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Addis Ababa University
School of Commerce

SCHOOL OF GRADUATE STUDIES

**THE EFFECT OF SOCIAL MEDIA MARKETING ON SALES
REVENUE: THE MODERATING ROLE OF MARKET AWARENESS
THE CASE OF MEDICAL EQUIPMENT SUPPLIERS IN ADDIS
ABABA, ETHIOPIA**

By

AMANUEL ENTELE

JUNE, 2025
ADDIS ABABA, ETHIOPIA

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COMMERCE GRADUATE STUDIES IN PARTIAL COMPLETION OF
THE REQUIREMENTS FOR THE DEGREE AWARD OF MASTER OF
DIGITAL MARKETING MANAGEMENT.**

APPROVAL

With my approval and direction as a university advisor, this research paper with the title “The effect of social media marketing on sales revenue: The moderating role of market awareness the case of medical equipment suppliers in Addis Ababa” has been submitted to the department of marketing management at Addis Ababa university school of commerce.

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Declaration

I hereby certify that this thesis, titled "The effect of social media marketing on sales revenue: the moderating role of market awareness the case of medical equipment suppliers in Addis Ababa," is my original work and has not been used by anyone else for any other university. I also certify that all sources consulted in the writing of this thesis have been properly cited.

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Acronyms

EPHARM: - Ethiopian Pharmaceutical Manufacturing

FMHACA: - Food, Medicine, Health Administration and Control Authority

IFPMA: - International Federation of Pharmaceutical Manufacturers & Associations

WHO: - World Health Organization

EFDA: - Ethiopian food and drug authority

EPSA: - Ethiopian pharmaceutical fund supply agency

MD: - Medical devices

MOH: - Ministry of Health

SMM: - social media marketing

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Abstract

This study investigates the effect of social media marketing on sales revenue, with market awareness as a moderating variable, in the context of medical equipment suppliers in Addis Ababa, Ethiopia. A quantitative explanatory research design was employed, using a census approach covering 136 suppliers, of which 118 provided valid responses an 87% response rate. Data were collected using structured questionnaires and analyzed using SPSS version 25 and Hayes' PROCESS macro. The findings revealed that all four dimensions of social media marketing content quality, platform choice, timing, and reputation have a significant positive effect on sales revenue. Additionally, market awareness was found to significantly moderate each of these relationships, amplifying the impact of social media strategies where awareness was high. Based on these results, the study concludes that social media marketing is an effective tool for enhancing sales performance when targeted at an informed audience. It is recommended that suppliers focus on improving content quality, selecting effective platforms, optimizing timing, and building brand reputation while also investing in market awareness strategies to maximize return on their digital marketing efforts.

Keywords: - Social Media Marketing, Sales Revenue, Market Awareness, Medical Equipment Suppliers, Moderation Analysis

CHAPTER ONE

INTROUDUCTION

1.1 Background of the study

The general market place and also specifically the medical industry are changing from the conventional system to a more accessible digital market place reachable by billions of customers through the Internet (Sadler & Evans, 2016). Social media plays a crucial role in the transformation by helping businesses build a direct connection with their clients in the online environment. Popular platforms such as Telegram, Facebook, YouTube, X (formerly Twitter), LinkedIn, and Google-based tools like video chats, blogs, and podcasts are now widely used for digital marketing communication (Kim & Ko, 2012).

Social media platforms have become a daily routine for a greater portion of the global population (Piskorski, 2014). At the time, Facebook reported a rapidly growing user base in the billions, demonstrating its expansive reach and influence (Facebook, 2024). Social platforms have transformed how businesses engage with customers, enabling more immediate and interactive communication compared to traditional media. While social media offers a vast opportunity to engage large audiences, many leaders still struggle to use it effectively (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Shaping impactful strategies requires more than just a social media presence, something many organizational leaders find challenging. This research explores how business leaders can harness social media strategies to boost their organizations' sales performance.

Social media usage has grown rapidly in recent years. In the twenty-first century, it has become deeply integrated into everyday life. As of January 2021, there were over 4.66 billion internet users worldwide, with more than 4.2 billion active on social media (Kemp, 2021). The rise of social media has also influenced how consumers interact with brands. Studies show that consumers who follow brands on social media are more likely to visit their websites, recommend them to others, increase their spending, and engage more actively with the brand.

The rapid advancement of mobile technology has significantly contributed to the rise of social media usage in recent years. Therefore, it is essential for brands to leverage social media to increase visibility and strengthen communication with potential customers. Mobile devices and digital technologies have become indispensable tools in everyday life (K. Dwevdi, 2021)

According to (Kemp, 2021) a blog report on Ethiopia's current social media usage, there were 6.35 million social media users in Ethiopia as of January 2022. This figure represented approximately 5.3 percent of the country's total population at that time, The increasing adoption of social media in Ethiopia provided a relevant context and motivation for conducting this study on the impact of social media marketing on the increment of sales and the moderating effect of market awareness in the medical equipment suppliers located in Addis Ababa.

The application of social media marketing use is becoming common which has transformed how organizations engage with their customers also influence purchasing behavior. Social media platforms provide businesses with an opportunity to connect directly with their target audience, improving brand reputation, client commitment, and ultimately increased deals (Kaplan & Haenlein, 2010). Through features such as targeted advertisements, content sharing, and customer feedback, companies can cultivate customer loyalty and drive revenue.

Empirical evidence suggests that businesses using social media marketing strategies experience enhanced sales performance. For instance, Godey et al. (2016) found that well-executed social media campaigns improve customer purchase intentions by fostering brand equity. Furthermore, studies indicate that social media metrics like engagement rates and advertisement clicks are strong predictors of sales growth, particularly in sectors where customer relationships and trust are pivotal (Leeflang et al., 2014).

The medical equipment sector, in particular, can benefit from social media by addressing customer needs for reliable product information and fostering trust through transparent communication. By leveraging these platforms, suppliers can increase their market reach and adapt to dynamic consumer behavior, which is critical in competitive markets like Addis Ababa, Ethiopia.

However, the effectiveness of SMM in driving sales often depends on the market awareness of the target audience. Market awareness refers to consumers' knowledge and perception of a company's brand, products, or services. High market awareness amplifies the impact of social media campaigns by ensuring that promotional messages resonate more effectively with an informed audience (Aaker, 1996). When customers are already familiar with a brand, social media efforts serve to reinforce positive perceptions and guide purchase decisions (Dwivedi et al., 2020).

For medical equipment suppliers, particularly in markets like Addis Ababa, Ethiopia, market awareness plays a critical moderating role. Given the high involvement and technical nature of these products, customers tend to rely on prior knowledge or awareness when making purchasing decisions. Suppliers with higher market awareness can leverage social media marketing more effectively, as their campaigns are better positioned to influence sales performance (Chen et al., 2021).

Thus, understanding how market awareness interacts with social media marketing strategies to drive sales provides valuable insights for businesses particularly medical equipment suppliers in Addis Ababa seeking to optimize their marketing efforts in a competitive and regulated environment. Given the limited traditional advertising channels available in Ethiopia's healthcare sector, this study aims to fill an important knowledge gap and support suppliers in adopting more effective digital marketing strategies.

1.2 Statement of The problem

In Ethiopia, The increasing internet penetration and rapid digital adoption have created favorable conditions for businesses to utilize social media as a key tool for promotion and brand awareness. However, the potential impact of social media marketing on sales revenue within the Ethiopian medical and pharmaceutical sectors remains under researched and not well understood. In particular, the moderating role of market awareness on this relationship has yet to be explored within the Ethiopian context.

In Addis Ababa, medical equipment importers and wholesalers primarily rely on conventional marketing approaches to promote and sell their products. One common method involves deploying sales representatives to Hospitals, clinics, medical centers, and wholesalers to introduce and

explain their offerings. Another common approach is participation in medical exhibition, where companies showcase their products to industry stakeholders. Moreover, some suppliers invest heavily in sponsoring medical conferences and professional meetings as a promotional strategy. While the above methods offer certain advantage, they often fall short in effectively targeting and reaching potential customers who are most likely to make a purchase decision.

Traditional in-person marketing used by medical device importers in Addis Ababa involves sending sales representatives to health facilities. This approach is time-consuming, costly, and often inefficient, as sales personnel may not find the right decision-makers available particularly busy medical doctors. As a result, promotional efforts are frequently delayed or missed, limiting access to the latest medical technologies across facilities. This gap not only affects the quality of healthcare services but can also impact patient outcomes.

The second method, participating in medical exhibitions, is constrained by logistics and timing. Such events are typically held twice a year and often fail to showcase large or complex equipment like MRI, CT scanners, lasers and certain Lab equipment's due to transport and installation challenges. Additionally, the short duration and scheduling conflicts make it difficult for key stakeholders, such as doctors and hospital administrators, to attend.

The third approach sponsoring medical conferences is costly and offers limited exposure. These events provide only brief promotional windows and are attended by healthcare professionals who may not have the time or interest to engage deeply with marketing content, due to clinical responsibilities.

In line with regulatory guidelines issued in June 2005 E.C., promotional activities involving narcotic, psychotropic and other only prescription medications in addition to specialized medical devices, whether intended for therapeutic or home use are restricted from being advertised through mainstream media outlets such as television, radio, newspapers, or magazines. (FMHACA, 2005 E.C.). Because of these legal limitations, medical equipment importers and wholesalers in Addis Ababa have continued using conventional, direct marketing methods, as previously outlined by the researcher. However, these methods often fall short in efficiently reaching the appropriate healthcare professionals or institutions that are in actual need of such equipment.

This practical and strategic communication gap caused by strict advertising regulations and limited use of digital platforms can hinder timely access to essential medical tools, potentially compromising patient care and leading to avoidable delays in diagnosis or treatment. Moreover, the success of these marketing strategies may depend on market awareness; where healthcare providers are more informed about product availability, brand reputation, and the value propositions offered, social media marketing tends to have a greater impact on sales. However, in markets with lower awareness of these factors, its effectiveness may be limited. This moderating role of market awareness remains unexplored in Ethiopia's medical equipment sector.

1.3 Research Question

- ✓ To what extent does the quality of content shared through social media marketing influence the sales revenue of medical equipment suppliers in Addis Ababa, Ethiopia?
- ✓ How does the reputation of medical equipment suppliers affect their sales revenue through social media marketing in Addis Ababa, Ethiopia?
- ✓ What is the effect of the timing of social media marketing campaigns on the sales revenue of medical equipment suppliers in Addis Ababa, Ethiopia?
- ✓ In what ways does the choice of social media platform impact the sales revenue of medical equipment suppliers in Addis Ababa, Ethiopia?
- ✓ Does market awareness moderate the relationship between content quality and sales revenue in the medical equipment supplies sector in Addis Ababa, Ethiopia?
- ✓ How does market awareness influence the relationship between supplier reputation and sales revenue in the same sector?
- ✓ What role does market awareness play in moderating the relationship between campaign timing and sales revenue in the medical equipment supplies sector?
- ✓ How significantly does market awareness moderate the relationship between platform choice and sales revenue among medical equipment suppliers in Addis Ababa, Ethiopia?

1.4 Objective of the study

1.4.1 General Objective

To examine the effect of social media marketing on sales revenue: the moderating role of market awareness the case of medical equipment suppliers in Addis Ababa, Ethiopia.

1.4.2 Specific Objective

- ✓ To examine the effect of content quality shared through social media marketing on the sales revenue of medical equipment suppliers in Addis Ababa.
- ✓ To assess the influence of medical equipment suppliers' reputation on their sales revenue through social media marketing.
- ✓ To evaluate the impact of the timing of social media marketing campaigns on the sales revenue of medical equipment suppliers.
- ✓ To investigate the effect of social media platform choice on the sales revenue of medical equipment suppliers.
- ✓ To determine whether market awareness moderates the relationship between content quality and sales revenue.
- ✓ To explore the moderating effect of market awareness on the relationship between supplier reputation and sales revenue.
- ✓ To analyze how market awareness moderates the relationship between campaign timing and sales revenue.
- ✓ To examine the moderating role of market awareness on the relationship between platform choice and sales revenue in the medical equipment supplies sector.

1.5 Significance of the study

This study holds significant value for medical equipment suppliers in Addis Ababa, Ethiopia, particularly due to the limited academic research on the effect of social media marketing on sales revenue especially when moderated by market awareness. In developing countries like Ethiopia, this area remains largely unexplored. The findings of this research contribute valuable insights into how digital tools, particularly social media platforms, influence sales performance in the medical and pharmaceutical sectors.

Specifically, the study highlights the importance of social media marketing in enhancing sales revenue and identifies how key factors such as content quality, platform choice, timing, and brand reputation impact supplier performance. It supports medical equipment suppliers in choosing the most effective platforms and campaign schedules to reach their target markets. Furthermore, it emphasizes the role of market awareness in strengthening the link between marketing strategies and sales outcomes. The research also provides practical recommendations to help businesses

improve their digital engagement and overcome common challenges in applying social media marketing effectively in a highly regulated industry.

1.6 Scope of the study

This study focused on how medical devices were promoted in the Addis Ababa market, the marketing strategies adopted by suppliers, and the impact of implementing social media marketing strategies on enhancing the sales of medical equipment, with market awareness examined as a moderating variable.

1.6.1. Geographical Target

The geographical focus of this study was limited to Addis Ababa, based on the rationale that the majority of medical equipment suppliers in Ethiopia are concentrated in the capital.

1.6.2. Conceptual Scope

This study focused on the implementation of social media marketing and its influence on the sales revenue of medical equipment suppliers. It also examined the moderating role of market awareness, recognizing that the effectiveness of social media strategies may vary depending on how well target customers understand and perceive the brand, its value proposition, and available products. The research aimed to contribute value to the medical sector by demonstrating how digital marketing tools especially social media can support sales growth, while also offering insights into the evolving role of market awareness in shaping marketing outcomes within the Ethiopian context.

1.6.3 Methodological scope

This study employed an explanatory research design with a quantitative approach using structured questionnaires. The Hayes PROCESS macro was used to analyze moderation effects. A census method covered all medical equipment suppliers in Addis Ababa. The study focused solely on scaled, closed-ended items.

1.7 Definition of Terms

Pharmaceutical Marketing: Any marketing activity promoting pharmaceutical products or services through online channels, including (World Health Organization (WHO))

Social media advertising: Targeted ads on platforms like Face book, Twitter, and Instagram. (Digital Health Network)

Medical equipment supplies: refer to businesses or organizations involved in the procurement, distribution, and sale of medical devices and related accessories. These products are used in healthcare settings for diagnosis, monitoring, treatment, and surgical procedures.

