



College Business Economics

Department Of Management

International Business (Strategic Investment Stream)

The Role of Digital Marketing in Manufacturing Industries: The
Case of Textile and Garment Manufacturing Industries in Addis
Ababa City

Netsanet Tadesse

A thesis Submitted to Addis Ababa University College of Business and
Economics, Department of Management Msc in International Business



College Business Economics

Department Of Management

International Business (Strategic Investment STREAM)

The Role of Digital Marketing in Manufacturing Industries: The
Case of Textile and Garment Manufacturing Industries in Addis
Ababa City

Netsanet Tadesse

A thesis Submitted to Addis Ababa University College of Business and
Economics, Department of Management Msc in International Business

Advisor: Salehu Anteneh (PhD)

August 2021

Addis Ababa, Ethiopia

Statement of Certification

This is to certify that Netsanet Tadesse's thesis, "The Role of Digital Marketing in Manufacturing Industries: The Case of Textile and Garment Manufacturing Industries in Addis Ababa City," which was submitted in partial fulfillment of the requirements for the master's degree in international business, complies with university regulations and meets accepted standards. The examining committee has signed it.

Main Advisor-----

Signature-----

Date-----

Internal examiner -----

Signature-----

Date-----

External examiner -----

Signature-----

Date-----

Statement of Declaration

Under the supervision of Salehu Anteneh, I, the undersigned, declare that this thesis is my own work (PhD). All sources of materials utilized in the thesis have been properly acknowledged, and the researcher confirms that the thesis has not been submitted to any other higher learning institution, in part or in whole, for the aim of receiving any degree.

Netsanet Tadesse

Signature-----

Date-----

Acknowledgments

I'd want to thank Almighty GOD for providing me with the stamina and strength to complete my thesis work. My profound gratitude and heartfelt thanks goes to my advisor Salehu Anteneh (PhD), for his unwavering support from proposal formulation to thesis completion. I'd want to express my sincere gratitude to the management department employees at Addis Ababa University.

I'd want to express my gratitude to the staff of a few garment and textile companies who have delivered all of the relevant documentation.

Finally, my deepest appreciations also go to all my family and all my relatives, friends who contribute your unreserved support for the accomplishment of this paper. I really thank you all.

Table of Contents

Statement of Certification	II
Statement of Declaration.....	III
Acknowledgments.....	IV
List of Tables and Figures.....	VIII
Abstract	IX
CHAPTER ONE	1
INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	3
1.3. Research Questions.....	5
1.4. Objectives	5
1.4.1 General Objective	5
1.4.2 Specific Objectives	6
1.5. Significance of the study.....	6
1.7. Limitations of the Study.....	7
1.8 Organization of the Paper	7
CHAPTER TWO	8
REVIEW OF RELATED LITERATURE	8
2.1. The Concept of Digital Marketing.....	8
2.2 Historical Development of Digital Marketing	9
2.3. Technological Advancement and Digital Marketing	9
2.4. Elements of Digital Marketing.....	10
2.4.1 Online advertising.....	10
2.4.2 Email Marketing	10
2.4.3 Social Media	11

2.4.4 Text Messaging	11
2.4.5 Affiliate Marketing:	12
2.4.6 Search Engine Optimization (SEO)	12
2.4.7 Pay Per Click (PPC).....	13
2.5. Digital Marketing Platforms	13
2.6. Advertising and Digital Marketing	14
2.7. Advantages of Digital Marketing.....	15
2.8. Manufacturing Industries	16
2.9. Historical Development of Manufacturing Industry in Ethiopia	17
2.10. Conceptual Framework	17
CHAPTER THREE	19
RESEARCH METHODOLOGY	19
3.1 Research Design.....	19
3.2 Population, Sampling and Sampling Technique.....	20
3.3 Data Sources	22
3.4 Instruments of Data Collection	22
3.4.1 Questionnaire	22
3.4.2 Interview	22
3.5. Method of Data Analysis	22
3.6 Validity and Reliability Test	23
3.7 Ethical Considerations	24
CHAPTER FOUR.....	25
DATA PRESENTATION, ANALYSIS AND INTERPRETATION	25
4.1 Introduction.....	25
4.2 Demographic Features of Respondents.....	25
4.2.1 Gender.....	26

4.2.2 Age Distribution.....	26
4.2.3 Educational Level	27
4.3 The Practice of Digital Marketing	28
4.3.1 Search Engine Marketing.....	28
4.3.2 Social Media Marketing.....	30
4.3.4 Website	32
4.3.4 Email Marketing	33
4.3.5 Pay per Click.....	35
4.3.6 Search Engine Optimization	36
4.5 Inferential statics.....	40
4.5.1 Testing the Assumptions of Regression.....	40
4.5.2 Skewness and Kurtosis of the Data.....	40
4.5.3 Testing Normality	42
4.5.4 Testing Multicollinearity.....	43
4.5.5 Testing Homoscedasticity	45
4.5.6 Testing Autocorrelation	45
4.6 Correlation Analysis	46
CHAPTER FIVE	52
SUMMARY, CONCLUSION AND RECOMMENDATION	52
5.1 Summary of Findings.....	52
5.2 Conclusion	54
5.3 Recommendation	55
5.3 Future Research	55
References.....	56
Appendix	60

List of Tables and Figures

Figure 2.1 Conceptual Frameworks-----	21
Table 3.1 the Selected Garment and Textile Firms -----	24
Fig 4.1 Gender Distribution -----	27
Figure 4.2 Age Distribution -----	28
Figure 4.3 Education Level-----	29
Table 4.1 mean and standard deviation of Search Engine Marketing -----	29
Figure 4.4 Domains of Website -----	31
Table 4.2 mean and standard deviation of social media advertising -----	31
Figure 4.5 the Frequency of Social Media -----	32
Table 4.3 Mean and Standard Deviation of Website Marketing -----	33
Table 4.4 Mean and standard deviation of email marketing -----	34
Table 4.5 mean and standard deviation of PPC -----	36
Table 4.6 Mean standard deviation of SEO -----	37
Figure 4.6 Geographical Focuses of Companies -----	39
Figure 4.7 Objectives of Digital Marketing -----	39
Table 4.7 Skewness and Kurtosis -----	40
Figure 4.8 Data Distribution of independent variables -----	41
Fig 4.9 Normality Test -----	43
Figure 4.10 Data Distribution of dependent variable -----	45
Table 4.9 Autocorrelation Test -----	46
Table 4.10 Correlation Coefficient -----	46
Table 4.11 Correlation Result -----	47
Table 4.12 Model Summery -----	48
Table 4.13 ANOVA-----	49
Table 4.14 Regression Coefficients -----	50

Abstract

Digital marketing can help manufacturing companies build relationships and establish their organization at the forefront of their field. In the development of science and technology today's innovation becomes obsolete tomorrow and the tastes and preferences of the consumers are also changing at a rapid rate. To explore the digital marketing ecosystem exploratory and descriptive research designs were used. Both quantitative and qualitative research methods were employed. By purposely sampling techniques 9 textile and 7 garment firms a total of 16 firms were subjects of the study. A total of 170 questionnaires were distributed and 160 of them were returned back. The finding of the study revealed that Search engine marketing in selected textile and garment factories were low but the companies use social media advertisement intensively and the customers were familiarized with firm's social media. The practice of email marketing in textile and garment industries is not common and most customers have not email connection with the companies. Pay per click in the garment and textile factories were low and the companies have not alternative search engines for Pay per click, even the Pay per click fee is not reasonable. Search engine optimization or the companies search engine site were not visible to users and were not that much relevant to users. The companies have no Search engine optimization expert which improves the quality of the companies website. The textile and garment companies should improve their digital marketing in general and their search engine marketing, email marketing, enhance their website advertisement, in particular by improving search engine optimization or Publishing Relevant Content about their company, by Updating the Content Regularly, by putting enough data about the product and production process as well, and linking any worthy site to customers.

Key words: *textile and garment industry, search engine, social media marketing, website, email marketing, Pay per click and Search engine optimization*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Increased technological breakthroughs, improvements in electronic devices such as tablets and smart phones, and the emergence of multiple social media platforms have fundamentally altered the old way of doing business and the manner in which business owners and customers communicate. As is always the case, digital marketing is inextricably linked to technological advancements (Puthussery, 2020). As a result of the opportunities provided by such advancements in technology, companies have undergone a number of changes in a short period of time, particularly since the turn of the twenty-first century (Durmaz & Efendioglu, 2016).

Digital technology, as Wind and Mahajan (2002) suggest, is altering how consumers interact with products and markets. Consumers can now sort products based on price, nutritional value, usefulness, or a combination of other factors in the digital era (Wind & Mahajan, 2002). These technical improvements, as well as the resulting changes in customer behavior, necessitate marketing managers and manufacturers adapting to these changes and seeking out new and imaginative ways to reach their customers.

Digital marketing refers to the marketing and promotion of goods and services using digital technology, most notably the internet, mobile phones, visual advertising, and other forms of electronic media (Puthussery, 2020). Digital marketing, according to Mandal and Joshi (2017), is an approach, a strategy, or a branding and marketing exercise including the use of digital platforms. For many years, marketing campaigns relied on traditional media such as television, print, and radio advertisements, direct mail, and phone calls (Chaffey, & Ellis-Chadwick, 2019).

In contrast to traditional marketing, digital marketing interacts with the audience through online advertising, email marketing, social media, text messaging, affiliate marketing, search engine optimization, pay per click, and other methods. For the first time in history, the term "digital marketing" was coined in the 1990s (Kingsnorth, 2019; Puthussery, 2020). Sir Tim Berners-Lee

invented the World Wide Web more than 25 years ago, marking the beginning of digital media and technology (Chaffey, & Ellis-Chadwick, 2019).

Since then, digital media and marketing technologies have advanced dramatically, allowing businesses to engage with customers at all stages of their lives (Chaffey, & Ellis-Chadwick, 2019). Currently, digital marketing is defined not only as a website, but also as an interactive medium for a wide range of audiences (ibid). It manages digital marketing interactions by utilizing digital devices, digital platforms, digital media, digital data, and digital technology (5Ds), which aid in measuring customer adoption and how organizations use them to reach marketing goals (ibid).

Search engine marketing, product management, search engine optimization, project marketing, information-driven marketing, e-business, social media, electronic mail marketing, interactive ads, digital books, influencer marketing, spinning disks, and gamming are among the most popular digital marketing techniques in today's world, according to Puthussery (2020). Although traditional marketing and advertising strategies are still frequently used, there are some substantial benefits to employing digital marketing and all of the currently accessible and correctly applied digital channels. The Internet's impact on businesses and people's daily lives has resulted in significant changes in marketing, its tools, and strategies (Pieiro-Otero, & Martnez-Rolán, 2016).

As consumer media consumption tendencies continue to transition away from traditional media and increasingly toward digital material, there will come a moment in the not-too-distant future when we no longer refer to it as digital marketing and just refer to it as marketing. The largest advantage of digital marketing, according to Durmaz and Efendioglu (2016), is the ability to reach the target audience through interactive media.

When correctly created and managed, digital marketing efforts result in improved brand awareness, higher-quality leads, and more sales. “Technological convergence and the proliferation of gadgets have pushed the boundaries towards a new paradigm of digital marketing—user-centered, more measurable, omnipresent, and interactive” (Pieiro-Otero, and Martnez-Rolán, 2016, pages 38-39). Puthussery (2020) went on to say that the major purpose of

digital marketing is to reach out to consumers and encourage them to interact with products through the use of digital technology.

The manufacturing industry, which has been credited with transforming the world into what it is today, has played a critical part in the formation and growth of the worldwide economy (Vanchan, Bryson, & Clark, 2015). Although manufacturing industry expansion is critical for socioeconomic development because it contributes to capital accumulation, structural changes, technological innovations, and productivity (Kebede, & Heshmati, 2020), its contribution to Ethiopia's GDP has been found to be minimal due to the country's infancy (Rao, & Tesfahunegn, 2015).

The productivity advantage of manufacturing sector over others is a major issue for pursuing sustained industrialization, along with the higher externalities that can arise from the growth of manufacturing industries (Kebede, & Heshmati, 2020).

It is preferable to invent methods that allow this sector to grow at a higher rate than other economic sectors in order to improve this sector's low level of development and contribution to the country's GDP. According to Addis (2019), the manufacturing sector needs to grow quicker in order to fulfill the country's target of a 22 percent contribution to GDP. A critical examination of Ethiopia's manufacturing industries finds that, despite the country's long history of artisanal manufacture, large-scale manufacturing did not contribute significantly to the country's economy until the middle of the 1950s (Kitaw, & Bete, 2003). Furthermore, many Ethiopian manufacturing businesses are unable to compete in the globalized international market due to a lack of innovative and scientific procedures that would enable them to attain high productivity and high quality standards (Desta, Asgedom, Gebresas, & Ashebe, 2014).

1.2 Statement of the Problem

Today's innovation becomes obsolete tomorrow as science and technology progresses. Consumer tastes and preferences are evolving at a quick pace as well. Marketers are struggling to keep up with the shifting needs of their clients. Customers' expectations are shifting for a variety of reasons, but one of the most important is changing purchasing behavior. Today, digital marketing is one of the most rapidly growing and in-demand sectors. There has never been a better time to

get engaged with digital marketing, with more people around the world turning to digital technologies for both work and enjoyment. Many manufacturers, on the other hand, do not place digital marketing at the top of their priority list. Manufacturing industries in Ethiopia are still in their infancy, according to Wakjira, Altenbach, and Ramulu (2018), due to a lack of skilled labor, reduced competitiveness, a lack of modern technology, and a lack of sustainability consciousness. Many manufacturing organizations, on the other hand, have a common difficulty in that they have previously relied significantly on their partnerships with retailers, brokers, resellers, and other third parties. They don't do a good job of selling and promoting their products and services on the internet.

Most organizations in these scenarios are concerned about digital revenue or prospects that they believe they could capitalize on, but they are unsure how to combine launching their own digital marketing efforts without damaging their long-standing relationships with their retailers.

