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THE EFFECT OF SOCIAL MEDIA MARKETING ON QUALITY OF SERVICE DELIVERY: THE CASE OF ETHIO-TELECOM TELE BIRR SERVICE

BY

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THE EFFECT OF SOCIAL MEDIA MARKETING ON QUALITY OF SERVICE DELIVERY: THE CASE OF ETHIO-TELECOM TELE BIRR SERVICE

By

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DECLARATION

I, ADDISKIDAN HAILE , declare that this thesis is my work and that it has not been submitted and will not be offered to any other University for a similar or other Master's degree.

Signed …………………………….Date ……………………..

ADDISKIDAN HAILE

This is to certify that the thesis entitled, "THE EFFECT OF SOCIAL MEDIA MARKETING ON QUALITY OF SERVICE DELIVERY: THE CASE OF ETHIO-TELECOM TELE BIRR SERVICE" is an original piece of work carried out by Addiskidan Haile under the supervision of Hailemariam Kebede (PhD), and is submitted in Partial Fulfillment of the Requirements for the Degree of Master of Arts in Marketing Management . It complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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Acknowledgments

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Acronyms and Abbreviations

ICT	Information Communication Technology
IT	Information Technology
SM	Social Media
SD	Service Delivery

Abstract

The research examines the current state of social media content and service delivery empowerment in ethio telecom businesses in Addis Ababa northern distinct branch . The study builds from previous studies, especially those in the areas that are related to the study.. This study intended to determine the factors that influenced the use of social media in quality of service delivery in the Ethio telecom industry. The objective of this study was to investigate the effect of social media marketing on quality of service delivery with the case of Ethio-telecom, access, utility and security of social media on quality of service delivery in the telecommunication sector. The study reviewed past studies and research problem was studied through the use of a descriptive research design. The target population was customers of Ethio telecom tele birr users in northern distinct branch of Addis Ababa. The study employed Carvalho Hill to determine sample size to come up with a sample size of 200 respondents. The study relied mostly on primary data sources where self-administered questionnaire was utilized as source of data. Data collected purely quantitatively. Quantitative data was coded and Statistical Packages for Social Scientists (SPSS Version 17.0) used to analyze the data obtained. A pilot study to pretest and validate the questionnaire was done. The main findings of the study were; the Delivery of Service by Ethio-telecom is found formed significantly aided from Sex, Utility of Social Media factor , Access to Social Media factor , Security of social media, factor are met by positive supportive image that claimed the stiff and found reasonable and comparatively insignificance. In other hand, age and Effectiveness and user Friendliness factor and age of customer has a negative related effect on Delivery of Service by Ethio-telecom.

__Key Words__- Social media , Service Delivery , Access , Utility , Demography , Security

CHAPTER ONE

1.1 Introduction

In this chapter there are discussion of the proposal comprised of the back ground of the study, statement of the problem, research questions, and objective of the study, scope, and organization of the study.

1.2 Background of the Study

Technology driven world has grown largely grown and is very fast assisted with dynamics in the daily activities of human beings. And it plays a very great role in the daily lives of the society in the modern era (De Mooij, 2019) as well as it has brought significant changes and has influenced every aspect of people's lives (Sami & Irfan,2018). The development of technology has made activities of people's communication, connection very fast and easily accessible as well as provides impressive marketing tool as a marketing channel (Kujur and Singh, 2017). As result, there are developments of social networking websites that pave ways of communication between customers and clients.

Social Media is a group of internet–based applications that works on technological foundations of web 2.0 and allows the creation and exchange of user generated content (Kaplan and Haenlein, 2010). This indicates social media comprises of different internet applications like social media blogs, social networking sites, virtual social worlds, collaborative Internet Projects, content communities and virtual game worlds (Kaplan and Haenlein, 2010;Wetzel, 2010). And these platforms are where retailers connect customers to wider range consumers (Yordanos, 2019). Moreover, the social Media platform enables the internet users from all over the globe to interact, communicate and share idea, content, thoughts, experiences, perspectives, and relationships (Briscoe, 2009; Kaplan &Haenlein, 2010; Scott, 2007; Xiang &Gretzel, 2010). In this regards social media is a means and helps different parties to communicate and make businesses.

With the rise of technological transformation, the social media is one way for providing services for people, business and organizations to communicate and advertise their products and services in order to increase their market share (Chaffey and Ellis-Chadwick, 2019).Social media is a tool

for two way communication, low-cost marketing, connect customers and organizations (Irfan, 2019; Hanan, 2019). Moreover, the social media provides different features that can assist in attracting a large number of loyal and potential customers with increased quality of services. It allows customers to search and access information about products, use it for conducting business and gather information for on line purchases (*ibid*). It comprises of services like online services and making payments in safe and secure manner. In sum; it can be used as means to help companies to increase their market share and purchase intentions of their customers.

As aforementioned above; new social media networking; the marketing approaches have shown changes and transformation. The emergences of social media have made the interaction between service providers and receivers; marketers and consumers; retailers and consumers largely increased. The platform has paved roads to interact marketers and consumer easily (Tisah, 2019) and commonly associated with social networks, online activity. It has enabled consumers to connect with others by sharing information, opinions and thoughts about products and brands (Jamal and Fozall, 2009).In addition, these new network sites have minimized gaps in line of communications marketing mix (Promotion) and impact on customers' challenges. Moreover; technological transformations heralded social media as means of real game transformer. The social media networks proved consumers access online, and assist to help firms to increase their market share and purchase intentions of their clients as well as service delivery. This indicates the Social Media benefits to delivering quality services to customers to pave wider, long lasting customer brand relationships (Kmar, 2010; Serkalem, 2021).

Ethiopia had a population of 116.4 million people with increased 2.9 million (+2.5) where most of them are young generation who are where internet users in Ethiopia. Ethiopia is estimated to have 23.96 million. In addition the increased number of social media users has started to increase EthioTelecom, 2021).And the number of citizens who use the social media for the different purposes has increased (Ethio-telecom, 2022).In Ethiopia there is use of both social media and traditional media to deliver quality services, nonetheless, the impact of social media on quality of services is studied hardly and is very limited. As indicated before, there are different practices of social media and have been investigated by different scholars. Even if the social media have brought in attention and have been the objects of considerable scholarly works and analysis on the effect of social media on Ethio-telecom quality service delivery is not critically examined.

And in general a detailed examination on the effect of social media towards quality service delivery by Ethio-telecom is a subject worth researching. Therefore the purpose of this study is examine the effect of social media or networking activities on service delivery taking the Ethio-telecom In North Addis Ababa District as one case study.

1.2.1 social network today

This days many users started to use social media networks and it grew locally and globally. And the platforms allow users to have conversations, share information and create web content. Social media started to deal specifically with the most important issues in business matters. Individuals and business companies began to invest more in services delivery through social media advertisements and online transactions, after services, etc

PRCs (2016) reveal that in 2016, Facebook and Twitter were available and used more by their users. The two platforms currently remain among the world's most used and famous networks and are followed by other social media sites, such as Tumblr, Spotify, Foursquare, Pinterest, and trends (Hudson, 2019).

1.2.2 Tele Birr

Tele birr is a mobile money service developed by Huawei that is owned and was launched by Ethio telecom, the only telecommunication and the Internet service provider in Ethiopia. It took five months for Huawei to develop the end-to-end service. It facilitates the delivery of cashless transactions. The platform deployed currently has the capacity of processing up to 100 transactions per second (TPS) and can be scaled up to 1000 TPS in the future according to Huawei. The service is accessible via SMS, USSD, and smartphone applications. Telebirr works in five languages.

1.3 Statement of the Problem

Social media has become the prominent platform in communications and promotions and ushered new insight, orientation and approaches of communications. At this time social media networks and websites such as Facebook, twitter and you tube are becoming the platforms for service delivery. In associated development, the marketing field of promotion and exchange of communication have seen themselves grew very fast and are giving birth to new ideas. The

transformations of marketing from the old ways to new ways have large promotion and the application of digital promotional marketing strategies increases profits of the organizations,

As said above the social media platforms are mainly used to connect people (Yordanos, 2019). The platforms are very helpful to promote suitable devices for sharing, ideas, observations and experiences. These tools and approaches for communicating with customers have changed greatly with emergence of social media (Eskedar, 2019). Paqetle H(2013 and Eskedar, 2019) assert social media sites not only provide marketers with a hard number of how large their audiences are, its vigorous audience activity such as social shares, re-tweets (engagement), ticket bookings, reply time, size of community size and alike helps to measure effectiveness of the social media marketing.

A corporate can deliver its services to millions of its customers with the use of social media networks. In marketing perspectives, organizations and business companies can deliver services in different quality. The social media have to be examined to adjust and improve the need and want of customers for the purpose of maintaining the customer-retailor interaction and respond to customers demand effectively and efficiently. Besides, to using social media platforms for services delivery where it comprises to monitor conversations about their industry, information flow about competitors and products, companies are increasingly reaching out to their customers via the social media to communicate messages about what they have to offer. Social media is changing the way organizations and corporations communicate different social tools that are available today which are very effective in comparison to traditional once like email and television advertisements.

In addition, these customers have strong capacity of disseminating information to millions of people in flash of minutes. According to World Internet statistics (2022) 4.95 billion People around the world use the internet in January 2022 .It is 62.5% with growing rate of 4.0 %. In Africa there are more than half billion internet users which are near to 43.2% people who use internet /social media. These mostly used social media networks are like Facebook, YouTube, Telegram and Google Plus websites. In addition; in Ethiopia, different private and government owned corporations have started to use social media as marketing tool. For instance, East African trade, Goh and Med, Coca Cola, Commercial Bank of Ethiopia, Ethiopian Airlines and different Hotels.

Nonetheless, Ethiopia is one of the least developed and most expensive nations in information and communication technology service delivery. It ranks 151st in ICT development from 157 countries and 152nd from 169 countries in the price of fixed broadband connection (Nejat, 2019). Moreover, the inclusion of such strategies can sometimes be affected for minimal knowledge of social media in quality service delivery. For this rationale the Ethiopian business in using social media as a means of promotion, delivering better communications and advertisement is constrained. In addition, in Ethiopia, there is a growing need for improved and quality service delivery. And in this regards use of social media opportunities and monitoring , examining its effectiveness will provide innovative ways to increase customer service and enhance service delivery as well as deepen the existing relationship and increase services and brand.

Similarly, empirical studies have been done in very few selected areas of social media. In the marketing context studies has been conducted, both from a consumer and an organizational perspective, on digital marketing and consumer decision making by Ayinalem, (2017), Yibeltal(2016) and Zerihn(2017). Although there are many findings of social media, they hardly provide detailed analysis and discussions on specific sites of study (Ethio-Telecom service). On the other hand it can be stated, these researches did not focus on the social media effect and quality of service delivery of Ethio-telecom. At the same time HananTsegaye (2021) examined the company trust and reputation of real estate companies in Ethiopia. The effect of social media marketing on purchase intention taking the case of real estate companies in Addis Ababa. The research found that social media marketing activities positively affected customer purchase intention in the context of real estate industry (Hanan, 2021).

And, this study sought to fill the existing gap on utilizing the opportunity provided by the social mediait is significant to examine the effect of digital marketing on carrying out the business in order to encourage organizations to take advantage of such new opportunities to achieve competitive advantage in the current competitive world. By doing this the study contributes its own fair share in closing the gaps in the current bodies of knowledge. Moreover, this study will serve as a resource to promote successful practice of social media and service delivery in firms.

1.4 Objective of the study

1.4.1 General Objective of the Study

The general objective of the study is:The effect of social media marketing on quality of service delivery: The case of Ethio-telecom tele birr users.

1.4.2 Specific Objective of the Study

➢ To investigate the influence of demographic factors and social media in service delivery in the telecommunication sector.

➢ To examine the influence of access to social media in service delivery in the telecommunication sector

➢ To establish the influence of utility of social media in service delivery in the telecommunication sector

➢ To ascertain the effect of Security of social media on service delivery in the telecommunication sector.

