselves to others”.

In addition, social media has proven to be an excellent outlet for creating and maintaining engaged relationships with customers through brand fan pages on social networking sites (De-Vries et al., 2012). On one side, companies can take an active role in placing brand posts such as videos, information and other material on brand fan pages. On the other side, customers can take an equally active role by being fans of the brand, indicating that they like the brand post, commenting on it-positively or negatively and sharing it to propagate the brand (De-Vries et al., 2012).

Social media serves as a medium for consumers to validate their social status through posts of personal possessions that are deemed the newest and hottest looking products in the market (Dubois & Duquesne, 1993). Since social media encompasses many formats such as videos, pictures and blogs and photographs facilitate the fulfillment of create goal as photographs are an easy and quick way to demonstrate a consumer’s engagement with newest products, it is proposed that, “Consumers use product photography about the newest and hottest looking products to generate and share information.”

Fifth, consumers love to satisfy their autonomy and competence needs through a control of engaging in word-of-mouth (WOM) with others. For example, the popular Facebook feeds on “*Quick Hairstyles for When You're Running Late*” where various consumers can post their

inputs on hairstyles make them satisfy their knowledge and competence needs. While in-person WOM product referrals are usually exchanged in a unilateral direction between two individuals in an enclosed manner, online interactions allow the whole Internet community to view the information exchange (Duan et al, 2008). Social media WOM facilitates the much sought-after control goal of disseminating information to the general public resulting in visibility and instant recognition by broader audiences. Thus they proposed, “Consumers use social media to disseminate word-of-mouth to public and friends.”

Sixth, consumers’ motive to consume relevant information to make better decisions is fulfilled by seeking information to learn and compare the current on-going online deals. Thus, consumers today having comparative pricing data right on their phones and are actively shopping around even as they browse retail stores. Whether it’s the phenomena of “*showrooming*” where consumers go into stores to physically see a product only to buy it online at the lowest price, or that of “*webrooming*” where consumers walk into a store having thoroughly done all their research and know exactly what they want, shopping is changing at a rapid pace (ibid, 2008).

Specifically, the advantage of social media on the retail industry is that it allows consumers to read product reviews, either from peers or credible sources such as market mavens who specialize in a particular item. This proves to be a time-saver, as an individual skips the cognitively demanding step of analysing online deals that are fraught with information overload (Silverman, 2001). Instead, they can tap into product reviews from consumers who have already done the strenuous and time-consuming analysis (Wiedmann et al, 2001). Then, they proposed, “*Customers use social media to engage in “showrooming” and “webrooming”: Consumers compare and seek online deals in a more time and cost-efficient manner in comparison to offline searches.*”

Seventh, Social Care is an evolving area where companies are increasingly using social media to take care of customer needs and complaints. It is inexpensive and facilitates interaction and quick responses by both the company as well as the customer. Research shows that one in three social media users prefer social care to contacting a company by phone (Redsicker, 2013). Among the existing social networks, consumers use a wide variety of social media platforms

such as a Company's Facebook page and companies' Twitter handle for social care. It is not surprising then that 42% of consumers who complain on social media expect a response within an hour, and about 32% expect a response within thirty minutes and these appear to be becoming the norm. Companies are thus expected to be available round the clock to help customers.

The new norm of social care and round-the-clock availability is a great opportunity for companies to cut down costs and be efficient. For example, instead of employing a customer service agent to dedicatedly handle one customer on the phone, a company could use a service agent to handle multiple customers at one time. Similarly, a company's Facebook page could offer 'how-to' articles on fixing issues as well as build an online customer forum where customers co-create help tools. This could facilitate customer engagement with the company as acculturation strategies and consumption choices (Redsicker, 2013).

Specifically, Kizgin et al. (2018) suggest that businesses use product endorsers that fit with immigrant consumers' cultures. Thus, businesses would benefit from using mainstream opinion leaders in their digital marketing efforts when they want immigrants to assimilate to the new culture. However, when it comes to driving immigrants' separation tendencies, it is better to use experts and opinion leaders from their respective cultures. The above recent research is extremely noteworthy given that social networking has now become more main stream and influences culture (Pookulangara and Koesler, 2011).

This research makes a significant contribution to consumer acculturation research by showing that social media is a vital means of culture change and a driver of acculturation strategies and consumption choices. Thus, "Consumers share information and experiences with others through social media while watching television, essentially creating a cyber-living space for individuals to interact in." is the proposed idea.

Next, the premise behind "*Social Ads*" is that people are driven by the consume goal and pay close attention to ads posted by a friend. For example, users are likely to pay attention to an ad if someone on their social network brand posts an ad about donating for victims of Nepal Earthquake. Such ads are perceived as more relevant, less annoying and fitting one's personal tastes and interests. Not surprisingly then, consumers do not mind social ads if they are

customized to suit their personal tastes and needs. This is a new platform for creating brand visibility and that one-on-one connection with customers—a tool that was completely out of question with traditional media, which consumers had come to hate (Redsicker, 2013).

While the old mantra in advertising was that the entertainment value is the driving force into the positive perceptions of advertisements (MacKenzie and Lutz, 1989), the interactivity value of ads on social networking sites is really what drives a brand's popularity and success (De-Vries et al., 2012). One of the major ways this happens is when users forward ads to their friends online or comment on ads posted by companies or checks out ads that their friends posted.

In short, Consumers engage with Social Ads: consumers tune in and pay close attention to shared and posted ads by friends on their social networking sites.

Eleventh, consumers are always satisfying their consume goal to and utilize social networks to check out the latest buzz on products and brands to follow up with actual in-store products and brand. Taking an inside-out approach for Proposition 11, Chobani, the leading yogurt brand, tapped into the lifestyle of its consumer base by engaging in on-going conversations that were creating a buzz on social media. The brand generated excitement and engagement by incorporating in their conversation their knowledge of their target's social media habits. The result? Chobani successfully provides specific content to its consumers—which included recipes, snack ideas and tips on staying fit (Marshall, 2012). Consumers reciprocated by their connect goals of relatedness needs and an intrinsic motivation to connect with the brand and others.

It is well known that consumers use brands as a means of self-expression and rely on brands with a desirable brand identity to express their own identity. In this pursuit, consumers lean towards brands that are convergent with their self-expression and identity so as to express a unique image about their personal lifestyle (Cătălin and Andreea, 2014). Superimposing this research on consumers relations with brands on social media, recent research shows that consumer brand involvement drives consumer brand engagement (CBE) on social media and that consumer “*self-brand connection*” and “*brand usage intent*” are the key CBE consequences (Hollebeek et al., 2014). This shows that, Consumers engage with social media to check out the product and brand buzz to follow up with actual in-store products and brands.

In short, literature on social media marketing and barriers/magnets to engaging with social media is important to mention here to discuss brand connections. It is known that in non- social media settings in general, consumers are reluctant to transfer information that falls under the category of bearing social stigma, embarrassment or shame (Frenzen and Nakamoto, 1993). This contention undergoes a change in the context of social media and internet forums which provide anonymity and facilitate information. This suggests that as internet becomes more commonplace, it ceases to become a motivator for posting reviews and does not stay as a means for demonstrating one's expertise or social status.

CHAPTER THREE: METHODOLOGY

3.1. Research Design

The researcher used qualitative and quantitative research methods. Quantitative methods are used to quantify the problem by way of generating numerical data or data that can be transformed into usable statistics and generalization of results from a larger sample of population. It tends to focus on individual behavior within a household or family. Whereas, qualitative research puts the respondents into a social setting in which the personal influences that operate in social settings are reproduced and can be observed (Mytton, 2014). Also, Franzo E. (2011) argued that qualitative method is used to gain an understanding of underlying reasons, opinions, and motivations. Qualitative methods are typically more flexible, allowing greater spontaneity and adaptation of the interaction between the researcher and participants. Respondents or participants in qualitative research have the opportunity to respond more elaborately and in greater detail. It is used to quantify attitudes, opinions, behaviors, and other defined variables. Additionally, qualitative research is a type of research that covers a number of philosophical orientations and approaches; “Qualitative researchers are interested in understanding how people interpret their experiences, how they construct their worlds, and what meaning they attribute to their experiences” (Merriam, 2009).