However, we are living in unusual times as a result of the COVID 19 epidemic, and we have no idea what the future holds. We are currently seeing a market and economic crisis unlike anything we have ever seen, with many firms faltering and entrepreneurs scrambling to pick up the pieces and figure out what they will do today and how they are going to survive tomorrow. The good news is that businesses are still providing value, serving their markets, and serving as a beacon of hope, light, and leadership during this difficult time. People are still looking for solutions, things to buy, and things to assist them get through these difficult times. As a result, as a business owner or marketing manager, you have a responsibility and a chance to better serve your clients at this trying time. It is critical to have a thorough understanding of digital marketing so that businesses can duplicate, imitate, or emulate the same strategy in order to improve their outcomes and achieve their objectives. One of the issues that digital marketers have today is teaching and communicating with business owners about how the system works, what a marketing system is, and how people profit from their businesses on the internet. In many businesses, marketing resistance costs more money than marketing. This study project will present an overview of certain current and future trends in digital marketing, as well as the function of digital marketing in the textile and garment manufacturing industries in Addis Ababa City, from the perspective of marketing managers.

In a research published on September 3, 2013, (Guy Arnold) interviewed businesses and customers about the degree of consumer services they believed they were providing and experiencing. According to the findings, 80 percent of CEOs believed their brand and firm provided exceptional customer service. If this were the case, 80% of their consumers would have agreed, but it wasn't the case, not even close. Only 8% of their consumers concurred, implying that 80% of CEOs believed they were providing great customer service while only 8% of their customers believed they were receiving this so-called exceptional customer service. That is a huge mismatch and it leads to wonder what else businesses are getting wrong here. Hence, this paper intends to find out how marketing Managers can develop and master their digital marketing knowledge in order to get and stay on top of the game, the following are basic research questions set as guidelines to fulfill this aim.

1.3. Research Questions

1. What are the current marketing strategy Textile and Garment manufacturing companies are using?
2. Are marketing Managers in those companies adapting/ updating themselves to the new digital marketing world?
3. What challenges do textile and garment manufacturing industries face in implementing digital marketing strategies?
4. What are the most effective social media marketing strategies for these companies right now?

1.4. Objectives

1.4.1 General Objective

The overall objective of the study is to analyze the practice of modern digital marketing in Ethiopian Manufacturing Industries in growing their business, generating more leads, generating more customers, and made more sales. .

1.4.2 Specific Objectives

This research tried to address the following specific objectives:

- To assess if marketing Managers in Textile and Garment Manufacturing industries in Addis Ababa City are geared up with digital marketing knowledge.
- To investigate if marketing managers in those companies are adapting/ updating themselves to the new digital marketing world?
- To find out challenges faced by Textile and Garment manufacturing industries in Addis Ababa City in their effort to implement digital marketing strategies.
- To explore the most effective social media marketing strategies that would be beneficial for Textile and Garment manufacturing companies right now

1.5. Significance of the study

Many businesses believe they have a fantastic product or service to offer, and that if more people knew about it, their firm would flourish. Alternatively, they become irritated as they see their opponents sail past them, despite the fact that they are not doing quite as well.

As a result, this study attempted to deconstruct the most effective marketing and promotion strategies and tactics that marketers should employ in today's market, because, as unfair as it may seem, the business with the greatest marketing wins.

The result of this study will be valuable to:

- It helps marketing managers become a better digital marketer by showing them some of the most important things they need to know about digital marketing in order to create a really profitable and effective digital marketing strategy so they can crush in today's effort changing, ever modern landscape to dominate the competition and become irresistible to their ideal target market.
- It provides a coherent definition and strategies of digital marketing so companies can build profitable and high converting digital marketing campaigns.

- ❖ As well as marketing managers in developing better practice and tools for digital marketing in order to win in the game.

1.6. Scope of the Study

The scope of this study is defined in such a way that it covers the textile and garment manufacturing businesses, as well as their marketing and technological experts, who are all based in Addis Ababa. This study looked at aspects such as the marketing techniques employed by these organizations (whether they utilize traditional or digital marketing strategies), their level of adaptability to the new digital marketing landscape, and the kind of social media marketing strategies they use effectively.

1.7. Limitations of the Study

Some of the difficulties the researcher has faced while drafting this thesis and over the course of this study include: a lack of sample empirical studies conducted locally, particularly in the textile and garment manufacturing industries; and a lack of time as a part-time student. To address these limitations, the researcher supplemented his review with available international and regional studies and worked late at night to make up for the lack of time.

1.8 Organization of the Paper

The research will be broken down into five sections, each of which will be discussed in depth. The study's background, problem description, definition of the general and specific study objectives, scope of the investigation, importance of the study, and study organization are all covered in the first chapter. The most significant terms are defined in the second chapter. This chapter provides an insight into those concepts, as well as the practice and difficulties of digital marketing, by focusing on earlier research in this sector and presenting important literature.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. The Concept of Digital Marketing

The activity of achieving marketing objectives through the use of digital technologies and media is known as digital marketing (Chaffey, & Ellis-Chadwick, 2016). “The practice of promoting products and services in an innovative way, using primarily database-driven distribution channels to reach consumers and customers in a timely, relevant, personal, and cost-effective manner is known in the theory and practice as digital marketing,” according to the definition of digital marketing (Wsi, 2013, cited in Todor, 2016).

It is also thought of as a term that has evolved over time from a specific term describing the marketing of products and services through digital channels to an umbrella term describing the process of using digital technologies to acquire customers and build customer preferences, promote brands, retain customers, and increase sales (Kannan, 2017; Financial Times; lexicon.ft.com). Digital marketing, according to Chaffey and Smith (2017), is marketing that takes place online, such as through websites, online ads, opt-in email, mobile apps, and developing platforms. It entails becoming close to customers; it is more comprehensive than e-commerce since it encompasses all marketing, sales, and customer service operations (Chaffey, & Smith, 2017). Digital marketing is (or should be) a component of practically every critical business decision, according to Kingsnorth (2019), from product creation and pricing to public relations (PR) and even recruitment.

Digital marketing is a broad phrase that refers to the focused, measurable, and interactive marketing of goods and services via digital technology in order to reach, convert, and retain leads. Digital marketing is a sort of marketing that is commonly used to promote products or services

and reach out to customers via digital channels (Yasmin, Tasneem, & Fatema, 2015). Digital marketing, according to Chaffey and Smith (2017), can effectively discover, anticipate, and satisfy client wants. It includes channels that do not require the usage of the Online in addition to internet marketing. Mobile phones (including SMS and MMS), social media marketing, display advertising, search engine marketing, and many other kinds of digital media are all included.

2.2 Historical Development of Digital Marketing

Companies have undergone a great deal of change in a short amount of time since the beginning of the twenty-first century, thanks to the opportunities afforded by technological advancements. Since the first website (<http://info.cern.ch>) went live in 1991, the Internet, the web, and digital media have altered marketing and commerce (Chaffey, & Ellis-Chadwick, 2016). The Internet's impact on businesses and people's daily lives has resulted in significant changes in marketing, its tools, and strategies (Pieiro-Otero, & Martnez-Rolán, 2016).

Companies are increasingly using information and communication technology to introduce their products and get to know their customers (Durmaz, & Efendioglu, 2016). Digital Marketing, according to Mandal and Joshi (2017), is primarily derived from the Internet and search engine websites. In 1991, the first search engine was launched, using the Gopher network protocol for query and search. Companies began to optimize their position on Yahoo after the website's introduction in 1994. (Smyth 2007). Marketing has existed for a very long time. Marketing is one of the corporate functions most profoundly affected by evolving information technology, according to business owners. Companies now have access to new avenues of communication and interaction thanks to the Internet. In sales, marketing, and customer service, it can help to build closer and more cost-effective relationships with customers.

2.3. Technological Advancement and Digital Marketing

Technology advancements and the growth of marketing are inextricably connected. According to Chaffey and Ellis-Chadwick (2016), the Internet, World Wide Web, and other digital technologies have transformed marketing in such a way that consumers now have access to a much broader range of products, services, and prices from a variety of suppliers, as well as a more convenient

way to select and purchase items based on their preferences. Since its inception, technology has been at the heart of important accomplishments in marketing's history (Ryan, & Jones, 2009). Companies have undergone a great deal of change in a short amount of time since the beginning of the twenty-first century, thanks to the opportunities afforded by technological advancements (Durmaz, & Efendioglu, 2016) The printing press, radio, television, and, most recently, the internet are all examples of big technological innovations that irrevocably changed the connection between marketers and consumers on a worldwide scale (Ibid).

2.4. Elements of Digital Marketing

There are various elements by which digital marketing is formed and operated through electronic devices (Getnet, Admit, 2006; Yayeh, 2018). According to these authors, the most important elements are discussed as follows.

2.4.1 Online advertising

The importance of online advertising in digital marketing cannot be overstated. It's also known as online advertising, and it's a way for a firm to spread the word about its products or services. Consumer interests are best served by internet-based advertising, which gives the most relevant content and advertisements. Publishers post information about their products or services on their websites so that customers or users can learn more about them for free. The organization is able to keep a tight grip on its budget and schedule by using online advertising (Tasneem, et al., 2015).

Quality content is a key component of online advertising. Quality content allows companies to target keywords related to their business and address searchers' questions, which in turn helps them achieve higher rankings.

2.4.2 Email Marketing

Email marketing is described as sending a message about a product or service to a current or potential customer via email. Direct digital marketing is used to convey advertisements, increase brand and consumer loyalty, increase customer trust, and raise brand exposure. This part of digital marketing allows a company to quickly promote its products and services. In comparison to

advertising or other forms of media exposure, it is relatively inexpensive. By designing an appealing blend of visuals, text, and links on products and services, a company can capture the customer's full attention (Fatema, et al., 2015).

Companies can automate their email strategy to email customers when they subscribe, after they purchase, or when they take a specific action on their site. This is a great way to make marketing work smarter and allow them to focus on running their business.

2.4.3 Social Media

Today, one of the most essential digital marketing channels is social media marketing. It's a computer-based application that lets individuals create, share, and exchange information and images about a company's products and services. Internet users continue to spend more time on social networking sites than any other category, according to Nielsen. Facebook, Twitter, LinkedIn, and Google+ are examples of social media marketing networks. Companies can use Facebook to promote product and service events, run promotions that adhere to Facebook guidelines, and explore new prospects.

Companies can boost brand awareness and visibility by using Twitter. It is the most effective instrument for promoting a company's goods and services. Professionals create profiles on LinkedIn and share information with others. Google+ is another social media platform that is more effective than other platforms such as Facebook and Twitter. It's not just a social networking platform; it's also an authorship tool that connects web material to its creator (Getnet, Admit, 2006; Yayeh, 2018).

Companies can maximize their social media effectiveness by responding to social media comments in a timely manner and in a way that makes their followers feel seen and valued. Ultimately, this will help them establish trust with their audience and encourage them to become loyal customers.

2.4.4 Text Messaging

It is a method of sending product and service information from cellular and smart phone devices. The company can communicate information in the form of text (SMS), photos, video, or voice

utilizing phone devices (MMS). Using cell phones for marketing In the early 2000s, SMS (Short Message Service) became extremely popular in Europe and some areas of Asia. Text messages can be used to convey order confirmations and shipping alerts. SMS campaigns yield faster and more significant results. Companies can use this technology to deliver marketing messages to their customers in real time, at any moment, and be confident that they will be noticed. Company can create a questionnaire and obtain valuable customer feedback essential to develop their products or services in future (Fatema, et al., 2015).

2.4.5 Affiliate Marketing:

Affiliate marketing is a type of pay-per-click advertising. A company rewards affiliates for each visitor or customer they bring to the company through marketing efforts they create on behalf of the company in this type of marketing. The merchant (also known as "retailer" or "brand"), the network, the publisher (also known as "affiliate"), and the customer are the four main players in the industry. Because the business has become so sophisticated, a secondary tier of players has emerged, including affiliate management agencies, super-affiliates, and specialized third-party vendors. Affiliate marketing can be approached in two ways: A company can either offer an affiliate program to others or join up to be an affiliate for another company. If a business wishes to run an affiliate program, the owner must pay affiliates a commission for each lead or sale they bring to the business's website. The main goal of the company is to find affiliates who can help them reach untapped markets. A company that publishes an e-zine, for example, would make a good affiliate because its readers are hungry for information. As a result, introducing one's offer through a "trusted" company can attract prospects who might not have otherwise been reached. (Chadwick, 2016).

2.4.6 Search Engine Optimization (SEO)

The technique of altering the appearance of a website or a web page in a search engine's "natural" or unpaid ("organic") search results is known as search engine optimization (SEO). The sooner (or higher placed on the search results page) and more often a website appears in the search result list, the more traffic it will receive from search engine users. Image search, local search, video

search, academic search, news search, and industry-specific vertical search engines are all possible targets for SEO (Chaffey, 2016).

When a website ranks at the top of search engine results pages (SERPs), more qualified leads will find and contact you when searching for products or services related to your business. In other words, higher search rankings translate into more leads, phone calls, and revenue for your company. It's important to remember that SEO is a long-term strategy, so it is important not to expect to see results overnight. While SEO requires regular upkeep to maintain top rankings, the results are well worth the investment for a business.

2.4.7 Pay Per Click (PPC)

Pay-per-click marketing is a method of generating clicks to your website by paying for them rather than “earning” them naturally. Pay-per-click advertising is beneficial to both searchers and advertisers. It is the most cost-effective method for advertising a company's products and services since it provides a higher level of engagement with the products and services (Yasmin, Tasneem, & Fatema, 2015).

With PPC, companies can target people based on demographics, location, and even the type of device they use. These targeting options, coupled with the budget-friendliness of PPC, make PPC a valuable component of successful digital marketing.

2.5. Digital Marketing Platforms

When audiences are available online through typically used digital media channels like search, social media, or display ads on media sites accessed via desktop or laptop-based hardware platforms, there are a variety of techniques by which marketers get in touch and connect with them (Chaffey, & Ellis-Chadwick, 2016). Despite the fact that desktop access platforms or devices were and continue to be dominant for years, mobile marketing platforms are currently the most crucial (Chaffey, & Smith, 2017). Consumers own 3.64 connected devices on average, according to a Global Web Index (Buckle, 2016) survey, ranging from smartphones, laptops, and

tablets to streaming sticks, wearables, and consoles, many of which are used simultaneously through multiscreening, typically with a linked TV.