The supply includes both consumable and durable medical devices such as diagnostic machines (e.g., ultrasound, X-rays), surgical instruments, laboratory equipment, and personal protective equipment. (World Health Organization (WHO)).

Market awareness: - refers to the extent to which healthcare providers in Addis Ababa are informed about the products, brand reputation, and value offerings of medical equipment suppliers. It moderates the relationship between social media marketing and sales revenue by shaping how effectively marketing efforts translate into purchasing decisions (Kotler & Keller, 2016).

Pharmaceutical Supplies: refer to a range of products, including prescription drugs, over-the-counter medications, medical devices, and other health-related products sold by pharmacies or pharmaceutical wholesalers. This term encompasses the full spectrum of pharmaceutical products available for sale. (Beringer, P. S., & Heller, S. 2011)

Sales Revenue: - Sales revenue is the income generated from selling goods or services, before any costs or expenses are deducted. In the context of pharmaceutical supplies, it refers to the total earnings from the sale of pharmaceutical products. (Palmer, A. (2011)).

1.8 Organization of the study

This research was organized into five chapters. Chapter one provided an introduction to the study, including the background, problem statement, objectives, significance, scope, and limitations. Chapter Two reviewed relevant theoretical and empirical literature, as well as the conceptual framework guiding the research. Chapter Three described the research methodology, detailing data sources, data collection techniques, and analysis methods employed. Chapter Four presented and analyzed the data, including the testing of hypotheses, and linked findings to the research questions. Finally, Chapter Five summarized the major findings, drew conclusions, and offered recommendations based on the study results.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical Review

2.2 Introduction to Social Media and Healthcare

The evolution of digital communication has significantly reshaped how healthcare organizations approach marketing and customer engagement. In recent years, social media has emerged as a powerful alternative to traditional print-based marketing channels. As healthcare consumers increasingly rely on online platforms to seek information about medical services and providers, the role of social media in shaping perceptions and decisions has become more prominent. According to Cash (2012), the gradual shift from print to digital media has transformed healthcare marketing communication, allowing for more dynamic and interactive engagement. Similarly, Revere et al. (2010) highlighted that social media platforms are influencing strategic marketing practices in hospitals, with patients frequently using the internet to compare healthcare facilities and assess service quality.

The larger global population now rely on the internet as a key resource for accessing health-related information. A survey by the Pew Internet and American Life Project indicated that a significant majority approximately 80% of U.S. internet users seek health information online, while around 30% of healthcare providers report that most of their patients arrive already informed from the web (Podichetty et al., 2006). While the internet remains a primary source of health related information, people still take in to account multiple factors when selecting a healthcare provider.

Healthcare providers are shifting to the internet as a strategic tool for advertising their services and making it easier for consumers to compare facilities. Studies shows that how patients perceive quality can meaningfully shape their satisfaction levels, which in turn effects their choice of a healthcare provider (Taylor, n.d.). Beyond functioning as a basic search tool, the internet has become integral to modern healthcare marketing. It offers a platform for showcasing patient feedback, detailing available services, and strengthening public perception and trust in healthcare organizations (Revere, 2010).

Healthcare promoters can now use the internet as a powerful channel to enhance consumer perceptions by distributing vibrant and reachable information about performance, service quality, and patient outcomes (Revere, 2010). As people repeatedly rely on web searches when making healthcare decisions, showcasing crucial data online can significantly influence how a facility is perceived. In this regard, factors like a hospital's visibility in search results, its online reputation, and the user-friendly design of its website are mandatory aspects (Milano, 2010).

To meet the growing expectations of digitally literate consumers, many healthcare providers have introduced digital platforms that give patients easier access to services. These platforms offer test results, billing information, doctor availability, and even introductory videos from physicians. Educational materials such as brochures and newsletters are also made accessible online, improving patient engagement (Robeznieks, 2011). Additionally, some hospital websites utilize analytical tools like heat maps, which monitor user behavior to identify frequently visited sections. These insights help in tailoring website content to better serve users' interests and needs. Patients who interact online and seek answers via email tend to report higher satisfaction levels.

Furthermore, hospitals use blogs to share patient stories, success cases, and professional insights, fostering trust and transparency. Patient blogs have gained popularity as platforms for sharing experiences and discussing healthcare topics. Recognizing this, some hospitals have created dedicated sections on their websites for blog contributors (Bush, 2008). These blogs help build communities where patients and potential clients can connect over shared concerns. Beyond blogging, healthcare organizations have also contained mainstream social media networks such as YouTube, Facebook, X (formerly Twitter) and LinkedIn to communicate and engage with the public. These channels allow institutions to expand their reach and build relationships by sharing updates and health information at zero cost (PT in Motion, 2011).

The integration of digital technology has become a central aspect of modern life, prompting most sectors to adapt rapidly to digital transformation. However, the health care and pharmaceutical industry has generally lagged in fully embracing digital marketing strategies, often limiting its online presence to basic websites.

Despite these challenges, an increasing number of pharmaceutical firms and medical device manufacturers and importers are now turning to digital platforms, including social media and e-commerce, to promote their products and facilitate online purchasing. While some companies are still exploring the potential value of digital engagement, others have already embedded it into their broader marketing frameworks.

To enhance brand visibility, many pharmaceutical businesses collaborate with social media influencers who have personal experience with specific health conditions. For instance, companies aiming to connect with asthma patients may partner with influencers who have publicly shared their own experiences managing the disease, thereby building trust and resonance with the target audience. Similarly, influencer marketing has also proven valuable for promoting medical devices. Nevertheless, firms dealing with prescription-only medications face regulatory barriers that prevent them from selling such products online.

2.2.1. Introduction to Medical Devices

The World Health Organization (WHO, 2003) defines medical devices as products applied in healthcare for purposes such as diagnosis, monitoring, treatment, and surgical interventions. These devices range from consumables to durable equipment, including diagnostic tools like ultrasounds and X-rays, surgical instruments, laboratory apparatus, and personal protective gear.

Medical devices represent a significant financial investment globally. By 2000, over 1.5 million types of devices were available worldwide, with an estimated market value exceeding US\$145 billion. This sector has grown rapidly with technological advancements, and projections estimated the market would surpass US\$260 billion by 2006.

Despite this growth, many developing countries like the study origin Ethiopia, struggle to access quality medical devices suited to their public health needs. Often lacking robust health technology assessments and regulatory bases, these countries are exposed to the importation of substandard or unsafe products, putting patients at risk. Since most devices in these regions are imported, governments must establish comprehensive policies to ensure availability, safety, affordability, installation and proper usage and disposal of medical equipment.

Effective policies require translation into enforceable national regulations backed by legal measures. Unfortunately, regulatory oversight for medical devices remains limited in many developing nations, which leads to concerns such as the illegal reuse of syringes, circulation of low-quality equipment, and inadequate tracking of devices in the market. A comprehensive registry of medical devices is crucial for authorities to manage recalls or issue safety warnings.

To improve patient safety and access, countries are encouraged to adopt harmonized regulatory standards. This approach helps reduce costs, simplifies healthcare technology access, and prevents risks

2.3 Key Elements of Social media marketing

2.3.1 Content creation and strategy

Content on social media refers to the materials such as posts, images, and videos produced by individuals or organizations for social platforms like Telegram, Facebook, Instagram, Twitter, and YouTube. These platforms have become deeply integrated into daily life, serving not only social purposes but also as important information sources that increasingly replace traditional media such as television and print. For businesses, social media content forms a key part of their overall marketing approach due to its potential for wide reach, accessed at any time of the day and strong user engagement. Positive interactions and feedback on social media can even improve search engine rankings.

However, social media content requires a unique strategy tailored to the platform's characteristics. A notable feature is the high level of interaction users have liking, commenting, and sharing content which helps amplify its reach organically. For content to be effective, it must be relevant, high-quality, and targeted to the intended audience. Additionally, content formats must fit the platform; for example, lengthy brochures are unsuitable for Twitter or Instagram, while brief posts may not perform well on Facebook (MacDonald, 2017).

2.3.2 Brand Reputation Management

Managing a brand's reputation on social media is increasingly critical as consumers count on heavily on these platforms and review sites to form opinions and make purchasing decisions. Effective reputation management involves strategic content posting, monitoring social channels and engaging with users who discuss the brand.

Beyond social media, consumers also share experiences on review websites, local business directories, and mobile apps, broadening the scope of reputation management efforts. Marketers must be accustomed to these digital channels to maintain and enhance brand perception (MacDonald, 2017).

2.3.3 Timing of posts

Identifying the best time to post on social media can be unpredictable and varies by audience. For example, while it might seem logical to post during typical working hours, data-driven insights sometimes reveal that off-peak times like midnight yield better engagement. Finding the optimal posting schedule requires careful analysis and experimentation. Improving the timing of posts can significantly increase the reach and effectiveness of social media campaigns (Kerpen, 2011).

2.3.4 Choice of Platform

The most widely used social media platforms worldwide include Facebook, YouTube, WhatsApp, Instagram, and Facebook Messenger. Emerging platforms like TikTok are gaining popularity, while others such as Snapchat, Twitter, and LinkedIn hold different ranks globally. It is important to note that not all platforms serve the same purposes some are designed mainly for messaging, others for content sharing, and their popularity may differ by region. Since approximately 80% of customers interact with brands through social media, selecting the appropriate platform for marketing efforts is essential for reaching the target audience effectively (Carlos, 2019).

2.4 Theoretical perspectives on social media marketing

2.4.1 over View of Social Media in Marketing Context

Social media encompasses a wide array of internet-based tools that enable the creation, sharing, and interaction with digital content such as text, images, videos, and audio. These tools support functions like communication, collaboration, and information dissemination across both social and commercial spaces (Safko, 2010). As digital platforms evolve, organizations face the challenge of adapting their strategies to fit this landscape, often with limited guidance rooted in scholarly research (McFarland & Ployhart, 2015).

Kaplan and Haenlein (2010) characterize social media as a set of web-driven applications that allow users and businesses to develop and exchange content. This view highlights the role of management in strategically engaging with users through these channels. While some see the rise of these tools as a trend, others, like Qualman (2009), emphasize that social media reflects a deeper shift in communication patterns between businesses and their audiences.

Research by Li and Bernoff (2008) presents case studies where companies have leveraged social media to improve market awareness, enhance customer interaction, and reduce operational costs. Their findings underscore the transformative power of digital platforms in shaping consumer behavior and business performance.

Zolkepli and Kamarulzaman (2015) suggest that users engage with social media for various reasons, categorized into three motivational levels: personal (e.g., leisure and connection), social (e.g., interaction and influence), and emotional (e.g., stress relief and a sense of belonging). These insights provide a foundation for understanding how social media fulfills both individual and collective needs.

Social platforms are not just tools for user interaction they serve as strategic environments for brands to gather user data and promote targeted advertisements (Kane, 2015). Moreover, studies such as those by Dessart, Veloutsou, and Morgan-Thomas (2015) emphasize that consumers increasingly interact with brands through digital communities, blurring the line between social interaction and commercial engagement.

Despite these contributions, there is limited focus in prior literature on how organizational leaders can craft effective social media strategies specifically aimed at increasing sales. Social media offers businesses the potential to engage with audiences in real-time and at a lower cost than traditional advertising methods, presenting an opportunity to enhance marketing effectiveness when used with a clear, data-driven strategy (Kaplan & Haenlein, 2010).

2.4.2 Social media networks

These platforms allow users whether individuals or organizations—to establish profiles, connect with others, and share or receive real-time updates. This dynamic mirrors traditional networking but operates on a much broader and faster scale (Boyd & Ellison, 2015).

Beyond personal interaction, social media has become a strategic asset in the digital marketing landscape. Organizations utilize these platforms not only to engage with customers but also to enhance their visibility and promote their products or services.

According to Safko (2010), these digital spaces are particularly valuable for business leaders aiming to expand their market reach and build relationships with target audiences. Empirical research indicates that the vast majority of marketers now recognize the importance of maintaining an active presence on social platforms. For instance, a large proportion of advertisers have reported key advantages such as increased brand exposure, stronger customer loyalty, heightened brand recognition, access to market insights, and ultimately, improved sales outcomes through the use of social media (Stelzner, 2016).

To maximize these benefits, Khan (2017) emphasized the importance of developing well-structured social media strategies and ensuring consistent activity across multiple major platforms. A deliberate approach enables businesses to capture traffic, engage audiences more effectively, and remain competitive in today's fast-paced digital environment.

2.5. Market Awareness

Market awareness refers to the knowledge and understanding that consumers and businesses have about products, brands, and market trends. It can be conceptualized as the degree to which individuals are aware of the availability, features, and benefits of products in a given market. Key Components of Market Awareness could be Brand Awareness meaning the extent to which potential buyers recognize and recall a brand, Product Awareness is also the key component of market awareness as Knowledge of the specific products available in the market is key in purchase decision more over Perceived Value of how consumers perceive the quality and value of a product relative to its price. Kotler, P., & Keller, K. L. (2016)

2.5.1 Role of Market Awareness as a Moderating Variable

In recent years, social media marketing (SMM) has become an essential tool for businesses across various industries, including the medical equipment sector. Social media platforms offer businesses in Addis Ababa, Ethiopia, an opportunity to engage with a wide range of healthcare professionals, institutions, and individuals.

However, the effectiveness of social media marketing on sales revenue can be influenced by various factors. One of the most significant moderating variables that can affect this relationship is market awareness. Market awareness refers to the extent to which consumers and businesses in the market are informed about products, services, and brands. In the context of medical equipment supplies in Addis Ababa, market awareness can significantly influence the outcomes of social media marketing strategies. Kaplan, A. M., & Haenlein, M. (2010).

Market awareness can moderate the relationship between social media marketing and sales revenue by either enhancing or limiting the effectiveness of marketing efforts. High levels of market awareness lead to a greater likelihood that social media marketing campaigns will result in increased sales. Conversely, low market awareness can reduce the impact of marketing efforts, as customers may not fully understand the product's benefits or may not trust the brand. (Homburg, Koschate, and Hoyer (2006)

In the case of medical equipment suppliers in Addis Ababa, market awareness could include healthcare providers' knowledge of the suppliers' brands, the types of equipment they offer, and how those products compare to competitors in terms of quality and price.

Market awareness plays a crucial moderating role in the relationship between social media marketing and sales revenue, particularly in the medical equipment supply sector in Addis Ababa, Ethiopia. As the medical equipment market in Ethiopia continues to grow, medical suppliers need to focus not only on using social media marketing effectively but also on enhancing market awareness among healthcare professionals and institutions.