In short, this study used mixed approach so that one complements the other. Both methods were applied in order to explore and analyze social media marketing especially through facebook and twitter. It will also attempt to assess the benefits, challenges and standards of social media marketing the case of Zayride transport services.

3.2. Subject of the Study

The subject of the study was Zayride services managers, coo-managers, drivers, communication officers and customers of the organizations. One of the mission of it states that “Headquartered in Addis Ababa, ZayRide is a customer centric on-demand taxi service offering fast, convenient service throughout the local area.” Thus, the researcher purposefully selected subjects of the study and the institution to investigate the necessary data. A total 1744 participants were taken as a subject of the study. In short the subjects of the study are shown in a table.

Managing Team	In numbers		Totals
	Male	Female	
Manager	2	--	2
Finance officers	1	1	2
Executive Secretary	--	1	1
Software developers	11	9	20
Marketing managers	--	1	1
Drivers	960	40	1000
Customers	371	347	718
Total	974	52	1744

Table 1: Total population of the study

3.3. Sampling and Sampling Techniques

Sampling is the process of selecting subjects from a population. The word selection is to mean that choosing or identifying a specific subject for different purposes. Sampling in research is chiefly concerned with information richness in which two essential considerations; appropriateness and adequacy take central stage (Kuzel, 1992).

In this study, purposive sampling was used to select the respondents for interview. According to Johnson and Christensen (2010) purposive sampling is limited as the ability to generalize findings from a purposely selected sample to the general population. To make this study, the researcher first identified all suitable respondents from Zayride transport service in the wider Addis Ababa city and then randomly selected participants to engage with. Thus purposive sampling applied to the organizations and sampled participants selected from the company for the study issue. Based on this, a total eight of managing team (one marketing manager, four software developers from 20, both general managers, and 1 secretary) were selected for an interview. Also, simple random sampling which was applied through lottery method was used to select the respondents for the questionnaire. Thus a total of 220 respondents were selected from the staff members including from drivers and a total of 118 respondents were selected from

customers as questionnaire respondents. A total of 338 respondents were selected for questionnaire using simple random sampling from a total population.

3.4. Data Collection tools

The data collection tools that were used in this study are interview, questionnaire and document analysis.

3.4.1. Interview

Interviews are chosen for their ability to extract deeper insights that questionnaires cannot (Vaughn, Schumm and Sinagub, 1996). Interviews can be structured or non-structured to allow a deep discussion of individual or groups opinions of topic/topics. For the purpose of this research, semi-structured interviews were used. Interviews are commonly used within qualitative research. An interview is a purposeful discussion between two or more people where the story of a topic is constructed in an open collaborative manner (Seidman, 2012). Interview helps find relevant and useful data, the data sourced can relate back to the researchers research question. Interviews can be formal and structured using a set of questions that relate back to the researchers research question. Some interviews carried out maybe informal and unstructured through conversations. The two most common interviews carried out in market research are structured and unstructured interviews (Saunders et al, 2009). A total of seven semi-structured interview were prepared. Thus, two general managers, four software developers, one marketing manager and one executive secretary were purposively selected and interviewed. In short, a total of eight interviewees were selected from a total of twenty six managing staff.

3.4.2. Questionnaire

In addition to Interview, questionnaire was used to collect relevant information for the study. According to Ruane (2005), questionnaire is an extremely efficient data collection tool, which is self-sufficient and the most popular survey option. Self-administered questionnaires were used to collect quantitative data. An important element of the self-administered mode is that the respondents provide responses independently. Self-administered modes can also be effective when the privacy during the survey interview is difficult to obtain. To collect the information, a set of procedures will be established to ensure that this information needs to be collected in a consistent and systematic manner. The researcher dispatched 40 closed ended and 6 open ended questionnaires to 338 (220 zayride staff selected and 118 customers) participants of the study. A

total of 216 respondents from zayride staff and a total of 113 respondents were correctly filled the questionnaires. Four questionnaires from the staff and five questionnaires from customers were rejected. Also, the questionnaires were designed in two languages (Amharic and English). The questionnaires designed in Amharic were dispatched to the customers while the English versions were distributed for the staff members. This helped to get necessary information through either of the language being used by the participants of the study.

3.4.3. Document Analysis

Krippendorff (1980) points out that content analysis is a research method used to make valid inferences from the existing data in contexts where it gives insights, representative facts and guidance for action. Facebook and twitter accounts of the zayride service were the main source of data. The purpose of content analysis was to check whether the contents of the social media and customers or followers comment showed their interest towards the company's services.

A total of thirteen document analysis were prepared and used in the analysis. Thus, zayride service's facebook and twitter accounts were analyzed for seven days. Under this, followers' comment, tweet and company's daily advertisements were analyzed based on guidelines prepared by the researcher.

3.5. Procedures of Data Collection

Before taking any step of data collection, the researcher read various literatures so as to be capable of preparing the questionnaires, interviews and document analysis checklists. The researcher prepared all data collection questions and checklists. All data collection questions were piloted before they were used in the main study in Ride transportation services. Then, unnecessary items were omitted and some important items were added. The main purpose of implementing pilot study is to further check the content validity, logical flow and clarity of the items. Researcher personally distributed the questionnaires to the respective respondents in the selected areas. Just after the questionnaires collected from the respective respondents and interview were employed simultaneously to the concerned respondents. Finally, the researcher made document analysis of company's facebook and twitter account for one week.

3.6. Method of Data Analysis

Quantitative data analyzed and presented in frequency tables and percentages. First, the quantitative data were analyzed using SPSS version 20. After feeding the data into the SPSS tool, frequencies were computed to analyze the scores of the scales for each item. The analysis of qualitative data from the research followed the method of analysis as described by Kleiman (2004). First of all the interview transcript was read in their entirety in order to get sense of the whole. Then the information was analyzed in a description or by narrating ideas and concepts in a paragraph form.

In short, quantitative and qualitative data analyses were used in analyzing the overall data.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1. Introduction

This study was designed to assess social media marketing in the case of Zayride Services. Quantitative and qualitative data were obtained through questionnaire, interview and document analysis data collecting instruments.

Two social media marketers, four software developers, one marketing manager, one executive secretary were purposively selected and interviewed. Document analysis of facebook and twitter page of the zayride company were conducted for seven days from April 10-25, 2019 based on the checklist prepared for this purpose. Documents collected in relation with this research were reviewed and used for the analysis of the data.

This section of the research paper, therefore, offered the data gathered via the selected data collection tools mentioned above and presented as follows.

In this chapter, the results and discussions of Zayride staff members, customers' responses and finally document analysis of company's facebook and twitter pages were discussed. To do so, the analyses of the data were classified in to three parts. The first part discussed the results gained from the customers by questionnaire data collection tools. The Second part focused on results gained from Zayride staff members. The third part focused on the result obtained through interview data collection tools. The fourth part focused on results obtained from facebook, and twitter accounts of zayride services and appropriate implications were discussed.

4.2. Overview of the respondents

Though 338 questionnaires were prepared and disseminated, only 329 were accepted because no questions were left unanswered. Thus, the demography of these respondents was presented below.

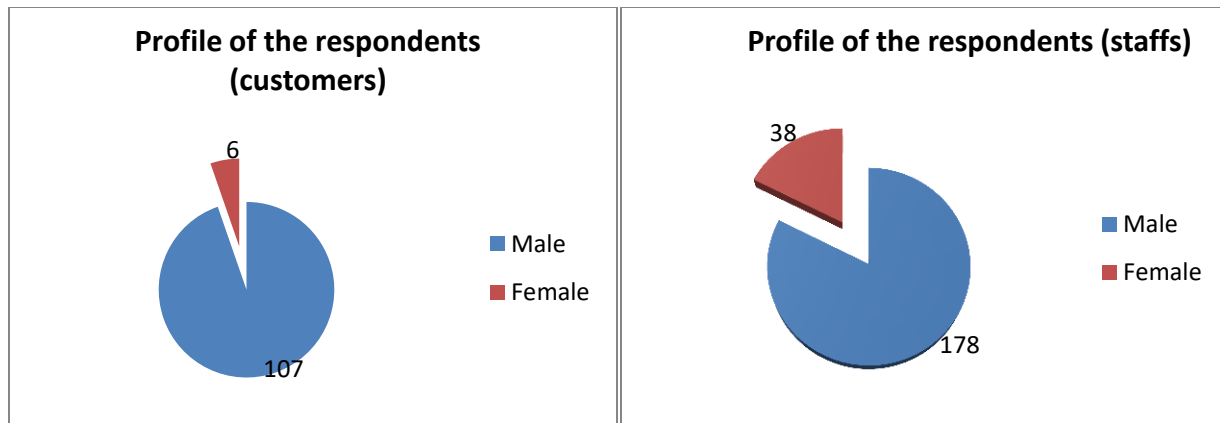


Figure 1: Profile of the respondents

No	Age	Zayride staff		Customers		Total	
		F	%	F	%	F	%
1	18-25	38	17.6	13	11.5	51	15.5
2	26-34	98	45.4	82	72.6	180	54.7
3	35-45	54	25	11	9.7	65	19.8
4	46 and above	26	12	7	6.2	33	10
Total						329	100

Table 2: Age profile of the respondents

As it can be seen above, a total of 329 respondents participated in the study. The above table showed that majority of the respondents (70.2%) who used social media were younger generations. Also, the organization and mostly service users were dominated by males.