2.6. Advertising and Digital Marketing

Advertising, which is an important component in the marketing of company activities, has been practiced for a long time. Advertising's purpose is persuasion, and it has been in some form or another for as long as humans have sought to influence one another. Advertising has grown alongside technology, refining the ways in which advertisers can target audiences, from the early days of the printing press, which enabled ads to circulate widely in newspapers, to the creation of television and the Internet. Ryan and Jones (2009) summarized its beginnings and historical development as follows:

“People have been attempting to influence other people since the dawn of humanity, using whatever tools and media were available at the time. Of course, the human voice and word of mouth came first. Then someone took a piece of stone and began etching images on a cave wall: long-lasting paintings that told tales, communicated ideas, and supported particular methods of doing things. What was the first advertisement? That’s disputed, but these images, some of which have survived to this day, show an early understanding of the power of images and messages to affect people’s perceptions and actions.” (p. 3).

Advertising, according to Ryan and Jones (2009), is all about persuading individuals to take the actions that businesses and marketers want them to take, whether it's choosing a certain brand of toothpaste, picking up the phone, filling out a postal coupon, or visiting a website. Egyptians, ancient Greece, and Rome were among the forerunners in this regard, according to its historical development. Posters and flyers were made out of papyrus by the Egyptians, and lost-and-found advertising (also on papyrus and sometimes including ‘missing’ slaves) was prevalent in both ancient Greece and ancient Rome.

While the development of printing in the 15th and 16th centuries signaled a significant advancement in advertising by allowing marketers to reach a much larger audience at a lower cost, advertisements in the 17th century began to appear in early newspapers in England and then

spread across the globe (Ryan, & Jones, 2009). As a result, the first kind of mass media advertising was created. The advent of mail-order advertising – which would later evolve into the gigantic direct-mail and direct-response industry we know and love today – coincided with a further expansion in newspaper advertising in the 18th and 19th centuries (Ibid). It also saw the founding of the first advertising firm, which was founded in Boston by the forerunner Volney Palmer in 1843. Ad agencies began as basic brokers for newspaper space, but they quickly evolved into full-service companies, providing customers with a variety of creative and ad-placement services. The 20th century saw the dawn of another new advertising age, with the advent of radio offering a completely new medium through which advertisers could reach out to prospective clients.

2.7. Advantages of Digital Marketing

Customers and manufacturers profit from digital marketing in a variety of ways. The ability to contact the target audience through interactive media is the most significant benefit of digital marketing (Durmaz, & Efendioglu, 2016).

Furthermore, Pieiro-Otero and Martnez-Rolán (2016) argue that the development of digital marketing strategies offers significant potential for brands and organizations, citing branding, completeness, usability, interactivity, visual communication, relevant advertising, community connections, virility, and output measurement as examples. In addition, authors emphasized the different benefits that digital marketing provides to clients. Customers benefit from digital marketing, according to these authors, because it allows them to stay up to date with products or services, have clear information about the products or services, make easy comparisons with others, shop 24/7, share product or service contents, see clear pricing schemes, and have instant purchasing options.

Todor (2016) went on to say that digital marketing has the following benefits: substantially less expensive, and in some circumstances even free where users can select when and for how long to establish contact; its enabling effect on small and medium businesses; an endless audience because it can reach the entire globe; information is always available on the internet; active users approach, in which online content is offered to them on a continuous basis; possibility of dialogue

with or among users; rich or unlimited content with the ability to easily update the content when necessary; easy measurability of its impact in comparison to the traditional one; adaptability or the ability to easily change online contents based on customer feedback and its ability to create offers and programs that can be customized or personalized based on the profiles or consumer behavior and preferences.

2.8. Manufacturing Industries

Manufacturing industries are defined as those that engage in the production and processing of goods, the development of new commodities, or the adding of value to existing commodities through mechanical or chemical transformations (National Planning Commission, 2015). Manufacturing is a process that uses manual labor or machinery to create things from raw materials, and it is usually done in a methodical manner with a division of labor (Yayeh, 2018). This industry is so essential that it is one of the most crucial drivers of long-term development and expansion. More sustainable revenue for growth is obtained as countries transition from primary agricultural-based economies to manufacturing-based economies. High rates of economic growth and capital accumulation are necessary but insufficient for structural change unless they are accompanied by industrialization (Kebede, & Heshmati, 2020).

According to Eshetie (2018), this sector represents the "heart and soul" of many developed and emerging countries' economies, with the biggest multiplier impact capacity of any other sector contribution. For the overall development of the sector itself and for further socio-economic transformation, those privately owned and competitive ones play a very crucial role (Eshetie, 2018).

Most importantly, this sector is assumed to have a paramount importance in boosting the economic development of a country, and abundantly contributes to the GDP of a nation. Industrial expansion, as stated by Kebede and Heshmati (2020), is critical for socioeconomic development because it creates many opportunities for capital accumulation, structural changes, technological advances, and productivity, all of which increase economic performance. Manufacturing, according to Yayeh (2018), is a wealth-creating sector in an economy that is strongly linked to engineering, industrial design, and is engaged in producing vital economic outputs that can

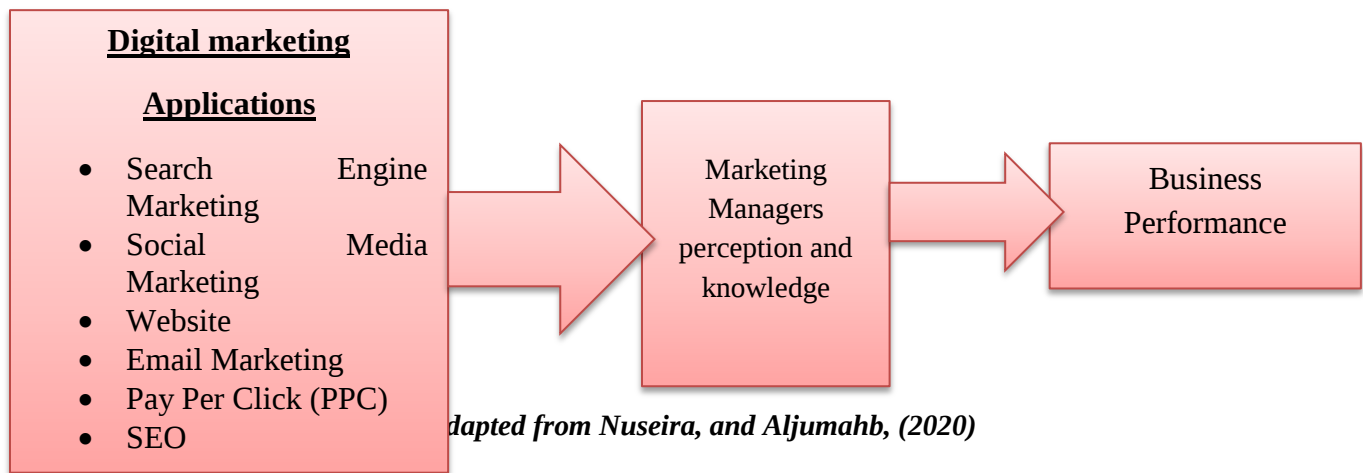
support a nation's national growth. Industrial development is also a road for an economy's and societies structural transformation. Industrialization encourages economic diversity, inclusive growth, and efficient resource usage, such as physical, human, and mineral resources, all of which aid in poverty eradication (Kebede, & Heshmati, 2020).

2.9. Historical Development of Manufacturing Industry in Ethiopia

Ethiopian manufacturing industry history is inextricably linked to the post-Ethiopian-Italian war period (Getnet, Admit, 2006; Yayeh, 2018). Ethiopia began its quest for industrialisation in the 1940s, with a ten-year plan to create the groundwork for manufacturing capability (Anonymous). Industrialization began in the 1950s and was consolidated in the three subsequent five-year development plans that followed (Yayeh, 2018). With aggressive government participation, the Imperial Government made industrialization in general and the manufacturing sector in particular a priority in the Second Five-Year Development Plan (Getnet, & Admit, 2006). However, characteristics of entrepreneurial impulses toward the industrial sector arose under the Imperial Government of Ethiopia's First Five-Year Development Plan, which was introduced in 1957.

2.10. Conceptual Framework

The following conceptual framework will be utilized to provide answers to the study questions. The variables are six factors of current digital marketing for manufacturing enterprises that have a direct or indirect impact on the success of Addis Ababa's Textile and Garment Manufacturing Industries. As shown in fig. 1, marketing managers' perceptions and expertise of various digital marketing technologies in the textile and garment manufacturing industries have a direct or indirect impact on their companies' success. Nuseira and Aljumah provided the inspiration for this structure (2020). The authors' initial paradigm included environmental elements, which are substituted in this study with marketing managers' perceptions and expertise. As a result, this paradigm guided this research into the role of digital marketing in manufacturing industries. Thus, a questionnaire, conversation observation, and interviewing the interact ants to discover the meanings they have for each digital marketing application are appropriate methods of exploring the topic from this perspective.



CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Research Design

The exploratory and descriptive research designs were combined in this study. This study design was utilized because exploratory research is used for an issue that has not been well identified and well explained in earlier studies. When there isn't enough information regarding a phenomenon or a problem that hasn't been precisely characterized, exploratory research is conducted. Its goal is not to provide definitive solutions to the research questions, but rather to examine the study issue in various depths (Boru, 2018). The rationality behind combining the two research approach is, they fill the gap of one design by the other.

As a result, the focus of the conference is on new topics that have received little or no prior investigation (Boru, 2018). Exploratory research is intended to allow an investigator to just look about in relation to a phenomenon in order to generate potentially useful ideas (Darden, & Reynolds, 1971). Furthermore, this study will use a descriptive design to obtain detailed information about the current state of digital marketing in manufacturing industries in Addis Ababa, particularly in the Textile and Garment industries, as well as to investigate the developmental changes in the role of digital marketing in Addis Ababa's Textile and Garment industries.

As clearly explained by Samiti (2012), descriptive research is used to obtain information concerning the current status of the phenomena, and to describe the existing situation of variables or conditions. Descriptive research entails a direct examination, analysis, and description of a specific phenomenon that is as devoid of unjustified assumptions as possible, with the goal of providing the most intuitive presentation possible.

Both quantitative and qualitative research methodologies were used in this study. Any data gathering technique (such as a questionnaire) or data analysis tool (such as graphs or statistics) that generates or uses numerical data is referred to as a quantitative method (Saunders, Lewis, & Thornhill, 2009).

Quantitative research is a sort of research that collects numerical data and analyzes it using mathematically based approaches to understand events. As a result, quantitative data on the function of digital marketing in the textile and garment manufacturing industries in Addis Ababa was obtained by questionnaire in this study, and will be examined statistically using quantitative approaches such as percentages and mean values. In addition, the study included qualitative data collecting and analysis to back up the information gathered through the questionnaire.

According to Saunders, Lewis, and Thornhill (2009), qualitative method is commonly used as a synonym for any non-numerical data collecting approach (such as an interview) or data processing procedure (such as classifying data). In this study, qualitative data on the use of digital marketing technology in customer interactions was acquired through interviews with marketing managers and ICT directors in the textile and garment manufacturing industries in Addis Ababa

3.2 Population, Sampling and Sampling Technique

It is essentially impossible for the researcher to collect data from all cases in order to answer the research questions of this study. As a result, correct sampling techniques must be used to pick a representative sample. There are several methods for estimating the sample size to be drawn from a given population. In this investigation, a published table is employed as one of the accessible strategies.

According to Singh and Masuku (2014), one technique to calculate sample size is to use published tables, which provide sample size for a specific set of criteria based on a mix of precision, confidence level, and variability issues. As a result, a free sample size calculator is used to calculate the sample size for a particular survey based on the sample proportion, margin of error, and needed confidence level. In the city, there are 91 textile and garment manufacturing enterprises, 16 of which were chosen using a judgmental sample technique. The reason for this is that 18% of the population was included. The reason of judgmental is the existence of different level of companies some textile and garment were not have any IT marketing system some are well organized and this study is focused on those which started to implement digital marketing.

According to Kothari (2004), a sample size is representative if and only if it covers between 5 and 25% of the population. Marketing managers and ICT specialists from such firms were chosen to fill out the questionnaire. Each of the companies' CEOs was picked for an interview. Because Kothari (2004) believes that a sample that covers from 5% to 25% is reasonable to be taken as a representative, a total of 16 textile and garment enterprises were the objects of a study.

Table 3.1 the Selected Garment and Textile Firms

No	Name of selected company	Sector	Selected sample	Sampling technique
1	Bras Garment PLC	GARMENT	10	Quota sampling
2	GMM Garment Plc	GARMENT	10	Quota sampling
3	E.M.D Garment	GARMENT	13	Quota sampling
4	Edget Garment Factory Plc	GARMENT	10	Quota sampling
5	Muya Ethiopia PLC	GARMENT	10	Quota sampling
6	Akaki Garment Share Company	GARMENT	10	Quota sampling
7	Eden Sweater Factory	GARMENT	10	Quota sampling
8	AMBASADER GARMENT	GARMENT	13	Quota sampling
9	Elias Tesfaye Garment Factory	GARMENT	10	Quota sampling
10	Addis Garment PLC	TEXTILE	11	Quota sampling
11	TRIO CRAFT PLC	TEXTILE	10	Quota sampling
12	Astab Family General Impex Plc.	TEXTILE	10	Quota sampling

13	EAE Family PLC	TEXTILE	10	Quota sampling
14	Gaber Textile PLC	TEXTILE	10	Quota sampling
15	BM Textile and Garment PLC	TEXTILE	13	Quota sampling
16	Desta Garment PLC	TEXTILE	10	Quota sampling
	Total		170	

3.3 Data Sources

Primary data sources were employed to gather relevant information on the role of digital marketing in manufacturing industries, particularly Textile and Garment enterprises, for this study. As a result, the primary data sources for this study were marketing managers, ICT specialists working in the selected organizations, and their CEO.

3.4 Instruments of Data Collection

3.4.1 Questionnaire

For this study, marketing managers and technology specialists working in the textile and garment manufacturing industries in Addis Ababa filled out a questionnaire to acquire quantitative data on the role of digital marketing.

3.4.2 Interview

In-depth interviews with CEOs, marketing managers, and technology specialists in the textile and garment manufacturing industries in Addis Ababa were used to gather qualitative data on the role and application of digital marketing technologies.

3.5. Method of Data Analysis

Both quantitative and qualitative data analysis methodologies were used in this investigation. As a result, the quantitative data gathered by questionnaire was rigorously recorded, tabulated, and categorized in preparation for analysis. After the data was presented in this manner, descriptive

statistical analysis methods including percentages, mean values, and standard deviations were used to examine and interpret it. SPSS version 20 was utilized for this purpose.