2.6 Sales Revenue

A well-defined sales strategy is essential for driving consistent revenue growth. As noted by Stien (2006), an effective sales approach is supported by structured training programs that align with the organization's specific sales methodology and operational processes. Without a clearly defined sales framework, training becomes a superficial solution that fails to address deeper strategic issues. Therefore, any adopted methodology should reflect the organization's market conditions, customer behavior, pricing structures, and product complexity. Factors such as competitive dynamics, reporting systems, partnership involvement, and the competency of the existing sales team must all be considered when crafting a tailored approach.

Even with widespread awareness that buyer behavior has evolved significantly in recent years, some businesses still lag behind in adapting their sales practices accordingly. Stien (2006) emphasizes the need for companies to recognize these changes and equip their sales force with the tools and mindset necessary to remain competitive.

When facing declining sales, enhancing the skills of sales and customer service personnel through targeted training can be a highly effective short-term intervention. As Verret (2004) suggests, when budget constraints prevent the hiring of new talent, investing in the development of existing staff is both practical and strategic. Training solutions should be relevant and results-driven, with flexible delivery formats such as seminars or online programs that minimize disruption to daily operations. This investment in human capital often yields significant returns in terms of both performance and customer satisfaction.

2.7 Empirical Literature Review

2.7.1 Social Media Marketing and Sales Revenue

The global importance of social media marketing as a strategic tool has been well-documented. Tiago and Veríssimo (2014) emphasized that digital marketing, including social media, serves as a vital channel for building customer relationships and increasing sales. Their study underscores the positive correlation between high-quality content on social media platforms and improved sales revenue. The medical equipment sector benefits particularly from this dynamic, where educational content about products can engage professionals and institutions, leading to more informed purchasing decisions.

Keller (2016) further discussed the importance of brand reputation in leveraging social media to boost sales. In the medical equipment industry, brand trust and quality assurance are pivotal for attracting customers. As social media platforms become increasingly saturated, building a reliable and professional brand image can directly influence sales revenue.

Chaffey (2015) and Kannan and Li (2017) also stressed the importance of selecting the right platforms and aligning marketing campaigns with timing, especially in industries like healthcare. The proper timing of social media campaigns aligned with product launches and industry events ensures better engagement with the target audience, especially in professional sectors such as healthcare.

2.7.2 Social Media Marketing and Sales Revenue in Africa

The role of social media marketing in increasing sales revenue has been examined extensively in the African context. In Nigeria, Okafor and Adebayo (2017) found that the use of social media platforms such as Facebook and WhatsApp significantly impacted the sales figures of healthcare providers, including medical equipment suppliers. This was particularly true when market awareness was high—healthcare professionals and institutions who were already familiar with the company’s reputation responded more positively to social media campaigns.

Munyanyi and Dube (2018) also contributed to understanding social media’s impact in Southern Africa, where medical suppliers’ use of social media to increase visibility directly correlated with higher sales revenue. They noted that market awareness was a moderating factor: the more familiar the healthcare community was with a brand, the more likely that social media engagement would lead to sales.

These findings resonate with Hypothesis of the current study, which posits that market awareness plays a moderating role between social media marketing and sales revenue. As market awareness increases, the effectiveness of marketing strategies also intensifies, which is especially true for niche sectors like medical supplies.

2.7.3 Social Media Marketing and Sales Revenue in Ethiopia

The Ethiopian context provides a unique perspective on how social media marketing intersects with sales revenue, particularly in the medical equipment sector. Several local studies have begun to explore this dynamic. Mekonnen (2019) examined the role of social media marketing for SMEs in Ethiopia, highlighting the positive impact of platforms like Facebook and Instagram. These platforms helped suppliers increase visibility and engagement with healthcare professionals, ultimately leading to an increase in sales revenue.

A notable study conducted in Gonder, Ethiopia, by Haile and Tadesse (2020) examined how medical equipment suppliers in the region were adopting social media marketing to increase their visibility and sales. Their findings revealed that market awareness played a significant role in moderating the effectiveness of social media marketing campaigns. In particular, they observed that when healthcare institutions were already familiar with a supplier's brand reputation, the social media content posted by those suppliers led to a greater number of inquiries and sales.

The Gonder study aligns with the global findings of Chaffey (2015) and Keller (2016) regarding the importance of content quality and reputation in driving sales. The study also highlighted that healthcare professionals were more likely to engage with social media content when they were already familiar with the supplier, demonstrating that market awareness can enhance the effectiveness of online marketing strategies.

Furthermore, Teshome and Gebremariam (2018) explored how social media marketing is utilized in Ethiopia's healthcare sector. They found that medical suppliers with higher levels of market awareness saw better results from their social media campaigns, leading to an increase in both customer inquiries and actual sales. This corroborates the findings in the Gonder study, where market awareness was identified as a key factor in sales success.

2.7.4. Empirical Studies on the Moderating Role of Market Awareness

The findings from both global and local studies strongly suggest that market awareness acts as a moderating variable that influences the relationship between social media marketing and sales revenue. In the Ethiopian context, Abebe (2020) confirmed that market awareness significantly amplified the positive effects of social media campaigns.

Suppliers with high market awareness experienced higher engagement and greater sales because customers were more likely to trust and act upon content from brands they recognized. Additionally, Haile and Tadesse (2020) in Gonder found that when medical suppliers engaged in consistent social media marketing and had high brand visibility, their audience, primarily healthcare professionals, was more likely to engage with their campaigns. This engagement led to increased product inquiries, and in many cases, direct sales. This aligns with the Hypothesis which suggests that market awareness moderates the relationship between content quality and sales revenue.

2.7.5 Best Practices in Social Media Marketing

Best practices in social media marketing, particularly in B2B contexts like medical equipment supply, focus on strategic content creation, audience targeting, platform selection, and continuous performance monitoring. According to Chaffey (2015) and Pulizzi (2014), successful organizations follow a structured content calendar aligned with their customer journey and buying cycle, offering educational content, product demonstrations, and case studies that address the specific concerns of healthcare professionals.

In B2B industries, including the medical sector, personalization is key. Companies often segment their audience by institution type (e.g., hospitals vs. clinics) and tailor content accordingly. Furthermore, response time to inquiries and professional tone in social posts are critical, as these reflect credibility and influence purchase decisions. Reputation management through regular engagement and showcasing certifications or endorsements also enhances trust, which is vital in high-involvement purchase decisions like medical devices (Keller, 2016).

Additionally, consistent analytics tracking is considered a best practice. Leading firms use KPIs such as cost-per-lead (CPL), engagement rate, and conversion rate to adjust their strategies in real-time. In the context of Ethiopia, where platforms like Telegram are dominant, best practices also involve adapting to local digital behaviors and leveraging visual storytelling due to language and access barriers.

2.8 Conceptual framework

This research builds on prior theoretical and empirical findings to develop a conceptual model that explores how various dimensions of social media marketing Content, Reputation, Timing, and Platform affect Sales Revenue among medical equipment suppliers. The above mentioned key components are treated as independent variables, while Sales Revenue is the dependent variable.

Sales Revenue in this study is measured using perceptual indicators on a 5-point Likert scale, based on respondents' agreement with statements regarding increased revenue, lead generation, and sales performance attributed to social media marketing efforts. This approach reflects the subjective business impact as perceived by company managers and employees.

Furthermore, the model introduces Market Awareness as a moderating variable, aiming to examine whether and how it influences the strength or direction of the relationship between each individual social media marketing component and sales outcomes. In other words, the study investigates the interaction effect between each independent variable and Market Awareness, providing a thorough understanding of how awareness within the target market can shape the effectiveness of social media strategies.

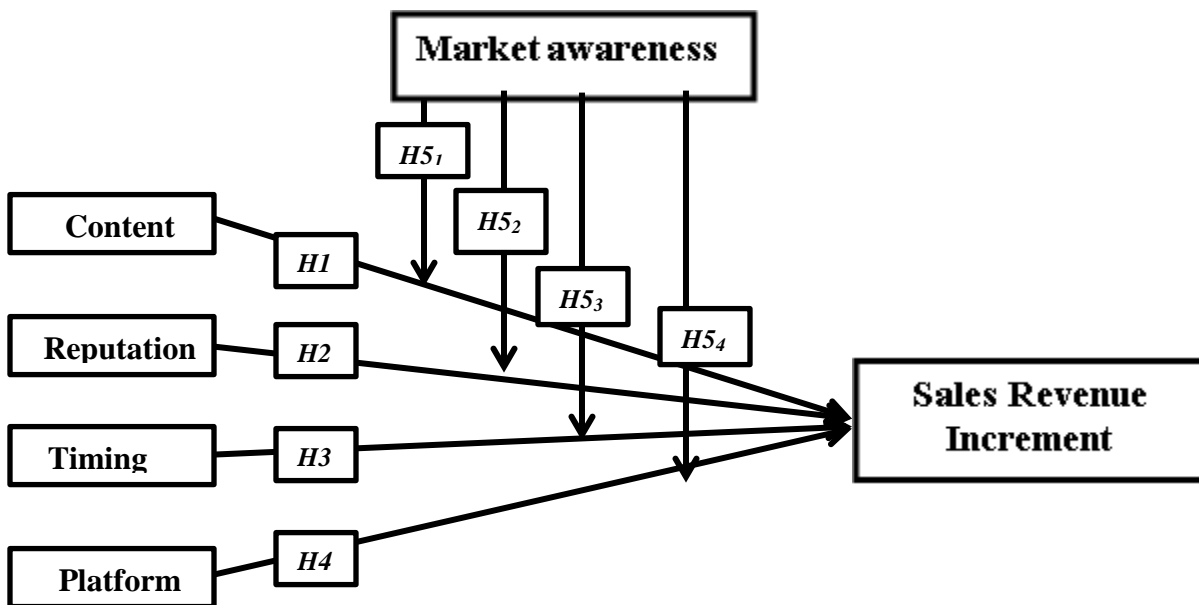


Figure1. Model examining the moderator effect of market awareness on the relationship between social media marketing strategies and sales revenue. Barger, V. A., & Labrecque, L. I. (2013) and Madhavaram, S., & Laverie, D. A. (2004)

2.9 Research Hypothesis

Hypothesis 1: *There is a positive and significant relationship between the quality of content shared through social media marketing and the sales revenue of medical equipment suppliers in Addis Ababa, Ethiopia.*

Hypothesis 2: *There is a positive and significant relationship between the reputation of medical equipment suppliers and their sales revenue through social media marketing in Addis Ababa, Ethiopia.*

Hypothesis 3: *There is a positive and significant relationship between the timing of social media marketing campaigns and the sales revenue of medical equipment suppliers in Addis Ababa, Ethiopia.*

Hypothesis 4: *There is a positive and significant relationship between the choice of social media platform and the sales revenue of medical equipment suppliers in Addis Ababa, Ethiopia.*

Hypothesis 5(1): *Market awareness moderates the relationship between the quality of content and sales revenue in the medical equipment supplies sector in Addis Ababa, Ethiopia.*

Hypothesis 5(2): *Market awareness moderates the relationship between reputation and sales revenue in the medical equipment supplies sector in Addis Ababa, Ethiopia.*

Hypothesis 5(3): *Market awareness moderates the relationship between the timing of social media marketing campaigns and sales revenue in the medical equipment supplies sector in Addis Ababa, Ethiopia.*

Hypothesis 5(4): *Market awareness moderates the relationship between the choice of social media platform and sales revenue in the medical equipment supplies sector in Addis Ababa, Ethiopia.*

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter presents the methodological framework used to examine the effect of social media marketing on sales revenue, with market awareness as a moderating variable, among medical equipment suppliers in Addis Ababa. It outlines the research approach, design, population and sampling techniques, data sources, collection methods, tools used for analysis, and measures taken to ensure validity, reliability, and ethical compliance. The selected methods are aligned with the study's explanatory nature and are intended to provide robust empirical evidence for testing the proposed hypotheses.

3.1 Research Approach

This study employed a quantitative research approach to enable statistical analysis based on structured measurements. A survey method was utilized to collect primary data, complemented by secondary data sources where applicable. The quantitative design was selected because it allows the researcher to measure variables numerically, analyze relationships among them, and generalize findings to a broader population. This approach is particularly suitable for assessing the impact of social media marketing dimensions (content, reputation, timing, and platform) on sales revenue in the context of medical equipment suppliers. Additionally, the study incorporates the moderating role of Market Awareness to examine whether and how it alters the strength or direction of the relationship between social media marketing and sales revenue. By quantifying respondents' attitudes, behaviors, and perceptions, the study aims to generate objective insights into the effectiveness of digital marketing strategies under varying levels of market awareness.

3.2 Research Design

This study employed a mixed methodological approach combining descriptive and explanatory research designs. The descriptive design was used to summarize key characteristics of the population, such as social media usage patterns, follower demographics, and organizational profiles. The explanatory design aimed to investigate cause-and-effect relationships between variables, specifically how dimensions of social media marketing (content, reputation, timing, and platform) influence the dependent variable, sales revenue, among medical equipment suppliers in Addis Ababa (Dawson & Bob, 2006).

Furthermore, this design is appropriate for testing the moderating effect of Market Awareness, which is hypothesized to influence the strength or direction of the relationship between social media marketing and sales revenue. By applying this approach, the study aims not only to assess direct effects but also to explore interaction effects through hierarchical regression analysis.

Data collection was conducted using structured questionnaires distributed to a targeted sample. The questions were designed to capture measurable responses on all relevant constructs, ensuring the reliability and validity of the results.

This approach enables the researcher to identify previously underexplored dynamics in the sector and offer data-driven insights to guide marketing strategies in the medical equipment supply industry. (Dawson & Bob, 2006).

3.3 Population and Sampling Design

3.3.1 Study Population

This research focused on a well-defined group of interest: medical equipment importers and wholesalers in Addis Ababa. The participants in the study included owners, managers, and employees working within these organizations, all of whom were involved in completing the distributed questionnaires.

According to Creswell (2009), a population refers to the broader group to which the researcher intends to generalize the findings of the study. Similarly, Jankowicz (1995) emphasizes the importance of understanding the size and structure of the total population when selecting a representative sample, particularly when subgroups may be of analytical interest.

Referring to the 2024 EFDA list of licensed medical equipment and pharmaceutical importers and wholesalers, the study identified a total of 136 organizations that primarily engage in the import and wholesale of medical equipment. These firms were selected based on their core product categories, as listed in the EFDA registry. Since the study focuses on the impact of social media marketing, the respondents were owners, marketing managers, and employees involved in sales or digital marketing activities within these companies. These individuals were selected because they are directly engaged in or knowledgeable about their organizations' marketing practices and sales performance.