4.3. Analysis of Customers Questionnaire

Customers were asked about their social media usage. Regarding their social media usages, 82 (73%) of the respondents used social media frequently especially Facebook. This shows how they frequently visited their social media pages.

Also, customers were asked from what electronic materials they used social media. Almost all customer respondents got access to social media either on their own mobile 94(83%). The rest of the respondents were able to get access to social media at internet café and other places.

In short, majority of the customers replied that they frequently used social media from their own smart phone or other electronic materials used to access internet.

Table 3: The effectiveness of Facebook and twitter as a promotional tool of Zayride Services

Ke: 1: Always 2: Often 3: Sometimes 4: Rarely 5: Never

No	Statements	1		2		3		4		5		Total		Mean
		F	%	F	%	F	%	F	%	F	%	F	%	
1	How much Social media is helpful?	48	42.5	43	38	12	10.5	6	5.5	4	3.5	113	100	1.9
2	How frequent you read the company's page?	11	9.7	24	21.3	59	52.2	12	10.6	7	6.2	113	100	2.82
3	How frequent you follow Facebook status update of the company?			18	16	90	79.7	4	3.5	1	.9	113	100	2.9
4	How often do you read Facebook status update?	14	12.4	11	9.7	87	77	1	.9			113	100	2.7
5	How often do you read tweets sent by Zayride Services?	9	7.95	7	6.25	79	69.9	9	7.95	9	7.95	113	100	3.01
6	How much are you interested in Zayride Services?	61	54.05	43	38	9	7.95					113	100	1.48
7	Do you spent much time on twitter?	9	7.95	11	9.73	21	18.5	53	46.9	1	16.9	113	100	3.6

8	Do you spent much time on facebook?	24	21. 2	27	23. 9	59	52. 2	2	1.8	1	.9	113	100	2.4
9	Do you get effective transport services through Facebook?	31	27. 5	29	25. 6	38	33. 6	10	8.9	5	4.4	113	100	2.35
10	Do you think that Twitter helped you to get transportation services effectively?	7	6.2	9	7.8	14	12. 5	62	54. 9	2 1	18. 6	113	100	3.7
11	Do you believe that there is a concrete link between how much social media marketing with the company's sales ?	21	18. 6	25	22. 1	58	51. 3	9	8			113	100	2.47
12	Is it a deliberate choice for the company to use social media marketing as the main marketing tool?	97	85. 85	12	10. 6	4	3.5 5					113	100	1.2
13	Do you think that the company benefits the most from using social media marketing?	79	69. 9	18	15. 95	10	8.8 5	6	5.3			113	100	1.44
14	Do you think that	83	70.	30	29.							113	100	1.26

advertisements appearing on social media profile are relevant for you?	8		2										
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Based on item 1 of table 3, respondents were asked to rate their agreement levels on whether Social media is helpful to get different services. Accordingly, customers with 42.5% and 43 % of the total respondents replied that, social media is helpful to get different services always and often respectively. Similarly, the mean value ($X=1.90$) of the item falls to ‘Often’ which showed customers know the benefits of using social media. On the other hand, others (10.5%, 5.5% and 3.5% of the respondents) replied that social media is sometimes, rarely and helpful to get different services respectively. Thus, it can be said that customers know the importance of social media in getting services they need. In support of this, Hoffman and Novak (1996) stated that the fundamental interactivity with social media is closely linked collaborate, create, collect, connect and consume. The various levels of customer’s engagement are intrinsically linked to their activities and online engagement with social media.

With regard to item 2, 3 and 4 of table 3, the customers were enquired how much they read the company’s social media page posts and notice on facebook regarding their services. Accordingly, customers with (52.2%, 21.3%) confirmed on item 2 that they sometimes and often read posts on the company’s social media page. While others (10.6% and 6.2%), replied that they rarely and never did the above idea respectfully. The mean ($x=2.82$ on item 2; $x=2.9$ on item 3 and $x=2.7$ on item 4) inclined towards ‘sometimes’. Thus, even though the customers knew the benefits of the social media, they rarely read zayride facebook page’s posts which makes them stayed outdated of information in getting the services. In support of the above analysis, Lee (2009) claimed that consumers frequently use social media channels as a way to stay informed and connected with online news about brands and products.

As the response to item 5 of table 3 indicates, respondents were asked whether or not the customers read company’s twitter page tweets concerning updated information on service delivery of zayride transport services. Accordingly, customers with 69.9% of the total

respondents replied that they sometimes did it so. The mean ($x= 3.01$) value of the item inclined towards to sometimes. Thus, the customers were not reading company's updated information on company's twitter page.

Item 6 of table 3 asked the respondents whether they are interested in zayride service they got. Based on the data obtained from them, 54.05% and 38% of the total respondents showed that they always and often interested in zayride services they got. Also, the mean value ($x=1.48$) of the item falls to 'Always'. This is therefore, based on the majority of customers response, it is possible to conclude that customers of the services were interested in service delivery of the company.

As indicated on item 7 of table 3, customers were asked to rate whether or not they spent much time on a twitter in getting the services. Consequently, customers with 46.9%, 19% and 16.8% confirmed that they sometimes, rarely and never spent much time on twitter respectively. On the other hand, 7.95% and 9.7% of the respondents claimed that they always and often did so respectively. Based on the mean value ($x=3.6$) of the item, the customers 'rarely' spent much time on twitter in getting the services. But item 8 of table 1 which was designed to get response whether or not customers spent much time on facebook to get the services, the respondents from the mean value ($x=2.4$) claimed that they often did so on facebook. According to Redsicker, (2013), among the existing social networks, consumers use a wide variety of social media platforms mostly Facebook and Twitter page for social care. Based on item seven and eight, it can be concluded that customers spent much time on facebook and gave less attention for twitter in getting different services.

As indicated on table 3 item 9, respondents were inquired to rate their level of agreement on whether or not facebook helped them to get zayride transportation services effectively. Accordingly, 27.5%, 25.6% and 33.6% of the respondents confirmed that always, often and sometimes respectively facebook helped them to get transportation services effectively. The mean value ($x=2.35$) of the item assured that facebook helped often helped them to get the services effectively. On the other hand, on item 10 of table 1, customers were inquired whether or not twitter helped them to get zayride transportation system effectively. Based on the data and

mean value ($x=3.7$), twitter helped customers to get the services rarely. From the above, it can be concluded that customers used twitter than facebook in getting zayride transportation services.

There should be a link between social media marketing and company's sale through social media. Having this as an input, customers were inquired to describe their level of agreement on item 12 of table 3. As indicated above, 18.6%, 22.1% and 51.3% of the respondents claimed that the link between social media marketing and company's sale was always, often and sometimes respectively. Also, based mean value ($x=2.47$) of the item, the link between social media marketing and company's sale falls to 'often'. Thus, based on the data and above analysis of the item, there is a link between social media marketing and zayride services sale.

As presented in table 3 of item 12, customers were asked if the company uses social media marketing deliberately as a main tool of marketing. One company has to use social media marketing in order to attract the customers. Thus, based on the above result, 85.85% of the respondents claimed that always the company deliberately did so. Also, mean value of the item falls to 'Always'. In short, it can be concluded that, Zayride services deliberately used social medial marketing as a marketing tools.