In the qualitative section, data gained through interviews was minimized in order to have a better understanding and to exclude irrelevant and unneeded material gathered during the interview. As clearly argued by Miles and Huberman, (1994), this process involves simplifying, selecting and transforming the transcriptions as well as opening new relationships and meaning from the data.

3.6 Validity and Reliability Test

The degree to which a test is consistent and steady in measuring what it is designed to measure is referred to as test dependability. Simply said, a test is trustworthy if it is constant both inside and across time. The degree to which a test genuinely measures what it claims to measure is referred to as test validity. Test validity also refers to how relevant and useful inferences, judgments, and actions based on test scores are (Kothari, 2004).

The researcher in this work uses 44 questioners to test the data's reliability in the specified company. In Cronbach's Alpha, the reliability test is shifted and depicted as follows, with all variables being good. As a general rule, reliability in the range of 0.7 to 0.94 is acceptable at various levels.

Table 3.1 Reliability Statistics

No	Variables	Cronbach's Alpha
	Search Engine Marketing	0.933
	Social Media Marketing	0.891
	Website	0.834
	Email Marketing	0.912
	Pay Per Click (PPC)	0.783
	SEO	0.772

Source: Survey Result, 2021

In terms of validity, the researcher works with the adviser and other specialists in the field to increase the quality of the questioner. More specifically, the questioner is adapted from a variety of well-known papers and tweaked to fit the study's goals. Moreover, several language specialists and consultants commented on the substance as well as the grammar of the questioner. This is everything being done to increase the data collection instrument's validity.

3.7 Ethical Considerations

Ethical considerations were taken into account in this investigation. Consent, confidentiality, and data protection are just a few of the important issues that will be discussed. Participants in the study will be given enough of time to respond to the questions posed to them in order to avoid mistakes and inaccuracies in their responses. The responders are given a free pass on the confidentiality of their identity and any information they do not want to provide.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

Following the data collection as outlined in the previous chapter overview, data analysis, discussion, and interpretation were covered in this chapter. The study's objectives were met by analyzing and interpreting the various data acquired through the use of a data collection tool. The study's major goal was to evaluate the effect of digital marketing in manufacturing industries, namely in the textile and garment industries in Addis Ababa.

Primary data was gathered through interviews and questionnaires utilizing structured, semi-structured, and open-ended questions, while secondary data was gathered by studying secondary source papers from the textile and garment manufacturing industries in Addis Ababa. A total of 160 questionnaires were distributed, and 160 of them were returned. The response rate rises to 94%, which is sufficient to continue the investigation.

The demographic features of respondents, descriptive analysis, and inferential analysis are all covered in this chapter. The demographic age, sex, and educational qualification were all taken into consideration. During the analysis, the goal of each query is indicated, and the result is validated using relevant charts. Because some questions are related to one another, a collection of questions is grouped together in several sections to make the analysis of replies to those questions more logical.

4.2 Demographic Features of Respondents

This section contains background information about employees of garment and textile companies, as well as employees in the study area. The findings of the survey of employees and officials by gender, age group, and education level are shown below. Questionnaires were used to collect the majority of the data from the analysis.

4.2.1 Gender

The gender distribution of respondents was studied in order to answer the questions provided, as indicated in the graph below. The graphic depicts how male and female respondents responded to the questionnaires that were provided. Males made up 56 percent of the 160 responders, while females made up 44 percent.

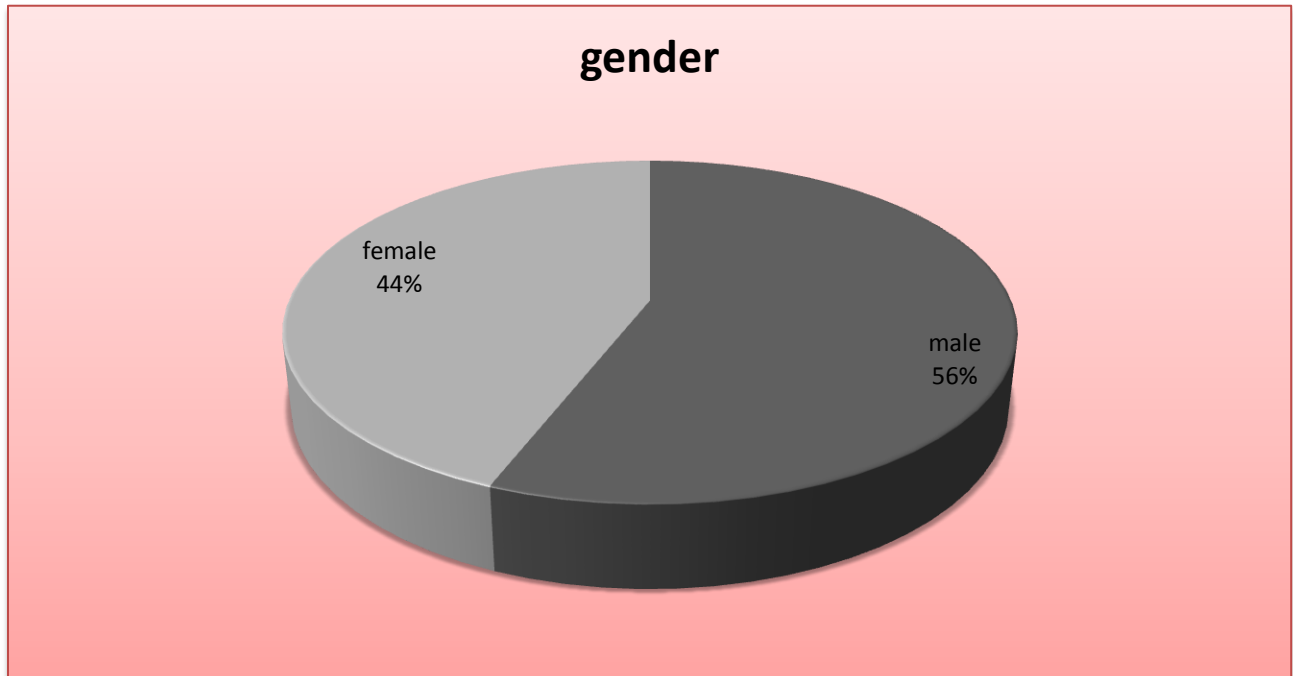


Fig 4.1 Gender Distribution

4.2.2 Age Distribution

The age distribution of respondents in the research region or in textile and garment enterprises is shown in the table below. The majority of participants were between the ages of 31 and 40, followed by 40 and 50.

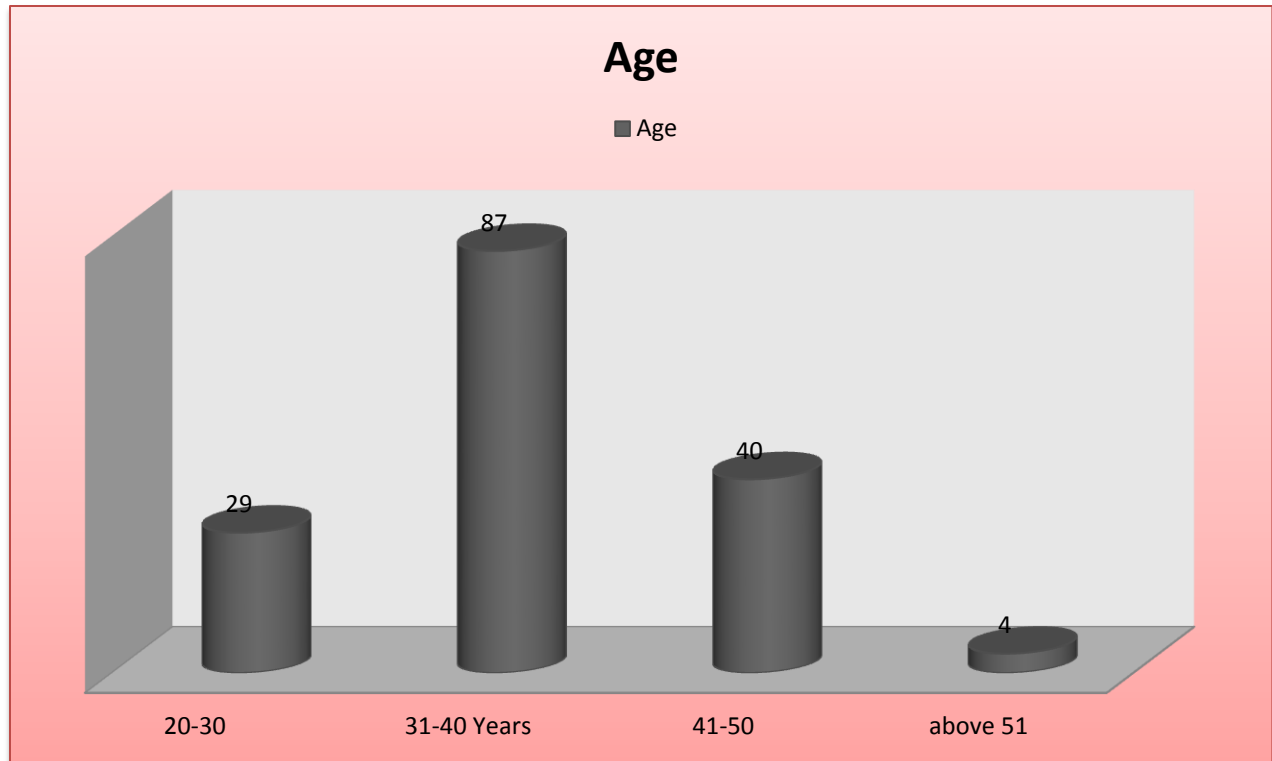


Figure 4.2 Age Distribution

4.2.3 Educational Level

Participants' educational qualifications were also analyzed in addition to their gender and age distribution. The educational distribution of participants is depicted in the following graphs.

As seen in the graph below, the majority of the participants (82%) were first-degree holders, while the remaining 18% were master holders. As a result, we can infer that the research concept of digital marketing was an easy concept to grasp and participate in, which had a beneficial impact on the study findings.

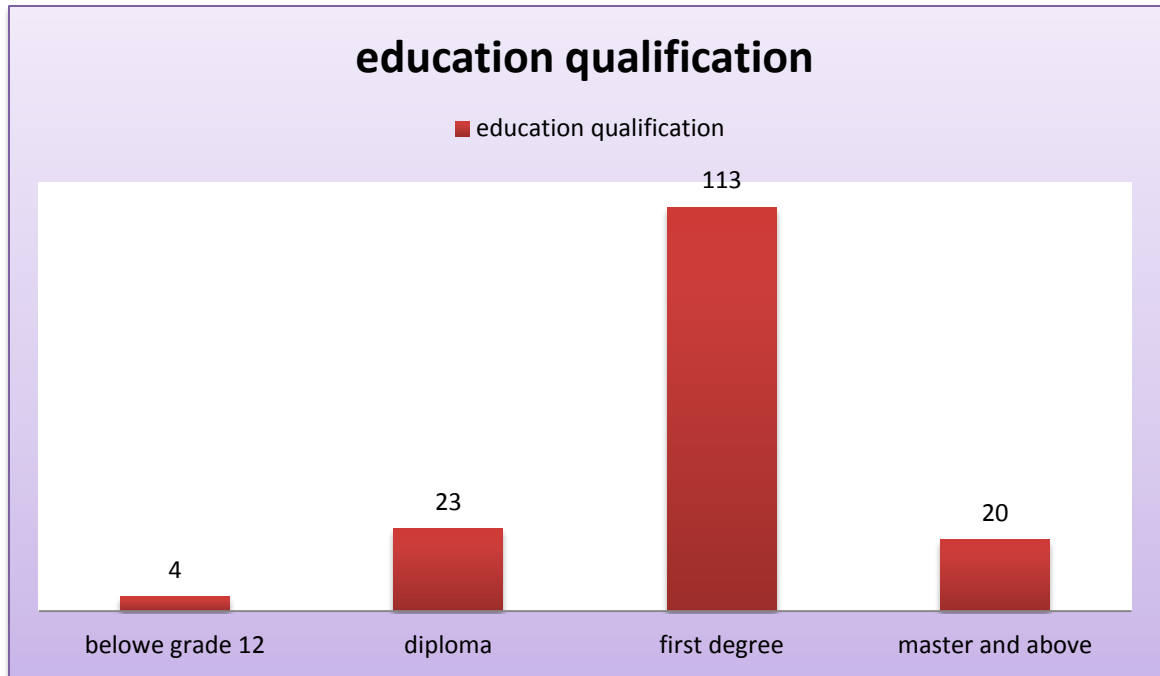


Figure 4.3 Education Level

4.3 The Practice of Digital Marketing

4.3.1 Search Engine Marketing

Search engine marketing, or SEM, is one of the most effective techniques for any organization to expand in an increasingly competitive industry. The following table depicted the use of search engine marketing in Addis Ababa textile and apparel companies.

Table 4.1 mean and standard deviation of Search Engine Marketing

Search Engine Marketing	N		Mean	Std. Deviation
	Valid	Missing		
The company uses search engine marketing	160	0	2.6688	.81435
Our customers are aware about search engine marketing	160	0	2.5688	1.01945

The search engine marketing is accessible to customers	160	0	2.5563	.96314
Grand mean			2.5979	0.932313

The grand mean of search engine marketing in selected textile and garment factories were 2.5. This indicated that the practice of search engine marketing in selected firms were low or below the average level. More specifically the companies do not use search engine marketing effectively to address customers and customers were not aware about search engine marketing. The search engine itself is not familiar and is accessible to customers.

In the open ended the participants revealed that the highness of Long-term costs for SEM. They point out that, SEM is only effective while firms are paying. Although it is possible to improve the campaigns over time and lower prices per click, the firm will still have to pay for each visit received. In addition to this, the competition is fierce with other international firms who use dollar for their daily transaction.

We may deduce from this that search engine marketing has become increasingly popular, and many businesses are fighting for the same keywords. As a result of the competition, costs rise, and getting a good return on investment might be difficult at times. Many constraints, such as lack of awareness, capacity, and infrastructure, make it inconvenient in Ethiopia. Unlike other forms of advertising, such as native advertising, SEM involves invading the user's space with content that they did not seek out. When a user is targeted, they may use an ad blocker to avoid being interrupted.