3.3.2 Sampling Technique

This study employed a census sampling technique due to the manageable size of the population. As the total number of medical equipment suppliers is relatively small, data was gathered from all 136 target respondents. According to Kothari (2004), the census method involves collecting data from every individual in the defined population possessing certain characteristics. This approach enhances data reliability and minimizes the possibility of excluding valuable insights that might be overlooked in a smaller sample. Therefore, questionnaires were distributed to the entire population of managers and employees within the identified medical equipment suppliers.

3.4 Data Source and type

This study utilized both primary and secondary data sources. Primary data was obtained directly from medical equipment suppliers, including owners, managers, and employees, through the use of structured questionnaires. In addition, secondary data was gathered from various references such as prior research studies, official company websites, and published literature. These secondary materials helped to support the study by providing both conceptual and empirical insights relevant to the research topic.

3.5 Data collection method

To gather primary data for this research, the researcher distributed structured questionnaires to individuals working within the medical equipment supply sector, including business owners, managers, and staff members. The primary data was collected specifically for this study through direct responses from the selected respondents. In contrast, secondary data defined by Malhotra (2005) as data originally collected for purposes other than the current research was used to support the conceptual and empirical foundation of the study.

A total of 136 respondents participated in the survey, consistent with the census sampling method applied. The questionnaire was carefully designed to include scaled questions aimed at capturing participants' views and experiences regarding the use of social media marketing and its influence on their business performance. Additionally, specific items were included to assess the role of market awareness as a moderating factor in the relationship between social media marketing and sales revenue.

3.6 Method of data Analysis

After collecting data through questionnaires from medical equipment suppliers' owners, managers, and other employees, the data was coded and entered into IBM SPSS Statistics version 25 for analysis. Prior to conducting advanced analyses, the dataset was examined to ensure it met the five standard assumptions for regression analysis: linearity, normality, multi-collinearity, autocorrelation (Durbin-Watson test) and homoscedasticity. Reliability of the measurement instruments was confirmed using Cronbach's alpha, and sampling adequacy was verified through the Kaiser-Meyer-Olkin (KMO) measure for validity.

Following these checks, descriptive statistics and correlation analyses were conducted to understand the basic relationships among the variables. To test the hypothesized moderating effect of market awareness on the relationship between social media marketing components and sales revenue, hierarchical regression analysis was employed. Furthermore, the moderation model was examined using the PROCESS macro developed by Andrew F. Hayes (2018). This tool was selected because it offers a robust and efficient approach for testing moderation. It enables the analysis of interaction effects between independent variables and a moderator, while also providing bootstrapped confidence intervals and conditional effect estimates. Its ability to handle complex interaction models makes it well-suited for examining how market awareness influences the relationship between social media marketing dimensions and sales revenue.

3.7 Reliability and Validity

Validity in social science research refers to how accurately an instrument captures the concept it is intended to measure. In this study, content validity was ensured by designing questionnaire items based on existing literature and subjecting them to expert review. Additionally, construct validity was supported using the Kaiser-Meyer-Olkin (KMO) measure and factor analysis, confirming that the items appropriately represent the underlying theoretical constructs.

Reliability, on the other hand, pertains to the consistency and stability of the measurement tool. As noted by Kirk and Miller (1986), reliability is the degree to which a measure is free from random error and thus capable of yielding consistent results over repeated applications. To ensure this, a pilot test was conducted with 10 respondents drawn from the study's target population.

The feedback from this pilot was used to refine and clarify questionnaire items. The pilot results confirmed that the instrument demonstrated acceptable reliability. Furthermore, Cronbach's alpha was calculated to assess the internal consistency of the scales used in the questionnaire. All constructs met the commonly accepted threshold for reliability, indicating that the instrument was suitable for the full-scale data collection.

3.8 Ethical Considerations

To ensure that respondents feel comfortable and confident in participating, the purpose of this study was clearly explained in the introductory section of the questionnaire. Participants were assured that their identities would remain anonymous as they were not required to provide names or any personally identifying information. The confidentiality of all responses was strictly maintained and the data collected will be used solely for the purpose of this research paper.

Given the sensitivity surrounding the medical equipment sector in Ethiopia, special care was taken to respect the privacy of medical equipment suppliers and their employees. Recognizing the busy nature and workload of respondents, the questionnaire was designed to be concise and straightforward to minimize any disruption to their daily duties.

Furthermore, the researcher ensured that the questionnaire avoided any misleading or deceptive language, allowing participants to provide honest and voluntary responses without any pressure or coercion. Participation was entirely voluntary, and respondents were free to withdraw at any point without any negative consequences.

Overall, this ethical approach was designed to foster trust and integrity in the research process, contributing to reliable and valid findings on the effect of social media marketing on sales revenue, as well as the moderating role of market awareness, among medical equipment suppliers in Addis Ababa, Ethiopia.

CHAPTER FOUR

DATA PRESENTATION ANALYSAIS AND INTERPRITATION

This section gives an overview of the profiles of the respondents from the survey, information gathered about the sex, age, employees position in the company, and the companies type, use of social media marketing strategy, social media platform selection, follower number of health professionals on social media, follower number health organization on social media, and the platform with higher reaction is analyzed from the respondents.

4.1. Response Rate

In this study, questionnaires were distributed to 136 employees of medical device importers and wholesalers of which 118 (87%) respondents properly filled out questionnaires and returned on time.

The rest 18 (13%) did not get enough time to reply on time to distributed questionnaires. Returned questionnaires were completed and considered for the analysis. According to Mugenda and Mugenda (2003), Rogelberg and Stanton (2007), and Saunders *et al.* (2007), a response rate of 50% is adequate; a rate of 60% is good; and a rate of greater than 70% is very good. Based on this consciousness, the response rate in this study was thought to be very good.

Table 4.1 Response Rate

Category	Count	Percentage
Valid Responses	118	87%
Non-Returned Responses	18	13%
Total Respondents	136	100%

Source: own survey (2025)

4.2. Reliability Test

To ensure the reliability of the measurement scales, Cronbach's alpha was used in the calculation. Where by a higher value of above 0.6 indicated that the variables were reliable while the values above 0.9 are regarded as most reliable but anything below 0.6 was regarded inconsistent with the reliability scales as according to George & Mallery (2003), who suggested that in order for a scale to be reliable, the Cronbach's alpha value should be above 0.6.

Table 4.2 Reliability Analysis

Variables	Cronbach's Alpha	No. of items
Content	0.865	4
Reputation	0.876	4
Timing	0.800	4
Platform	0.701	4
Market Awareness	0.877	4
Sales Revenue	0.831	4
Total	0.927	24

Source: Own Survey, SPSSv25, 2025

Table above shows the reliability test for the independent variables (content, Reputation, timing and platform) and Moderator (market awareness). The internal consistency test for content consisted of four questions and the result is 0.865 representing 86% scale reliable. The reliability test result for reputation consisted of four questions is 0.876 indicating that 87% reliable. The reliability test result for timing was 0.800 indicating that 80% reliable. The reliability test result for platform and market awareness was 0.701 and 0.877 respectively. The overall Cronbach's Alpha for the 24 items was 0.927, indicating a high level of internal consistency across the measurement tool. Based on the examination of the research scales and constructs, it can be concluded that each variable represents a reliable construct.

4.3. Validity Test Result

Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. The questionnaire was carefully designed and tested with a few members of the population for further improvements. Content validity of the survey questionnaire was validated by professionals and the research advisor. A pilot test was used to ensure validity; a pre-test was sent to ten respondents to see if the questionnaire contains anything that was hard to interpret. Thus using Kaiser-Meyer-Olkin Measure of validity test method the following results were found.

Table 4.3 Validity Test

Variables	KMO
Content	0.836
Reputation	0.786
Timing	0.722
Platform	0.842

Source: Own Survey, SPSSv25, 2025

From the above table, the validity test result is ranging between 0.722 and 0.842 and all values of the variables are above 0.60. According to Sharma S. (1996), as cited in Gezahegn Bacha, (2015), it is said to be acceptable measure if the KMO value above 0.60 the questions designed and content validity is valid and Acceptable.

4.4. General Profile of Respondents

The following section presents the general profile of the medical device suppliers employees who were the target population of this study. It includes demographic information such as sex, age, and position within the company, more over some main organizational characteristics such as the type of medical device supplier. This data is essential for understanding the background of the respondents and for studying the relationship between organizational roles and their practice of social media marketing strategies.

Table 4.4 General profile of Respondents

Variables	Category	Frequency	Percent
Gender	Male	65	55.1
	Female	53	44.9
Age Category	Below 25 years	9	7.6
	25-35 years	53	44.9
	36-50 years	8	6.8
	above 50 years	5	4.2

Position in the organization	Owner	13	11
	Managerial position	63	53.4
	Other position employee	42	35.6
Kind of medical supplier	Importer	47	39.8
	Wholesaler	71	60.2

Source: Own Survey, SPSSv25, 2025

The above table shows that most of the respondents were men (55.1%), while women made up to 44.9%. When looking at age, the largest group was between 25 and 35 years old (44.9%), showing that many respondents are young professionals. In terms of their roles, more than half of them (53.4%) work in managerial positions, while 35.6% are employees in other roles, and a smaller number (11%) are owners. As for the type of business, 60.2% of the companies were wholesalers, and the remaining 39.8% were importers.

4.5. Social Media Marketing practices

The following table shows social media marketing practices of medical equipment suppliers, as digital platforms progressively shape marketing strategies across industries, knowing as to how these medical device suppliers usage of social media is mandatory. The below questions examines whether companies engage in social media marketing, which platforms they use, the size and composition of their follower base, and the level of engagement they receive. These insights provide a foundation for assessing the role of social media in reaching target audiences, particularly health professionals and healthcare organizations.

Moreover, the data collected here will help evaluate the extent to which social media marketing contributes to business outcomes such as increased sales revenue. By examining the nature of followers specifically their relevance to the healthcare sector this section also serves to assess market awareness which is the moderating variable in this study. High levels of market awareness may enhance the effectiveness of social media marketing efforts, making this section essential for understanding both the direct and moderated effects of digital marketing strategies on company performance.

Table 4.5 social media marketing practice

Social media marketing practices	Category	Frequency	Percent
Usage of social media marketing strategy?	Yes	53	29.7
	No	65	70.3
Which social media platform is convenient for your company to make social media marketing?	Telegram	34	28.8
	Facebook	31	26.3
	Twitter	11	9.3
	YouTube	30	25.4
	LinkedIn	9	7.6
	Others	3	2.5
How many social media followers does your company have in all platforms?	<250	5	4.2
	251-500	9	7.6
	501-750	18	15.3
	751-1000	34	28.8
	1000-1500	52	44.1
How many of your social media followers are health professionals?	<100	5	4.2
	101-300	11	9.3
	301-600	17	14.4
	601-900	26	22
	901-1200	59	50
How many of your social media followers are health organizations?	<100	1	0.8
	101-300	12	10.2
	301-600	17	14.4
	601-900	25	21.2
	901-1200	63	53.4
Which social media platform will get a lot of reactions from the platforms?	Telegram	40	33.9
	Facebook	32	27.1
	Twitter	13	11
	YouTube	21	17.8
	LinkedIn	7	5.93
	Others	5	4.24

Source: Own Survey, SPSSv25, 2025

The above table (Table 4.5) illustrates that only 29.7% of medical equipment suppliers in Addis Ababa are currently using social media marketing as one part of their marketing strategy, whereas a large percentile of 70.3% are not. Even in this low usage rate, the responses from the organizations that do engage in social media marketing show a clear pattern of determined and planned social media marketing use. Among these adopters, platforms like Telegram (28.8%), Facebook (26.3%), and YouTube (25.4%) are the most favorite, reflecting the local popularity and accessibility of these channels. Furthermore, Telegram stands out as the platform generating the most interaction, with 33.9% of respondents identifying it as the source of the highest user engagement.

Moreover, the follower demographics of these medical device suppliers suggest a well-targeted approach to digital marketing. A majority of businesses that use social media report having between 1000–1500 followers (44.1%), and a substantial amount of those followers are health professionals (50%) and health organization owners (53.4%). This indicates that the small group of adopters is not only reaching a large audience but also one that is highly significant to their sales goals. These patterns imply that while social media marketing is not yet widely adopted, those who use it are potentially gaining a strategic advantage highlighting the importance of market awareness as a moderating factor in the relationship between social media use and sales revenue.

4.6. Descriptive Analysis of variables

4.6.1 Dependent variable

In this study, sales revenue was treated as a dependent variable measured on a 5-point Likert scale. Table 4.6 presents the descriptive statistics for sales revenue-related questions. The grand mean of the composite index for sales revenue impact was 4.01, with a standard deviation of 0.68. This relatively high mean score suggests that respondents generally agree that social media marketing has contributed positively to their companies' sales performance.

Specifically, respondents indicated strong agreement with the statements that their overall sales revenue has grown (mean = 4.10, SD = 0.83) and that their organization have experienced increased sales since implementing social media strategies (mean = 4.08, SD = 0.76).

Similarly, promotional posts were viewed as effective in generating customer inquiries or leads (mean = 3.98), and there was moderate agreement that healthcare institutions were influenced to make purchases as a result of social media activities (mean = 3.89). These findings provide evidence that social media marketing can be a significant driver of revenue growth in the medical equipment supply sector, especially when targeted toward relevant customer groups such as healthcare organizations.

Table 4.6 Descriptive analysis of sales revenue related questions

Sales revenue related questions	Mean	Std. dev
The company has experienced increased sales since implementing social media marketing strategies.	4.08	0.76
Promotional posts on social media have led to new customer inquiries or leads.	3.98	0.85
Social media activities have influenced healthcare institutions to purchase from the company.	3.89	0.90
Overall, the company's sales revenue has grown as a result of social media marketing efforts.	4.10	0.83
Grand mean	4.01	0.68

Source: Own Survey, SPSSv25, 2025

4.6.2 Independent variables

In this study, based on the reviewed literature, four independent variables were included. These variables include quality of the content, reputation, timing, & platform social media marketing strategies.

Descriptive statistics was used to explain these independent variables. For a better understanding of social media marketing strategies in medical device suppliers and its outcome on increment of sales revenue respondents were asked to rate their agreement levels for statements using a five-point Likert scale. The mean score and standard deviation were used to describe the results. Thus, the overall composite mean value of the variable is the average of opinions of all respondents. A 5-point Likert scale was used to rate the various indicators, with 1 point for "strongly disagree," 2 points for "disagree," 3 points for "neutral," 4 points for "agree," and 5 points for "strongly agree." According to Zaidaton and Bagheri (2009), a mean score less than 3.39 is considered low, a mean score between 3.40 and 3.79 is considered moderate, and a mean score greater than 3.8 is considered high. This scaling was used in the interpretation of descriptive analysis of variables.