1.5 The Research Questions

Based on the research problem and aforementioned general and specific objectives, the central question of the study will be: What is the effect of social media on quality of service delivery in the corporation? The research questions designed to guide this study are:

1.6 Specific Research Questions

1. What is the impact the influence of demographic factors and social media in service delivery in the telecommunication sector?

2. What are the influences of access to social media in service delivery in the telecommunication sector?

3. What are the influences of utility of social media in service delivery in the telecommunication sector?

4. How does the effect of Security of social media on service delivery in the telecommunication sector?

1.7   Significance of the Study

Examining on social media and service delivery to the costumers is very contemporary and serious current issue that is major essence of change in the marketing discourse in the period of digital global working environment. The global changes like the internet have affected different parts of the world. In the world of global trade the emergence of technology has influenced the trade and service delivery. With this regard, the service delivery has shifted from one stage to the other with development of technologies and also the promotional means have greatly changed from time to time.

Thus the finding of this study could have outcomes of academic and policy significance. It also helps digital marketing promoters, social media platform managers to identify the very fast dynamic marketing platforms and their gaps and how digital marketing in terms of online promotion can be addressed. Moreover, this study is helpful towards working to meet the needs of consumers.

Therefore, this study could have the following major significances to the academics, policy makers and conflict practitioners.

1. The study can be considered as an academic contribution with significance by bringing colossal empirical evidence from various levels that can support social media promotions and digital marketing and service delivery of the telecom;
2. The thesis might have policy implication that could present evidences for the process of service delivery and its transformation and implication regarding promotional mixes like social media
3. The study will have contribution in the number of variety of issues in service delivery to the Telecom
4. It may enable the researcher to understand the associations between service delivery and digital marketing through research
5. It may serve as spring board for further and in depth study in the area.

1.8 Scope of the Study

The main objective of the study is to examine the effect of social media on quality of service delivery the case Ethio-Telecom tele birr users. Currently there are many studies being conducted on different organizations service delivery at the same manner but this study is very delimited on the examining the social media service delivery of Ethio-Telecom and how the social media affects the service delivery of the telecom in North Addis Ababa district in Addis Ababa Only. The researcher believes that it is clear that a study could be more reliable if all participants are comprised in; however due to time and cost limitation the researcher did not attempt to cover the entire population.

Therefore, this thesis focuses on:

- **Thematically**; main benefits, shortcomings and effects of social media on service delivery of Ethio-telecom tele birr system will be investigated.
- The period of the investigation on the service; will cover 2019, 2020 and 2021 performance
- **Geographically**: it focuses on its focus remains in Ethio-telecom Addis Ababa North branch only. Other regional offices are not encompassed in this paper.

1.9 Limitations of the study

The first limitation were many customers were busy as most of them are coming from their work, this was mainly a challenge during data collection since there was limited time to engage them to fill the questionnaires.

The second limitation was that the some customers were unwilling to give full details in fear that the information given could have been used against them. This was overcome by informed respondents that all information sought would be treated with utmost confidentiality.

1.10 Assumptions of the Study

The first assumption of this study was that customers would be available to answer the questions that would guide this study. The second assumption was that the respondents would be honest to answer the questions correctly and truthfully. In addition, the study made an assumption that in case of a spill over to the subsequent days, the customers interviewed would not be the ones interviewed again.

1.11   Definitions of Significant Terms used

➢ **Service Delivery**: Service delivery is getting services as effectively and quickly as possible to the intended recipient. In most cases, service delivery implies degree of excellence on the part of the organization and is a hallmark of economies that have moved past the production phase (Mtriithi, 2018)

➢ **Social Media**: Any interactive communication channel that allows for two-way interaction and feedback, potential for real-time interaction, reduced anonymity, a sense of propinquity, short response times, and the ability to 'time shift,' or engage the social network whenever suits each particular member (Kent 2010)

➢ **Service**: - service is an act or performance offered by the municipality to its customers.

➢ **Quality**: is the expressed opinion, mental standard by the respondents and the estimation given on the scale especially Likert Scale.

➢ **Access to Social Media**: users ability to have conversations, share information and create web content of social media.

➢ **Demographic Factors**: Refers to the study of a population based on factors such as age, race, sex, and economic status, level of education, income level and employment.

➢ **Security Factors**: In this study, security refers to the degree of resistance to, or protection from harm or frauds.

➢ **Utility of Social Media**: Ability of social media in satisfying needs or wants to its customers

1.12 Organization of the Study

This study will be organized under five chapters. The first chapter deals with introduction which includes the background of the study, statement of the problem, research questions, and objectives of the study, significance of the study, and organization of the study. In the second chapter reviews of related literature and theoretical and empirical literatures will be fairly cared for. In chapter three research designs and methodology, research approach, strategy, the research design, research type, data type and source, the population and sample size, data collection instrument and method of data presentation, analysis and interpretation will be comprised. The fourth chapter comprised of data analysis and interpretation, in accordance with the methodology laid down, analyses and discusses the findings of the research and interpreted. The fifth chapter of this thesis will be comprised of the summary, conclusion and recommendations of the researcher.

CHAPTER TWO

2.1 Review of Related Literature

The purpose of this chapter general summary of concepts, facts, knowledge and understandings in the areas of the topic of this study were reviewed. This will be made to widen and broaden the concepts with critical review of previous scholarly works, observations made in the areas of social media, service delivery, concepts, theories, effects, practices, challenges and possible related literary works.

2.2 The Concept of Social Media

The concept of media is a contested one. There has not been a commonly accepted definition of social media in the literature, despite significant interest in social media use (Magro, 2012). It covers from the small talks towards large digital communications practices. And it is a concept that comprises the efforts made towards achieving organizational goals through involving people directly and indirectly in the practices of organizations goals achievements. Social Media is different to different scholars in the area of the study. According to (Kaplan & Haenlein, 2010a) these differences are based on ideological, theoretical, attribute approach and typological approach understanding of managers or professionals in the area. Social media comprises of internet based applications like blogs; social networking sites, content communities and virtual social worlds (Ibid).

The definition of social media is different. Crado (2013) asserts SM as; "A group of technologies that allow public agencies to foster engagement with citizens and other organizations using the philosophy of Web 2.0' (Crado, 2013). Kaplan &Haenlein (2010) defined Social Media as "a group of Internet-based applications that build on the ideological and technological foundations of web 2.0 that allow the creation and exchange of User Generated Content (UGC). This is true for different scholars' such as (Mangold &Faulds, 2009) who define social media as "New foundations of information that is effectively created, originated, disseminated and applied by consumer's intent on educating each other about products, services, brands, personalities and issues (Mangold &Faulds, 2009).

The social media has transformed the old way of communications with new platforms. It has provided companies and organizations to deepen and widen ways of communications with their customers. Moreover, it has encouraged different users of the technology to be direct participant and encourages every member for feedback. The social media has enhanced interactivity, individualization, integration of communication and distribution channels, immediacy, and information collection (Michael V, Fatemeh H, Riza C., Carl B, 2016). As result the social media has influence on business activities and business performance through relationship (Irshad and Mohammed, 2012).

Moreover; social media contributes and facilitates two way communications, collaborations as well as allows sharing of different content among users within defined network. And this makes social media a platform as means of interaction, organizing, information gathering, and commerce. In addition, social media use web-based and mobile technologies on smart phone, gadgets and tablets for the purpose of crating interactive platform where stakeholders can share, create, discuss, post online and promote their products every minute. The large expansion of the Social media with in 21st century and the development, spread of sophisticated mobile phones/smart phones has enhanced the extraordinary growth of social media. It also increased web-based communications that allows creation and exchange of User Generated Content (UGC). Therefore organizations and marketing managers are expected to act as actors and instruments in effectively creating, disseminating, educating, advertising their products, as well as provide services, provide brands.

2.3 Social Media and Service Delivery

Social media is directly consistent to making service delivery and allow building relationships online between people as instrument by collecting useful information and sharing it with people. Likely, service delivery can be strengthened by using social media as well as social media networks (Evans, 2008). And social media platforms serve as a tool for marketers (Qualman 2010). This implies that Facebook, LinkedIn, twitter etc. are means of accomplishing marketing strategies through the internet. It is therefore imperative for marketers to find suitable platforms to suite their marketing objectives (Hanan, 2021).

On the other hand marketers, promoters or corporations plan to enhance their services. And these services can be provided to the customers with proper planning of strategic plan of the corporations and communications lines. It is because communication is the foundation of any organization is built and accomplishment of goals. Further, the services can be delivered to customers in different ways. And the transformation of communication between the customers and retailors can have directly interrelated cycle of change.

Service delivery is the execution of those services and making sure they reach those people and places to whom and which they are intended. In corporations the ultimate service to the costumers is better quality services delivery. Therefore the functions of communication staff are part of the chain of activities that comprise of effective service delivery to customers. Effective service delivery is making is one way of making sure the standard of execution of service meets the customer's satisfaction. The service delivery occurs at the interface of human relations and for service to be delivered effectively.

The relations between quality of service delivery and social media have many interactions. The social media has a number of advantages to organizations service delivery. It comprises efficiency, convenience, richer and participative information, a broader selection of products, competitive pricing, cost reduction and product diversity (Moriones&López, 2007). Moreover, organizations and their customers can make business easily (Gretzel, 2007) and it can transform the web in to the ultimate collaboration platform (Serkalem, 2021) with the use of social media. Moreover, SM has visible impact in market places around the globe with revolutions in social interactions comprising forums, blogs and creation and building on line communities (*Ibid*). As result SM have become the mainstream tools to support activities for internet users in the globe (Zeng, 2014). The social media use is essential in marketing as it will support the customers get services in digitalized form and provides services that can satisfy the varying needs of their customers to organizations.

In today's borderless world, social media is helpful in seeking information, socializing and entertainment. With the extensive usage of social media today, it is important for studies to determine its impact on service delivery and the marketing success of products and services. It is also important to understand how effective social media in arousing services among consumers. Studies conducted with regards to social media benefits as marketing tool has shown its

advantages. Smith (2011) has shown 88 % of marketers have started to utilize social media as marketing tool where 60 billion dollar is invested for the purpose of advertisement in united States and companies are able to develop with their customers via social media platform with generation of higher returns for the marketers (Okazaki and Mueller, 2007) and recent figures indicates that one in seven people use social networking sites at least once in week (Statistica, 2019).

These technologies have largely provided organizations with an unprecedented opportunity to provide services (Campbell et al, 2004). The organizations are urged to redress the out- dated economic approach by creating social value (Porter and Kraner, 2011). And companies have started to shift their advertisement priority to align better with today's buyers using technology and social media.

2.4 Social Media Marketing

Many companies shed the light on using social media in their marketing strategies as a new concept of social media marketing communication away from the traditional methods in order to reach a great broad of targeted audiences; learn and know precisely about their needs and wants in a quick effective technique with low costs (Hala M.Y. Diebes, Raed A.M. Iriqat, 2019). Companies and organizations depends nowadays on social media for the purpose of promoting its services and products by building a social base for introducing its brands and information and a direct relationship with new expected customers and fostering with current one (Ghafari, 2017). And social media is redefining the business world.

Social media is considered as a good way for companies to promote their products and reach their customers through new marketing tools (White, 2010). After the transformation of the communications, the collaborative web has become way where customers and retailors can add contents, share, collaborate and socialize freely. It has been classified in to a number of classifications such as social networking websites, Blogs, content communities, virtual social worlds and virtual game worlds (Fisher&Reuber , 2011). The objective of Social media Marketing is a form of internet marketing that utilizes the social networking websites as a marketing tool. And it is also one of the fastest ways in which organizations gain consumer attention at wide reach to their customers (Eskedar, 2021).

Social media marketing and promotion is one of the ways that provides ways to interact and engage corporations with large numbers of potential customers and valuable channel for marketers. The interactions facilitated on line or through social media have between the corporation and its customers to communicate and build engagement, promotions add vales to the corporations. Since customer relationship is the core elements of business marketing, it is important to realize that using social media as a marketing tool contribute to reach, identify, and communicate with customers. Also, the growing interest of social media gives the opportunities and benefits in entering new niches of market and fostering the relationship with customers.