On the contrary to this, in the interview the interviewed revealed

SEM is Measurable to a great extent. Google Advertisements, for example, provides incredibly detailed information on the progress of our campaign, so we always know what's going on with our ads. We can also use the Analytics integration to ensure that everything is in excellent working order. Everyone who works in the marketing department has access to it. In addition, this method can be used by both huge corporations and small businesses. They're all in the same boat

when it comes to getting to the top of the search results for keywords. Furthermore due to the availability of Segmentation we are reaching the public that is actively interested in.

The rationale of the paradox is generated by the amount of responsibility in which the interviewee is given diplomatic responses but the employees openly express their filing.

In terms of the most often used search engines, Google Plus is the most popular, followed by Facebook. This fact is depicted in the table below. Due to the advancement of the clients in the area, other social media platforms such as Twitter, Instagram, and Pinterest were ineffective.

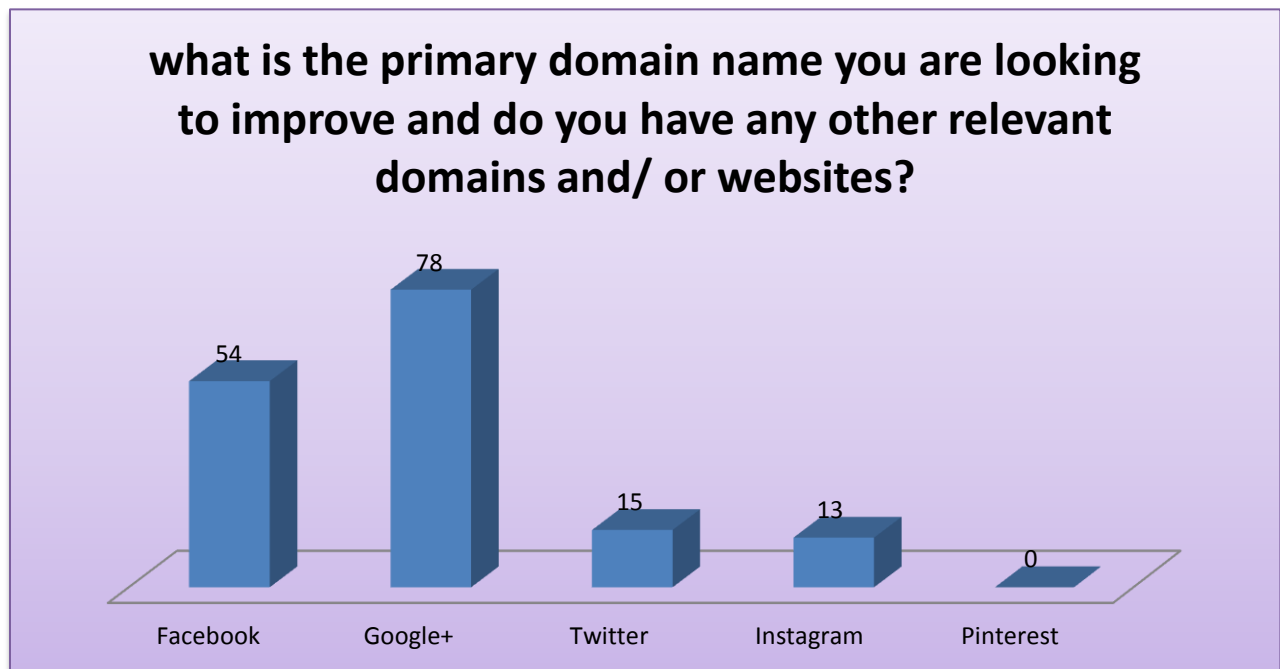


Figure 4.4 Domains of Website

4.3.2 Social Media Marketing

Social media marketing is a sort of internet marketing that involves creating and sharing content on social media networks in order to achieve marketing and branding goals. Posting text and image updates, videos, and other content that encourages audience participation are all examples of this. The table below shows how social media marketing is used in Addis Ababa garment and textile companies.

Table 4.2 mean and standard deviation of social media advertising

Social media advertising	N		Mean	Std. Deviation
	Valid	Missing		
The company uses social media advertisement intensively	160	0	4.575	.73159
The customers are familiarize with our social media	160	0	4.231	.66561
Our social media has lots of followers	160	0	4.400	.84823
Grand mean			4.402	.74848

The mean score of social media advertising is 4.4 which indicated that the companies uses social media advertisement intensively and the customers were familiarized with firm's social media. Due to these firms social media has lots of followers while most of them are customers.

Participants in the open ended discussion point out that social media advertising can help boost brand recognition and expand a company's reach. Our social media website is boosting engagement, promoting app downloads and video views, generating leads, and motivating users to message the firm on Facebook and Messenger. This will improve sales or bring in new customers to the real store. Furthermore, Facebook's internal analytics show that photo-only ads generate more unique visitors than other ad formats like short, looping video clips that automatically play in users' browsers.

In the interview the interviewed revealed that the objective of social media in our firm are to increase brand visibility, to increase social media following, and to increase the sales of our product and encourage people to come into your store. Regarding the applicability of social media participants point out the following diagram as follows.

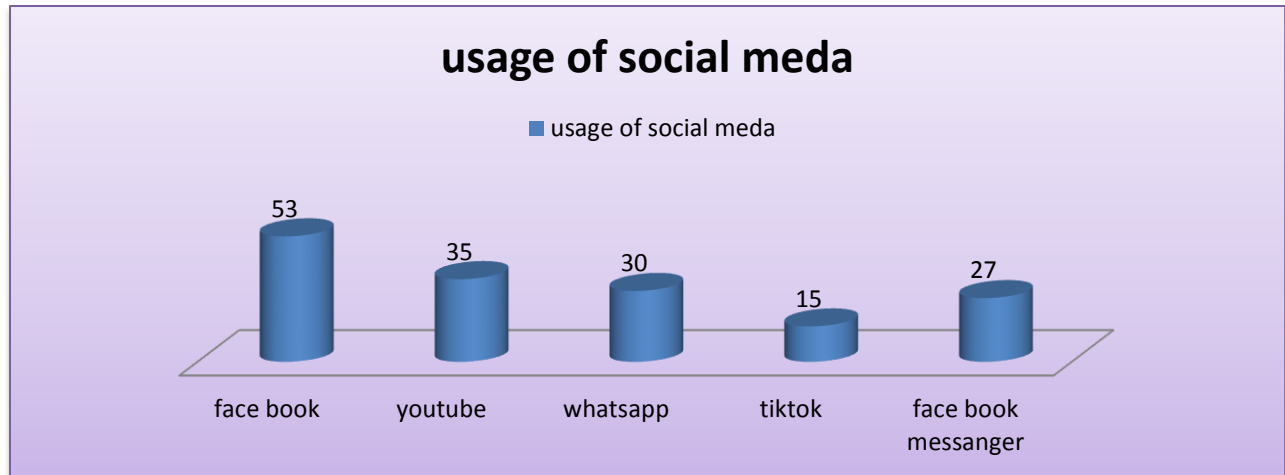


Figure 4.5 the Frequency of Social Media

As the above figure showed that the most common used social media were book, YouTube, WhatsApp are the most used social media apps. Tiktok and messenger were the lowest applied social media in textile and garment firms.

In the interview the interviewed revealed the issue of or the use all of the major social networks such as Facebook, twitter, linked in and media sharing sites like Instagram, YouTube, Snapchat as well as a few more like pinterest and google plus, as a social media pro we are using social media as a new brand of advertisement than the conventional advertisement.

4.3.4 Website

The process of promoting a company's website in order to increase the number of visitors is known as website marketing. Visitors to the website should be interested in purchasing the company's services or products. More visitors equals more opportunities to persuade potential customers to make a purchase. The table below depicts the use of website marketing in Addis Ababa's textile and garment industries.

Table 4.3 Mean and Standard Deviation of Website Marketing

Questions about Website	N		Mean	Std. Deviation
	Valid	Missing		

The company uses its website for advertisement purpose	160	0	2.5500	.52365
The customers are aware of its website and consecutive posts	160	0	2.9313	.76989
The web site is attractive to customers	160	0	2.6500	.63642
Grand mean			2.7104	0.64332

The mean score of website advertisement is 2.7 with standard deviation .6 this low mean indicated that most textile and garment companies were not used their website for advertisement purpose and the customers are unaware of their website and consecutive posts because there web site is not attractive and familiar to customers.

In the open ended participants revealed that the company's website is accompanied with a sales page including reviews, perks, and features that allows visitors to book services. Also, it showed an online store, a blog that establishes authority while also promoting firm's product which visitors can utilize a social media plugin to share the content but it is not promoted to be familiar with customers. Firms social media pages' links an about page that instills trust in business, Supporting graphics that elicit emotions and effectively demonstrate what the firm have to offer.

The interviewees discuss the obstacles of online marketing in their individual businesses. The most important issues mentioned by textile and garment enterprises in Addis Ababa include the type of material that should be manufactured, the content that stands out, how frequently should we sell on social media, and who is going to do the work and fill responsibility.

To address the aforementioned issues, marketers promoted their websites on social media and in their email newsletters, provided downloadable educational resources such as white papers, eBooks, and ultimate guides about their products, and provided

4.3.4 Email Marketing

Email marketing is a powerful marketing channel that uses email to promote a company's products or services. It's a type of direct marketing that, when integrated with marketing

automation programs, can assist customers become aware of new products or offers. It can also help with lead generation, brand awareness, and business development. The following table shows how Ethiopian textile and clothing industries use email marketing.

Table 4.4 Mean and standard deviation of email marketing

	N		Mean	Std. Deviation
	Valid	Missing		
Email marketing is common in the firm	160	0	3.0375	.38669
Our company employees and managers use their email effectively for advertisement purpose	160	0	3.1125	.62432
Most customers have email connection with the company	160	0	3.2813	.70195
Grand mean			3.143767	0.570987

The mean score of email marketing is 3.14 which indicated that the practice of modes email marketing in textile and garment industries. More specifically, Email marketing is were not common in each firm and all company employees and managers were not using their email effectively for advertisement purpose, even most customers have not email connection with the companies.

In the open ended participants reveled the existence of low delivery rate, low open rate, low click rate, high unsubscribe rate, high spam complaints, low active ratio and limited post-click activity.

In the interview the interviewed revealed that

As new to technology from the employees and the customer's side we faced lots challenges such as achieving reasonable customer engagement rate, Customer acquisition, unable to enhance

retention rate, and difficulty to enhance email personalization. Finally, we are all aware that technology brings with it new obstacles as well as benefits, but the challenges may be easily solved with the correct skill set to adapt to evolving technologies. Similarly, if you're still having trouble dealing with the obstacles of email marketing, our expert advice will help you streamline your entire operation.

A study done by Ron Hoogma (2015) remarked that in the overall, e-mail marketing can increase brand loyalty but it is uncertain whether there is a link between levels of commitment to an attitude and it's uncertain how regular e-mail communication affects productivity. In line with this finding there is low certainty of the productivity of email marketing.

4.3.5 Pay per Click

In a pay-per-click kind of internet marketing, most researchers believed that marketers pay a price each time one of their ads is clicked. It's a method of buying website traffic instead of trying to obtain it organically. Search engine advertising is one of the most prevalent sorts of PPC. Advertisers can bid for ad placement in the sponsored links of a search engine when someone searches for something. The following table showed the practice of pay per click in the garment and textile in Addis Ababa.

Table 4.5 mean and standard deviation of PPC

Pay per Click	N		Mean	Std. Deviation
	Valid	Missing		
The company has PPC advertisement	160	0	2.9125	.89995
The company have alternative search engines for PPC	160	0	2.6313	1.09672
The PPC fee is reasonable	160	0	2.7250	.97742
Grand Mean			2.7563	.99136

The mean score pay per click in the garment and textile factors in Addis Ababa is come up with 2.7 with standard evation.99. This low mean indicated that most of the textile and garment companies has not PPC advertisement in Addis Ababa. The companies has not alternative search engines for PPC, even the PPC fee is not reasonable.

In the open ended participates revealed that the following are some of the drawbacks of PPC advertising in the selected garment and textile factories in Addis Ababa. It needs devotion of time to optimizing and improving the pay per click. It needs well-structured setting which is helped to have good campaigns and practice. In addition to this, it needs a specialty agency and able to expend enough money. It needs monitoring and optimizing campaigns to ensure a return on investment of pay per click.

In the interview the interviewed revealed

The practice of Pay per click was not found cost effective because we only pay when a person visits our website, it can be an excellent investment but our customers were not aware about the payment. In addition, though it helps to address the targeted markets and segments but due to money factors such as location, language, and device we were not productive in PPC campaigns.

According to Hamza Salim Khraim's (2015) research, one dimension of Search Engines, Pay per click advertisements (PPC), has an impact on attracting clients and the efficacy of online advertisements. The study found that adopting pay-per-click advertisements (PPC) has a direct effect on attracting clients and the effectiveness of online advertisements at the (0.05) level at E-marketing companies. The findings corroborated our findings that PPC had no major impact on small businesses.

4.3.6 Search Engine Optimization

The process of optimizing a website for search engines is known as search engine optimization. In layman's words, it's the process of improving your website's visibility when customers use Google, Bing, and other search engines to look for products or services related to your company. The better the visibility of your pages in search results, the more likely you are to attract attention

and attract new and existing clients to your company. The mean and standard deviation of search engine optimization are shown in the table below.

Table 4.6 Mean standard deviation of SEO

Search Engine Optimization	N		Mean	Std. Deviation
	Valid	Missing		
our search engine site is visible to users	160	0	2.9188	.99034
our search engine is relevant to users in searching what they want	160	0	2.4813	1.04594
The company has SEO expert who improves it quality	160	0	2.8063	.98732
Grand Mean			2.7354	1.00787

The mean score of search engine optimization in the selected garment and textile industries was 2.7 with standard deviation 1.0. This indicated that the companies search engine site were not visible to users and were not that much is relevant to users in searching what they want. In addition, to this the companies have no SEO expert who improves it quality of the company website.

In the open ended participants revealed that search engine optimization needs genuine online reviews but no companies have it who optimize firms google business page, search engine optimization needs a website re design and need marketing analytics setup, that needs localized content and use localized keywords naturally.