The descriptive analysis of the composite index value of these independent variables is summarized one by one as follows:

Descriptive analysis of quality of Content

Table 4.7 shows the summary of the descriptive analysis of quality of content. The result of this finding revealed that the grand mean score for content quality was 3.76 with a standard deviation of 0.77. According to the results, the mean shows that most respondents believe the content shared by their companies on social media platforms maintains a relatively good level of quality, particularly in its relevance and appeal to the healthcare market. The standard deviation of 0.77 suggests a moderate level of consensus among respondents regarding the effectiveness of content quality in influencing customer perceptions and sales engagement.

As the findings indicate, respondents agreed that the content is informative and relevant to the healthcare market (mean = 3.79), and that it highlights key features and benefits of medical devices (mean = 3.68). In addition, the visual design of content was rated slightly lower (mean = 3.54), implying some room for improvement in how product visuals contribute to understanding.

However, the highest rated statement was that the content strategy encourages inquiries or engagement from healthcare institutions and professionals (mean = 4.03), underscoring the interactive value of quality content. As the data shows that well planned and visually appealing content with relevant information about the medical device usage and benefits plays a significant role in capturing the attention of the target customers which increases engagement and potential sales.

Table 4.7. Descriptive analysis of quality of content

Quality of content	Mean	Std. dev
The content shared on the company’s social media platforms is informative and relevant to the healthcare market.	3.79	0.90
Social media posts effectively highlight the key features and benefits of the company’s medical devices.	3.68	0.90
The visual design of social media content supports better product understanding among potential buyers.	3.54	0.86
The content strategy encourages inquiries or engagement from healthcare institutions and professionals.	4.03	0.99
Grand mean	3.76	0.77

Source: Own Survey, SPSSv25, 2025

Descriptive analysis of Reputation

From the below table that illustrates the descriptive analysis of reputation the first question which can be raised is the company's reputation in the medical equipment market, the descriptive analysis revealed a grand mean of 4.05 with a standard deviation of 0.78 (table 4.8). According to the value of the grand mean, most respondents agree that the companies have built a strong and positive reputation in the market. This shows that respondents believe these companies are recognized not only for the quality of their products but also for their leadership and professional image.

Among the specific items, the highest mean score was 4.23 for the question (The company is considered a leader in Ethiopia's medical equipment supply?) showing strong agreement from respondents. This was followed by 4.08 for "Customer reviews and feedback on social media positively influence the company's image," indicating the importance of public perception in shaping brand reputation. Additionally, the professionalism shown through social media (mean = 3.98, std. dev=0.96) and the recognition for delivering high-quality devices (mean = 3.91, std. dev =0.95) both contribute to strengthening the company's image.

From the overall reputation related question finding supports that the reputation of the organizations as seen by their digital and social media marketing strategy is a crucial factor for customer trust and market position of the medical equipment suppliers.

Table 4.8. Descriptive analysis of reputation

Reputation	Mean	Std. dev
The company is recognized in the market for delivering high-quality medical devices.	3.91	0.95
The company is considered a leader in Ethiopia's medical equipment supply.	4.23	0.86
The company's social media presence reflects its professionalism and commitment to service.	3.98	0.96
Customer reviews and feedback on social media positively influence the company's image.	4.08	0.95
Grand mean	4.05	0.78

Source: Own Survey, SPSSv25, 2025

Descriptive analysis of Timing

The other independent variable is timing of social media activities, in this variable the descriptive analysis grand mean is 3.56 with a standard deviation of 0.62 in the below table 4.9. This result suggests that respondents generally agree that timing is considered in their social media practices, though this implies that the organizations has to improve in this aspects, The overall mean shows a moderate level of strategic timing, which plays an important role in how well social media content reaches and engages the target audience.

Looking at the individual items, the highest mean score was 3.73, for the statement “Social media content is posted at times when the target audience is most active,” indicating that many companies are aware of when their audience is online. Meaning that most of the week days and the timing is well studied for the target population. The lowest mean (3.32, std. dev=0.93) was for “The company responds promptly to social media inquiries or messages from customers,” suggesting that response time could be improved to enhance customer interaction. Other areas like aligning posts with industry events or product promotions (mean = 3.63, std. dev=0.76) and organizing product launch announcements (mean = 3.58, std. dev =0.77) also showed moderate agreement.

In general, the results highlight that while companies are making efforts to time their content effectively, working on these practices especially in responsiveness could improve customer engagement and marketing outcomes.

Table 4.9. Descriptive analysis of timing

Timing	Mean	Std. dev
Social media content is posted at times when the target audience is most active.	3.73	0.74
The company responds promptly to social media inquiries or messages from customers.	3.32	0.93
Social media updates are strategically timed to match industry events or product promotions.	3.63	0.76
Product launch announcements are shared on social media in a timely and organized manner.	3.58	0.77
Grand mean	3.56	0.62

Source: Own Survey, SPSSv25, 2025

Descriptive analysis of social media platforms

From the below table 4.10 the fourth variable which is social media marketing platforms the descriptive analysis showed a grand mean of 3.83 with a standard deviation of 0.61, This result implies that respondents generally have a positive view of the platforms their companies use for social media marketing. The relatively high mean suggests that most organizations are choosing platforms that are user-friendly, accessible, and suitable for reaching health professionals, which is their main target group.

Among the individual items, the highest mean score was 4.03 for the question (The platforms selected for social media marketing are accessible and easy to navigate.) This shows that companies are careful to choose platforms that are simple for both staff and customers to use. The statement “Customers can conveniently engage with the company through its chosen platform” also received strong support (mean = 3.86), and (std. dev=0.90). Suggesting that communication and interaction are relatively smooth. The mean score of 3.81 for timely and organized product launch announcements further reflects a good level of planning. On the lower end, the question stating (The Company uses social media platforms that are frequently used by health professionals) had a slightly lower mean of 3.62 and standard deviation of 0.92 which may suggest some medical device suppliers are still working to align platform choice with professional preferences.

Overall, these results highlight that platform selection is mostly effective, but there is still some gap and fulfilling those gaps might be crucial to work more effectively and efficiently with a platform, where health professionals and owners of the health institutions like hospitals and clinics are most active.

Table 4.10. Descriptive analysis of social media platforms

Social media platforms	Mean	Std. dev
The company uses social media platforms that are frequently used by health professionals.	3.62	0.92
The platforms selected for social media marketing are accessible and easy to navigate.	4.03	0.86
Customers can conveniently engage with the company through its chosen platform.	3.86	0.90
Product launch announcements are shared on social media in a timely and organized manner.	3.81	0.87
Grand mean	3.83	0.61

Source: Own Survey, SPSSv25, 2025

4.6.3 Market awareness

The study also examined the moderating role of market awareness in influencing the effectiveness of social media marketing on sales revenue. The moderator variable refers to how well the company is known and recognized by key stakeholders in the healthcare sector, including professionals, institutions, and decision-makers. This variable was considered as a moderator to better understand how the visibility and recognition of a company might strengthen or limit the impact of its social media efforts.

As shown in Table 4.11, the descriptive analysis for market awareness revealed a grand mean of 3.72 with a standard deviation of 0.67. This suggests that, on average, the target audience which is the potential buyers of the medical supplies believe that their companies are moderately well-known in the healthcare market. For the question (The Company is widely recognized by healthcare professionals and institutions in Addis Ababa?), the highest mean score was **4.05** and its standard deviation was 0.78 showing that many organizations have already built a solid presence in their target market. On the other hand, for the question (The Company's presence is visible in health sector networks, events, or media?), the Mean value is 3.57 and the standard deviation lies 0.78, Market awareness strengthens the effectiveness of the company's social media campaigns scores for a slightly lower mean of 3.54, implying that not all companies are not fully getting advantage from market visibility to enhance their marketing efforts. Generally, the findings suggesting that market awareness plays an important supportive role, and when strengthened, it can increase the reach and credibility of social media marketing campaigns ultimately improving customer engagement and sales performance.

Table 4.11. Descriptive analysis of market awareness

Market awareness	Mean	Std. dev
The company is widely recognized by healthcare professionals and institutions in Addis Ababa.	4.05	0.78
The company's brand is familiar to most decision-makers in hospitals and clinics.	3.74	0.91
The company's presence is visible in health sector networks, events, or media.	3.57	0.88
Market awareness strengthens the effectiveness of the company's social media campaigns.	3.54	0.95
Grand mean	3.72	0.67

Source: Own Survey, SPSSv25, 2025

The descriptive analysis of the study variables content quality, reputation, timing, platform choice, and sales revenue indicates a generally positive perception among medical equipment suppliers regarding the role of social media marketing in improving sales outcomes. For example, the high mean score for content quality (3.76) supports findings by Godey et al. (2016), who emphasized that informative and engaging content enhances user interaction and purchase intention. The reputation variable, with a mean of 4.05, aligns with Keller (2016), who identified brand image and credibility as crucial drivers of customer trust and sales, especially in high-involvement industries like healthcare. The timing variable also showed a moderate to high agreement level, echoing Kerpen's (2011) observation that strategically timed posts significantly improve audience engagement. Platform choice was well rated too, which corresponds to Carlos (2019), who stressed that selecting platforms aligned with the audience's behavior increases marketing effectiveness. Overall, the grand mean for sales revenue (4.01) supports studies by Tiago and Veríssimo (2014) and Okafor and Adebayo (2017), who found that consistent and targeted social media marketing improves business performance in both global and African contexts. These comparisons demonstrate that the findings of this study are consistent with prior research and confirm the strategic role of social media marketing when tailored to the B2B medical supply environment.

4.7. Correlation Analysis Result and Discussions

The primary objective of correlation analysis is to measure the strength or degree of linear association between two variables. The correlation coefficient examines the strength and direction of the linear relationship between two variables. The correlation coefficient can range between -1 and +1, the larger the absolute value of the coefficient; the stronger the relationship between the variables. Zero (0) indicates no relationship between two variables. The sign of the relationship indicates the direction of relationship. (Field, 2013). $P\text{-value} \leq \alpha$: The correlation is statistically significant; if the p-value is less than or equal to the significance level, then we can conclude that the correlation is different from 0. $P\text{-value} > \alpha$: The correlation is not statistically significant; if the p-value is greater than the significance level, then you cannot conclude that the correlation is different from 0. (George & Mallery, 2016). The main purpose of the correlation analysis in this study was to examine how strongly and in what direction the social media marketing factors namely content quality, reputation, timing, and platform use are related to the dependent variable, sales revenue. The analysis also considered the role of market awareness as a possible moderator in this relationship.

The results presented in Table 4.12 indicate that all independent variables have a positive and statistically significant relationship with sales revenue. Specifically, content quality showed a moderate positive correlation ($r = 0.535$), followed by platform choice ($r = 0.525$), reputation ($r = 0.496$), and timing of social media campaigns ($r = 0.435$), all of which indicate a meaningful positive association with sales performance. Among all variables, market awareness demonstrated the strongest positive correlation with sales revenue ($r = 0.583$), emphasizing its critical role in enhancing the effectiveness of social media marketing strategies.

Correlations							
		CS	RS	TS	PS	MS	SS
CS	Pearson Correlation	1	.521**	.473**	.599**	.526**	.535**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	118	118	118	118	118	118
RS	Pearson Correlation	.521**	1	.374**	.543**	.417**	.496**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	118	118	118	118	118	118
TS	Pearson Correlation	.473**	.374**	1	.401**	.293**	.435**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	118	118	118	118	118	118
PS	Pearson Correlation	.599**	.543**	.401**	1	.432**	.525**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	118	118	118	118	118	118
MS	Pearson Correlation	.526**	.417**	.293**	.432**	1	.583**
	Sig. (2-tailed)	.000	.000	.001	.000		.000
	N	118	118	118	118	118	118
SS	Pearson Correlation	.535**	.496**	.435**	.525**	.583**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	118	118	118	118	118	118
**. Correlation is significant at the 0.01 level (2-tailed). CS = Content Quality RS = Reputation, TS = Timing PS = Platform, MS = Market Awareness (Moderator variable) SS = Sales Revenue (Dependent variable)							

Table 4.12 Pearson Correlation between variables of Independent, Moderator and sales revenue

Source: Own Survey, SPSSv25, 2025

4.8. Diagnostics of Assumptions in Regression

Before conducting a regression analysis, the basic assumptions concerning the original data must be made. This is a mandatory prerequisite in explaining the relationships between dependent and independent variables. Five major assumptions have to be checked and proved to be met reasonably well. In this study these important least square assumptions were checked and explained as below.

4.8.1. Linearity

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables (Darlington, 1968). To determine whether the relationship between the independent variable and between moderator variables which is market awareness and sales revenue, is linear; plots of the regression residuals through SPSS V25 software had been used.

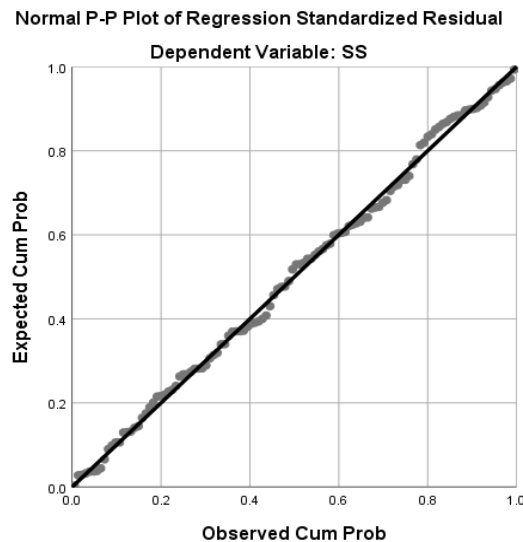


Figure 2. Linearity

Source: Own Survey, SPSSv25, 2025

From the above graph the scatter plot of residuals shows no large difference in the spread of the residuals as you look from left to right on the diagonal on figure above. This result suggests the relationship we are trying to predict is linear.

4.8.2. Normality

Secondly, the linear regression analysis requires all variables to be multivariate normal (Darlington, 1968). This assumption can best be checked with a histogram and a fitted normal curve or a P-P Plot (Keith, 2006). As per the Classical Linear Regression Models assumptions, the error term should be normally distributed or expected value of the errors terms should be zero ($E(u_t) = 0$).