Based on the customers response depicted in table 3 item 13, one company can benefit the most from using social media marketing. Accordingly, customers with 69.9% and 15.95% claimed that the company benefited always and often benefited from using social media respectively. Also a mean value ($x=1.44$) goes to 'always'. Thus it can be concluded that zayride services benefited from using social media marketing.

Item 14 of table 3 was designed to get information whether or not advertisements appearing on social media profile are relevant for the customers. Based on the data obtained, 70.8 % of the respondent claimed that always it was relevant for them. Only 29.2% replied that sometime to the enquire they asked. Also, the mean value ($x=1.26$) of the item fall to always. In connection to this, Dubois & Duquesne (1993) stated that social media should encompasses many formats such as videos, pictures and blogs and photographs which facilitate the fulfillment in creating goal. Which means photographs and videos are easy and quick ways to demonstrate a consumer's

engagement with newest products. In short, it can be summarized as advertisements appearing on the social media page of the company were relevant to the interest of the customers. But it should incorporate videos and photos which further attract the attention of the customers.

4.4. Zayride Staff Members Questionnaire Result Analysis

Table 4: Questionnaire result concerning the benefits of using social media marketing

Key: **1: Strongly Disagree 2: Disagree 3: Agree 4: Strongly Agree 5: Neutral**

No	Statements	1		2		3		4		5		Total		Mean
		F	%	F	%	F	%	F	%	F	%	F	%	
1	Is social media helps to advertise products easily?	24	11	32	14.9	51	23.6	10	50.9			216	100	3.1
2	Is social media helps to communicate products with customers effectively?			25	11.6	34	15.7	15	72.7			216	100	3.6
3	Do you think facebook helps the organization to attract the customers?					89	41.2	12	58.7			216	100	3.6
4	Do you think that Facebook creates positive attitudes towards the organization's services?			17	7.9	67	31.2	13	61.1			216	100	3.63
5	Do you believe that			39	18	58	26.1	11	55.1			216	100	3.37

	Twitter helped the organization to advertise the services of the organizations?						9	9	1					
6	Do you agree that Twitter has created a valuable customers towards the services of the organizations?			49	22.8	71	32.8	96	44.4			216	100	3.2
7	On facebook, are people reach the organization to use the services?	12	5.6	37	17.1	90	41.7	77	35.6			216	100	3.07
8	Facebook page of the organization doesn't help people in providing transport services	142	65.7	67	31	7	3.3					216	100	1.4
9	Twitter page of the organization doesn't help people in providing transport services for the customers?	71	32.9	24	11.1	83	38.4	33	15.3	5	2.3	216	100	2.43
10	Facebook page is more important than twitter page in content in advertising the	12	5.6	9	4.2	82	37.9	113	52.3			216	100	3.37

	services of the organization													
11	Do you think that Twitter is more important than facebook in reaching the customers in need?	86	39.8	93	43.1	29	13.4	8	3.7			216	100	1.8
12	The organization purposefully use social media			5	2.3	11	52.4	97	44.9			216	100	3.14
13	Social media has increased the company's frequency reaching customers use of our services					14	67.6	68	31.5	2	.9	216	100	3.3

As it shown above on table four of item 1, respondents were enquired their level of agreement on whether or not social media helps zayride services to advertise the services they provide for customers. Based on the data obtained from their response, 50.5% and 23.6% of the respondents claimed that they strongly agree and agree respectively. While 14.9 % and 11% of the respondents claimed that they disagree and strongly disagree respectively. But one of the main purposes of social media is to advertise the services and products of a company or organization. Here the mean value ($\bar{x}=3.1$) of the item depicted to 'agree'. From the above result it can be concluded that zayride service known that social media helped them to advertise their service to the customers.

Social media have to help organizations in communicating their services and products with their customers effectively in social media marketing strategy. On the second item of table 4, the respondents (zayride staff members) were asked to show their level of agreement on whether or not social media helped them to communicate their services and products with their customers

effectively. Based on the data obtained, 72.7% and 15.7% of the staff members of zayride services strongly agreed and agreed respectively. While only 11.6% of the respondents disagreed with the benefit of social media in the company. Also, the mean value (3.6%) inclined towards 'strongly agree'. In short, based on the above result of item 2, social media helped the company to communicate their services and products with customers.

Item 3 and 4 of table 4 were concerned with whether or not facebook helped the organization to attract customers on item 3, and whether or not facebook creates positive attitude towards organization's services in social media marketing. Here social media should create a positive attitude towards organizations services and products in social media marketing. Thus, 58.8% and 41.2 % strongly agree and agree respectively on item 3; 61.1% and 31% strongly agree and agree on item 4 respectively. The mean value of item 3 ($x=3.6$) and item 4 ($x=3.63$) inclined towards 'strongly agree'. Based on the data above, Facebook created a positive attitude towards organization services and also helped the organization in attracting customers towards their services.

In advertising products and services on social media through social media marketing, the organizations have to use appropriate social media in doing so. Item 5 and 6 was concerned with the benefit of using twitter in using social media marketing methods. Thus on item 5 of table four, respondents were enquired whether or not twitter helped them to advertise their own services. On item 6, they were enquired if twitter attracted customer's interest towards the services of the organizations. Based on the data obtained from the above table, 55.1% and 26.9% strongly disagreed and disagreed on item 5 respectively, 44.4 % and 32.8% strongly agreed and agreed on item 6 respectively. But 18% and 22.8% of the respondents on item 5 and 6 respectively agreed concerning the concept. The mean value of item 5 ($x=1.3$) and item 6 ($x=1.2$) inclined towards 'disagree'. It can be concluded as, in advertising services and products through social media marketing, twitter didn't helped to advertise organizations services and products and also created customers of the organization.

Based on the staff members (drivers, social media marketers) of zayride services responses depicted in table four of item 7, people reached the organization to use their services through facebook which is one social media marking method. Accordingly, 35.6 % and 41.7 % of the

respondents strongly agreed and agreed respectively concerning the above idea. The mean score ($x=3.07$) of the item falls to 'agree' which showed that customers obtained the organization's services through facebook social media network.

As table 4 item 8 indicates, respondents were asked to rate their agreement levels on whether or not people get service from company's facebook page . Consequently, staff members of the organization responded that 31 % and 65.7 % of the respondents confirmed that they strongly disagree and agree concerning the idea of facebook didn't help peoples in getting their service. Also, the mean value ($x=1.4$) of the item confirmed the above idea. From the above analysis, it can be concluded that facebook page of the company helped the customers in getting the services they need.

Item 9 of table 4 was designed to get if twitter page of zayride services didn't helped people in getting transportation services effectively. Here 32.9% and 11.1% of the respondents claimed that they strongly disagree and disagree respectively concerning the above idea. While 38.4 % and 15.3 % of the respondents claimed that they agree and strongly agree respectively concerning the above idea. The mean value ($x=2.63$) of the item almost inclined to 'agree'. Also the result of customer's response showed that customers did not interested in twitter in getting services through zayrdie social media marketing. From this, it can concluded as peoples were not interested in getting the services through twitter page of zayrdie services due to outdated information on the company's twitter page.

Item 10 and 11 of table 4 was designed to get information on whether facebook page of the company is more important that twitter page of the company in content in advertising the services of the organization on item 10 and twitter page of the company was more important than facebook in content in advertising the services of the company. Thus, 52.3% and 37.9% strongly agree and agree respectively on item 10, 39.8% and 43.1% strongly disagree and disagree respectively on item 11. On the other hand their mean value ($x=3.37$ on item 10 and $x=1.8$ on item 11) showed that facebook page contents of the company is more important than the twitter page of the organization. Based on interview made, facebook page of the company sometimes used pictures and rarely videos in social media marketing, but twitter page was not. Therefore, it

is possible to conclude that facebook page of the company’s content is more important than the twitter one in making social media marketing. According to Weinberg and Pehlivan (2011);

.....not all social media are the same in content. Marketers recognize different purposes or ways in which consumers respond to or use these media and the content of the social media may differ from one to the other.