In the interview the interviewed revealed that

To improve our Search engine optimization we are creating a headline or title tag that grabs people's attention. In addition to capture attention we use words like sale large selection discount and free shipping in our title tags. Furthermore we are strongly work on creating a captivating Meta description that encourages people to click.

Riikka (2019) conducted research on Google search engine visibility and the benefits of search engine optimization (SEO) for businesses. He stated that search engine exposure looks to have an undeniably important role in business. The majorities of people use the internet; search engines account for more than half of all Internet traffic, and the majority of users do regular searches for information on goods and services. Google is a search engine that can improve a website's search engine visibility, resulting in more traffic and higher quality visitors. Finally, he emphasizes that one of the primary benefits of SEO for organizations is the increased conversion rate.

Similarly, this research corroborates our findings, as many papers have mentioned that SEO alone will not provide us with the needed return on investment (ROI). A greater understanding of search engine users and website development, according to the interviews, leads to improved marketing performance.

Participants were also asked about their geographic focus and the goal of digital marketing, in addition to the topics mentioned above. The following graphic depicts the company's concentration in terms of region.

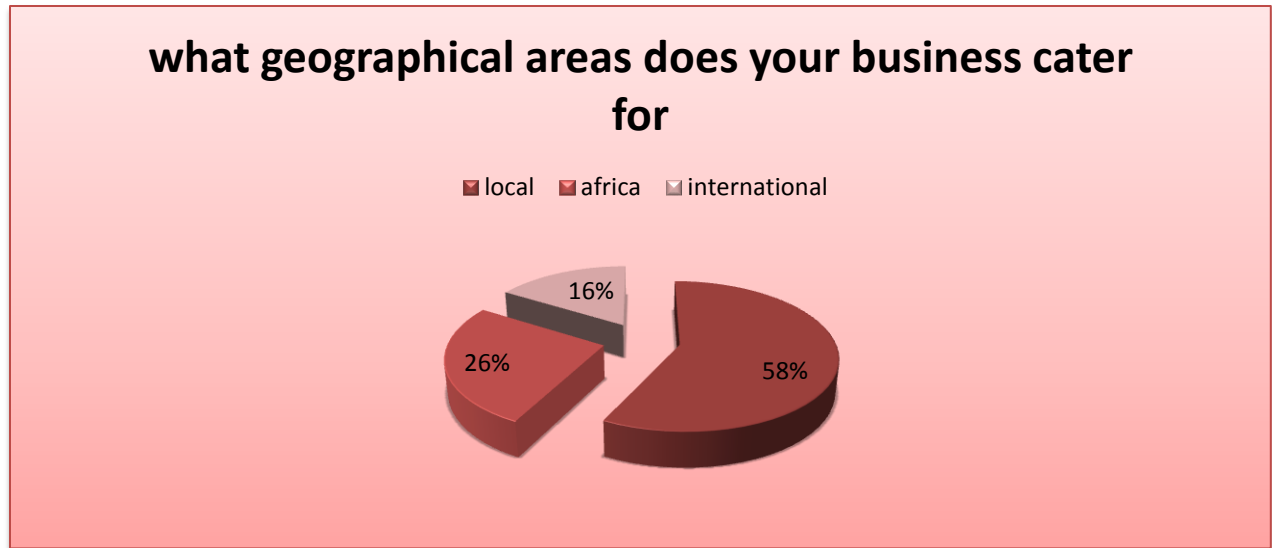


Figure 4.6 Geographical Focuses of Companies

As the above figure showed that the major goal of digital marketing in garment and textile firms in Addis Ababa is to address the local customers while the objective of digital marketing focus on the increment of sales and traffic oriented. The following figure depicts there proportion

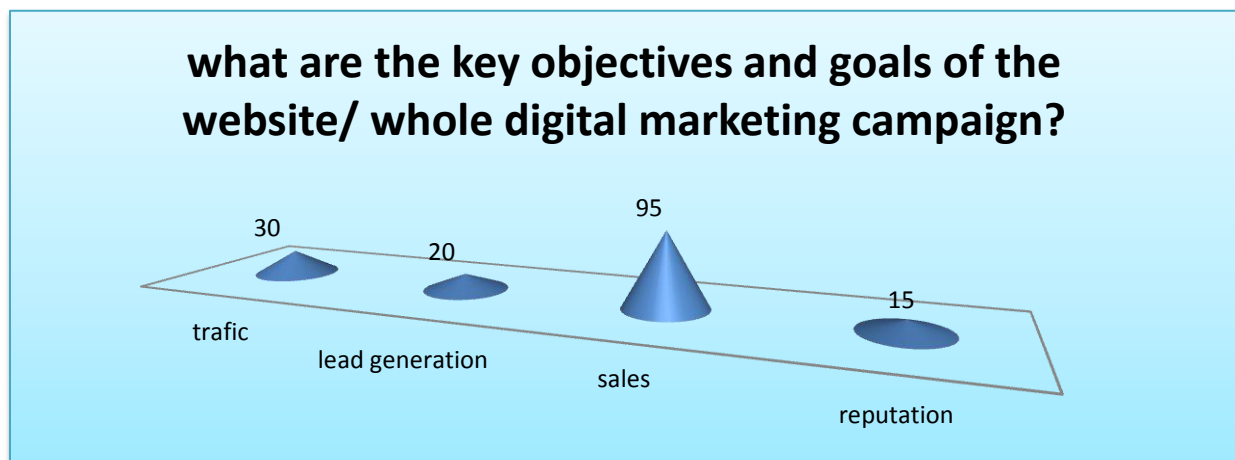


Figure 4.7 Objectives of Digital Marketing

As the above figure depicted that the major goal of the companies' digital marketing is increment of sales and traffic purpose for local customers.

In the interview the participants elaborate this goal

We advert via digital marketing for many purposes but the majors are to increase our sales and profits. In addition to this to increase our sales the frequency of the post should be high as compared to other competitors in the market.

4.5 Inferential statics

Inferential analysis is a type of analysis in which a random sample of data from a population is used to draw conclusions about that population. Inferential statistics are useful when it is neither practical nor possible to investigate each individual in a population (Kothari, 2004).

4.5.1 Testing the Assumptions of Regression

Before performing a regression analysis, it is necessary to make some basic assumptions about the original data. This is necessary in order to comprehend the relationships between dependent and explanatory variables. Five major assumptions must be confirmed and demonstrated to be reasonable. In this investigation, the following essential least square assumptions were tested and described.

4.5.2 Skewness and Kurtosis of the Data

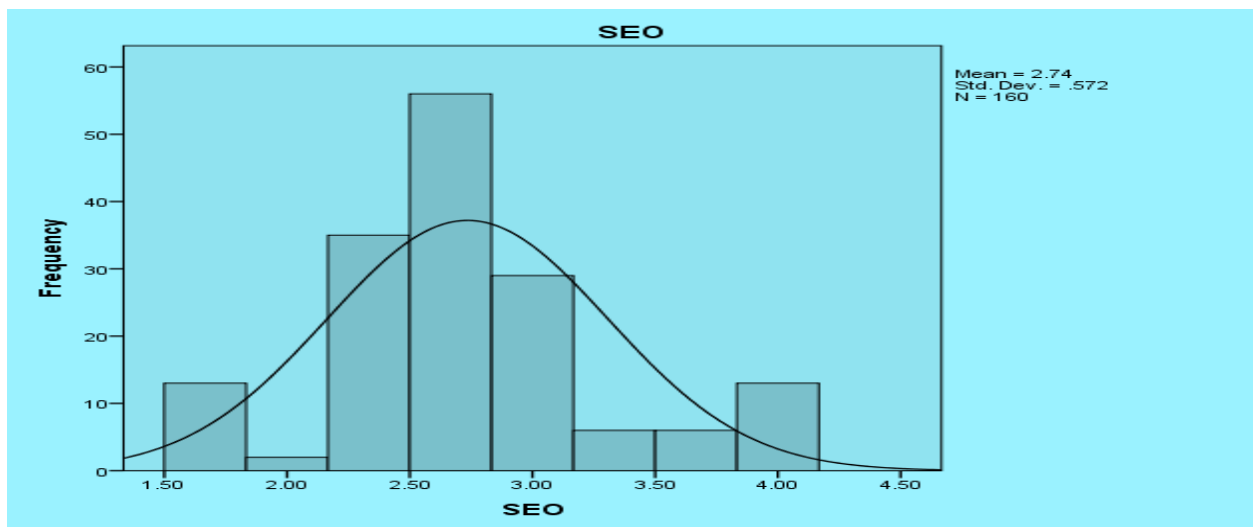
Skewness is a metric that measures symmetry, or rather, the lack of it. A distribution or data collection is considered to be symmetric if it looks the same to the left and right of the center point. In relation to a normal distribution, kurtosis is a measure of how heavy-tailed or light-tailed the data are. Heavy tails, or outliers, are more probable in data sets with a high kurtosis.

Table 4.7 Skewness and Kurtosis

Statistics						
	Search Engine	Social Media Marketing	Websit e	Email Marketing	PPC	SEO

N	Valid	160	160	160	160	160	160
	Missing	0	0	0	0	0	0
Skewness		.201	-1.591	.527	-.067	-.396	.476
Std. Error of Skewness		.192	.192	.192	.192	.192	.192
Kurtosis		-.513	4.788	-.874	-.611	-.756	.428
Std. Error of Kurtosis		.381	.381	.381	.381	.381	.381

Values in the range of +1.96 and -1.96 are considered acceptable. Hair (2010) defined skewed data as data that is skewed over these parameters, while Bryne (2010) proposed that data is considered normal if Skewness is between 2 and +2 and Kurtosis is between 7 and +7. According to the rule of thumb, the researcher's data is usually spread.



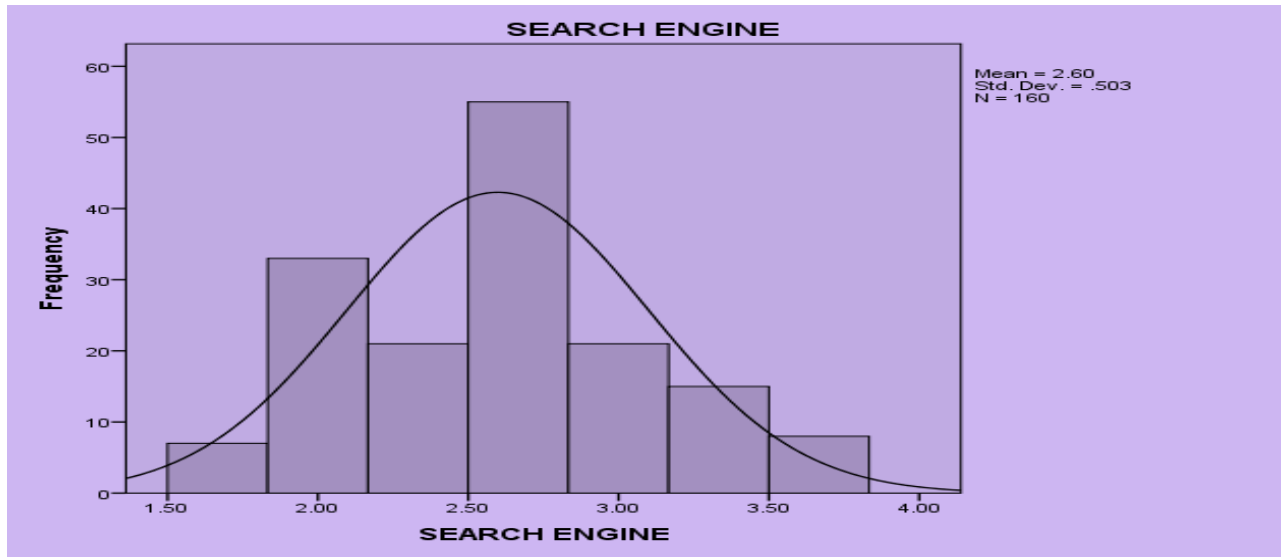


Figure 4.8 Data Distribution of independent variables

4.5.3 Testing Normality

A statistical approach for testing whether a sample or set of data fits into a conventional normal distribution is known as the normalcy test. A normality test can be performed either graphically or numerically.

Normality tests are used to see if a data set is well-modeled by a normal distribution and to assess the likelihood that a random variable underlying the data set is normally distributed. The tests are a sort of model selection, and depending on how one perceives probability, they can be interpreted in a variety of ways:

Multiple regressions presume that variables have normal distributions (Darlington, 1968). This indicates that errors are evenly distributed, and a plot of the residual values resembles a normal curve (Keith, 2006). This assumption can be tested using the model's P-P plot and the standardized residuals histogram shown above. The dots should be as close to the diaphragm as possible.

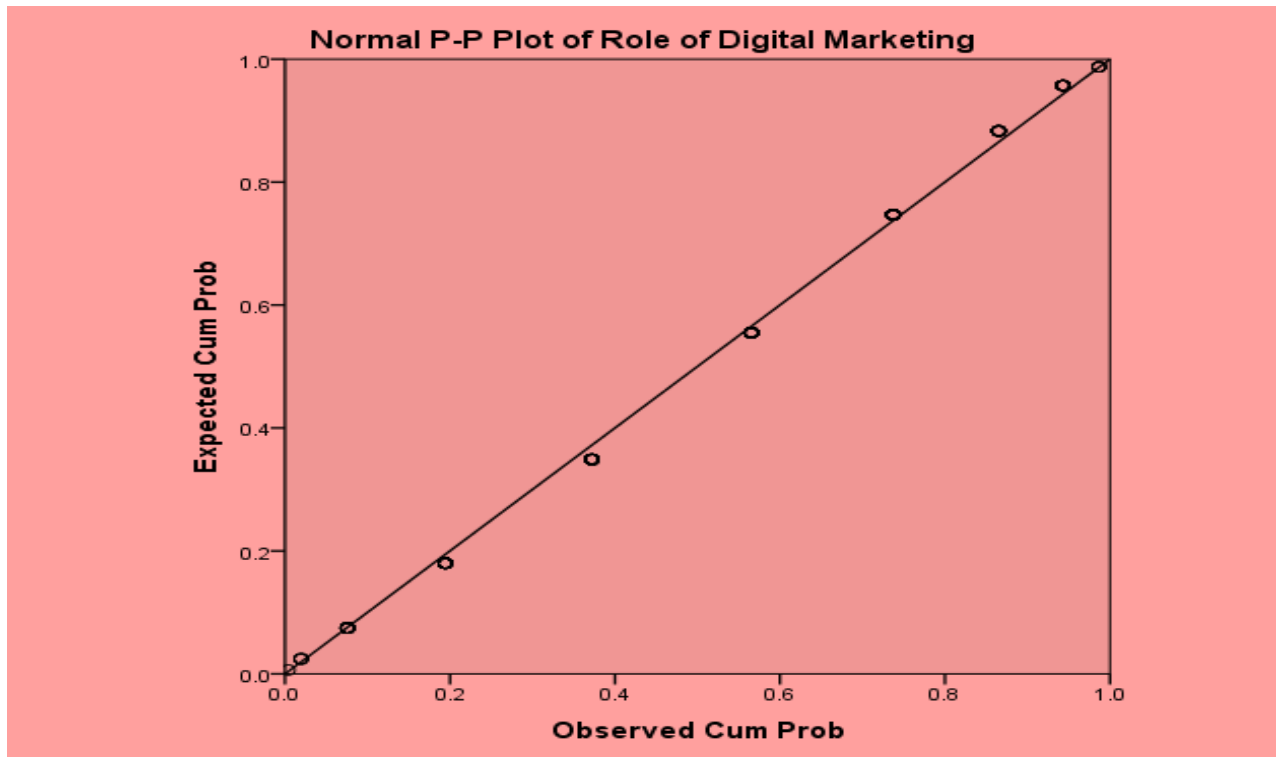


Fig 4.9 Normality Test

In the figure above, the data distribution appears normal, and the dots in the P-P plots are likewise close to the normal line. The results of both tests show that the residuals are distributed normally.