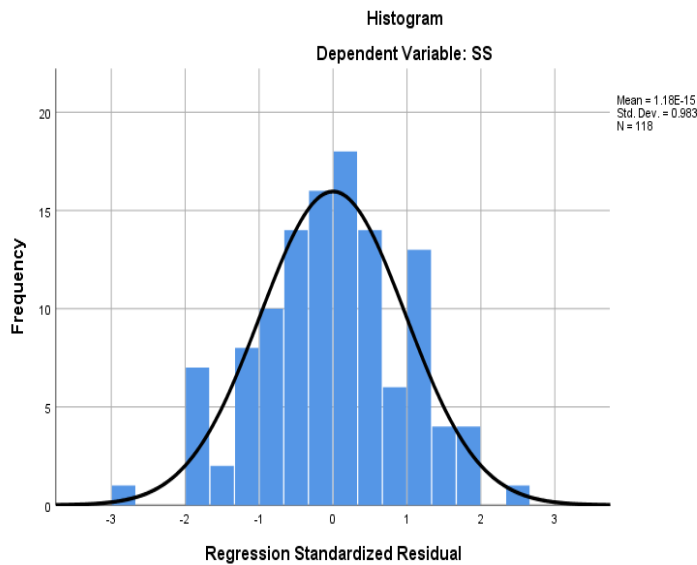


Figure 3. Normality

Source: Own Survey, SPSSv25, 2025

Figure above shows the frequency distribution of the standardized residuals compared to a normal distribution. As you can see, although there are some residuals (e.g., those occurring around 0) that are not that much far away from the curve, many of the residuals are fairly close to 0. Moreover, the histogram is bell shaped which lead to infer that the residual (disturbance or errors) are normally distributed. Thus, no violations of the assumption normally distributed error term.

4.8.3. Multi-collinearity Test between Study Variables

Thirdly, linear regression assumes that there is little or no multi-collinearity in the data. Multi-collinearity occurs when the independent variables are not independent from each other. A second important independence assumption is that the error of the mean has to be independent from the independent variables. Thus, we can test using the following criteria (Keith, 2006).

Correlation matrix – when computing the matrix of Pearson's Bivariate Correlation among all independent variables the correlation coefficients need to be smaller than 1. Thus, from this research finding correlation table indicates that all independent variables have correlation coefficient less than one.

Tolerance – the tolerance measures the influence of one independent variable on all other independent variables; the tolerance is calculated with an initial linear regression analysis. Tolerance is defined as $T = 1 - R^2$ for these first step regression analysis.

Thus from the finding in coefficient table the tolerance values in the regression models range from 0.491 to 1.000, which are all well above the common threshold of 0.1. This indicates that multi-collinearity is not a concern in this model. In other words, the independent variables do not significantly overlap in the variance they explain, each contributes uniquely in predicting the dependent value which is sales revenue. See regression table 4.13 below.

Variance Inflation Factor (VIF) – the variance inflation factor of the linear regression is defined as $VIF = 1/T$. Similarly, with $VIF > 10$ there is an indication for multi-collinearity to be present; with $VIF > 100$ there is certainly multi-collinearity in the sample. Thus from the coefficient table all VIF values are less than 10. Simply the values are not more than 2.038 (see regression table 4.13 below). This confirms us there are no violations of little or no Multi-collinearity between independent variables.

The statistical outcomes confirm that the dataset satisfies key linear regression assumptions regarding independence among predictors. As each independent variable demonstrates both acceptable tolerance and VIF values, the model benefits from the clarity and precision necessary to interpret the individual contribution of predictors. Therefore, the relationships tested through regression analysis can be considered stable and statistically sound.

Overall, the confirmation of minimal multi-collinearity enhances the robustness of the regression results, ensuring that the interpretation of each independent variable's effect is valid and not distorted by overlap. This supports the reliability of the study's conclusions regarding the impact of social media marketing components and the moderating role of market awareness on sales revenue.

Table 4.13 Multi-collinearity Test

Coefficients										
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	2.235	0.266		8.393	0.000	1.708	2.763		
	CS	0.473	0.069	0.535	6.814	0.000	0.335	0.61	1	1
2	(Constant)	1.727	0.296		5.836	0.000	1.141	2.313		
	CS	0.335	0.078	0.379	4.306	0.000	0.181	0.489	0.728	1.373
	RS	0.254	0.075	0.299	3.391	0.001	0.106	0.403	0.728	1.373
3	(Constant)	1.373	0.331		4.149	0.000	0.718	2.028		
	CS	0.271	0.082	0.306	3.314	0.001	0.109	0.433	0.638	1.566
	RS	0.226	0.075	0.265	3.021	0.003	0.078	0.374	0.708	1.413
	TS	0.199	0.089	0.191	2.24	0.027	0.023	0.376	0.754	1.326
4	(Constant)	1.129	0.343		3.288	0.001	0.449	1.809		
	CS	0.196	0.087	0.221	2.245	0.027	0.023	0.368	0.542	1.844
	RS	0.171	0.078	0.201	2.204	0.030	0.017	0.325	0.636	1.573
	TS	0.176	0.088	0.168	2.001	0.048	0.002	0.351	0.744	1.345
	PS	0.217	0.098	0.215	2.218	0.029	0.023	0.41	0.56	1.786
5	(Constant)	0.835	0.327		2.554	0.012	0.187	1.483		
	CS	0.083	0.085	0.094	0.971	0.334	-0.086	0.252	0.491	2.038
	RS	0.125	0.073	0.147	1.71	0.090	-0.02	0.27	0.622	1.608
	TS	0.172	0.082	0.164	2.092	0.039	0.009	0.334	0.743	1.345
	PS	0.173	0.092	0.172	1.888	0.062	-0.009	0.354	0.553	1.809
	MS	0.279	0.065	0.35	4.287	0.000	0.15	0.408	0.686	1.458

a. Dependent Variable: SS CS = Content Quality RS = Reputation, TS = Timing PS = Platform, MS = Market Awareness
(Moderator variable) SS = Sales Revenue (Dependent variable)

Source: Own Survey, SPSSv25, 2025

4.8.4 Autocorrelation Test

Fourthly, linear regression analysis requires that there is little or no autocorrelation in the data. Autocorrelation occurs when the residuals are not independent from each other (Stevens, 2009). While a scatter plot allows you to check for autocorrelations, you can test the linear regression model for autocorrelation with the Durbin-Watson test. The value of Durbin Watson assumes to be between 0 and 4, values around 2 indicate no autocorrelation. From our test, the value of Durbin Watson is about 2.053. Thus it lies between $0 < 2.053 < 4$ (see table 4.14 below). The value of Durbin Watson is close to 2 indicates there is no violation of Autocorrelation.

Table 4.14 Durbin Watson Statics for Multi-collinearity

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.535 ^a	0.286	0.280	0.58114	0.286	46.430	1	116	0.000	
2	.592 ^b	0.351	0.339	0.55650	0.065	11.500	1	115	0.001	
3	.615 ^c	0.378	0.362	0.54702	0.027	5.017	1	114	0.027	
4	.636 ^d	0.404	0.383	0.53785	0.026	4.920	1	113	0.029	
5	.699 ^e	0.488	0.465	0.50073	0.084	18.376	1	112	0.000	2.053
a. Predictors: (Constant), CS										
b. Predictors: (Constant), CS, RS										
c. Predictors: (Constant), CS, RS, TS										
d. Predictors: (Constant), CS, RS, TS, PS										
e. Predictors: (Constant), CS, RS, TS, PS, MS										
f. Dependent Variable: SS where by, CS = Content Quality RS = Reputation, TS = Timing PS = Platform, MS = Market Awareness (Moderator variable) SS = Sales Revenue (Dependent variable)										

Source: Own Survey, SPSSv25, 2025

4.8.5. Homoscedasticity Test

Lastly, homoscedasticity test, which refers to whether residuals are equally distributed, or presence of equality of variance/homogeneity of variance (Osborn & Waters, 2002). Homoscedasticity can be checked by visual examination of a plot of the standardized residuals by the regression standardized predicted value. If the error terms are distributed randomly with no certain pattern, then the problem is not detrimental for analyses. Figure below shows that the standardized residuals in this research are distributed evenly indicating no serious problem for this data.

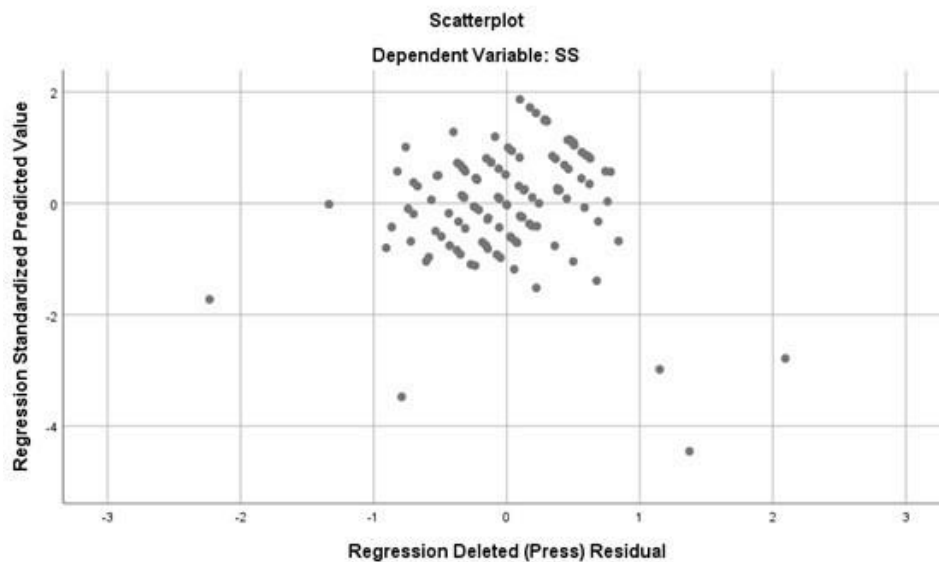


Figure 4 Homoscedasticity Test

Source: Own Survey, SPSSv25, 2025

Thus, from an explanation of the information presented in the entire five tests one can conclude that there are no significant data problems that would lead to say the assumptions of regressions have been seriously violated.

4.9. Hierarchical Regression Analysis Result and Discussions

In order to study the relationship between the dependent and independent variables and specify the best predictors of the explanatory variable in addition with the moderating variables a hierarchical Regression model was applied (Jaccard & Turrissi, 2003). Hierarchical regressions were used for testing the model and hypotheses.

It provides information regarding the significance of the variables that were included in the model while the R² explains how much variance in the sales revenue is explained by the model, it also reflects the contribution of the independent and moderator variables tested across different hierarchical levels.

Hierarchical multiple regression was performed to investigate the ability of moderating variables to predict the dependent variable. Preliminary analyses were conducted to ensure no violation of the assumption of normality, linearity, multi-collinearity, autocorrelation, and homoscedasticity.

Table 4.15 Hierarchical Regression Analysis /Direct Effect

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.535 ^a	0.286	0.280	0.58114	0.286	46.430	1	116	0.000
2	.592 ^b	0.351	0.339	0.55650	0.065	11.500	1	115	0.001
3	.615 ^c	0.378	0.362	0.54702	0.027	5.017	1	114	0.027
4	.636 ^d	0.404	0.383	0.53785	0.026	4.920	1	113	0.029
5	.699 ^e	0.488	0.465	0.50073	0.084	18.376	1	112	0.000
a. Predictors: (Constant), CS									
b. Predictors: (Constant), CS, RS									
c. Predictors: (Constant), CS, RS, TS									
d. Predictors: (Constant), CS, RS, TS, PS									
e. Predictors: (Constant), CS, RS, TS, PS, MS									
f. Dependent Variable: SS where by, CS = Content Quality RS = Reputation, TS = Timing PS = Platform, MS = Market Awareness (Moderator variable) SS = Sales Revenue (Dependent variable)									

Source: Own Survey, SPSSv25, 2025

To understand how different factors influence sales revenue, a hierarchical regression analysis was conducted. This approach allowed variables to be entered step by step to see how each one contributes to explaining the changes in sales revenue.

From the above Table 4.15 (Hierarchical Regression Analysis), in the first model, only Content Quality was included in the model. The results showed that this variable alone explained about **28.6%** of the variation in sales revenue. ($R^2 = 0.286$, $R = 0.535$, $p < 0.001$) This indicates that how well the content is prepared and presented to customers plays a significant role in driving sales.

In the second model, Reputation was added to the model. With this addition, the explained variance rise to **35.1%**, indicating that reputation added an extra 6.5% of predictive power with a value ($R^2 = 0.351$, $R = 0.592$, $p = 0.001$), meaning that reputation adds meaningful value. It suggests that customers are more likely to buy when they perceive the company as trustworthy and reliable.

In the third model, Timing was analyzed together with the previous predictors, the explained variance increased slightly to **37.8%**. ($R^2 = 0.378$, $R = 0.615$, $p = 0.027$), contributing an additional 2.7% to the variance explained, this shows that timing such as when messages or offers are delivered can influence sales, even if its impact is not as large as the earlier variables.

In the fourth model, Platform was included. This pushed the explained variance up to **40.4%**. ($R^2 = 0.404$, $R = 0.636$, $p = 0.029$), contributing an extra 2.6%, the result suggests that the platform used to deliver services or communicate with customers (e.g., social media, mobile apps, or in-person services) also plays a role in affecting revenue.

Finally, the fifth model included Market Awareness, which was treated as a moderating variable. After including this factor, the total variance explained by the model jumped to **48.8%**. ($R^2 = 0.488$, $R = 0.699$, $p < 0.001$), an additional **8.4%** increase from the previous model is a notable improvement, showing that market awareness strengthens the impact of the other variables. In simple terms, when customers are more informed or aware of the market, the effects of content quality, reputation, timing, and platform become even stronger in influencing sales.

In summary, the first four models demonstrate the direct effects of the independent variables on sales revenue. The final model shows how Market Awareness acts as a moderator that enhances the relationship between those variables and sales.

Although this model explains nearly half of the variance in sales revenue, around 51.2% remains unexplained. This suggests there may be other factors influencing sales that were not covered in this hierarchical model analysis.

4.10. ANOVA Analysis result

To test significance of the model ANOVA (F- test) was performed and the ANOVA table indicates that the model as a whole (which includes all blocks of variables) is significant. F test is a statistical test its purpose is to examine whether the independent variables, taken together, have a significant effect to the dependent variable.

If the significance value of the F statistic is small; that means smaller than the error margin 0.05, then the independent variables explain the variation in the dependent variable significantly.