As it presented on table 4 of item 12, the staff members of the zayride company were asked whether or not the company uses social media purposefully. Thus, 44.9% and 52.8% of the respondents strongly agree and agree to the above idea. Similarly, the mean value (3.4%) of the item inclined towards ‘agree’. Thus, it is possible to conclude as the company uses social media purposefully.

Item 13 of table 4 designed to get data on whether or not social media increased the company’s frequency of reaching customers in getting the service. Thus, 31.5% and 67.6% of the respondents claimed that they strongly agree and agree respectively. The mean value (x=3.3) inclined towards ‘agree’. In short, it is possible to conclude as social media played a role to attract the customers in getting the company’s services.

Table 5: Questionnaire concerning the effectiveness of Facebook and twitter as a promotional tool

Key: 1: Always 2: Often 3: Sometimes 4: Rarely 5: Never

No	Statements	1		2		3		4		5		Total		Mean
		F	%	F	%	F	%	F	%	F	%	F	%	
1	Do you think The company posts on the company’s social media page about the services?	7	3.2	76	35.2	11	51.9	21	9.7			216	100	2.7
2	How much the organization	24	11.1	61	28.2	12	59.7	2	.9			216	100	2.62

	updates Facebook status?													
3	How frequent the organization read comments on the company's Facebook status?	21	9.7	78	36.1	112	51.86	5	2.3			216	100	2.46
4	How often the organization read tweets sent by customers?	3	1.4	82	38	127	58.8	2	1.8	2	1.8	216	100	2.62
5	How much People's comment on Twitter shows that they are interested in Zayride Services?	204	94.4	11	5.1	1	0.5					216	100	1.06
6	How much time the company spent on company's twitter page?	13	6	25	11.6	167	77.3	11	5.1			216	100	2.8
7	How much the company spent on facebook page of the organization?	156	72.2	54	25	5	2.3	1	0.5			216	100	1.3
8	How often Facebook helped the company to give transportation services effectively?	147	68.1	19	8.8	27	12.5	23	10.7			216	100	1.65

9	How often Twitter helped the company to give transportation services effectively?	21	9.7	36	16.7	12.7	58.8	23	10.7	9	4.2	216	100	2.82
10	There is a concrete link between how much social media marketing with the company's sales	12.3	60	61	28.2	18	8.3	12	5.6	2	0.9	216	100	1.65
11	It is a deliberate choice for the company to use social media marketing as the main marketing tool.	18.3	84.8	26	12.1	5	2.3	2	.9			216	100	1.2
12	The company benefit the most from using social media marketing	14.2	65.7	33	15.3	19	8.8	17	7.8	5	2.3	216	100	1.65

Based on Staff members of Zayride service workers response depicted in table 5 of item 1 and 2, the respondents were asked if the company frequently posts and updates on the company's social media page about the services. Thus, 3.2 %, 35.2% and 51.9 % of the respondents on item 1 claimed that the company always, often and sometimes respectively did so. While others, 9.7% of the respondents on item 1 claimed that the company rarely posts the services they provide for the customers. On the item 2, 11.1%, 28.2% and 59.7% of the respondents claimed that zayride services always, often and sometimes update the services they provide on the company's

facebook page. Also, the mean value ($x=2.7$ on item 1 and $x=2.62$ on item 2) inclined towards sometimes. As to advertising products and services on social media, it is not only creating a social media page; it is also attracting the attention of the customers by posting and updating the services they provide frequently. It is possible to conclude that the company didn't frequently updates information and services on the company's facebook page.

Item 3 of table 5 was concerned with if Zayride service provider frequently read comments on the company's Facebook status. Thus, 9.7%, 36.1% and 51.86% of the respondents claimed that they always, often and sometimes did so respectively. While a very small number of respondents (2.3%) claimed that they rarely did so. The mean value ($x=2.46$) of the item inclined towards often. Thus it is possible to conclude that social media is not only reading the comments of the customers, it is also about updating information and replying positive attitude towards customers comment.

Item 4 and 5 of table 5 was concerned with if the organizations read tweets sent by a customers and peoples comments towards organization's twitter page posts. Thus, on item 4, 1.4%, 38% and 58.8% of the respondents claimed that they always, often and sometimes read tweets sent by customers respectively. Also, on item 5, 94.4% of the respondents claimed that customers were always interested in the services of the organization. Here, the mean value ($x=2.62$) of item 4 inclined towards sometimes. But the mean value ($x=1.06$) of item 5 inclined towards always. It is possible to conclude that even though customers were interested towards the twitter page in the organization services, the media advertisers didn't frequently read tweets of its customers which have an effect on customers attraction to their services.

Regarding item 6 and 7 of table 5; 6%, 11.6% and 77.3% on item 6 claimed that the company always, often and sometimes respectively spent time on twitter in social media marketing. The mean value ($x=2.8$) of the item inclined towards sometime. Also, 72.2% and 25% claimed that they always and often spent much time on facebook page of the company. The mean value($x=1.3$) of the item 7 inclined towards 'always'. Therefore it is possible to conclude that the company used less time on twitter page and much time on facebook in their social media marketing strategy.

Item 8 and 9 of table 5 was concerned with if twitter and facebook account of the company helped the organization to give transportation services effectively. Based on the data obtained from the respondents, 68.1%, 8.8% and 12.5 replied on item 8 that facebook always, often and sometimes helped them to do so respectively. While respondents on item 9; 9.7%, 16.7% and 58.8% claimed that twitter always, often and sometimes helped them to do so respectively. From the above analysis, Facebook page of the company helped the zayride service to give transportation services effectively while twitter was not.

Regarding item 10 of table 5, the respondents were asked if there was a link between how much social media marketing made by the organization with the sale of the services. Based on the respondents, 60% and 28.2% of the respondents claimed that always and often there was a link between them. Also the mean value $x=1.65$ inclined towards to often which directly approved the above data. In short there was a relationship between how much the company made social media marketing and how much they earned from the services they provide.

As it can be observed on table 5 of item 11, 84.8% of the respondents claimed that the company always deliberately used social media as a marketing tool. Also, the mean value ($x=1.2$) of the item proportional the item result. According to social media advertising product and services, a company should consider the ethics of social media marketing and its strategy. Thus it is possible to conclude that zayride services deliberately used social media marketing strategy to raise a profit for their organization.

Item 12 of table 5 was concerned with whether zayride services benefited from using social media marketing. Thus, 65.7%, 15.3% and 8.8% of the respondents claimed that they always, often and sometimes benefited from using social media marketing strategy respectively. While small number of the respondents (7.8% and 2.3%) claimed that they rarely and never benefited from social media marketing respectively. But the mean value ($x=1.65$) inclined towards 'often'. Therefore, it is possible to conclude that the company had benefited from using social media marketing.

In addition to closed ended questions, the staff members were asked the strategies they used in social media marketing. According to their open response, the company posts and tweets important services to the customers through social marketing system. Also, sometimes the company provided free services for pregnant women and up to 40% discounted services to attract customers to the services. Thus, the strategies the company following was helpful to develop social media marketing of the organization services.

Concerning the challenges in social media marketing, respondents claimed that even though social media marketing is relatively new, there is still a lot of learning trial and error by the company. The other challenges the respondents claimed were turning followers into customers, making money using social media, getting followers on twitter and facebook, content creating problem of online videos which may attract the attention of the followers, creating content and coming up with creative idea on the page were the challenges. The other respondents claimed that time management is the other problem in social media marketing. Managing time in social media marketing is difficult for the service providers. Also data management is the other challenges stated by the respondents.

In support of the above idea, a study by Weinberg and Pehlivan (2011) identified two factors explaining the variation in social media: the half-life of information and the depth of information. With respect to a company's marketing objectives and purpose, these factors can be used to direct decision making. The half-life of information refers to "the longevity of the information in terms of availability/appearance on the screen and interest in a topic." The depth of information refers to "the richness of the content, and the number and diversity of perspectives."

To overcome the above challenges, the respondents claimed that the company should ask question to get feedback through social media and doing on that feedback. Also asking followers to participate in a contest by tweeting with hashtag or commenting or sharing the contents offers and other things that attract the customers and followers are the other methods that the respondents claimed to overcome the challenges. Having a consistent posting frequency of the company's services and products were the other methods to overcome the challenges. The other

methods to overcome the challenges that the respondents claimed was focusing on the trending content format. The content format shouldn't only texts, it could incorporate pictures and videos which attract the interest of the followers and customers.