The social media marketing have got metrics channel reports. The first one is tracking the volume of visits, leads and customers each individual social channel is generating. The second one is the return on investment Data. This indicates the social media is a useful marketing tool which is often difficult to quantify the extent it is contributing to the profit. This can measured by comparing marketing analytic value to contact database and connect marketing efforts directly to sales activity. And the third is customer responses rates. In these perspectives customers are turning towards social media to express their appreciation or frustration with brands, products or services and they talk share, promote. Therefore marketers can measure the frequency of the discussions on the services provided and judge how effective their social media marketing strategies are. And reach and virality are indicates where social media marketing cannot measured by a large audience but rather by vigorous audience like social shares and re-tweets. Moreover, it is possible that marketers require meaningful participation, real interaction to examine the service delivery (Thangavel&Vanmathi, 2015).

2.5 Social Media in Telecommunications

The development of social media for marketing communication as a strategic tool changed the way of mobile companies to reach out their prospective customers and maintain the current one. The social media communications have changed. Social media in reaching and connecting its targeted customers through different forms of social media to introduce and define the services of the activities; it provides (Knowledge), highlight the value in the product and maximize it and meet the desires of the consumer (Brand Awareness), and as an effective way in purchasing

(Purchase intent).The ubiquity of online networking destinations has additionally spread to organizations and firms as a feature of their systems (Allan and Ali, 2017).

According to Olakunle (2012) it is an integrated process in that which disseminating messages, and attracts attention through different social media forms, in the involvement of all tools and methods, strategies, and platforms for the purpose of promoting a personality, business goals, in order to reach, communicate and engage a define target audiences to reached marketing objectives (Olakunle , 2012). On the contrary conventional channels of marketing are gradually being dissolved or assimilated into a global network fuelled by Internet. Therefore, Social media marketing Communication is different than traditional methods of marketing in many distinguished benefits; it can reach its desired message directly to the targeted customers.

The telecommunication corporations are adopting the social media as one of the ways to make, communicate and interact with customers. Using these media is a becoming more widespread with increased result of the possibility of using applications in mobile phones or smartphones (Bartosik-Purgat et al., 2017). And marketers have turned to innovate and on-mobile social networks (Ghafari, 2017).

Java and Song (2007) asserts any business initiative has to be measured for effectiveness and success and social media has no exception. The social media needs to be compared with the new service delivery. According to Stezlner (2010) asserts five metrics for tracking effectiveness of social media. Java and Song (2007) note that, importance of tracking total number of followers, tracking top channels and the frequency of interactions to be tracked. The frequency is measured by tracking the total number of followers and the way they interact with service provider and each other (Hartshorn, 2010). In such activities service providers have to segment customer service conversations by paying attention to the positive and negative conversations as well as complaints and have to be identified to the right department (Baer, 2009). Accordingly the service provider is expected to correlate the sentiments with actions like campaigns or promotions (Stezlner, 2010). And conversations have to be forwarded in professional, expedient and cost effective manner.

2.6   Relationship between Social Media and Quality of Services

Social media have both increasing negative impacts on service delivery. One of the positive impacts of social media is social media helps to boost the efficacy of the services rendered. To have increased customer engagement, informal relationship building, direct contact and also aim to share content between service providers and customers (Ahmed, 2008, Ngolipa, 2020). This indicates organizations use different social media to deliver their services as well as improve their quality of services. In this line of connection, the increased mutual relationship between the organization and its customers leads to improved quality of the services offered. The relationship between the two goes back to the time where emergency of technological advancements that have led to the introduction of social networks that have increased awareness of customers on the quality of services to customers. Moreover, services added the social media to provide customers increased services profitability, growth and loyalty.

Furthermore, social media have impact on increasing speed in influencing how people and organization's consumers generally share knowledge relating to products and services delivered in the market. Most of challenges organizations face during the use of social media in service delivery is limited time usage or barriers of time. Workers or service providers may have shortage of time however the social media can instantly reach customers by minimizing time-consuming and impossible service providers with strategy of organizing incoming information and creating lists that allow members of the company to focus on certain themes rather than reading every update. In order to penetrate markets, social media have large extent of service delivery. When speed is added to the services delivered it increases timely services, brings responsiveness.

With this all, social media can play its role in increased and improved organizational service delivery. The social media can enlighten customers to add value to the activities shared by knowledge about products or services offered. The services delivered promoted or shared can also give shared knowledge, opinion and thinking with implications on products or services offered. Social media can facilitate collecting fast customer ideas about products as well as give feedback from customers to improve services and eventually to improve services offered by the Telecommunications.

The social media can also be used as a tool for marketing and interact with the target market. As said above, the social connections and interactions made within social networks can facilitate interactions in between. Activities made from the sources, tweets and posts or updates made by customers make managements and marketing department be alert to respond to the need of customers. Once having realized the need of the customers, it is for good to deliver services and get success. Further there should be emphasis on the usage of social media to connect with consumers because this will improve an organization's productivity. Thus social media plays a part of marketing tool for increased interaction between the organizations and targeted consumers.

The social media plays as one of the showcase apparatus to extend the viable activities of organizations management in the interaction effectively. Social media like LinkedIn and Twitter create interface among customers who are more responsive to them than other approaches. An organization can utilize social media to publicize its works and products, services and items by advertising without making client see organizational promotion campaigns as overpowering. This, in turn conduces mindfulness among clients of the administration and products that company gives (Wick, 2015). Likely social media can make organizations get competitive advantage. It plays a great role in making organizations earn better income. This networks make companies get better income and profit and allow organizations realize the customer's needs. The service delivery and social media can be related with the following ranges of connections.

2.6.1 Demographic Factors of Social Media and Service Delivery

The use of social media for service delivery can be affected by demographic characteristics of the end users. Demography as a factor influences the use of social media in service delivery on attributes of age, gender, education and body disability. Members of any population constitute of different ages, education level, economic level as well as different lifestyles (Murthi, 2019).

According to Muriithi (2019) uses of social media for service delivery have been greatly been based on age brackets. For example, 86% of the ages 18- use social media sites, 72% of the ages 30- use social media sites, 50% of the ages 50- use social media, and just 34% of the ages 65 + use social media sites (Brenner, 2021). This can be deduced that the young age, especially between 18-29 years, are active Social Media users, definitely this is the age group where their

services are well accessed through social media; they should consider which age group utilizes their services most (Jayasingh and Eze, 2010; Muriithi,2019).

With regards to studies gender differences exist for already adopted technologies (Selwyn, 2007). The 16 to 25 year olds (Goh, 2011) females were found to have lower levels of satisfaction with use of such social media usage. In comparison women have much likely opportunity of texting message (Sohn and Lee, 2007). This indicates the majority of social media users are women. In developing nations, the access to social media is limited. And they have limited access to the use of social media as well as technological tools.

In Ethiopia most of the use of technology is limited to the use of such applications by males than females. Moreover, the level of education determines the acceptance and use of social media. Low literacy rate Social-media is retreating, especially in developing countries. Unfortunately The Telecommunication industry has a wide range of customers, from literate people to corporate executives. This means that telecommunications need to serve all their customers equally. Training customers to use social media is sometimes a challenge. This is due to the low literacy rate of the majority of customers (Yen, 2005). And the tendency to use such technologies is less likely in its nature. Customers may not be able to change and save social media login Passwords and there is a need to be taught in the same way to avoid repeated pin resets every day.

2.6.2 Access to Social Media and Service Delivery

The telecom industry has yet to identify the effectiveness of customers' service through the use of social media. In fact, social media is becoming part of every body's everyday life, and its adoption for service delivery has been faced with different challenges. Access to social media as a factor that influences the use of social media is attributed to infrastructure and system instability. This is because; the ways of life has changed a lot from the past time till to day.

Moreover, network configuration is not obtainable in most parts of the globe. In addition to this the small number of configuration has been transformed in cities and towns of Africa including Ethiopia. In Ethiopia, some parts are yet to have the 3G network which supports most gadgets that are user welcoming and can be used to access social media. In addition, the landscapes of most countries are alloyed with hills and rifts which impact internet signals and the erection of

network masts. This makes it difficult for people residing such areas to access internet related services (Carraher, Buchanan, and Puia, 2010). Not all customers own mobile phones that are internet enabled and this limits such customers from accessing such service. A study by Laker (2010) found out that out of ten people with handsets, only four of them had internet enabled handsets though the trend may have changed with the looming market of smart phones (Muriithi, 2019).

2.6.3 Utility Factors of Social Media and Service Delivery

The growth of social media has given individuals the opportunity to communicate with people the use of internet technology. It has shown the extensive usage of social media with significant interest in utilization of this platform for commercial purpose especially among different stakeholders (Hashim, Nor and Janor, 2016). Moreover, the service delivery is impacted by social media utility and its attributed awareness, involvement beliefs, user friendliness and effective promotion. In the telecommunication sector, the power of social media has been fully integrated with their objectives.

According to scholarly works the traditional ways of advertisement are being replaced by the new modes of communication channels. Due to the Internet access social media are not only a source of information but also a lifestyle based on exchanging and collecting information at the very moment without leaving home (such behavior is usually observed among young people) (Łabuz, 2013). Therefore for utilizing the social media and achieve plans of corporate objectives the telecommunications have to use social media as a way of reaching out to their audience and collecting valuable feedback form their customers (Nagolipa,2020). This means that through social media, an organization can advertise its services and make customers more informed.

2.7   Empirical Evidences

Some related previous research works have been done on descriptive, exploratory and dependent variable of this study before. With regards to examining the knowledge and literature gap there are a number of paper related and conducted both in local and international articles, thesis and studies. As said in the beginning of the study social media is useful instrument towards service delivery and the level of service delivered is to satisfy customers.

A study was conducted by HananTsegaye (2021) with objective of examining the effects of social marketing on purchase intention taking the case of real estate companies in Addis Ababa. It considered five social media marketing dimensions namely Interaction, Trendiness, Customization, electronic Word of mouth and Trust.

The research found that social media marketing activities positively affected customer purchase intention in the context of real estate industry. Electronic word of mouth, trust and interactivity had relatively the highest effect on purchase intention. Whereas, trendiness and customization had also positive and statistically significant effect but relatively lower impact on purchase intention. The marketers of the real estate companies should facilitate access for customers to share their positive word of mouth to their social media mates. Besides, it needs to post and share reliable and trustworthy information to the users. Further research could investigate how social media marketing activities influence other industries and also investigate other different consumer groups.

Abdulkadir Mama (2013) has examined the application of social media on the hospitality industry selecting four star hotels in Addis Ababa. It is found that tourists trust their peers, who already experienced a destination or services provided by a hotel or a restaurant as well as marketing managers in these hotels recognize the potentials of using social media networks but also feel that because of the typology of their client base. Moreover, they prefer not to engage in a direct participation with customers online rather they believe that they can serve their customers better by engaging them in a live and case by case situation. Nevertheless, with the level of social media usage among the customers of 4-star hotels, the potential of using social media to communicate and engage with customers has a huge potential. Hotels can easily develop a modern word-of-mouth to disseminate information about the quality of their accommodation which these travelers are primarily looking for.

BekaluLeykun (2018) examined the role of Facebook on marketing strategy development taking the case of commercial banks of Ethiopia. The finding indicated that most Ethiopian social media users agree: social media have an impact (positive or negative) in building a relationship with customers; Social media (Facebook) can be used for market segmentation; Social media are suitable for promotion, brand building and to get feedbacks, So that business companies can use social media for building a relationship, for market research, selling activities, promotion

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activities etc. However, a careful planning and execution is necessary. Any mistake can be spread for millions of customers in a minimum of time and with almost zero cost. In line with this Serkalem Tadesse (2021) examined the social media marketing strategy and her studies indicated that social media marketing has strategic role and social media marketing strategy and social media plays an important role in communicating with the large number of audiences and provides two- way communication medium for marketing campaigns.

Tisha Shiferaw (2021) assessed the relationship between social media characteristics and consumers buying decision process in saint Mary University. Her findings indicates that The overall findings and results of the study reveal that there is strong relationship between social media characteristics and the various stages of consumers' purchasing decision-making process. Each of the specific features of social media has also clear relationships and impacts with the related five stages of buyers purchase decision making stages.