Table 4.16 ANOVA Analysis Result

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	15.680	1	15.680	46.430	.000 ^b
	Residual	39.176	116	0.338		
	Total	54.856	117			
2	Regression	19.242	2	9.621	31.067	.000 ^c
	Residual	35.614	115	0.310		
	Total	54.856	117			
3	Regression	20.743	3	6.914	23.107	.000 ^d
	Residual	34.113	114	0.299		
	Total	54.856	117			
4	Regression	22.166	4	5.542	19.156	.000 ^e
	Residual	32.689	113	0.289		
	Total	54.856	117			
5	Regression	26.774	5	5.355	21.357	.000 ^f
	Residual	28.082	112	0.251		
	Total	54.856	117			
a. Dependent Variable: SS						
b. Predictors: (Constant), CS						
c. Predictors: (Constant), CS, RS						
d. Predictors: (Constant), CS, RS, TS						
e. Predictors: (Constant), CS, RS, TS, PS						
f. Predictors: (Constant), CS, RS, TS, PS, MS where by, CS = Content Quality RS = Reputation, TS = Timing PS = Platform, MS = Market Awareness (Moderator variable) SS = Sales Revenue (Dependent variable)						

Source: Own Survey, SPSSv25, 2025

The above table 4.16 shows Analysis of Variance (ANOVA) was conducted to evaluate the overall significance of the regression models developed to examine the effect of social media marketing on sales revenue, considering the moderating role of market awareness. In the first model, only Content Quality was included as a predictor, and the result was statistically significant with $F(1,116) = 46.430$ and a p-value of 0.000, indicating that content quality alone significantly affects sales revenue. When Reputation was added in the second model, the model remained significant with $F(2,115) = 31.067$, $p = 0.000$, suggesting that the inclusion of reputation improves the model's predictive ability.

In the third model, the variable Timing was introduced, resulting in $F(3,114) = 23.107$ and $p = 0.000$, which shows that this variable also contributes significantly to the model. The fourth model added Platform, and the F-value was $F(4,113) = 19.156$ with a p-value of 0.000, again confirming the statistical significance of the model even though the F-value slightly declined. Finally, the fifth model included the moderating variable, Market Awareness and the model remained highly significant with $F(5,112) = 21.357$ and $p = 0.000$. This indicates that market awareness strengthens the model and has a meaningful impact on the relationship between the independent variables and sales revenue.

In summary, all the above models were statistically significant at the 5% significance level ($p < 0.05$), which means there is strong evidence that the independent variables, along with the moderator, explain a substantial portion of the variance in sales revenue. Therefore, the overall regression models are well-fitted and appropriate for analyzing the effect of social media marketing on sales revenue in the context of medical equipment suppliers in Addis Ababa.

4.11 Hierarchical Regression Coefficient Analysis Result

The below table 4.17, regression analysis coefficients indicates how much the dependent variable (sales revenue) varies with an independent variable plus moderating variables, when all other independent variables are held constant (Jaccard & Turrisi, 2003). The beta coefficients indicate that how and to what extent the independent variables influence the dependent variable. To examine the interaction effect of market awareness as a moderator on the relationship between the independent variables and sales revenue, the product of the two mean centered variables was introduced in the hierarchical regression model.

The findings from the hierarchical regression analysis show that different aspects of social media marketing have a significant direct effect on sales revenue. In the early stages of the model, without including the moderator Market Awareness, both Content Quality and Reputation were found to have a strong positive impact on sales revenue.

Specifically, in Model 2, Content Quality had a standardized beta value of 0.535 ($p < 0.001$), and Reputation had a beta of 0.299 ($p = 0.001$). This suggests that when suppliers share high-quality content and maintain a good reputation, their sales revenue tends to increase.

Among the independent variables, Content Quality and Platform Choice exert the strongest direct effects on Sales Revenue for medical equipment suppliers in Addis Ababa. This underscores the importance of not only delivering valuable content but also selecting the appropriate social media platforms for maximum marketing impact. Reputation and Timing also contribute positively, though with relatively smaller effects. When Timing and Platform choice were added in the later models, they also showed significant positive effects. This means that choosing the right time to post and the right social media platforms can contribute to better sales performance.

However, in the final model which means Model 5, when Market Awareness was introduced as a moderator, the direct effects of Content and Reputation decreased and became statistically insignificant. In this model, Content Quality had a beta of 0.094 ($p = 0.334$), and Reputation had 0.147 ($p = 0.090$), meaning their individual influence was no longer strong. On the other hand, Market Awareness itself showed a strong and significant positive effect ($\beta = 0.350$, $p < 0.001$). This shift indicates that Market Awareness plays a key moderating role. It not only affects sales revenue directly but also changes the strength of the relationships between the other social media marketing factors and sales revenue. In other words, the impact of content, reputation, timing, and platform is stronger or weaker depending on how aware the market is of the brand or company.

Table 4.17 Regression Coefficient Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.235	0.266		8.393	0.000
	CS	0.473	0.069	0.535	6.814	0.000
2	(Constant)	1.727	0.296		5.836	0.000
	CS	0.335	0.078	0.379	4.306	0.000
	RS	0.254	0.075	0.299	3.391	0.001
3	(Constant)	1.373	0.331		4.149	0.000
	CS	0.271	0.082	0.306	3.314	0.001
	RS	0.226	0.075	0.265	3.021	0.003
	TS	0.199	0.089	0.191	2.24	0.027
4	(Constant)	1.129	0.343		3.288	0.001
	CS	0.196	0.087	0.221	2.245	0.027
	RS	0.171	0.078	0.201	2.204	0.030
	TS	0.176	0.088	0.168	2.001	0.048
	PS	0.217	0.098	0.215	2.218	0.029
5	(Constant)	0.835	0.327		2.554	0.012
	CS	0.083	0.085	0.094	0.971	0.334
	RS	0.125	0.073	0.147	1.71	0.090
	TS	0.172	0.082	0.164	2.092	0.039
	PS	0.173	0.092	0.172	1.888	0.062
	MS	0.279	0.065	0.35	4.287	0.000

a. Dependent Variable: SS CS = Content Quality RS = Reputation, TS = Timing PS = Platform, MS = Market Awareness (Moderator variable) SS = Sales Revenue (Dependent variable)

Source: Own Survey, SPSSv25, 2025

4.12. Interaction Effects of the Moderating Variable on the relationship between predictors and Sales Revenue

To examine the moderating effect of Market Awareness on the relationship between social media marketing strategies (Content Quality, Reputation, Platform, and Timing) and Sales Revenue, Hayes’ PROCESS macro for SPSS was employed. This model allowed for the computation of interaction effects by generating product terms between Market Awareness and each independent

variable, to assess whether Market Awareness significantly moderates the impact of SMM on sales revenue, among medical equipment suppliers in Addis Ababa.

4.12.1 Interaction Effect of Market Awareness with Content Quality on Sales Revenue

The Hayes PROCESS output was used to test the interaction effect between content quality and market awareness on sales revenue. The results revealed a statistically significant interaction effect, indicating that market awareness significantly moderates the relationship between content quality and sales revenue. The overall model showed a strong explanatory power with an R-squared value of 0.505, meaning approximately 50.5% of the variance in sales revenue is explained by the combined effect of content quality, market awareness, and their interaction. The interaction term (CS × MS) had a significant coefficient of 0.214 ($p < 0.001$), suggesting that the effect of content quality on sales revenue becomes stronger as market awareness increases.

The conditional effects analysis further supports this interpretation. At a low level of market awareness (-0.653), the effect of content quality on sales revenue is still significant but relatively weaker ($\beta = 0.165$, $p = 0.025$). At a moderate level of market awareness (0.097), the effect increases ($\beta = 0.325$, $p < 0.001$), and at a high level of market awareness (0.847), the effect becomes even stronger ($\beta = 0.485$, $p < 0.001$). These findings clearly show that as market awareness increases, the positive impact of content quality on sales revenue becomes more pronounced.

Overall, as table 4.18 below shows the analysis confirms that market awareness plays a crucial moderating role in enhancing the effectiveness of content quality on driving sales revenue among medical equipment suppliers in Addis Ababa.

Table 4.18 Andrew F. Hayes Interaction Effect of Market Awareness with Content Quality on Sales Revenue

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.711	.505	.238	38.819	3.000	114.000	.000
	coeff	se	t	p	LLCI	ULCI
Constant	3.939	.048	82.650	.000	3.844	4.033
CS	.304	.069	4.432	.000	.168	.441
MS	.460	.068	6.804	.000	.326	.594
Int_1	.214	.046	4.651	.000	.123	.305

Conditional effects of the focal predictor at values of the moderator						
MS	Effect	se	t	p	LLCI	ULCI
-.653	.165	.073	2.271	.025	.021	.309
.097	.325	.069	4.700	.000	.188	.462
.847	.485	.082	5.946	.000	.324	.647
Product terms key: Int_1 : CS x MS				OUTCOME VARIABLE: SS		

Source: Own Survey, SPSSv25, 2025

4.12.2 Interaction Effect of Market Awareness with reputation on Sales Revenue.

The interaction effect between Reputation and Market Awareness on Sales Revenue was analyzed using the Hayes PROCESS macro. The results revealed a statistically significant interaction term (RS × MS), indicating that market awareness significantly moderates the relationship between reputation and sales revenue. The model explained approximately 48.1% of the variance in sales revenue ($R^2 = 0.481$, $F = 35.257$, $p < 0.001$), reflecting a strong explanatory power of the combined variables.

Specifically, the interaction term ($\beta = 0.165$, $p < 0.001$) suggests that as market awareness increases, the positive impact of reputation on sales revenue becomes more pronounced. The conditional effects analysis confirms this pattern. At a low level of market awareness (-0.653), the effect of reputation on sales revenue is positive and statistically significant ($\beta = 0.199$, $p = 0.003$). At a moderate level (0.097), the effect becomes stronger ($\beta = 0.322$, $p < 0.001$), and at a high level of market awareness (0.847), the effect is even more substantial ($\beta = 0.446$, $p < 0.001$).

The results below in table 4.19 demonstrate that market awareness strengthens the relationship between a supplier's reputation and its sales performance. In practical terms, medical equipment suppliers with higher market awareness can benefit more from having a strong reputation, as it translates more effectively into increased sales. This reinforces the idea that market awareness is a crucial contextual factor in maximizing the effectiveness of social media marketing efforts in the medical equipment sector in Addis Ababa.

Table 4.19 Andrew F. Hayes Interaction Effect of Market Awareness with reputation on Sales Revenue

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.694	.481	.250	35.257	3.000	114.000	.000
	coeff	se	t	p	LLCI	ULCI
Constant	3.966	.048	83.204	.000	3.871	4.060
RS	.306	.064	4.755	.000	.179	.434
MS	.452	.064	7.089	.000	.326	.579
Int_1	.165	.044	3.758	.000	.078	.251
Conditional effects of the focal predictor at values of the moderator						
MS	Effect	se	t	p	LLCI	ULCI
-.653	.199	.065	3.040	.003	.069	.328
.097	.322	.065	4.933	.000	.193	.451
.847	.446	.080	5.564	.000	.287	.604
Product terms key: Int_1 : RS x MS				OUTCOME VARIABLE: SS		

Source: Own Survey, SPSSv25, 2025

4.12.3 Interaction Effect of Market Awareness with Timing on Sales Revenue.

The interaction between timing and market awareness on sales revenue was examined using the Hayes PROCESS tool. The results indicated a statistically significant interaction effect, meaning that market awareness moderates the relationship between timing and sales revenue. Specifically, the interaction term (Timing × Market awareness) had a significant positive coefficient ($\beta = 0.270$, $p < 0.001$), showing that the effect of timing on sales revenue becomes stronger as market awareness increases.

The conditional effects analysis further supports this finding. When market awareness is low (-0.653), the effect of timing on sales revenue is not statistically significant ($\beta = 0.102$, $p = 0.268$). However, at a moderate level of market awareness (0.097), the effect becomes significant and positive ($\beta = 0.304$, $p < 0.001$), and at a high level (0.847), the effect becomes even stronger ($\beta = 0.507$, $p < 0.001$).

The results in the below table 4.20 shows that when customers are more aware of the brand or market presence, the impact of well-timed marketing efforts is more likely to translate into increased sales. Therefore, market awareness plays an important role in strengthening the effectiveness of timing strategies in driving sales revenue.

Table 4.20 Andrew F. Hayes Interaction Effect of Market Awareness with timing on Sales Revenue

Model Summary						
R	R-sq	MSE	F	df1	df2	p
.692	.478	.251	34.846	3.000	114.000	.000
	coeff	se	t	p	LLCI	ULCI
Constant	3.969	.048	83.318	.000	3.874	4.063
TS	.278	.074	3.742	.000	.131	.425
MS	.467	.059	7.850	.000	.349	.585
Int_1	.270	.073	3.701	.000	.125	.414
Conditional effects of the focal predictor at values of the moderator						
MS	Effect	se	t	p	LLCI	ULCI
-.653	.102	.092	1.113	.268	-.080	.283
.097	.304	.074	4.111	.000	.158	.451
.847	.507	.092	5.482	.000	.324	.690
Product terms key: Int_1 : TS x MS						OUTCOME VARIABLE: SS

Source: Own Survey, SPSSv25, 2025

4.12.4 Interaction Effect of Market Awareness with platform choice on Sales Revenue.

The Hayes PROCESS analysis was also used to examine the interaction between platform choice and market awareness in predicting sales revenue. The results showed a statistically significant interaction effect, indicating that market awareness strengthens the relationship between platform selection and sales revenue. The interaction term (PS × MS) had a positive and significant coefficient ($\beta = 0.214, p < 0.001$), suggesting that as market awareness increases, the effectiveness of choosing the right platform becomes more influential in generating sales revenue. The conditional effects analysis further supports this finding. At a low level of market awareness (-0.653), the effect of platform on sales revenue is significant but moderate ($\beta = 0.306, p < 0.001$). At a moderate level (0.097), the effect increases ($\beta = 0.467, p < 0.001$), and at a high level (0.847), the effect becomes even stronger ($\beta = 0.628, p < 0.001$). This pattern clearly shows that the more the market is aware of the business, the more impactful the platform decisions become in improving sales.