4.5.4 Testing Multicollinearity

A high amount of inter-correlation or inter-associations between the independent variables characterizes multicollinearity. As a result, it acts as a data disturbance, and statistical inferences formed from the data may be questionable if it exists.

Multicollinearity develops when there are high correlations between two or more predictor variables. Another way of putting it is that one predictor variable can predict the other. As a result, data is duplicated (Kothari, 2004) Multicollinearity is a problem that occurs when explanatory variables have significant correlations, and it is not suited for typical list square regression analyses.

Table 4.8 Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Search Engine	.884	1.131
	Social Media Marketing	.958	1.044
	Website	.989	1.011
	Email Marketing	.927	1.078
	PPC	.877	1.141
	SEO	.877	1.140
a. Dependent Variable: Role of Digital Marketing			

The variance-inflation factor (VIF) was also looked at, with lower values indicating that multicollinearity isn't a problem. In this inquiry, all VIFs with a score of less than ten were accepted (Hair, 2010). In regression analysis, tolerance statistics also aid in the detection of collinearity concerns.

The tolerance value can vary from 0 to 1, with values closer to 1 indicating that multicollinearity is not a problem (Keith, 2006). The amount of variation in that construct is not explained by other factors because all tolerances in this study are greater than 0.8. The results of both experiments revealed that multicollinearity is not a problem.

4.5.5 Testing Homoscedasticity

Homoscedasticity refers to the fact that the variance around the regression line is the same for all values of the predictor variable (X). In the plot, this assumption is broken. Lower-valued points on the X-axis are all extremely near to the regression line. For the higher values on the X-axis, there is a lot more variability around the regression line.

This assumption implies the homogeneity of residual terms or error terms throughout the data. To check for homoscedasticity, look at a plot of the standardized residuals versus the regression standardized predicted value (Osborn & Waters, 2002). The following Figure shows that the standardized residuals in this research are distributed evenly indicating heteroscedasticity are not a serious problem for this data.

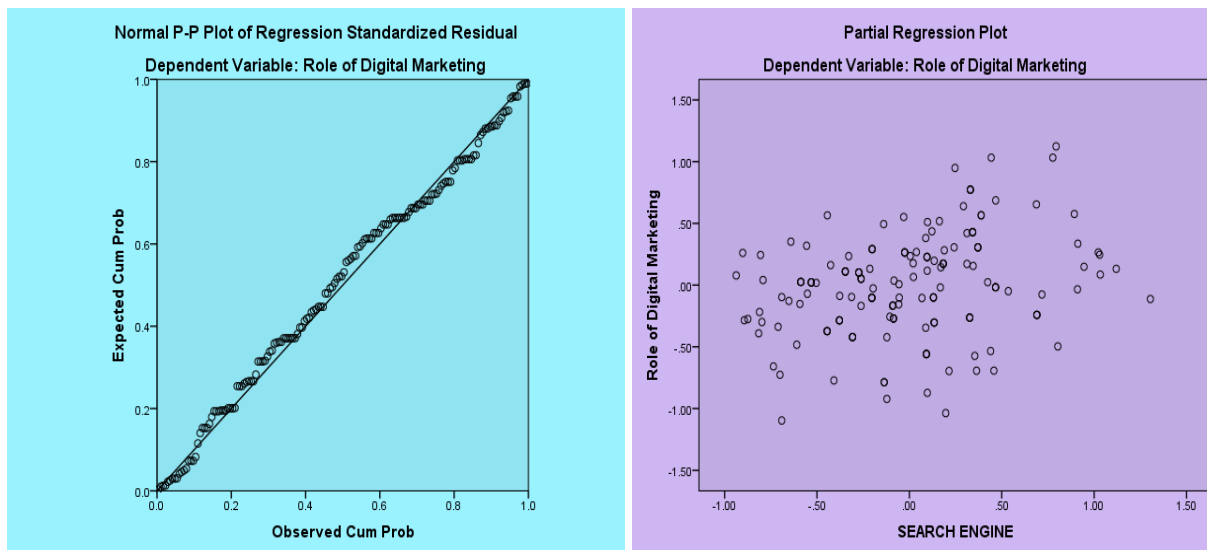


Figure 4.10 Data Distribution of dependent variable

4.5.6 Testing Autocorrelation

Autocorrelation is a mathematical representation of the degree of resemblance between a time series and a lagged version of itself over subsequent time intervals. It's the same as computing the correlation between two time series, however autocorrelation uses the same time series twice: once in its original form and again with one or more additional time periods (Kothari, 2004)

Autocorrelation, or error independence, is the concept that errors are independent of one another, implying that individuals respond separately (Stevens, 2009). We can use the Durbin-Watson statistic to see if our residuals are independent (or uncorrelated).

Table 4.9 Autocorrelation Test

Model Summary^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.563 ^a	.318	.291	.39968	1.211
a. Predictors: (Constant), SEO, Social Media Marketing, WEBSITE, SEARCH ENGINE, EMAIL MARKETING, PPC					
b. Dependent Variable: Role of Digital Marketing					

4.6 Correlation Analysis

The “interdependency” of the variables was tested using correlation analysis. The direction and intensity of the association between the variables were determined in this section. To determine the correlations between SEO, Social Media Marketing, website, search engine, email marketing, PPC, and the Role of Digital Marketing, the Pearson's Product Movement Correlation Coefficient was used.

Correlation analysis is a powerful method for discovering and exploiting data correlations (associations). The coefficient (r) can have a value of -1 to +1. The strength and direction of the link are reflected in the coefficient of correlation (r) value. If $r = -1$, the variables have a completely negative association. If $r = 0$, there is no relationship between the variables; but, if $r = 1$, there is a relationship. The following decision rule from Bartz (1999) was used to describe the strength of relationship between the variables in this investigation.

Table 4.10 Correlation Coefficient

Measure of Association	Descriptive Adjectives
>0.00 to 0.20; <-0.00 to -0.20	Very weak or very low
>0.20 to 0.40; <-0.20 to -0.40	Weak or low
>0.40 to 0.60; <-0.40 to -0.60	Moderate
>0.60 to 0.80; <-0.60 to -0.80	Strong or High
>0.80 to 1.0; <-0.80 to -1.0	Very high or Very Strong

Source: Bartz (1999)

Table 4.11 Correlation Result

Correlations								
		SEARCH ENGINE	Social Media Marketing	WEBSITE	PPC	EMAIL MARKETING	SEO	Role of Digital Marketing
SEARCH ENGINE	Pearson Correlation	1	.056	-.031	.296**	.021	.225**	.337**
	Sig. (2-tailed)		.479	.698	.000	.793	.004	.000
	N	160	160	160	160	160	160	160
Social Media Marketing	Pearson Correlation	.056	1	-.009	-.013	-.190*	.015	.260**
	Sig. (2-tailed)	.479		.908	.873	.016	.853	.001

	N	160	160	160	160	160	160	160
WEBSITE	Pearson Correlation	-.031	-.009	1	-.030	.028	-.093	-.107
	Sig. (2-tailed)	.698	.908		.709	.721	.241	.177
	N	160	160	160	160	160	160	160
PPC	Pearson Correlation	.296**	-.013	-.030	1	.069	.247**	.134
	Sig. (2-tailed)	.000	.873	.709		.386	.002	.090
	N	160	160	160	160	160	160	160
EMAIL MARKETING	Pearson Correlation	.021	-.190*	.028	.069	1	.181*	.216**
	Sig. (2-tailed)	.793	.016	.721	.386		.022	.006
	N	160	160	160	160	160	160	160
SEO	Pearson Correlation	.225**	.015	-.093	.247**	.181*	1	.380**
	Sig. (2-tailed)	.004	.853	.241	.002	.022		.000
	N	160	160	160	160	160	160	160
Role of Digital Marketing	Pearson Correlation	.337**	.260**	-.107	.134	.216**	.380**	1
	Sig. (2-tailed)	.000	.001	.177	.090	.006	.000	
	N	160	160	160	160	160	160	160

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

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

The above table showed the correlation between dependent variable role of digital marketing and independent variables, SEO, Social Media Marketing, website, search engine, email marketing, PPC and Role of Digital Marketing. As can be seen, the majority of independent factors show a positive correlation with the dependent variable, with a level of significance of 0.01. For search engine marketing, the level of correlation between independent variables and the dependent variable ($R=.337^{**}$). For social media marketing ($r=.260^{**}$), email marketing ($r=.216^{**}$), and search engine optimization ($r=.380^{**}$), the correlation coefficients are $r=.260^{**}$, $r=.216^{**}$, and $r=.380^{**}$, respectively. This indicates that the independent variable is tightly related to the dependent variable.

4.6 Regression Analysis Results

The researcher utilized multiple regression analysis in this part to understand the link between the dependent and independent variables. Furthermore, regression analysis aids the researcher in comprehending how the typical value of the dependent variable changes when one or more independent factors are changed while the other independent variables remain constant.

Table 4.12 Model Summery

Model Summary ^b									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.563 ^a	.318	.291	.39968	.318	11.864	6	153	.000
a. Predictors: (Constant), SEO, Social Media Marketing, WEBSITE, SEARCH ENGINE, EMAIL MARKETING, PPC									

b. Dependent Variable: Role of Digital Marketing

The dependent variable in the regression model is Role of Digital Marketing, whereas the independent variables are SEO, Social Media Marketing, website, search engine, email marketing, and PPC. Digital marketing is highly related to the linear combination of the elements ($R^2=.318$). This suggests that the independent factors can explain 38% of the variance in the dependent variable. Although other factors that are not included in this study may account for the remaining percent of the change, the R-squared and Adjusted R-squared values found in this study are sufficient to indicate that the fitted regression line is very close to all of the data points.

Table 4.13 ANOVAa

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.371	6	1.895	11.864	.000 ^b
	Residual	24.440	153	.160		
	Total	35.811	159			
a. Dependent Variable: Role of Digital Marketing						
b. Predictors: (Constant), SEO, Social Media Marketing, website, search engine, email marketing, PPC						

The significance test results for R and R^2 can be found in the ANOVA (Analysis of Variance) table. As a result, at 0.01 the F value of 11.9 is significant (P value that a correspondent to F statistic is significant). As a result, the independent variables SEO, Social Media Marketing, website, search engine, email marketing, and PPC significantly explain the variation in the Role of Digital Marketing in textile and garment firms in Addis Ababa..

Table 4.14 Regression Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.076	.628		.121	.904
	search engine	.244	.067	.259	3.641	.000
	social media marketing	.261	.063	.282	4.129	.000
	website	-.107	.092	-.078	-1.158	.249
	email marketing	.368	.117	.218	3.147	.002
	PPC	-.022	.065	-.024	-.340	.735
	SEO	.229	.059	.276	3.876	.000
a. Dependent Variable: Role of Digital Marketing						

Standardized Beta coefficient and unstandardized Beta coefficient values are used to estimate the relative importance of each independent variable and to build the linear regression equation, respectively, in the Beta coefficient table.

Search engine, social media marketing, email marketing, PPC, and SEO were found to be significant predictors of Role of Digital Marketing in garment and textile enterprises in Addis Ababa based on the standardized beta coefficient values.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary of Findings

The study's major goal was to evaluate the effect of digital marketing in manufacturing industries, namely in the textile and garment industries in Addis Ababa. Primary data was gathered from selected textile and garment manufacturing businesses in Addis Ababa City using a questionnaire and six interviews (3 from garment and 3 from taxi tile). A total of 160 questionnaires were distributed, and 160 of them were returned

From demographic analysis, out of 160 respondents 56% were male while 44% were females and most participants were found in the age range between 31 up to 40 years followed by 40 up to 50 years while regarding education, 82 percent of the participants were first degree holders and the remaining the 18 percent were master holders.

The mean of search engine marketing in chosen textile and garment companies was 2.5, according to descriptive analysis. Search engine marketing practices were found to be low in a number of companies. Companies were not efficiently using search engine marketing to communicate with customers, and customers were unaware of search engine marketing. Customers can use the search engine, which is unfamiliar to them. Long-term expenditures for SEM are extremely significant. Other multinational firms who utilize the dollar for their everyday transactions compete fiercely, and SEM is only successful while firms are paying, which they found to be too expensive. Companies rarely employ search engine marketing, which is dominated by Google plus and Facebook.

The mean of social media advertising is 4.4, indicating that companies heavily employ social media advertising and that customers are familiar with the company's social media. Because of these businesses, social media has a large number of followers, the majority of whom are consumers. The use of social media advertising to promote brand recognition and engagement can be done in a variety of ways. The goals of social media are to promote brand visibility, grow

social media following, and increase product sales. In Addis Ababa, Facebook and YouTube were the most popular social media platforms for textile and apparel companies.