More specifically, the openness nature of social media encourages consumer or respondents of the study to identify their need, and has a role on attaining once need for something and also lead to the way how to get goods and that the participation feature of various social media has clear relationship and impact on the customers' information search for a product or service, and the majority of customers'/respondents' searched for product's information in social media before a purchasing it. With regard to connectedness feature of social media, social media helped respondents to compare and evaluate alternatives in terms of products features and their desires through social media before making a purchase. In addition, the majority of respondents were found to be motivated to buy products that are advertised on social media, and feedbacks on social media affect future purchase as well and that social media conveys the study respondent's satisfaction and dissatisfaction to the manufacturers. This study concluded that social media does encourage one to recognize a need for something before buying it, information search in social media is straightforward and easy compared to other mass media platforms, and it is more reliable if one has doubts regarding a purchase.

The other scholarly work is by YirgaYayeh (2015). He has examined the impact of social media on Technology students in Assosa University. The social networking websites are continuously distracting students from their educational studies. The main focus of student should be on education but unfortunately today's students are emphasizing on social media sites which can be

a complete wastage of time. Social networks were only an online communication between users. However, it has become an addiction for students, young and even adults.

Huang, L. (2010) also examined Social contagion effects in experiential information exchange on bulletin board systems. The study found out that the use of social media for service delivery can be affected by demographic characteristics of the end users. The study was inclined more to social media and marketing aspects as well as performance improvement in organizations. Many scholars have inclined their studies to demographic factors that influence use of social media in terms of marketing and performance indexes. No study has been done to check these factors against use of social media and service delivery. Hence this study will seek to emphasize on the influence of demographic factors and how they influence service delivery.

Therefore based on these previous studies, the student researcher will attempt to investigate effect of social media in service delivery of Ethio-Telecom as a marketing tool.

2.8   Hypothesis Development

Hypotheses: The study was guided by the following hypothesis.

H1: Demographic factors in the use of social media have a significant influence on Quality service delivery in the telecommunications sector in Ethiopia.

H2: Access to social media has a significant influence on Quality service delivery in the service sector of Ethio-telecom sector in Ethiopia.

H3: Utility of social media has a significant influence on Quality service delivery in the telecommunications sector in Ethiopia.

H4: Security of social media has a significant influence on Quality service delivery in the telecommunications in Ethiopia.

H5: Effectiveness and user Friendliness factor has a significant influence on quality of service delivery in telecommunication in Ethiopia.

2.9 Theoretical Framework

This study will be primarily based at the Technology Acceptance Model. This version was designed via way of means of Fred Davis in 1985 in USA. Technology Acceptance Model (TAM) seems to be the maximum extensively regularly occurring principle among steroids structures studies for reading users' device attractiveness conduct. The Technology Acceptance Model (TAM) is to offer an evidence of the determinants of attractiveness that is normally able to explaining users' conduct throughout a huge variety of end-consumer computing technology and consumer populations, whilst on the equal time being both parsimonious and theoretically justified. TAM has been shown to successfully model technology acceptance and use across organizational types and technologies (Martins and Kellermanns, 2004; Landray, Griffeth and Hartman, 2006, Mritti,2006) .

Research has additionally confirmed TAM to be a predictor of reputation of era products (Pagani, 2004; Yang, 2005). Perceived ease of use and perceived usefulness are key additives which have made the Technology Acceptance Model one of the maximum influential studies fashions associated with expertise records era usage (Chau, 2001). Perceived ease of use (PEOU) and perceived usefulness (PU) effect mind setto wardsera, which in flip effect adoption and use of a brand new record sera and in this example social media (Davis, 1989)

PEOU and PU have been discovered to be number one elements in adoption with inside the early days of private computer systems in organizational settings (Davis, 1986). Davis, Bagozzi and Warshaw (1989) described perceived ease of use because the degree to which the potential person expects the goal to be freed from attempt and perceived usefulness as the potential person's subjective opportunity that the use of a particular software gadget will growth his or her process overall performance inside an organization. PEOU and PU had been discovered to undoubtedly impact components of cellular marketing. PEOU and PU have been shown to have advantageous effect associated with use of cellular coupons (Hsu, Wang and Wen, 2006; Jayasingh and Eze, 2010). Amin (2007) discovered that PEOU and PU have been key predictive variables concerning purchaser adoption of phone data. These variables had been proven to undoubtedly affect the customer utilization aim of cellular advertising (Shen and Chen, 2008). The adoption of e-prescriptions and automatic medication management systems has been

undoubtedly impacted through the connection among PEOU and PU (Escobar-Rodriquez, Monge- Romero-Alonso, 2012)

2.10   Conceptual Framework

The study's conceptual structure consists of two variables that are independent and dependent. The Independent variable is a kind of variable that influences changes of other variables. The changes in this variable lead to changes in the other variable. The dependent variable is the kind of variable that is subjected to changes by an independent variable. This means that an independent variable leads to changes in the dependent variable. The independent variable for this study is social media acted by factors while the dependent variable is service delivery.

 The conceptual framework

 Independent Variable
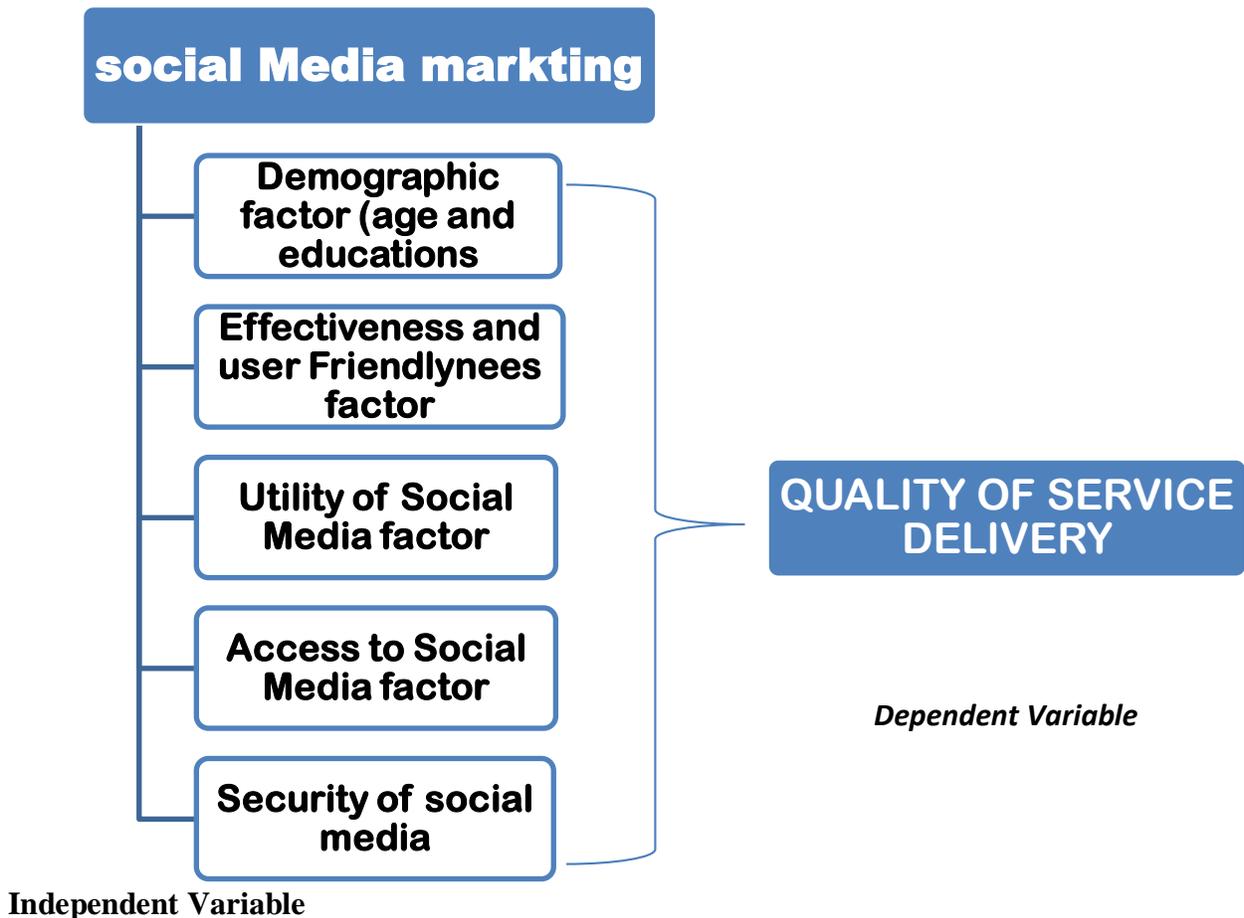
Figure 2.1: conceptual frame work using Technology Acceptance Model (TAM) (Martins and Kellermanns, 2004; Landray, Griffeth and Hartman, 2016)

2.10.1 Social Media as an independent variable

Social media described as a group of internet-based applications, building on the web's conceptual and technical foundations that facilitate the creation and sharing of user-birth content. It usually consists of different internet applications, such as forums, social networking sites, user groups, joint projects, virtual game worlds, and social works (Kaplan and Haenlein, 2015). Social media through the adoption of platforms such as Facebook, Twitter, Instagram, Web, or LinkedIn is considered as an independent variable of the study, the effect of social media marketing on quality of service delivery: the case of ethio-telecom. This means that services provided by the organization will depend on the extent to which social media platforms have been adopted and used in the interaction between services providers and customers of the department.

2.10.1.1 Demography factors as an independent variable

Demographics factors are key part in marketing and help us to identify the individual members of our audience by certain characteristics, wants and needs. This factors help us to understand the characteristics of the people we provide services. According to Muriithi (2019) uses of social media for service delivery have been greatly been based on age brackets. According to the literature by Brenner (2012) which cites that the use of social media has been greatly been based on age brackets. According to him 86% of 18-29 year olds use social media sites, 72% of 30-49 year olds use social media sites, 50% of 50-64 years old use social media sites while only 34% of 65+ year's olds use social media sites.. This can be deduced that the young age, especially between 18-29 years, are active Social Media users, definitely this is the age group where their services are well accessed through social media; they should consider which age group utilizes their services most (Jayasingh and Eze, 2010; Muriithi,2019).

With regards to studies gender differences exist for already adopted technologies (Selwyn, 2007). The 16 to 25 year olds (Goh, 2011) females were found to have lower levels of satisfaction with use of such social media usage. In comparison women have much likely opportunity of texting message (Sohn and Lee, 2007). This indicates the majority of social media users are women. In developing nations, the access to social media is limited. And they have limited access to the use of social media as well as technological tools.

Education level also determines the adoption and use of social media. This matches the literature by Yen (2005) that training customers on the use of the social media is a challenge and is this is partially contributed by the low literacy level of majority of the customers (Yen 2005). This means that the quality of services provided by the organization will depend on the age , gender, educational status of the customers.

2.10.1.2   Utility factors as an independent variable

Service delivery is impacted by social media utility and its attributed awareness, involvement beliefs, user friendliness and effective promotion. According to Łabuz, 2013litratureInternet access of social media are not only a source of information but also a lifestyle based on exchanging and collecting information at the very moment without leaving home

2.10.1.3   Access factors as an independent variable

social Media becoming part of everybody's everyday life, its adoption for service delivery has been met with a number of challenges. Statistically, the number of social media users in Ethiopia has increased by 500 thousand (+8.1%) between 2020 and 2021. The number of social media users in Ethiopia was equivalent to 5.8% of the total population in January 2021(metasebia,2021) so service delivery of Ethio telecom affected by social media access , both in rural and urban areas.

2.10.1.4 Security factors as an independent variable

As more and more information gets placed online, there is an increased danger of hackers, companies, and malicious interlopers mining your data in ways that undermine personal privacy. And in some cases, your data is outright stolen. According to(Boyd, D. and N. Ellison (2007). "Social Network Sites: Definition, History, and Scholarship. Journal of Computer Mediated Communication - Electronic Edition 13(1). Laker, F. (2010). Future trends in social media - What will social media look like in 2012) study customer attitude towards social media initiatives is usually based on the risks and dangers of involvement. To ensure that the customers develop positive attitude, education on how to manage and control the risks that come with the adoption of social media is essential.