In summary, all four social media marketing elements Content Quality, Reputation, Timing, and Platform choice show significant interaction effects with Market Awareness on Sales Revenue. Still, the strength of moderation varies. Platform choice showed the highest interaction effect ($\beta = 0.214$), closely followed by content quality ($\beta = 0.214$) and timing ($\beta = 0.270$), while reputation

had a slightly lower interaction effect ($\beta = 0.165$). These results imply that market awareness significantly boosts the impact of each marketing element, but it does so more noticeably for timing and platform choice. Therefore, businesses aiming to improve sales through social media should not only invest in quality content and reputation management but also prioritize the timing and platform strategies especially when market awareness is already high or can be enhanced.

Table 4.21 Andrew F. Hayes Interaction Effect of Market Awareness with platform on Sales Revenue

Model Summary							
R	R-sq	MSE	F	df1	df2	p	
.721	.520	.231	41.140	3.000	114.000	.000	
	coeff	se	t	p	LLCI	ULCI	
Constant	3.959	.046	86.506	.000	3.868	4.050	
PS	.446	.076	5.853	.000	.295	.597	
MS	.466	.063	7.424	.000	.342	.591	
Int_1	.214	.047	4.594	.000	.122	.307	
Conditional effects of the focal predictor at values of the moderator							
MS	Effect	se	t	p	LLCI	ULCI	
	-.653	.306	.073	4.207	.000	.162	.450
	.097	.467	.078	6.006	.000	.313	.621
	.847	.628	.096	6.530	.000	.437	.818
Product terms key: Int_1 : PS x MS						OUTCOME VARIABLE: SS	

Source: Own Survey, SPSSv25, 2025

4.13. Hypothesis Testing

This study tested eight hypotheses to examine the direct and moderating effects of key social media marketing components on sales revenue among medical equipment suppliers in Addis Ababa. The first four hypotheses (H1–H4) measured direct effects, while the subsequent four hypotheses evaluated the moderating role of market awareness using interaction terms. The findings are summarized and interpreted below.

Hypothesis 1: *There is a positive and significant relationship between the quality of content shared through social media marketing and the sales revenue of medical equipment suppliers in Addis Ababa, Ethiopia*

The regression coefficient for Content was $\beta = 0.473$ with a highly significant p -value of .000. The model explained 28.6% of the variance in sales revenue ($R^2 = .286$), indicating that high-quality content significantly contributes to improved sales outcomes. **Supported**

Hypothesis 2: *There is a positive and significant relationship between the reputation of medical equipment suppliers and their sales revenue through social media marketing in Addis Ababa, Ethiopia.*

Reputation also showed a statistically significant positive relationship with SS ($\beta = 0.254$, $p = .001$), increasing the model's explanatory power to $R^2 = .351$. This suggests that a strong online reputation plays a key role in boosting sales. **Supported**

Hypothesis 3: *There is a positive and significant relationship between the timing of social media marketing campaigns and the sales revenue of medical equipment suppliers in Addis Ababa, Ethiopia.*

Timing was found to have a positive impact ($\beta = 0.199$, $p = .027$), with R^2 increasing to .378. Proper timing in content delivery thus appears to influence customer engagement and conversion rates. **Supported**

Hypothesis 4: *There is a positive and significant relationship between the choice of social media platform and the sales revenue of medical equipment suppliers in Addis Ababa, Ethiopia.*

Platform also emerged as a significant predictor ($\beta = 0.217$, $p = .029$), contributing to a model R^2 of .404. This confirms that using the right social media platforms can enhance the visibility and effectiveness of marketing efforts. **Supported**

Hypothesis 5(1): *Market awareness moderates the relationship between the quality of content and sales revenue in the medical equipment supplies sector in Addis Ababa, Ethiopia.*

The interaction term (Content × Market awareness) was significant ($\beta = 0.214, p = .000$), with a model R^2 of .505. The conditional effect of Content quality at high levels of Market awareness was strong ($\beta = 0.485, p = .000$), indicating that content quality drives more substantial sales outcomes when market awareness is high. **Supported**

Hypothesis 5(2): *Market awareness moderates the relationship between reputation and sales revenue in the medical equipment supplies sector in Addis Ababa, Ethiopia.*

The (Reputation × Market awareness) interaction was significant ($\beta = 0.165, p = .000$), with $R^2 = .481$. At high market awareness, the conditional effect of Reputation on Sales revenue increased to $\beta = 0.446 (p = .000)$, suggesting that reputation becomes more impactful when customers are more aware of the brand. **Supported**

Hypothesis 5(3): *Market awareness moderates the relationship between the timing of social media marketing campaigns and sales revenue in the medical equipment supplies sector in Addis Ababa, Ethiopia.*

The interaction effect (Timing × Market awareness) was significant ($\beta = 0.270, p = .000$), $R^2 = .478$. At high levels of Market awareness, the conditional effect of Timing was notably higher ($\beta = 0.507, p = .000$), implying that well-timed campaigns are more effective when market awareness is elevated. **Supported**

Hypothesis 5(4): *Market awareness moderates the relationship between the choice of social media platform and sales revenue in the medical equipment supplies sector in Addis Ababa, Ethiopia.*

The interaction term for Platform × Market awareness was also significant ($\beta = 0.214, p = .000$), with the highest R^2 observed among all models ($R^2 = .520$). At high market awareness, the conditional effect of platform choice on SS was strongest ($\beta = 0.628, p = .000$), reinforcing the importance of platform strategy under heightened consumer awareness. **Supported**

Table 4.22 Summary of Hypothesis testing

Hypothesis	Description	β (Coefficient)	p-value	R ²	Moderation (Interaction)	Conditional Effect (High MS)	Decision
H1	CS → SS	0.473	0.000	0.286	–	–	✓ Supported
H2	RS → SS	0.254	0.001	0.351	–	–	✓ Supported
H3	TS → SS	0.199	0.027	0.378	–	–	✓ Supported
H4	PS → SS	0.217	0.029	0.404	–	–	✓ Supported
H5(1)	MS × CS → SS	Int = 0.214	p =.000	R ² = .505	✓ Significant	Effect at High MS = 0.485 , p = .000	✓ Supported
H5(2)	MS × RS → SS	Int = 0.165	p =.000	R ² = .481	✓ Significant	Effect at High MS = 0.446 , p = .000	✓ Supported
H5(3)	MS × TS → SS	Int = 0.270	p =.000	R ² = .478	✓ Significant	Effect at High MS = 0.507 , p = .000	✓ Supported
H5(4)	MS × PS → SS	Int = 0.214	p =.000	R ² = .520	✓ Significant	Effect at High MS = 0.628 , p = .000	✓ Supported

Source: Own Survey, SPSSv25, 2025

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary of Findings

This section presents the key findings of the study based on the data collected and analyzed to examine the effect of social media marketing on sales revenue, with market awareness serving as a moderating variable. Using descriptive statistics, hierarchical regression, and moderation analysis via Hayes' PROCESS macro, the study explored both the direct and interaction effects of core social media marketing components content quality, reputation, timing, and platform selection on the sales performance of medical equipment suppliers in Addis Ababa. The major findings are summarized as follows:

- ✓ Only **29.7%** of medical equipment suppliers in Addis Ababa use social media marketing; however, those who do show strategic and targeted engagement.
- ✓ Telegram, Facebook, and YouTube are the most commonly used platforms, with Telegram being the most interactive.
- ✓ The majority of followers for these companies are health professionals and healthcare organization owners, indicating targeted audience reach.

Descriptive results showed:-

- ✓ Sales revenue had a high perceived impact (mean = 4.01)
- ✓ Reputation (mean = 4.05) and platform choice (mean = 3.83) were rated strongest among SMM components
- ✓ Content quality (mean = 3.76) and timing (mean = 3.56) showed good potential but room for improvement

All four social media marketing dimensions had a statistically significant positive effect on sales revenue:-

- ✓ Content quality ($\beta = 0.473$, $p = .000$)
- ✓ Reputation ($\beta = 0.254$, $p = .001$)

- ✓ Timing ($\beta = 0.199$, $p = .027$)
- ✓ Platform choice ($\beta = 0.217$, $p = .029$)

Market awareness significantly moderated all four relationships, strengthening the impact of:-

- ✓ Content (β interaction = 0.214, $p = .000$; conditional $\beta = 0.485$)
- ✓ Reputation (β interaction = 0.165, $p = .000$; conditional $\beta = 0.446$)
- ✓ Timing (β interaction = 0.270, $p = .000$; conditional $\beta = 0.507$)
- ✓ Platform (β interaction = 0.214, $p = .000$; conditional $\beta = 0.628$)

The moderation analysis confirms that higher market awareness amplifies the effectiveness of all social media marketing components on sales revenue

5.2. Conclusion

This study examined how different aspects of social media marketing content quality, reputation, timing, and platform choice affect sales revenue among medical equipment suppliers in Addis Ababa, and whether market awareness strengthens these effects. The regression analysis showed that each variable significantly influences sales, with content quality having the strongest direct effect ($\beta = 0.473$, $p = .000$), followed by reputation, timing, and platform selection. These findings confirm that investing in high-quality, timely, and platform-targeted social media content helps drive better sales performance.

Importantly, market awareness played a moderating role across all relationships. The interaction terms were significant in each case for instance, the combined effect of content quality and market awareness resulted in a stronger sales impact (interaction $\beta = 0.214$, $p = .000$, conditional effect at high MS = 0.485). The strongest moderated effect was seen with platform choice (high Market awareness= 0.628), indicating that businesses that are more aware of their market can better leverage the right platforms for greater revenue. In summary, the study confirms that social media marketing is a powerful tool for boosting sales in the medical equipment sector, especially when guided by strong market awareness. Practically, this suggests that companies should not only focus on producing good content and selecting the right platforms but also invest in understanding their target market to fully capitalize on their marketing efforts.

5.3. Recommendations

Based on the above analysis the following recommendations are stated:-

- ✓ Medical device importers and wholesalers should invest in improving the quality of their content, ensuring it is relevant, informative, and aligned with the needs of their audience. When market awareness is high, well-crafted content has a notably stronger impact on sales, making content development a key strategic priority.
- ✓ Efforts to build and maintain a strong brand reputation must go hand-in-hand with enhancing customer understanding of the company and its products. Customers who are already aware of the brand tend to respond more positively to reputation signals.
- ✓ Strategic timing of social media campaigns should be based on customer behavior patterns and market familiarity. Posts that are well-timed and contextually relevant are more likely to convert when the audience is already aware of the offering.
- ✓ Companies should be selective in choosing social media platforms, focusing on those where their audience is not only active but also informed. Engagement tends to be higher on platforms where market awareness is already established.
- ✓ Enhancing market awareness itself should be a standalone marketing goal. Awareness strengthens the impact of other marketing efforts, suggesting that informative outreach and visibility campaigns can indirectly boost sales performance.

Finally, companies should continuously evaluate how market conditions and customer familiarity interact with their campaigns. By integrating dynamic analysis methods, they can adapt strategies proactively and remain responsive to changes in audience awareness.

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Appendix 1 questionnaire



ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

Department of digital Marketing & E-commerce

I am **Amanuel Entele**, Digital marketing Master's student from Addis Ababa University School of Commerce.

Dear Respondents,

I am conducting research on **studying the effect of social media marketing on sales revenue: the moderating role of market awareness case of medical equipment suppliers in Addis Ababa, Ethiopia.** I kindly request you to spend some minutes of your time in filling the questionnaire honestly. This information you would provide me is highly essential for successful completion of this study. Please answer all items objectively. The research assures you that information provided will be kept confidential and be used only for an academic purpose.

Cordially,

The student researcher

Thank you very much for your co-operation.

Note:

- No need of writing your name
- You are politely required to respond to all questions by yourself

Section One: - General profile. Please make a tick mark ‘X’ on the option that best describes you

Dear respondent, you are expected to answer the questions by using a tick (≤) on the boxes and by filling the ruled lines.

Thank you in advance for your utmost cooperation

Please select and fill on the areas which indicate your personal information and company info

1. Sex - Male Female

2, Age- below 18- 25 26-35 36-44 above 44

3. What is your position in your company?

Owner Managerial position other position Employee

4. What kind of medical device supplier is your company?

Importer Wholesaler

5. Does your company use social media marketing strategy?

Yes No

6. Which social media platform is convenient for your company to make social media marketing?
(You can choose more than one)

Telegram Facebook Twitter YouTube LinkedIn Others

7. How many social media followers does your company have in all platforms?

Less than 250 251-500 501-750 751-1000 1000-1500 more than 1500

8. How many of your social media followers are health professionals?

Less than 100 101-300 301-600 601-900 901-1200 more than 1200

9. How many of your social media followers are health organization (Hospital & clinic) owners?

Less than 100 101-300 301-600 601-900 901-1200 more than 1200

10. Which platform will get a lot of reaction (Like, share, comment, view) from the platforms?

Telegram Facebook Twitter YouTube LinkedIn Others

Section two: - Social media dimension and market awareness questions

Please indicate your answer with each of the following statements by putting “X” in the appropriate place that best represents your level of agreement with the statement.

No	Social media marketing dimension questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Content related questions						
1	The content shared on the company’s social media platforms is informative and relevant to the healthcare market.					
2	Social media posts effectively highlight the key features and benefits of the company’s medical devices.					
3	The visual design of social media content supports better product understanding among potential buyers.					
4	The content strategy encourages inquiries or engagement from healthcare institutions and professionals.					
Reputation related questions						
5	The company is recognized in the market for delivering high-quality medical devices.					
6	The company is considered a leader in Ethiopia’s medical equipment supply					
7	The company’s social media presence reflects its professionalism and commitment to service.					
8	Customer reviews and feedback on social media positively influence the company’s image.					

Timing related questions						
9	Social media content is posted at times when the target audience is most active.					
10	The company responds promptly to social media inquiries or messages from customers.					
11	Social media updates are strategically timed to match industry events or product promotions.					
12	Product launch announcements are shared on social media in a timely and organized manner.					
Platform related questions						
13	The company uses social media platforms that are frequently used by health professionals.					
14	The platforms selected for social media marketing are accessible and easy to navigate.					
15	Customers can conveniently engage with the company through its chosen platforms.					
16	The selected platforms effectively support the company's promotional objectives.					
Market awareness related questions						
17	The company is widely recognized by healthcare professionals and institutions in Addis Ababa.					
18	The company's brand is familiar to most decision-makers in hospitals and clinics.					
19	The company's presence is visible in health sector networks, events, or media.					

20	Market awareness strengthens the effectiveness of the company's social media campaigns.					
	Sales revenue related questions					
21	The company has experienced increased sales since implementing social media marketing strategies.					
22	Promotional posts on social media have led to new customer inquiries or leads.					
23	Social media activities have influenced healthcare institutions to purchase from the company.					
24	Overall, the company's sales revenue has grown as a result of social media marketing efforts.					