4.5. Result of Interview Response

Interview was the other data collection tools used in the study. A total of eight interview questions regarding social media marketing were prepared. Thus, the responses for the questions asked are presented below.

The first Interview questions were concerned with the purpose of using social media. According to the respondents claim, the company uses the social media in order to advertise their product and service. Also, the other replied that the company purposefully used the social media not only to provide transportation service also to provide electronic materials through online market. Specifically, "We have Online Merkato Marketing that we sell computer and its spare parts through social media." In short the company used social media not only for transportation service also to attract the attention of their customers towards electronic materials and become 'best online marketers'.

The second interview was concerned with the company's hope do to with social media and measurement methods of their social media activities. According to the respondents claim, the company wanted to have many followers and become a well-known social media marketers. Also they measures their progress based on the customers they got through social media and the profit they got from their services.

Concerning the strategies the service providers used to contact the customers was question and answer. Also, sometimes they used hashtag which makes the followers to participate in. Through this strategy, they contact their customers and advertise their product and services through hashtag or question-answer tool.

Concerning the link between social media usage and social media marketing, the interviewer responded that they measures the link between them based on the customers they made attracted

to their services and profit they obtained through advertising product and services through social media. In short the relationship between social media usage is measured through their obtained profit and customers attracted to the services.

Concerning determining social medial which are important in social media marketing, the interviewees claimed that their base was based on how much followers they have, customers who tweets and comments while they advertise services and products. Also the social media was determined based on customer's interest towards social media they used daily.

Interview Item six was concerned with the challenges they faced in social media marketing. Many of the interviewees replied that time management was one of the challenges in social media marketing. The others replied that social media follower's interest towards different services was unfulfilled. Also small number of interviewer claimed that data which was concerned to internet data they used in advertising products and service were limited.

To overcome the challenges, interviewer replied that hashtag as a tool to know the interests of the customers. Others replied that creating questions and answer concerning the services the company provides was the other methods to overcome the challenges. Furthermore, using pictures and videos in social media marketing were the other methods given by the interviewers.

4.6. Results of Document (Zayride facebook and Twitter page) analysis

Document analysis was used as data collection instruments in this study as shown in chapter three. A seven day's customers and organizations facebook and twitter status and comments were analyzed based on check lists found on Appendix (F). Hence, the document of the zayride services facebook and twitter page was briefly analyzed to disclose social media marketing of the company.

In the document analysis, facebook and twitter account of the company was analysed based on checklists. Zayride service had facebook and twitter account with more than 39,000 followers on facebook and more than 25, 000 followers on twitter. Mostly, the company tweeted and posted positive idea on twitter and facebook. In order to advertise their products and services, the company prizes ten birr mobile card for those who shares the company's advertisement on facebook or twitter.

Also, the followers (almost 88%) of them commented their future wish for the company and their interest towards the services of the company. Here, the company also replied to the comments by thanking them. Zayride service used customer attracting words and prizes in making social media marketing. Also, prizes were available for who shares their products and the services. But, zayrdie services didn't sufficiently provide images and videos in attracting the customers to their services. Especially, they rarely used videos in advertising their products and services.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECCOMENDATIONS

This chapter deals with the conclusions of major findings of the study and recommendation that forwarded based on the conclusion arrived at.

5.1. SUMMARY

As it has been stated in the previous sections, this study was conducted aiming at assessing perceived benefit of social media marketing in the case of Zayrdie services. More specifically, the study intended to attain the following objectives:

- Investigate the perceived benefits of using social media marketing in Zayride services,
- Assess effectiveness of Facebook and twitter as a promotional tool of Zayride service and
- Assess strategies that can be used to develop social media marketing.

In doing so, the study employed both qualitative and quantitative research design with the assumption that reality is socially constructed by participants and there are many facts.

This research approach was appropriate as the researcher was trying to understand the complexity of the issue under investigation through social media analysis, work experience, and service usage experience.

The majority of the respondents 282 (85.7%) were males and the rest 44(14.3%) were females. This shows the dominance of males as customers and staff members. Regarding their age, 231(70.2%) of the respondents were youths aged below 34 years old. The rest 36 (29.8%) of them were above 35 years old.

Regarding their social media usages, 259 (73%) of the respondents used social media frequently especially facebook. This shows how they frequently visited their social media pages.

Almost all customer respondents got access to social media either on their own mobile 273(83%). The rest of the respondents were able to get access to social media at internet café and other places.

Demographic details can be surmised as the respondents of the age group 18-34 lead the survey, indicating that the younger generation is spending more time on social media sites as they are logged in quite frequently.

Respondents' opinion towards social media was favorable. It also implies that the respondents believe in the usefulness of the social media and use them as sources of the news. Majority of the respondents found that social media is important for their social life and they engage in it mostly for connecting with family and friends, socializing and collecting the information.

Even though Zayride services used Facebook as a promotional tool in advertising their products and services, they didn't post and update information and services they provide for the customers as it expected from the customers.

Facebook is the most favored and popular social networking site of the respondents followed by Twitter, thus information on these social networking sites seems to be relevant and of matter of interest to them. But Twitter is less likely used by the customers in getting the services of Zayride service while Facebook is the most likely social media used by the customers to get the Zayride services.

5.2. Conclusions

This study began with the fundamental question of what are the perceived benefits of social media marketing how a company uses social media to engage consumers. A study focused on Zayride Ethiopia (a transportation service provider) was proposed as a means of answering the research questions which were concerned with the perceived benefits and challenges of social media marketing using Facebook and Twitter. Data from the study was presented. Based on the analyzed data, the researcher arrived on the following conclusions;

- Majority of the social media users were younger generations aged less than 34 years.
- Majority of the customers (94%) get access to social media platform from mobile phone. This shows that customers could easily access the services every place they want.
- Even though customers know the benefits of social media, they rarely read Facebook and Twitter page of Zayride Ethiopia in getting the services. Most of the time, the customers used Twitter and Facebook for social interaction rather than services benefits.

- The data revealed that customers of Zayride services were benefited from using the company's services. That means, it saved their time and money.
- The data obtained from the study claimed that twitter page of the company rarely updated and also the information posted on the page didn't attract customers. This showed that there was lack of creativity. This shows that the social media pages of the company (facebook and twitter page) were only advertised on social media only in the form of texts. The company rarely used videos and pictures in advertising its services to the customers.
- The research finding figures out that there is a balance of zayride services and social media marketing on facebook page of the company but not with the twitter page.
- The finding of the study revealed that Zayride Ethiopia purposefully used facebook and twitter page in order to attract customers and get business profit.
- The study revealed that there wasn't a direct contact of customers and organization's social media marketers on facebook and twitter page of the company.
- The study revealed that time management of social media usage, problem of coming up with creative ideas, videos and pictures, and small number of followers are the challenges of the company's social media marketing.

5.3. Recommendations

This study recommends that social media marketing institutions should be keen to exploit the comments of social media communities for better communication and partnership with the audience.

- Social media marketing are becoming available in Ethiopia. As a result of this, they are serving as an alternative source marketing and information. Thus, there should be the power to aware a society and creates an informed society.
- The fact that defamation, hate speech and other misdeeds are happening on the interactive platforms in Ethiopia. Thus, there should be media usage law in the country.
- In order to implement social media marketing, theoretical experience should be taken into account. Thus, the company should depend on theories (Brand identity or social network theory) relevant to their marketing strategies.

- Questions and answers play a great role on social media. Thus, there should be a time of online questions and answers or hashtag (sometimes to entertain, sometimes about their services) to attract the attention of the customers towards the company's services.
- Videos, pictures, quotes play an important role in social media marketing. Thus, the company should use videos, pictures and quotes in advertising products and services. This means, The Company should visualize its services and products on social media through poem, quotes, videos and pictures.
- The company should not be afraid of being open and transparent on social media platform sites, because this is what the customers want and expect. It is important for companies to engage with their customers and build a positive relationship on social media platforms.
- The company should look back about their purpose and goal of social media use and follow social media strategies in monitoring and measuring the company's social media marketing.
- Further studies should be made on perceived benefits of social media marketing.