2.10.1.5 Effectiveness and user Friendliness factors as an independent variable

Effectiveness and user friendliness affect the service delivery, the platforms have to be easy to learn and easily understand. Good usability can improve the performance of service delivery and increase our market share. According to Hartshorn (2010) indication it's a must to record and track our follower's numbers and measuring the extent to which they stay in touch with service providers. When analyzing important service uses, those who are always active are the ones who are to be regarded as important. According to Baer (200), all conversations of customers that have been tracked and analyzed must be submitted to the responsible department or person. Social media plays a deciding role in enhancing collaboration among consumers and also influencing one another to deliver quality services to customer.

2.10.2 Quality of service delivery as dependent variable

Quality of service delivery stand as the dependent variables of this study simply because the provision of services will depend on the extent to which services providers interact with service users. The impact of social media on services provided can be determined by the indicators of quality services provided to service users. These are increased timeliness of services, increased affordability of services, increased responsiveness of services providers, and increased accessibility of services.

CHAPTER THREE

3.1 Research Design and Methodology

The purpose of this chapter is to view general ideas about the research design and methodology on which the study is based. Generally, the research design, methods of data collection, source of data, sampling and sampling techniques, tools of data collection, procedure of data collection, methods of data analysis, validation of the collected data and triangulation will be treated keeping their logical order sequences and procedures. .

3.2 Research Approach

A design or strategy that justifies the logic, structure and the principles of the research methodology and methods and how these relate to the research questions, hypothesis or position is research methodology. Research approaches are plans and procedures for research that span the steps from the broad assumptions to detailed methods of data collection, analysis, and interpretation (Creswell, 2012).This study will explore and analyzes the effect and practice of social media on service delivery of Ethio-telecom tele birr system. To properly address the research questions, the study will employ mixed research approach. The qualitative research is an approach for exploring and understanding the meaning individuals or groups ascribe to social or human problem (Creswell, 2007) This is because qualitative approach is important to collect data from multiple sources, and provide an interpretative and holistic understanding of the issue here under study (Creswell, 2007).

3.3 Research Design

A research design is the procedures for collecting, analyzing, interpreting and reporting data in research studies. In other words, it sets the procedure on the required data, the methods to be applied to collect and analyze this data, and how all of this is going to answer the research question (Creswell & Plano Clark, 2011). As explained by Robson (2002), there are three possible forms of research design: exploratory, descriptive and explanatory (Wosenylesh,2019)

As such, this study will be conducted using explanatory designs as it will try to evaluate the effect of social media on impulse buying behavior. It looks for causes and reasons and provides

evidence to support or refute an explanation or prediction. To make the finding conclusive, the explanatory design was also used to examine the association between independent variables and the dependent variable that the descriptive design cannot indicate will be employed in this study. Quantitative research more often draws inferences based on statistical procedures and often makes use of graphs and figures in its analysis (Ghauri and Grönhaug, 2005).

3.4 Types of Data and Data Collection Instruments

In this study both primary and secondary data will be used. The secondary data about social media service quality will be collected from journals, the company's websites, books, and articles and from different thesis papers and articles .On the other hand the primary questionnaires prepared for the telecommunications customers will be collected in convenience. Besides, the questionnaires will be distributed to the customers of the Ethio-telecom selected branches during the service hours to customers visited the branch.

3.4.1 Questionnaire Design

In this study Questionnaire survey will be applied in order to collect the necessary data. Questionnaire will be used to get information freely from individuals for it enables individuals to express responses that they do not want to express orally (Npeveen, 2007). Close-ended questions will be used to get realities as their natural setting, and to easily tabulate and analyze using descriptive statistics relating responses to one of the research approaches. The close-ended parts of the questionnaire will be presented to the respondents to use likert scale method of rating and the respondents are expected to express their degree of agreements on five scales to be chosen under the given degree of agreement which they view as relevant scale. The questionnaire will have/contains two main parts, the background information and the main part which contains questions that can show realities related to the research questions.

The first part of the questionnaire will seek information on demographic characteristics of the respondents. Structured questionnaire will be used to gather relevant data for the study. The second parts of the questionnaire sought information on customers' expectations and performance of service quality delivery of the ethio-telecom. The respondents will be required to rate their expectations and performance of telecom's services on level of importance on a

predefined five-point Likert Scale (strongly agree, agree, neutral, disagree and strongly disagree). The questionnaires ask about service quality variables likewise reliability, responsiveness, tangibility, empathy, assurance and the last part of the questionnaires asks the customer satisfaction.

3.5 Population and Sample Size Determination

Saunders (2007) defines research population as the full set of cases from which a sample is taken. To get the reliable data for this study different sampling techniques will be used. Factors that are taken as justification to focus on the selection of the study area is not only as mentioned in the statement of the problem but also the experience of the researcher that observed at the place of the study and has experience to the challenges and seen the challenges that could be solved scientifically .Thus the student researcher believed that it is possible to get deep and adequate data and integrating experience. The target population of this study is individuals inEthio-telecom who are receiving the service of tele-birr in North Addis Ababa district, Addis Ababa. In the purposively selected branches of ethio-telecom; informants will be taken randomly in convenience from each of the services the branch offers in a proportional way.

3.6 The Sample Size Determination

Determining an appropriate sample size is a very important issue in such a research because samples that are too large waste resources, while too small samples may lead to inaccurate. There are several approaches to determine the required sample size of the study population. For this study, size of sample will be decided by using scientific statistical method. The Northern Addis Ababa Ethio-telecom has different branches. Based on this, in the selected districts the offices will be part of the study in purposive sample method and Hence, taking in to account the nature of the study and structure of the company, the researcher used convenient sampling technique, which is a specific type of non-probability sampling method that relies on data collection from population members who are conveniently available to participate in the study. The researcher will use convenient sampling technique, because the sample selected are convenient to approximate the truth.

The sampling techniques to be used in this study are surveys and fact findings that enquire different kinds of assessment. With regards to selection techniques of the customers/clients the selection will be made on taking the larger one. Thus in order to get the large number the researcher has used guideline provided by Carvalho. Hill (1998) affirms that "large samples are essential." The guideline provided by Carvalho to be used in this study is shown below:

N	51-90	91-150	150-280	281-500	501-3200	1201-3200	3201-10000	10001-35000	35001-150000
Small	3	8	13	20	32	50	80	125	200
Medium	5	20	32	50	80	125	200	315	500
Large	20	32	50	80	125	200	315	500	800

Therefore, based on the above table the student researcher will take the medium amount of samples that is said to represent the sample as well. Thus, the results of 200 participants view will be analyzed, which is sufficient enough according to the sample size calculated above. In order to select study the calculated sample size (i.e.200) of the study sample distributed to each included in the survey using probability proportionate to their size.

3.7   Data Collection Instrument and Procedure

The data will be collected using a pretested self-administered structured questionnaire to address all variables of interest. The questionnaire will be initially prepared in English and translated to Amharic. The Amharic version questionnaire is back translated to English to check the consistency of items. The questionnaire contains items on background socio-demographic characteristics and five dimensions of service delivery and customer satisfaction.

3.8   Description of Variables

3.8.1   Dependent Variables

The dependent variable in this study is "delivery of service".

3.8.2   Independent Variables

The independent variables are categorized in to four groups. The first part of the study covers the demographics or participants profile such as socio-demographic characteristics include age, sex, educational status, and monthly income. And the variable such ;Utility of Social Media factor , Access to Social Media factor , Security of social media, Effectiveness and user Friendliness factor.

3.9   Data Processing and Analysis

Data will be inserted in to SPSS version 27.0. The inserted data will be cleaned for errors and inconsistences and finally analyzed. Data obtained from the study are presented in text, tables and figures. Linear regression analysis, Pearson correlation and regression are used to determine the association between dependent and each of the independent variables. In this study it is used to frequency, SD, mean, percentage to support the exploration of participants profile and participants rating on both variables such as dependent and independent.

3.10   Validity Analysis

Validity tests are conducted to select and assess the final items of the construct that are finally used for statistical testing. The content validity of the instrument for the present study ensured as items are identified from extensive review of related literature and reviewed by professionals and academicians. Pilot tests then conduct for the instrument similar to the population for the study. The purpose of the pre-testing was to refine the questionnaire and to assess the validity of

measures Validity tests are conducted to select and assess the final items of the construct that are finally used for statistical testing. The content validity of the instrument for the present study ensured as items are identified from extensive review of related literature and reviewed by professionals and academicians. This was useful to clean up research instrument, remove ambiguous questions as well as remove typographical errors. According to Bryman & Bell,2011, The purpose of the pre-testing was to refine the questionnaire and to assess the validity of measures, during this stage the researcher must get feedback from the respondents who are willing to participate in the pilot test to see the good and to improve issues.. Moreover validity could be gained if the survey questionnaire is scanned by a professional. So I decided to send a survey group of 20 peoples working in Ethio telecom , a week before actual data collection to get feedback from them to see what can be improved in the survey and only after having a final had this survey been sent out to gather answers. They suggest me the questioner should be direct and easily understandable to avoid any confusion and misunderstandings and to ensure internal consistency.

3.11   Reliability Test

In statistics, reliability is the consistency of a set of measurements or measuring instrument, often used to describe a test. Reliability is inversely related to a random error (Coakes& Steed, 2007). There are several different reliability coefficients. One of the most commonly used is called Cronbach's Alpha. Cronbach's Alpha is based on the average correlation of items within a test if the items are standardized. It has an important use as a measure of the reliability of a psychometric instrument. It was first named as alpha by Cronbach (1951), as he had intended to continue with further instruments. All the variables, service quality, corporate image, price and Customer satisfaction were tested for their reliability.

3.12   Ethical consideration

The researcher also wrote an introductory letter to respondents informing them that the research was purely for academic purposes. Respondents were further assured of data confidentiality and that participation in this process was voluntary. Respondents were also free to withdraw if the nature of questions were perceived as contrary to their value systems. Finally, respondents were informed that findings would be shared to any respondent who wished to know the outcome of the research study.

4. Data Presentation, Analysis and Interpretation

4.1. Introduction

This chapter deals with the analysis and presentation of the quantitative data collected through questionnaire. The questionnaires composed of close-ended questions, which are summarized and presented quantitatively. Out of 200 semi stricture questionnaires distributed, 189 were collected which makes the response rate is 94.5% of the questionnaires the returned questionnaires were usable because they were filled properly. The researcher, as much as possible, made the questionnaire easy to read and answer without difficulties.

4.2. Demographic characteristics of Respondents

The study analysed the demographic characteristics of respondents involved in the study. In this section the respondents profile is presented. It includes Gender, Age, year of client service, business type. Analysing these variables was meant to provide any evidence of association between these variables and the various responses.

Table 2: Tabulate Gender of respondents			
Geneder	Freq.	Percent	Cum.
Male	114	60.64	60.64
Female	75	39.36	100.00
Total 189	100.00		

Source: Own Survey, 2022

The above Table 2, regarding to respondent's gender, majority 114 respondents are male consisting 60.64% of the Enterprise while 74 respondesnts are female consisting 39.36%. From the above table

it can be observed that the difference in gender composition in the sector is marginally high which the researcher rating promotes gender balance in its enterprise access to response.

Tale 3: tabulate Educations of respondents			
Educations	Freq.	Percent	Cum.
a) Read Write	4	1.60	1.60
b) Secondary school	51	27.13	28.72
c) Diploma holder	117	62.23	90.96
d) Degree and above	17	9.04	100.00
Total 189		100.00	

Source: Own Survey, 2022

From above Tale 3, tabulates regarding to Educations of respondents; 1.6% of the respondents were Read Write; other 27.13% of the respondents were Secondary school. In other hand, majority 62.23% of the respondents who are Enterprises client of Ethio Telecom Were Diploma holder and the rest of 9.04% of them were graduated in Degree and above. There are no respondents who have primary schooling. Depending on the respondents' response of education levels the distribution showed that the majority of the respondent have Diploma holder. This implies that the most of client respondents of Ethio- telecom have educated Enterprises.