The average cost per click on a website is 2.7. The majority of textile and apparel companies do not use their websites for advertising, and their customers are ignorant of their existence. The company's website includes a sales page with reviews, benefits, and features that users can use to book services. It also featured an online store and a blog that builds authority while simultaneously advertising the firm's goods, but it wasn't advertised in any other way.

Email marketing has a 3.14 average score. Email marketing is not widely used in the textile and apparel industries. Employees and management at the company were not efficiently using email for marketing purposes. The majority of clients do not have an email connection with the businesses. The limitations of email advertisement marketing included a poor delivery rate, a low open rate, a low click rate, a high unsubscribe rate, a high spam complaint rate, a low active ratio, and restricted post-click engagement.

In Addis Ababa, the average pay per click score in the garment and textile sector is 2.7, with a standard deviation of 99. This low average indicates that most textile and apparel companies in Addis Ababa do not use PPC advertising. There are no alternative search engines for PPC at the company, and the PPC fee is not reasonable. The disadvantages of PPC advertising include the time commitment required to optimize and improve the pay per click. It requires a well-structured environment that is aided by solid campaigns and practice, as well as a specialty agency and the ability to spend adequate money. To secure a pay-per-click return on investment, campaigns must be monitored and optimized.

The selected garment's average search engine optimization score is 2.7. Users couldn't find the company's search engine site since it wasn't visible to them, and it wasn't really relevant to what they were looking for. The businesses lack an SEO specialist that can help them increase the quality of their website. Genuine internet reviews are required for search engine optimization, yet no organizations who improve a company's Google business page have them. The main goal of digital marketing in Addis Ababa garment and textile enterprises is to target local clients, with the goal of digital marketing being to increase sales and traffic.

Regarding inferential analysis, most independent variables have positive correlate with the dependent variable with significant level of 0.01. The magnitude of correlation between independent variables and the dependent variable for search engine marketing ($R=.337^{**}$). For social media marketing ($r=.260^{**}$), for email marketing ($r=.216^{**}$) and for search engine optimization ($r=.380^{**}$). The linear combination of those factors is significantly related to digital marketing ($R^2=.318$). This means that, 38 percent of the variance in the dependent variable can be explained by the independent variables.

5.2 Conclusion

Digital marketing can help manufacturing companies build relationships and establish their organization at the forefront of their field. Manufacturers that utilize these advantages of digital marketing in the online ecosystem will find that it helps them build their reputation and brand awareness, improves customer loyalty, establishes them as a thought leader, demonstrates the manufacturer's capabilities and allows the brand to nurture their incoming leads.

But in the study area the fact is concluded as follows:-

Search engine marketing in selected textile and garment factories were low. The companies were not using search engine marketing effectively to address customers and customers were not aware about search engine marketing. The search engine itself is not familiar and is accessible to customers. On the other hand regarding social media advertising which indicated that the companies uses social media advertisement intensively and the customers were familiarized with firm's social media. Due to these firms social media has lots of followers while most of them are customers but in case of web site, most textile and garment companies were not using their website for advertisement purpose and the customers are unaware of their website. The practice of email marketing in textile and garment industries is not common.

Company employees and managers were not using their email effectively for advertisement purpose. Most customers have not email connection with the company. Pay per click in the garment and textile factory in Addis Ababa has not PPC advertisement. The companies has not alternative search engines for PPC, even the PPC fee is not reasonable. Search engine optimization or the companies search engine site were not visibility to users and were not that

much is relevant to users in searching what they want. The companies has no SEO expert who improves it quality of their websites.

5.3 Recommendation

Based on the findings and conclusions the following recommendations were forwarded to the textile and garment company firms.

- ❖ The companies should improve their digital marketing in general and their search engine marketing in particular by improving search engine optimization (SEO) or Publishing Relevant Content about their company, by Updating the Content Regularly, by putting enough data about the product and production process as well, and linking any worthy site to customers.
- ❖ The companies should improve their email marketing by Segmenting email lists, Considering text in sending emails, increase Having emails come from a real person or customers who is active in using email frequently and making the subject line compelling and to the point about the product.
- ❖ The companies should enhance their website advertisement by optimizing website for multiple platforms, by creating a simple path to the checkout, by offering free shipping, linking with social media and incorporate video marketing.
- ❖ The firms should enhance their PPC marketing by selecting advertising platform, defining their goal, by research the target audience, by doing keyword group segmentation.
- ❖ Generally the firms should improve by setting the short term, medium term and long term strategies that can create long-term value in the local as well as international customers.

5.3 Future Research

It may create a different outcome if other researchers conduct a similar study in service sectors and alcohol and beverage industries because those companies are well organized in terms of their finance and they are competitive in the international market. Furthermore, including other digital marketing variables may create a different outcome of the study.

References

- Addis, S. (2019). An exploration of quality management practices in the manufacturing industry of Ethiopia. *The TQM Journal*.
- (Anonymous). Understanding African experiences in formulating and implementing plans for emergence Growing Manufacturing Industry in Ethiopia: CASE STUDY
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing*. Pearson UK.
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital marketing: strategy, implementation and practice*, 6th.
- Chaffey, D., & Smith, P. R. (2017). *Digital marketing excellence: planning, optimizing and integrating online marketing*. Taylor & Francis.
- Darden, W. R., & Reynolds, F. D. (1971). Shopping orientations and product usage rates.
- Desta, A., Asgedom, H. B., Gebresas, A., & Asheber, M. (2014). Analysis of kaizen implementation in Northern Ethiopia's manufacturing industries. *International journal of business and commerce*, 3(8), 39.
- Durmaz, Y., & Efendioglu, I. H. (2016). Travel from traditional marketing to digital marketing. *Global journal of management and business research*.
- Eshetie, T. (2018). Ethiopia's Manufacturing Industry Opportunities, Challenges and Way Forward: A Sectoral Overview.
- Ethiopia National Planning Commission (2015). Annual report on manufacturing industries investment and performance, unpublished
- Flores, L. (2013). *How to measure digital marketing: metrics for assessing impact and designing success*. Springer.
- Forrester, P. L. (2015). Manufacturing management in theory and practice. In *Handbook of Manufacturing Industries in the World Economy*. Edward Elgar Publishing.

- Getnet, A., & Admit, Z. (2006). The Ethiopian manufacturing sector: competitiveness and the way ahead. *Ethiopian Journal of Economics*, 10(683-2016-46842), 33-63.
- Kannan, P. K. (2017). Digital marketing: A framework, review and research agenda. *International Journal of Research in Marketing*, 34(1), 22-45.
- Kebede, S. G., & Heshmati, A. (2020). Energy Use and Labor Productivity in Ethiopia: The Case of the Manufacturing Industry. *Energies*, 13(11), 2714.
- Kingsnorth, S. (2019). *Digital marketing strategy: an integrated approach to online marketing*. Kogan Page Publishers.
- Kitaw, D., & Bete, F. (2003). Quality management: efforts and problems in Ethiopian manufacturing industries. *Zede Journal*, 20, 55-74.
- Mandal, P., & Joshi, N. (2017). Understanding digital marketing strategy. *International journal of scientific research and management*, 5(6).
- MANUFACTURING SURVEY ANALYSIS 2014: A Survey of Ethiopian Manufacturing Sector
- Miles, M. B. and Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. 2nd edition. Thousand Oaks, CA: SAGE Publications Ltd.
- Nuseira, M. T., & Aljumahb, A. The Role of Digital Marketing in Business Performance with the Moderating Effect of Environment Factors among SMEs of UAE.
- Piñeiro-Otero, T., & Martínez-Rolán, X. (2016). Understanding digital marketing—basics and actions. In *MBA* (pp. 37-74). Springer, Cham.
- Puthussery, A. (2020). *Digital Marketing: An Overview*.
- Rao, K. R., & Tesfahunegn, S. Z. (2015). Performance measurement of manufacturing industries in Ethiopia—An analytical study. *Journal of Poverty, Investment and Development*, 7(2422).

- Ryan, D. & Jones, C. (2009). Understanding digital marketing: marketing strategies for engaging the digital generation. KOGAN PAGE
- Sampson, H. (1874). A history of advertising from the earliest times: illustrated by anecdotes, curious specimens and biographical notes. Chatto and Windus.
- Saunders, M., Lewis, P., & Thornhill, A. (2009). Research methods for business student's fifth edition (fifth), Pearson.
- Singh, A., & Masuku, M. (2014). Sampling Techniques & Determination of Sample Size in Applied Statistics Research: an Overview. *Ijecn. Co. Uk*, II (11), 1–22.
- Todor, R. D. (2016). Blending traditional and digital marketing. *Bulletin of the Transilvania University of Brasov. Economic Sciences. Series V*, 9(1), 51.
- Vanchan, V., Bryson, J. R., & Clark, J. (2015). Introduction: Manufacturing matters: Space, place, time and production. In *Handbook of manufacturing industries in the world economy*. Edward Elgar Publishing.
- Wakjira, M. W., Altenbach, H., & Ramulu, P. J. (2018). Optimization of manufacturing sustainability in the Ethiopian industries. *Procedia Manufacturing*, 21, 890-897.
- Wind, J., & Mahajan, V. (2002). Digital marketing. *Symphonya. Emerging Issues in Management*, (1), 43-54.
- Yasmin, A., Tasneem, S., & Fatema, K. (2015). Effectiveness of digital marketing in the challenging age: An empirical study. *International Journal of Management Science and Business Administration*, 1(5), 69-80.
- YAYEH, Y. (2018). Determinants of Manufacturing Industries Productivity: The Case of Firms Financed by Development Bank of Ethiopia (Doctoral dissertation, St. Mary's University).
- Mohammed T. Nuseira, Ahmad Aljumahb, The Role of Digital Marketing in Business Performance with the Moderating Effect of Environment Factors among SMEs of UAE.

Appendix



College Of Business and Economics

Department Of Management

Questionnaire for Employees of Selected Garment and Textile Firms in Addis Baba

Dear Respondents!

Hello, my name is Netanet Tadesse, from Addis Ababa university management department, studying Master of Science in international business. The purpose of this questionnaire is to study the role of digital marketing in manufacturing industries. Your responses will be kept confidential and combined with other responses when reporting the result.

Part One: General Information of Respondents

Note:

- ✓ No Need of Writing your Name
- ✓ Circle your Answer

1) Gender: A. Male B. Female

2) Age: A. 18 up to 25 years B.25-30 years C.31-36 years
D.37-42 years E.43- 48 years F. above 48 years

3) Educational Qualification:

A. Certificate B. Diploma
C. First Degree D. Second Degree and above

Part II: Specific Questions about the Role of Digital Marketing in Manufacturing Industries: The Case of Textile and Garment Manufacturing Industries in Addis Ababa City

- **Note:** Questions are designed to ask your level of agreement on the raised point. You chose from the given alternatives where
SDA =strongly disagree DA = disagree
N = Neutral A = Agree SA = Strongly Agree

No	Items	SDA	DA	M	A	SA
1	Search Engine Marketing					
	The company uses search engine marketing					

2	Our customers are aware about search engine marketing
3	The search engine marketing is accessible to customers
	Social Media Marketing
1	The company uses social media advertisement intensively
2	The customers are familiarize with our social media
3	Our social media has lots of followers
	Website
1	The company uses its website for advertisement purpose
2	The customers are aware of its website and consecutive posts
3	The web site is attractive to customers
	Email Marketing
1	Email marketing is common in the firm
2	Our company employees and managers use their email effectively for advertisement purpose
3	Most customers have email connection with the company
	Pay Per Click (PPC)
1	The company has PPC advertisement
2	The company have alternative search engines for PPC

3	The PPC fee is reasonable
	SEO
1	Our search engine site is visibility to users
2	Our search engine is relevant to users in searching what they want
3	The company has SEO expert who improves it quality
	Role of digital marketing
	Digital marketing increase our sales
	Digital marketing increase number of customers in our firm
	Digital marketing increase our image in the market
	Digital marketing increases our market share

Part Three Open Ended Questions

1. **Website address:** what is the primary domain name you are looking to improve and do you have any other relevant domains and/ or websites?

☐ Facebook

☐ Twitter

☐ Instagram

☐ Pinterest

☐ Google+

☐ other

2. Which network site is the best medium to communicate your product to your target market?

3. **Customers:** who are your target customers?

4. **Geographical markets:** what geographical areas does your business cater for?

☐ Local ☐ Africa ☐ international

5. **Objectives:** what are the key objectives and goals of the website/ whole digital marketing campaign?

☐ Traffic ☐ lead generation ☐ sales ☐ reputation

6. How do you see your companies advertisement via SEO.EMAIL MARKETING, search engine marketing, PPC and web site marketing



College Of Business and Economics

Department Of Management

Interview Guideline: Interview Questions for Marketing managers and Directors/ CEO's of Textile and Garment Manufacturing Industries in Addis Ababa City

Place _____

Key informant interview Identification number _____

The Researcher signature _____

Name of Advisor _____signature_____

Date of Interview _____

Interview started at ____: ____hrs Interview finished at ____: ____hrs (fill at the end)

This interview is designed to obtain information from marketing managers and CEO's of textile and Garment Manufacturing Industries in Addis Ababa City. You will be presented with a series of closed and open ended questions and the decision to answer each question is your own. However, your contribution in answering as many questions as possible so as to provide important information would be greatly appreciated.

Interview Question

1. What is your role in this organization?
2. Who is responsible for digital marketing in your organization?
3. What are the digital marketing practices implemented by your company to promote your goods and services?
4. What are the challenges of your company in promoting your goods and services using digital marketing?
5. How can you rate the role of digital marketing in your business performance, generating more customers and increased market share?
6. Are the marketing Managers geared up with digital marketing knowledge and are they adapting/ updating themselves to the new digital marketing world?
7. What do you think is the most effective social media marketing strategies that would be beneficial for your company right now?
8. Do you think your website and social Medias are user friendly and easily accessible?
9. If the answer for question No. "6 "is" yes" how? Or if the answer is "No" why not?
10. Do you think all the digital promotions of your company present the profile and contact details of the company and has an attractive and catchy pictures and videos?
11. What mechanisms are practiced to attract, engage, and retain visitors towards your company's digital marketing platform?
12. What mechanisms are practiced in your company digital marketing to learn about visitors' interest and respond towards their interests?
13. How often is your digital marketing platforms including websites updated or provide fresh contents?