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Appendix A
Addis Ababa University
College of Humanities, Language Studies, Journalism and
Communication
School of Journalism and Communication

Dear Customers of the services,

This questionnaire is designed to collect the necessary data to accomplish the thesis on the title 'Social Media Marketing in the Case of Zayride Services' with the intention of identifying its current status, challenges and to give remedial suggestions. As a result, the legitimate and heart full responses you promote to the questions are very important and appreciated so as to achieve the objectives of this research.

Notice: You do not need to write your name on the questionnaire.

Thank you in advance!

General Instruction

1. Please answer all the questions as honestly as possible
2. You don't have to write your name on the questionnaire!
3. Please give information about yourself by putting a tick (✓) mark in the given box and/or by writing your responses in the blank spaces.

Part 1: Background information

1.1. Respondent's gender: A. Male B. Female

1.2. Age: A. 18-25 B. 26-34 C. 35- 45 D. 46 and above

1.3. Marital Status A. Unmarried B. Married

1.4. Level of education you achieved

- A. No schooling completed B. Nursery school to 8th grade
 C. High school graduate D. Certificate/ Diploma
 E. BA/BSC Degree F. MA/MSC G.PHD and Above

Part Two: Questionnaire concerning the effectiveness of Facebook and twitter as a promotional tool

Hint: 1: Always 2: Often 3: Sometimes 4: Rarely 5: Never

No	Statements	1	2	3	4	5
1	Social media is helpful to get different services					
2	I frequently read posts on the company's page posts					
3	I frequently notice Facebook status updates by Zayride Services.					
4	I frequently read Facebook status updates by ZAYRIDE Services.					
5	I frequently read tweets sent by Zayride Services.					
6	I am interested in Zayride Services.					
7	I spent much time on twitter					
8	I spent much time on facebook					
9	Facebook helped me to get transportation services effectively					
10	Twitter helped me to get transportation services effectively					
11	There is a concrete link between how much social media marketing with the company's sales					
12	It is a deliberate choice for the company to use social media marketing as the main marketing tool.					
13	The company benefits the most from using social media marketing					
14	Advertisements appearing on social media profile are relevant for me					

Part three: Questionnaire concerning the strategies used to develop social media marketing

1. What are the possible strategies that the company uses in social media marketing?

2. Is the strategies the company following helpful to develop social media marketing of the organization services? If yes, how?

3. What do you think the challenges of social media marketing in the Zayride service organization?

4. What are the possible methods you suggest the company to overcome the challenges?

Thank you for your genuine response

Appendix B (Amharic)

አዳስ አበባ ዩኒቨርሲቲ

የሀገራችን የቋንቋዎች ጥናት፣ ጆርናሊዝም እና ኮሚኒኬሽን ኮሌጅ

የጆርናሊዝም እና ኮሚኒኬሽን ትምህርት ቤት

ውድ የአገልግሎት ደንበኞች

ይህ ማዘጋጀት «የመሀበራዊ ሜዳ ግብይት በዘይራይድ አገልግሎቶች በተሞላበት» የመረጃ ጽሁፍ አስፈላጊ መረጃን ለመስጠት የተዘጋጀ ሲሆን አላማም አሁን ያለበትን ሁኔታ ተግዳሮትን ማለት እና የሙያዊ ጥቆሞችን ለመገርከት ነው። በዚህ ምክንያት ለጥያቄዎቹ የሚጻፉት ህጋዊ እና በልባዊነት የተሞላ ምላሽ የዚህን ጥናት አላማ ለመከካት በጣም አስፈላጊ እና የሚኒቅ ነው።

ማከታተያ፡- በዚህ ማዘጋጀት ላይ ስጥኔዎን ማግኘት አያስፈልግም

በቅድሚያ እናመሰግናለን!

አጠቃላይ መረጃ

1. እባክዎን ጥያቄዎን በተቻለ ማዘን በታላቅነት ይጻፉ
2. በማዘጋጀቱ ላይ ስጥኔዎን ማግኘት አያስፈልግብዎትም
3. እባክዎን ስለ ራስዎ በተሰጠው ሰነድ ውስጥ (✓) በሚረግጡ እና/ወይም በተሰጡት ክፍት ቦታዎች ላይ ምላሽዎን በማግኘት ስለ ራስዎ መረጃ ይስጡ

ክፍል 1: የጆርባ መረጃ

- 1.1 የሞላ ስም ሀ. ወንድ ለ. ሴት
- 1.2 እድሜ ሀ. ከ18-25 ለ. ከ26-34 ሐ. ከ35-4 ሜ. 46 እና ከዛን
- 1.3 የጋብቻ ሁኔታ ሀ. ያለገባ/ያለገባች ለ. ያገባ/ያገባች
- 1.4 የደረሰበት የትምህርት ደረጃ
- ሀ. የተጠናቀቀ ትምህርት የለም ለ. ከመላ ህፃናት እስከ 8ኛ ክፍል
- ሐ. 2ኛ ደረጃ ያጠናቀቀ/ያጠናቀቀች ሜ. ሰርተፊኬት/ዲፕሎማ
- ሠ. ቢኤ/ቢኤስሲ ዲግሪ ለ. ማስተርስ/ኤም.ኤም.ኤስሲ
- ሰ. ፕሎቶኒ እና ከዛን በላይ
- 1.5 ኢንተርኔት ይጠቀሙ?
ሀ. አዎን ለ አልጠቀምም
- 1.6 ለተ. ቁ. 1.5 ማለት አዎን ከሆነ የመሀበራዊ ሜዳ ይጠቀሙ?
ሀ. አዎን ለ አልጠቀምም
- 1.7 በተራ. ቁ. 1.6 ላይ ማለት አዎን ከሆነ አዘውትረው የሚጠቀሙ የመሀበራዊ ሜዳ የትኛው ነው?
ሀ. ፊስብክ ለ. ቲዊተር ሐ. ቴሌግራም ሌሎች -----
----- -----
- 1.8 ከምድን ነው የሚጠቀሙ (የሚጠቀሙት) ?
ሀ. ሞዲል (ስሜት ስልክ) ለ. የግል ነ ሐ. የኢንተርኔት ካሬ

ሙሉ ስም -----

ክፍል ሁለት

በመሥሪታዎ ማረጋገጫ የፈለጉት እና ቲዊተርን ወጥቶ ማግኘትን የሚለከቱ ማሳሰቢያዎች ናቸው

1. ሀል ጊዜ 2. ብዙ ጊዜ 3. አንድ አንድ ጊዜ 4. አልፎ አልፎ
 5. ፈፀሞ

ቁጥር	ዓረፍተ ነገሮች	1	2	3	4	5
1	የመሥሪታዎ ማረጋገጫ የተለያዩ አገልግሎቶችን ለማግኘት ጠቃሚ ነው					
2	እኔ አዘውትራ በካምፒውተር የጽሁፍ ገጽ ላይ የተለጠፍኩትን ጽሁፍ አነባለሁ					
3	በዘይታዎ አገልግሎቶች የፈለገኩት ሁኔታ ላይ የሚፈቱትን ጽሁፎች አዘውትራ አወቃቸዋለሁ :					
4	በዘይታዎ አገልግሎቶች የፈለገኩት ሁኔታ ላይ የሚፈቱትን ጽሁፎች አዘውትራ አነባቸዋለሁ :					
5	በዘይታዎ አገልግሎቶች የሚሰጡትን የቲዊተር ማዕከሎችን አዘውትራ አነባቸዋለሁ :					
6	በዘይታዎ አገልግሎቶች ፍላጎት አደርግኛለሁ					
7	ደንበኞች ለደርጅቱ አገልግሎቶች ፍላጎት አላቸው					
8	በቲዊተር ላይ ብዙ ጊዜ አሳልፋለሁ					
9	በፈለገኩት ላይ ብዙ ጊዜ አሳልፋለሁ					
10	ፈለገኩት የትራንስፖርት አገልግሎቶች በተሳካ ሁኔታ እንዳገኝ ረድዳኛል :					
11	ቲዊተር የትራንስፖርት አገልግሎቶች በተሳካ ሁኔታ እንዳገኝ ረድዳኛል :					
12	የመሥሪታዎ ማረጋገጫ ግብይት እና የከባንያው ሽያጭ ምን ያክል እንደሆነ ተጨማሪ ግንኙነት አለ :					
13	የመሥሪታዎ ማረጋገጫ ግብይትን እንደ ዋና የግብይት ማረጋገጫ አደርጎ ማጠቃለያ ለከባንያው የታሰበበት ምን ያክል ነው :					
14	ከባንያው በአጠቃላይ የመሥሪታዎ ማረጋገጫ ማረጋገጫ ት ተጠቃሚ ነው :					

15	በመህበራዊ ሜዳ ፕሮፋይል ላይ የሚከተሉት መረጃዎች ለእኔ አስፈላጊዎቼ ናቸው፡					
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ክፍል 3: የመህበራዊ ሜዳ ግብይትን ለመዘጋጀት የሚገለግሉ ስትራቴጂዎችን የተመለከቱ መጠይቆች

1. በመህበራዊ ሜዳ ግብይት ውስጥ ከባንድም ሊጠቀሙ የሚችሉ ስትራቴጂዎች ምን ምን ምንድናቸው?