Table 4: Descriptive summarize Age, Client service Experience of Respondents			
Variable	N	Mean	Std. Dev.
Age	189	34.19681	9.295424
Client service Experience	189	5.638340	3.263314

Source: Own Survey, 2022

From above Table 4, Descriptive summarize Age, Client service Experience of Respondents; Average age of Respondents is 34 years old and minimum is 26 years old and maximum age of respondents are 71years which is pretty mature for knowing service quality issues and models during

looking in to. In other hand, respondents regarding to their Client Service Experience of Respondents majority of them have average five years' benefiting experience and the maximum recorded year of Consumer stay is 11years of experience and 1 new one year upcoming for work in Ethio- Telecom in Addis Ababa Ethiopia.

Table 5: Customer type by Gender

Sex	Governance	Finance	Administration	Service	Manufacturing	Total
Male	18	18	40	8	30 |	114
Female	11	5	49	9	0 |	74
Total	29	23	89	17	30 |	188

Source: Own Survey, 2022

Result from above table 5 regarding to Enterprise's Customer type by Gender, majority of 89 of client were administrations type customer, other 30 of them are from manufacturing enterprise's, 29 of them were also Governance related Enterprises, other, 23 of them are finance and the rest of 17 of them are from service providers.

4.3. Descriptive statistics analyzing social media marketing practice and delivery

4.3.1. Social media marketing practice in Ethio-telecom

It has been found that Ethio-telecom maintains a corporate strategy and policy but does not formulate any strategy for marketing. Duplication of efforts had been observed among various marketing and customer service units using social media marketing (Ethio-telcom portal, 2022). [1]Additionally, the absence of internal marketing is reported within the Ethio-telecom. However, the area for the study is limited to Addis Ababa, and the including northern Ethio-telecom

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[1] See https://www.tandfonline.com/doi/abs/10.1080/15332960903408443 accessed on May 3 2022

regional units and their corresponding customer's perceptions social media marketing practice and delivery of service in Ethio-telecom is presented below.

Table 6: Descriptive statics analyzing customer Access to Social Media			
Item Statistics	Mean	Std. Deviation	N
As user my own mobile phone is internet enabled and this enabling me from accessing such service	2.8201	.95060	189
The use of social media is attributed to infrastructure and system stability in Ethio-telecom is blameless	1.6402	.48121	189
Ethio-telecom network configuration is obtainable in most parts of the user range	3.6085	.59710	189
Ethio-telecom network supports most gadgets that are user welcoming and can be used to access social media	3.4127	.86236	189
Grand Mean = 2.8704		.78341	189

Range Description- Mean Difference by Dhawan (2010) & Davies (2017)

From (0.01-1.00) = underprivileged level ;(1.01-200) = insufficient level;

(2.01-300) =in a restrained level (3.01-4.00) = in appropriate level;

(4.01-500) = remain sufficient

Source: *Own Survey, 2022*

Study result indicated in above table 6, Descriptive statics analyzing customer Access to Social Media is in average mean difference of 2.8704 show variations in standard deviations of .78341 which is under concentrating. This evidenced that In Ethiopia, some parts are yet to have the 3G network which supports most gadgets that are user welcoming and can be used to access social media. In addition, the landscapes of most countries are alloyed with hills and rifts which impact internet signals and the erection of network masts. This makes it difficult for people residing such areas to access internet related services (Carraher, Buchanan, and Puia, 2010). Not all customers own mobile phones that are internet enabled and this limits such customers from accessing such service. A study by Laker (2010) found out that out of ten people with handsets,

only four of them had internet enabled handsets though the trend may have changed with the looming market of smart phones (Muriithi, 2019).

The current study generally shows that the customer mobile phone is internet enabled and this enabling me from accessing such service, the use of social media is attributed to infrastructure and system stability, network configuration is obtainable in most parts of the user range and network supports most gadgets that are user welcoming and can be used to access social media by Ethio-telecom found to be in a restrained level as result indicated.

4.3.2. Utility of Social Media

The growth of social media has given individuals the opportunity to communicate with people the use of internet technology. It has shown the extensive usage of social media with significant interest in utilization of this platform for commercial purpose especially among different stakeholders (Hashim, Nor and Janor, 2016).

Table 7: Descriptive statics analyzing customer Utility of Social Media			
Item Statistics	Mean	Std. Deviation	N
As user my own mobile phone is internet enabled and this enabling me from accessing such service	2.8201	.95060	189
The use of social media is attributed to infrastructure and system stability in Ethio-telecom is blameless	1.6402	.48121	189
Ethio-telecom network configuration is obtainable in most parts of the user range	3.6085	.59710	189
Ethio-telecom network supports most gadgets that are user welcoming and can be used to access social media	3.4127	.86236	189
Ethio-telecom products to customer is mostly establish and engaging presence on social media as well.	3.8571	.35086	189
Feel more connected to brands that have a robust presence on social media.	3.0899	.95503	189
Ethio-telecom is tapped into human-first customer service approach	2.2804	.70762	189
It helped access to their social media customer service strategy for Super Bowl utilities.	1.8624	.48610	189
Grand = 2.8214		.67565	189

Range Description- Mean Difference by Dhawan (2010) & Davies (2017)
From (0.01-1.00) = underprivileged level ;(1.01-200) = insufficient level;
(2.01-300) =in a restrained level (3.01-4.00) = in appropriate level;
(4.01-500) = remain sufficient
Source: *Own Survey, 2022*

Study result indicated in above table 7 Descriptive statics analyzing customer Utility of Social Media is in average mean difference of 2.8214 show variations in standard deviations of 0.67565 which is under supervised. According to scholarly works customer Utility of Social Media, the Internet access social media are not only a source of information but also a lifestyle based on exchanging and collecting information at the very moment without leaving home (such behavior is usually observed among young people) (Łabuz, 2013).

Therefore, the study shows that Ethio-telecom customer in utilizing the social media utility found in moderate level of achievement to use social media marketing as a way of reaching out to their audience and collecting valuable feedback form their customers. This means that through social media, an organization can advertise its services and make customers more informed

4.3.3. Effectiveness and user Friendly

Telecom customer in utilizing the social media connections and interactions made within social networks can facilitate interactions in between in Effectiveness and user Friendly. Further there should be emphasis on the usage of social media to connect with consumers because this will improve an organization's productivity. Thus social media plays a part of marketing tool for increased interaction between the organizations and targeted consumers (Wick, 2015).

Table 8: Descriptive statics analyzing customer Effectiveness and user Friendly			
Item Statistics	Mean	Std. Deviation	N
Through an integrated customer service approach by Ethio-telecom are able to help us as client become the fastest, most engaged mobile phone carrier on social media plat form.	2.1005	.68839	189
Social media through Ethio-telecom is more cost-effective than resolving it through a call center interaction	1.8624	.48610	189
At The Social Element, Ethio-telecom combine time-saving processes with people-centric ethos to bring fast, delightful social media customer service is real.	2.2804	.70762	189
Ethio-telecom is imperative to align with a social media partner that prioritizes the customer experience	3.0317	1.07636	189
Ethio-telecom is effectively working to close the gap between marketing and sales communication with customer on social media.	3.0794	1.10080	189
Grand Mean = 2.70265		.702817	189

Range Description- Mean Difference by Dhawan (2010) & Davies (2017)

From (0.01-1.00) = underprivileged level ;(1.01-200) = insufficient level;

(2.01-300) =in a restrained level (3.01-4.00) = in appropriate level;

(4.01-500) = remain sufficient

Source: *Own Survey, 2022*

Study result indicated in above table 8 Descriptive statics analyzing customer Utility of Social Media is in average mean difference of 2.70265 show variations in standard deviations of 0.702817 which is under supervised. Customer Effectiveness and user Friendly which is the Activities made from the sources, tele birr, tweets and posts or updates made by customers make managements and marketing department be alert to respond to the need of customers found in moderate level. Ethio-telecom is effectively working to close the gap between marketing and sales communication with customer on social media found higher, it is for good to deliver services and get success.

According to (Wick, 2015) indicated of The Customer perceived about Effectiveness and user Friendly of social media found as one of the showcase apparatus to extend the viable activities of organizations management in the interaction effectively in most developing countries like Africa. Effectiveness and user-friendly in Ethio-telecom is found a lesser amount of responsive to them than other approaches. An organization can utilize social media to publicize its works and products, services and items by advertising without making client see organizational promotion campaigns as overpowering. This, in turn conduces mindfulness among clients of the administration and products that company gives.

4.3.4. Security of social media marketing

In order to combat the threats on social media and elsewhere on the web, security teams need integrated Digital Risk Protection (Hashim, Nor and Janor, 2016; Nagolipa,2020).

Table 9: Descriptive statics analyzing customer Security of social media			
Item Statistics	Mean	Std. Deviation	N
There is no failing to use social media effectively	3.07937	1.100796	189
Ethio-telecom is not experience of common legal complaints originating in social media marketing	2.93651	1.060003	189
There is a higher protection on 'someone' set up the accounts	2.87302	1.044113	189
Cyberbullying (bullying using digital technology) is sensitive and highly protective	1.53439	.500141	189
There is no invasion of privacy and identity theft as far as I know	3.08995	.955028	189
Grand Mean = 2.70265		.981746	189

Range Description- Mean Difference by Dhawan (2010) & Davies (2017)

From (0.01-1.00) = underprivileged level ;(1.01-200) = insufficient level;

(2.01-300) =in a restrained level (3.01-4.00) = in appropriate level;

(4.01-500) = remain sufficient

Source: *Own Survey, 2022*

Study result indicated in above table 9 Descriptive statics analyzing customer Security of social media marketing is in average mean difference of 2.70265 show variations in standard deviations of 0.981746 which is under supervised. As discussed above result, in the context of customer Security of social media marketing especially the improper disclosure of information, i.e. confidentiality, is a risk for customer.

This shows that social networks pose privacy challenges due to the large amount of possibly sensitive and private information stored in those networks. They argued that disclosing personal information in social networks is a double-edged sword: on the one hand, disclosure is a plus or even must if people want to participate in social networks. On the other hand, disclosing personal information can invite malicious attacks like phishing, spamming, distribution of malware, making identity theft easier, and scams. Gross and

Acquisti (2005) argued that lacking privacy in social media networks increases the risk of identity theft. They found that personal data is generously provided in Facebook (one of the largest social media networks today) and that this enables online and physical stalking, data re-identification (i.e. linkage of datasets without explicit identifiers such as name and address to datasets with explicit identifiers through common attributes), blackmailing, and social engineering.

4.3.5.Delivery of Service by Ethio-telecom

Ethio Telecom provides mobile, broadband, voice and tele-birr services throughout Ethiopia.

Table 10: Descriptive statics analyzing customer Delivery of Service by Ethio-telecom			
Item Statistics	Mean	Std. Deviation	N
Be responsive in real-time	1.5344	.50014	189
Send them personalized messages.	3.0899	.95503	189
Maintain conversations and handling complains.	2.2804	.70762	189
Improve the customer experience.	2.9471	1.13801	189
The uses of personalized and empathetic communication are the ones that stand out by Ethio-telecom from the crowd	1.8624	.48610	189
Ethio-telecom found to be Generated qualified leads and delivery of service	1.6402	.48121	189
Grand Mean = 2.2257		.74319	189

Range Description- Mean Difference by Dhawan (2010) & Davies (2017)

From (0.01-1.00) = underprivileged level ;(1.01-200) = insufficient level;

(2.01-300) =in a restrained level (3.01-4.00) = in appropriate level;

(4.01-500) = remain sufficient

Source: *Own Survey, 2022*

Study result indicated in above table 10 Descriptive statics analyzing customer Delivery of Service by Ethio-telecom is in average mean difference of 2.2257 show variations in standard deviations of 0.74319 which is under supervised. The study result stated that due to low level of social media marketing practice by Ethio Telecom analyzes feedback found by customer at the touchpoints of sales and customer service so that customers' challenges and pain points is unable to managed on Be responsive in real-time and fail to Maintain conversations and handling complains. This also provides feedback on product and service development is still challenging effective service delivery.

When customers begin using a service they recently fail to select social media marketing, there is delay to assess and address customer experience. From data abased social media sentimental analysis indicated that Industry experts believe that the government has deliberately given Ethio Telecom a head start by not including mobile money in the private operating licenses. It is allowing them time to build up Tele-Birr and become more efficient and competitive in the mobile money space before competitors launch their products.[2]

4.4. Analysis Measures

According to sign (2009) stated that Analysis Measures can be seen as the out-sourcing rig and trust worth of the data to be able to present study normality and multicollinearity Analysis Measures result to continuing final output of the research.

4.4.1. Tests of Normality

Table 11: One-Sample Kolmogorov-Smirnov Test		Effectiveness and user Friendliness factor	Utility of Social Media factor	Access to Social Media factor	Security of social media	Delivery of Service by Ethio-telecom
Case						
N		189	189	189	189	189
Normal Parameters[a,b]	Mean	11.9877	12.2529	11.9242	12.2825	15.6887
	Std. Deviation	3.53952	2.79980	3.29949	4.31375	3.11197
Most Extreme Differences	Absolute	.193	.329	.140	.174	.320
	Positive	.114	.181	.095	.158	.183
	Negative	-.193	-.329	-.140	-.174	-.320
Test Statistic		.193	.329	.140	.174	.320
Asymp. Sig. (2-tailed)		.131[c]	.241[c]	.391[c]	.571[c]	.120[c]
a. Test distribution is Normal.						
b. Calculated from data.						
c. Lilliefors Significance Correction.						

Source: Owen survey, 2022.

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[2] see https://www.theafricareport.com/187542/ethiopia-can-ethio-telecom-survive-safaricoms-april-assault/accesed may 3 2022

From above table 11, normality test whether our data have come from a normal distribution, we can use the normal probability plot. In a normal probability plot, each observed value is paired with its expected value from the normal distribution. Based on the output of One-Sample Kolmogorov-Smirnov Test, must not be at 5% significance value (Ngechu, 2004). The value of the variable Asymp on Effectiveness and user Friendliness factor is shows in sig level of 0.131c, the value of the variable Asymp on Utility of Social Media factor is shows in sig level of 0.241c, the value of the variable Asymp on Delivery of Service by Ethio-telecom is shows in sig level of 0.120c. It can be concluded that the data if the sample is from a normal distribution, researcher expect that the points will fall more or less on a straight line which has no normality distributions problem on this data.

4.5. Correlation Analysis

In this study partial correlation coefficient used to find out the relationship between independent and depend variable. The partial correlation coefficient, r, can take arrange of values from +1 to -1. A value of 0 indicates that there is no association between the two variables. A value greater than 0 indicates a positive association; that is as the value of the other variable a value less than 0 indicates a negative association; the value of the other variable decrease.

The relationship between two variables is generally considered strong when their r is larger than 0.7. The correlation r measures the strength of the linear relationship between two quantitative variables. Person "r" values or r near to 0 indicate a very weak linear relationship. If the coefficient value is positive, then the dependent variable will move in the same direction as of the independent variables; if the coefficient value is negative, then the dependent variable will move in the opposite side of as of independent variables. Hence in this research both direction and the level of relationship between social media marketing and service quality are conducted

by using partial correlation Coefficient. From below table show the result of correlation analysis made by using bivariate correlation.

Table 12: partial correlations								
Control Variables			X1	Xx2	Xxx3	Xxx4	Sex	Age
Delivery of Service by Ethio-telecom	Effectiveness and user Friendliness factor	Correlation	1.000	.163	.805	.818	-.600	.042
		Significance (2-tailed)	.	.026	.000	.000	.000	.566
		df	0	183	183	183	183	183
	Utility of Social Media factor	Correlation	.163	1.000	-.154	.061	-.398	.091
		Significance (2-tailed)	.026	.	.037	.413	.000	.218
		df	183	0	183	183	183	183
	Access to Social Media factor	Correlation	.805	-.154	1.000	.617	-.358	.050
		Significance (2-tailed)	.000	.037	.	.000	.000	.499
		df	183	183	0	183	183	183
	Security of social media	Correlation	.818	.061	.617	1.000	-.543	.119
		Significance (2-tailed)	.000	.413	.000	.	.000	.107
		df	183	183	183	0	183	183
	Sex	Correlation	-.600	-.398	-.358	-.543	1.000	-.050
		Significance (2-tailed)	.000	.000	.000	.000	.	.496
		df	183	183	183	183	0	183
	Age	Correlation	.042	.091	.050	.119	-.050	1.000
		Significance (2-tailed)	.566	.218	.499	.107	.496	.
		df	183	183	183	183	183	0

Source: Own survey data, 2022

From the result we can see that Access to Social Media factor r=0.805, Security of social media r=0.818, Effectiveness and user Friendliness factor r=1.00 which have positive and strong correlation with service quality. When we look at the inter correlation between Sex with service delivery has inverse relationship r=-0.600 at significant level of (P=0.000) relationship which implies. In other hand age has no significantly correlated. We can see that there is a positive and significant (P=0.000) relationship which implies that a change made in one of the social media marketing dimension will positively motivate the other service quality dimension of Ethio-telecom in Addis Ababa . Thus from this result confirmed that there is a positive and significant relationship between social media marketing and service quality.

4.6. Multipleliners Regression Analysis

Multiple liner regression analysis was employed on constructive statistical techniquethat can be used to analyze the association between a single dependent and severalindependent variables. One of the vital considerations in multipleregression is the sample size of the data.

Table 13: Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.899[a]	.898	.898	.15010
a. Predictors: (Constant), Age, Sex, Utility of Social Media factor , Access to Social Media factor , Security of social media, Effectiveness and user Friendliness factor				
b. Dependent Variable: Delivery of Service by Ethio-telecom				

Source: Owen survey, 2022.

In this study, a multiple regression analysis was conducted to test relationship among variables i.e. dependent and independent variables. The analysis was done to establish how the specific between of social media marketing and Delivery of Service by Ethio-telecom. A regression analysis results are presented in Model Summary table 13.

The result as shown in the model summary table 13 indicates that the Age, Sex, Utility of Social Media factor , Access to Social Media factor , Security of social media, Effectiveness and user Friendliness factor has explained (89.9%) of change in quality Delivery of Service by Ethio-telecom. Therefore:

H1: There is significant and positive relation between demographic factor specifically sex and quality of service delivery.

- The first hypothesis which states there is positive and significant relation between sex and quality of service delivery is supported because p-value of sex which is (p<0.179; B=0.028), hence the hypothesis is accepted. However analysis shows that age has no significant and positive effect on quality of service delivery (P value = -0.003; B = -0.008) hence, hypothesis is not accepted.

H2: There is significant and positive relation between Access factor and quality of service delivery.

- The second hypothesis which states there is positive and significant relation between Acess and quality of service delivery is supported because p-value of Access which is (p<0.097; B=0.102), hence the hypothesis is accepted.

H3: There is significant and positive relation between utility factor and quality of service delivery

- The third hypothesis which states there is positive and significant relation between utility and quality of service delivery is supported because p-value of utility which is (p<1.009; B=0.909), hence the hypothesis is accepted.

-

H4: There is significant and positive relation between security factor and quality of service delivery

- The Fourth hypothesis which states there is positive and significant relation between Security and quality of service delivery is supported because p-value of Security which is (p< 0.097; B=0.134), hence the hypothesis is accepted.

H5: There is significant and positive relation between Effectiveness and user Friendliness factor and quality of service delivery

- The Fifth hypothesis which states there is positive and significant relation between Effectiveness and user Friendliness factor and quality of service delivery has no significant and positive effect because p-value of Effectiveness and user Friendliness factor which is (p< - .125; B= -0.142), hence the hypothesis is not accepted.

By the way, the "adjusted R^2" is intended to "control for" overestimates of the population $R^2 = 0.895$ resulting from enough samples Hutcheson, (2011), with no collinearity or small subject/variable ratios during study target response independents variable enough to explain lonely without other variable is need supported by Daniel (2014). It's perceived that our current utility variable varies shows prominently across research areas and time which means no need other independent variable to predict dependent variable.

Table 14: ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1775.518	6	295.920	13134.150	.000[b]
	Residual	4.033	179	.023		
	Total	1779.551	185			
a. Dependent Variable: Delivery of Service by Ethio-telecom						
b. Predictors: (Constant), +						

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From Above table 14, ANOVA result regarding to Coefficient of determination explains the extent to which changes in the dependent variable can be explained by the change in the independent variables or the percentage of variation in the dependent variable of service=α) that is explained by all the four independent. The F-ratio found in the ANOVA table 14, indicated measures the probability of chance departure from a straight line.

The significance value is 0.00 which is less than 0.05 thus the model is statistically significance in predicting how (Age, Sex, Utility of Social Media factor , Access to Social Media factor , Security of social media, Effectiveness and user Friendliness factor) shows stronger outcome of Delivery of Service by Ethio-telecom. The F critical at 5% level of significance was 0.00. Since F calculated is greater than the F critical (value = 13134.150), this shows that the overall model was significantly fitted.

Table 15: coefficient[s]						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.528	.106		23.939	.000
	Effectiveness and user Friendliness factor	-.125	.024	-.142	-5.298	.000
	Utility of Social Media factor	1.009	.017	.909	59.208	.000
	Access to Social Media factor	.097	.015	.102	6.652	.000
	Security of social media	.097	.017	.134	5.765	.000
	Sex	.179	.028	.028	6.356	.000
	Age	-.003	.001	-.008	-2.218	.028
a. Dependent Variable: quality of service delivery by Ethio-telecom						

Significance level = 90% significant at 10% (*).

P=0.05 significance value

Source: Owen survey, 2022.

From above Table 15 shows that the values of the coefficient independent variables can be retained in the model. Research has shown that of Delivery of Service by Ethio-telecom is found formed significantly change the variations with Sex, Utility of Social Media factor , Access to Social Media factor , Security of social media, factor are met by positive supportive image that claimed the stiff and found reasonable and comparatively insignificance.
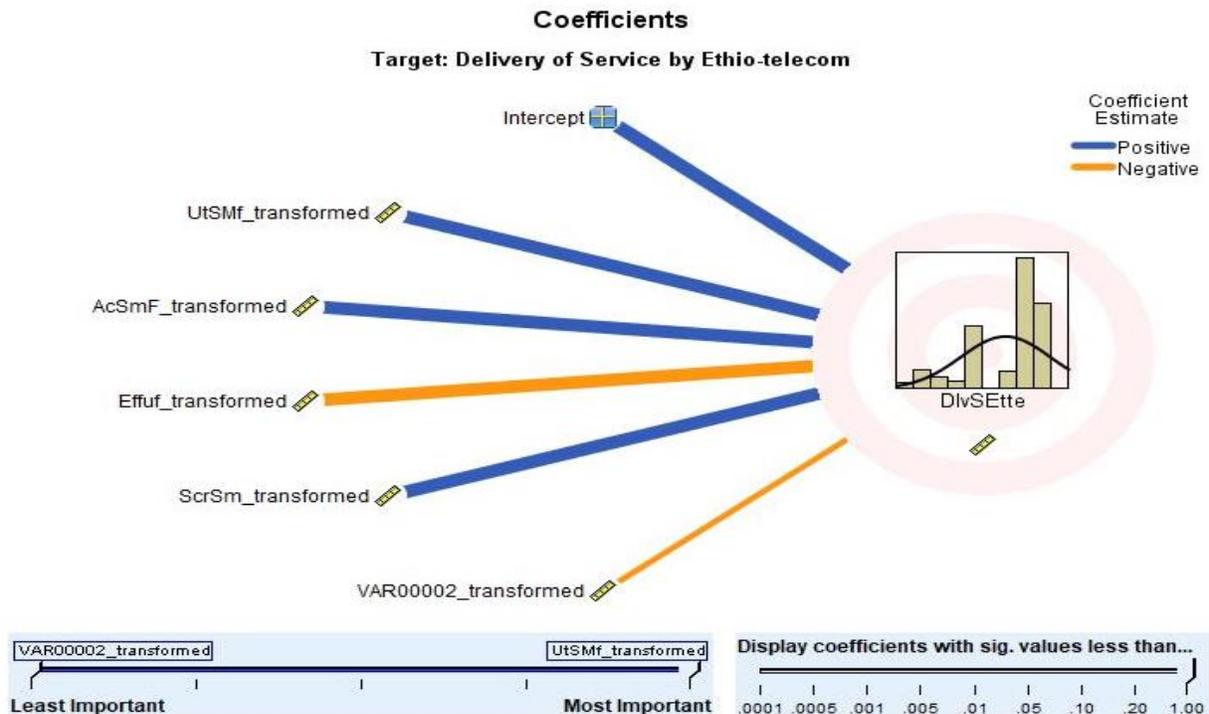

Figure 4.1: hypothesis testing using technology acceptance model 2022

figure 4.1, and table 15 explain the change in Delivery of Service by Ethio-telecom which is independent variables are found to be very significant and supportive to the hypotheses of regression analysis, Sex, Utility of Social Media factor, Access to Social Media factor and Security of social media found positive statistically significance on indications of Delivery of Service by Ethio-telecom. In other hand, age and Effectiveness and user Friendliness factor is negatively related at 5% significance level in predicting of Delivery of Service by Ethio-telecom. All hypotheses are accepted Accept Age and Effectiveness and user Friendliness factor.