2. ከባንድም እየተከተላቸው ያሉት ስትራቴጂዎች ለድርጅቱ አገልግሎት የመህበራዊ ሜዳ ግብይትን ለመዘጋጀት ይረዳሉ? አዎን ከሆነ እንዴት?

3. በዘይራይድ አገልግሎት ድርጅት የመህበራዊ ሜዳ ግብይትን በመጠቀም ላይ ያሉት ተግዳሮቶች ምንድን ነው ብለህ ታስባለህ?

4. ከባንድም ተግዳሮቶችን ለመቋቋም የሚያስችሉ ምን ምን ዘዴዎችን ትጠቅማለህ?

ለእውነተኛ ምላሽ እናመሰግናታለን!

Appendix C

Addis Ababa University

College of Humanities, Language Studies, Journalism and

Communication

School of Journalism and Communication

Dear Respondent,

This questionnaire is designed to collect the necessary data to accomplish the thesis on the title 'Social Media Marketing in the Case of Zayride Services' with the intention of identifying its current status, challenges and to give remedial suggestions. As a result, the legitimate and heart full responses you promote to the questions are very important and appreciated so as to achieve the objectives of this research.

Notice: You do not need to write your name on the questionnaire.

Thank you in advance!

General Instruction

1. Please answer all the questions as honestly as possible
2. You don't have to write your name on the questionnaire!
3. Please give information about yourself by putting a tick (✓) mark in the given box and/or by writing your responses in the blank spaces.

Part 1: Background information

1.1. Name of the Organization: _____

1.2. Type of the Organization: _____

1.3. Position: _____

1.4. Respondent's gender: A. Male

1.5. Age: A. 18-25 B. 26-34 C. 35- 45 D. 46 and above

1.6. Services in Years: A: 1-5 B. 6-10 C. 11-15 D. 16 and above

Part Two: Questionnaire concerning the benefits of using social media marketing

1: Strongly Disagree 2: Disagree 3: Neutral 4: Agree 5: Strongly Agree

No	Statements	5	4	3	2	1
1	Social media helps to advertise products					
2	Social media helps to communicate products with customers effectively					
3	Facebook helps the organization to attract the customers					
4	Facebook creates positive attitudes towards the organization's services					
5	Twitter helped the organization to advertise the services of the organizations					
6	Twitter has created a valuable customers towards the services of the organizations					
7	On facebook, people reach the organization to use the services					
8	Facebook page of the organization doesn't help people in providing transport services					
9	Twitter page of the organization doesn't help people in providing transport services for the customers					
10	Facebook page is more attractive than twitter page in advertising the services of the organization					
11	Twitter is more important than facebook in reaching the customers in need					
12	The organization purposefully use social media					
13	Social media has increased the company's frequency reaching customers use of our services					

Part Three: Questionnaire concerning the effectiveness of Facebook and twitter as a promotional tool

Hint: 1: Always 2: Often 3: Sometimes 4: Rarely 5: Never

No	Statements	1	2	3	4	5
1	The company frequently posts on the company's social media page about the services					
2	The organization frequently updates Facebook status					
3	The organization frequently read comments on the company's Facebook status.					
4	The organization frequently read tweets sent by customers.					
5	Peoples comment shows that they are interested in Zayride Services.					
6	Customers are interested in the organization's services					
7	The company spent much time on company's twitter page					
8	The company spent much time on facebook page of the organization					
9	Facebook helped the company to give transportation services effectively					
10	Twitter helped the company to give transportation services effectively					
11	There is a concrete link between how much social media marketing with the company's sales					
12	It is a deliberate choice for the company to use social media marketing as the main marketing tool.					
13	The company benefit the most from using social media marketing					

Part four: Questionnaire concerning the s used to develop social media marketing

5. What are the possible strategies that the company uses in social media marketing?

6. Is the strategies the company following helpful to develop social media marketing of the organization services? If yes, how?

7. What are the challenges of social media marketing in the organization?

8. What are the possible methods that used to overcome the company's challenges?

Thank you for your genuine response

Appendix D

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Interview checklist

1. What is the purpose of your use of social media?
2. What do you hope to accomplish through social media and how do you plan to measure progress?
3. What strategies you use to contact customers on social media? Is the strategies you use effective in contacting them?
4. In what way could you prove that there is a concrete link with how much social media marketing you do with the company's sales? And in your opinion does this provide a way of measuring the profitability of social media marketing?
5. How do you determine the right social media campaign to reach your customers and goals?
6. What are the challenges that the organization faces in using social media and advertising the services your organization offers?
7. What strategies are helpful to overcome the challenges you face in using social media?

Appendix E
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Interview Transcriptions

Q1: What is the purpose of company's use of social media?

Answers:

Respondent one: The company uses social media to advertise the services

Respondent two: we use it to advertise our products.

Respondent three: The company uses social media to attract the customers towards our services.

Respondent four: We use it in order to advertise computer accessories and transport services.

Respondent six: We use it to advertise zayride services and products

Respondent seven: oh! We have online Merkato marketing page on facebook. We use it to advertise.

Respondent eight: To see customers interest towards our services.

Q2: What do you hope to accomplish through social media and how do you plan to measure progress?

Answers:

Respondent one: To have many followers on Facebook and advertise the services

Respondent two: To have facebook followers.

Respondent three: To be a well-known social media marketers

Respondent five: To advertise the product and measure the progress

Respondent six: To become best social media marketers.

Respondent eight: To have many followers and become social medial marketers.

Q3: What strategies you use to contact customers on social media? Is the strategies you use effective in contacting them?

Answers:

Respondent one: questions and answer

Respondent two: Asking questions strategy

Respondent three: Hashtag method

Respondent four: Personal chat on facebook

Respondent six: making questions and answering method.

Respondent seven: prize method. For example, a person who shares company's advertisement gets 10 birr mobile card.

Respondent eight: prizing the customer's strategies.

Q4: In what way could you prove that there is a concrete link with how much social media marketing you do with the company's sales? And in your opinion does this provide a way of measuring the profitability of social media marketing?

ANSWERS:

Respondent one: There is somewhat a concrete relationship.

Respondent two: the profit the company gets per month shows the concrete link between them.

Respondent three: In somewhat there is no link, especially in summer season.

Respondent five: the customer's comment on social media shows a concrete relationship.

Respondent six: the profit of zayride shows the concrete link between them.

Appendix F

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Document Analysis checklists

	<u>Checklists</u>	Yes	No
1	The company has a Facebook page		
2	The company has a twitter page.		
3	The company has large amount of followers on facebook		
4	The company has large amount of followers on twitter		
5	The followers tweeted a positive idea towards the company on the twitter page		
6	The followers commented their positive attitude towards the company on Facebook page		
7	The customers commented about the good services of the company on Facebook		
8	The customers tweeted about the good services of the company		
9	The company replied to customer's comment on the organization services		
10	The company tweeted an attractive concepts to attract the customers on their twitter account		
11	The company posted an interesting expression that can attract the customers on its Facebook page		
12	Customers tweeted their anger to the services of the company on their twitter page		
13	Customers replied/posted their anger towards the services of the organization		
14	The organization daily posts/tweets about their company's services to attract customers		

Appendix G

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Document Analysis sample pages

1. Facebook Pages taken