4.7 Discussion

From above table 14, multiple liners Regression confident Analysis result regarding the overall Delivery of Service by Ethio-telecom indicated is positively increased by 2.528% the positively applicable due to Sex, Utility of Social Media factor, Access to Social Media factor and Security of social media found to be to confirm. One of the positive impacts of social media is social media helps to boost the efficacy of the services rendered. To have increased customer engagement, informal relationship building, direct contact and also aim to share content between service providers and customers (Ahmed, 2008, Ngolipa, 2020). This indicates organizations use different social media to deliver their services as well as improve their quality of services.

Regarding the effect of **Utility of Social Media marketing** indicated 1% of positive effect on the customer Delivery of Service by Ethio-telecom at 5% significance level. This, Utility of Social Media marketing found conduces mindfulness among clients of the administration and products that company gives 1% of positive influenced customer Delivery of Service by Ethio-telecom. Likely social media can make organizations get competitive advantage. It plays a great role in making organizations earn better income. These networks make companies get better income and profit and allow organizations realize the customer's needs (Wick, 2015). The service delivery and social media can be related with the following ranges of connections

Similarly, **access to Social Media factor** has 9.7% of positive influenced customer Delivery of Service by Ethio-telecom at 5% significance level. The research found that social media marketing activities positively affected customer purchase intention in the context of real estate industry. access to Social Media had relatively the highest effect on purchase intention and also have positive and statistically significant effect customer Delivery of Service by Ethio-telecom. Ethio-telecom facilitate access for customers to share their positive word of mouth to their social media mates needs to post and share reliable and trustworthy information to the users. Further

research could investigate how social media marketing activities influence other industries and also investigate other different consumer groups.

Moreover, **Security of social media factor** also has 9.7% of positive influenced customer Delivery of Service by Ethio-telecom at 5% significance level. This indicates Security of social media to deliver their services influenced to improve their quality of services. In this line of connection, the increased security level between media and its customers leads to improved quality of the services offered. The relationship between securities of social media with technological advancements is led to the introduction of social networks that have increased awareness of customers on the quality of services to customers. Moreover, services added the Security of social media to provide customers increased services profitability, growth and loyalty.

Furthermore Sex has 17.9% positive influenced customer Delivery of Service by Ethio-telecom at 5% significance level. In Ethiopia most of the use of technology is limited to the use of such applications by males than females. Berihun, &Teferi, 2021).

Similar studies Selwyn, (2007), shows gender differences exist for already adopted technologies. The 16 to 25 year olds (Goh, 2011) females were found to have lower levels of satisfaction with use of such social media usage. In comparison women have much likely opportunity of texting message (Sohn and Lee, 2007). This indicates the majority of social media users are women. In developing nations, the access to social media is limited. And they have limited access to the use of social media as well as technological tools.

However, **Age** has a negative 3% reducing the level of Customer Delivery of Service by Ethio-telecom at 5% significance level. In our study indicated in demographic data back in 4.2 age indicators of user are between 18-29 years, are active Social Media users, definitely this is the

age group where their services are well accessed through social media; they should consider which age group utilizes their services most.

According to Muriithi (2019) uses of social media for service delivery have been greatly been based on age brackets. For example, 86% of the ages 18- use social media sites, 72% of the ages 30- use social media sites, 50% of the ages 50- use social media, and just 34% of the ages 65 + use social media sites (Jayasingh and Eze, 2010; Muriithi,2019).

CHAPTER FIVE

5. CONCLUSIONS AND RECOMMENDATION

5.1 Introduction

This chapter presents the summary of findings of the research, discusses the results, draws conclusions and makes recommendations for effect of social media for quality of service delivery in the ethio telecom company.

5.2. Conclusions

The general objective of the study is: The effect of social media marketing on quality of service delivery: The case of Ethio-telecom. According to descriptive statics result analyzing Age and Client service Experience of Respondents; Average age of Respondents is 34 years old. Study result indicated from Descriptive statics analyzing customer Utility of Social Media is in average mean difference of 2.8214 show variations in standard deviations of 0.67565 which is under supervised. Therefore, the study shows that Ethio-telecom customer in utilizing the social media utility found in moderate level of achievement to use social media marketing as a way of reaching out to their audience and collecting valuable feedback form their customers.

Study result analyzing customer Utility of Social Media is in average mean difference of 2.8214 show variations in standard deviations of 0.67565 which is under supervised. Customer Effectiveness and user Friendly which is the Activities made from the sources, tele_birr, tweets and posts or updates made by customers makes managements and marketing department be alert to respond to the need of customers found in moderate level.

Similarly, the Study result analyzing customer Security of social media marketing is in average mean difference of 2.70265 show variations in standard deviations of 0.981746 which is under supervised. This shows that social networks pose privacy challenges due to the large amount of

possibly sensitive and private information stored in those networks. Moreover, Study result is analyzing customer Delivery of Service by Ethio-telecom is found in average mean difference of 2.8214 show variations in standard deviations of 0.67565 is low level of social media marketing feedback from customer at the touchpoints of sales and customer service.

Research has shown using multiple liner regression which is Delivery of Service by Ethio-telecom is found formed significantly aided from Sex, Utility of Social Media factor , Access to Social Media factor , Security of social media, factor are met by positive supportive image that claimed the stiff and found reasonable and comparatively insignificance. In other hand, age and Effectiveness and user Friendliness factor and age of customer has a negative related effect on Quality Delivery of Service by Ethio-telecom.

5.3 Recommendations

Social Media has recently changed the way people across the globe communicate with one another. However, it is worth noting that social networking has been there right from the beginning of humanity. Just like any other form of innovation, this concept has evolved and is currently becoming sophisticated with the advancement of technology.

1. There should also be training provided to service providers as well as customers on how to use social media platforms in sharing information. They should be taught how to ensure privacy during sharing information and the possible consequences of leaking of private information of service users. This will increase confidence among users on sharing information with service providers.

2. The speed of ethio telecom must be improved as sometimes service users fail to reply to comments because of low internet speed, there is a need for the organization to adopt high speed internet.

3. Services users should consider the views of customers seriously, Timely feedback from service providers will increase motivation among customers who will feel valued by the department.

4. There should be user manual in different language as in Ethiopia there are more than 80 ethnicity and language, so at least it is good to provide manual to customer across Ethiopia with their own languages.

5. Since service quality is rating by customers, the company should give priority to the customer. The company should give due emphasis and prompt response for the customers whose operation is highly dependent on Ethio telecom services.

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APPENDIX I

ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

MARKETING MANAGEMENT PROGRAM

A questionnaire to be filled by ethio telecom tele birr service customers of northern district branch..

Dear respondent,

I am conducting a research on "*the effect of social media marketing on quality of service delivery in the case of Ethio-telecom tele birr service.*" I kindly request you to spend some minutes of your time in answering the questionnaire. Your responses will be used only for academic research and any information, which you provide, will be kept confidential. Your genuine response will have significant effect on the result of the study.

General Instruction
- There is no need of writing your name
- In all cases where answer options are available please tick (√)

Dear respondent, please do not hesitate to contact me for any difficulty and /or clarification while you are filling this questionnaire via my contact address stipulated below.

Thank You, for your kind cooperation in answering the questionnaire.

Part I: Demographic Information

General Questions about the Customer

1. Sex

    A. Male ☐   B. Female ☐

2. Age in years: _____

3. Customer type

   A. Governance ⬭

   B. Finance ⬭

   C. Administration ⬭

   D. Service ⬭

   E. Manufacturing ⬭

4. How long you have been serving the ethio telecom offers :_____

5. Educational years of schooling:_____

PART II: survey on social media marketing on quality of service delivery in the case of Ethio-telecom

Direction: This part of the questionnaire intends to find your perception towards social media marketing and quality of service delivery in the case of Ethio-telecom. Please put a check mark (√) on the number, which reflects your perception.

1= **Strongly disagree, 2=Disagree, 3= Neutral, 4= Agree 5= Strongly Agree**

Delivery of Service					
1. Be responsive in real-time					
2. Send them personalized messages.					
3. Maintain conversations and handling complains.					
4. Improve the customer experience.					
5. The uses of personalized and empathetic communication are the ones that stand out by Ethio-telecom from the crowd					
6. Ethio-telecom found to be Generated qualified leads and delivery of service					
Access to Social Media					
As user my own mobile phone is internet enabled and this enabling me from accessing such service					
The use of social media is attributed to infrastructure and system stability in Ethio-telecom is blameless					
Ethio-telecom network configuration is obtainable in most parts of the user range					
Ethio-telecom network supports most gadgets that are user welcoming and can be used to access social media					
Utility of Social Media					
Ethio-telecom products to customer is mostly establish and engaging presence on social media as well.					
Feel more connected to brands that have a robust presence on social media.					
Ethio-telecom is tapped into human-first customer service					

approach					
It helped access to their social media customer service strategy for Super Bowl utilities.					
Effectiveness and user Friendly					
Through an integrated customer service approach by Ethio-telecom are able to help us as client become the fastest, most engaged mobile phone carrier on social media plat form.					
Social media through Ethio-telecom is more cost-effective than resolving it through a call center interaction					
At The Social Element, Ethio-telecom combine time-saving processes with people-centric ethos to bring fast, delightful social media customer service is real.					
Ethio-telecom is imperative to align with a social media partner that prioritizes the customer experience					
Ethio-telecom is effectively working to close the gap between marketing and sales communication with customer on social media.					
Security of social media					
There is no failing to use social media effectively					
Ethio-telecom is not experience of common legal complaints originating in social media marketing					
There is a higher protection on 'someone' set up the accounts					
Cyberbullying (bullying using digital technology) is sensitive and highly protective					
There is no invasion of privacy and identity theft as far as I know					

If you have some please!!

LETTER OF TRANSMITTAL OF DATA COLLECTION INSTRUMENTS

Addiskidan Haile

Addis Ababa, Ethiopia

Mob: +251 921616548

Dear Respondent,

RE: THE EFFECT OF SOCIAL MEDIA MARKETING ON QUALITY OF SERVICE DELIVERY: THE CASE OF ETHIO-TELECOM TELE BIRR SERVICE.

I am a final year Master of Arts student at Addis Ababa university school of commerce,

Specializing in Marketing Management. As part of my course, I am required to carry out a

research on the above topic.

I will be grateful if you could spare sometime from your busy schedule and fill in the

Questionnaire. All the information provided will be purely used for academic purposes

And your identity will be treated with utmost confidentiality.

Thank you for your cooperation.

Kindly do not write your name anywhere on the questionnaire.

Yours faithfully,

Addiskidan Haile