



ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
SCHOOL OF COMMERCE

MARKETING MANAGEMENT GRADUATE PROGRAM

**THE EFFECT OF DIGITAL MARKETING ON COMPANY SALES IN THE CASE OF
METERED TAXI COMPANIES IN ADDIS ABABA ETHIOPIA**

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THE CASE OF METERED TAXI COMPANIES IN ADDIS ABABA
ETHIOPIA**

**BY
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**A Thesis submitted to Addis Ababa University College of Business and
Economics in partial fulfilment of the requirement of the degree of master of
arts in marketing management**

Advisor

Dr. Temesgen Belayneh

June 2023

Declaration

I, hereby declare that the thesis titled “The effect of digital marketing on company sales in the case of Meterd taxi Companies in Addis Ababa, Ethiopia” submitted to Addis Ababa University School of Commerce for the award of Master of Arts in Marketing Management is a record of original research work done by me under the guidance of Temesgen Belayneh(Phd). The work presented in this thesis has not been submitted in part or in full for any other degree program in any other institution or university. I affirm that the research work presented in this thesis is my original work, and all sources of information have been duly acknowledged and cited. I have also ensured that all ethical considerations have been taken into account in the conduct of this research work.

Yidnekachew Worku

Signature _____

Date _____

Statement of Certification

This to certify that Yidnekachew Worku has done on the title of The effect of digital marketing on company sales in the case of Metered Taxi Companies in Addis Ababa, Ethiopia, which was submitted in partial fulfilment of the requirements for the master's degree in marketing management, compiles with university regulations and meets acceptable standards. The examining committee has signed it.

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List of Acronyms

DM – Digital Marketing

PPC – Pay per Click

SEO – Search Engine Optimization

SEM – Search Engine Marketing

SMM – Social Media Marketing

SME – Small and Medium Enterprise

SPSS – Software Package for Social Science

IT – Information Technology

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ABSTRACT

This research examined the effects of digital marketing elements on the firms' sales of metered taxi companies in Addis Ababa, Ethiopia. To fulfill the objectives of this study a descriptive and explanatory research design exerted. Data were gathered from a popular companies using a questionnaire from a sample of 123 out of 300 employees of metered taxi companies that were selected using Convenience sampling method. The data was collected from the questionnaire and analyzed by using descriptive analytical method such as mean, standard deviation and inferential analysis method such as Person correlation coefficient and multiple linear regression analysis by using SPSS v26. The analyzed result indicated that the independent variables that are Email Marketing, Mobile Marketing, Social Media Marketing and PPC has a positive and significant effect on Sales Volume (Dependent Variable). The Result also indicated that SEO has a positive but insignificant effect on sales volume in the case of metered taxi companies in Addis Ababa Ethiopia. Finally, this study suggests helpful actions for companies in improving their Digital marketing elements and techniques as a means of outperform the intense competition that exist in the market, therefore, they can maximize their market share and sales revenue.

Key Words: Digital Marketing, Sales Volume, Email Marketing, Social Media Marketing, PPC, SEO

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

Due to competition, businesses typically want to expand their customer base and financial resources. They also strive to increase market share. According to (Jobber, 2013), the fundamental tenet of the marketing concept is that its use improves business performance.

Customers cannot purchase a company's goods and services without marketing. Therefore, the company must launch a vigorous sales and marketing campaign. This is to say that customers typically exhibit resistance or inertia. Unless forced to shop, that is. Therefore, the business must employ efficient marketing strategies to encourage more purchases and thereby increase sales volume. (Kotler, 2000).

Marketing has changed over time from just making things to making things people want, and now, making things people want and telling them why they want them. The selling theory states that if customers are not assisted, they might not buy the organization's products. Nowadays, companies use something called holistic marketing concept. This means they create and put into action marketing plans that take into consideration all parts of their business and how they rely on each other. (Kotler P & Keller K, 2012) This thought became the way businesses have been selling things for a long time. Marketing has greatly improved because of the internet. It can now reach more people quickly and engage with them too.

Depending on their experience, education, and understanding, different academics define the term "digital marketing" in various ways. Kotler and American provided the definitions that were most frequently cited, nevertheless. In order to connect customers and sellers electronically, Kotler and Armstrong defined digital marketing as a subset of direct marketing that makes use of interactive technologies including emails, websites, online forums, interactive television, mobile communications, and others. (Kotler and Armstrong, 2009).

Digital marketing is a new term in the marketing field. Digital marketing means promoting products and brands using all online ways to reach customers. Digital marketing is similar to internet marketing in many ways. However, it uses digital media like interactive television and mobile phones (through SMS or apps) for communication. This makes it possible to go around the one main place on the Internet. Digital marketing uses electronic tools to promote products and services. Its goal is to create personal relationships with customers using modern technology. (Flores, 2014, pp. 3-4).

More and more businesses are starting to use digital marketing as part of their everyday operations. Gaikwad & Kate (2016) said that marketing has been around for a very long time. Marketing is about making a deal between two people, according to Zimmer (2017). Digital marketing lets a

person or business interact with customers using new methods that combine technology with old marketing tactics. (Gibson, 2018).

Today, digital marketing is crucial to many business operations, particularly in sectors like metered taxi services. The study will place a special emphasis on how digital marketing will affect the future success of Ethiopian meter taxi companies. Therefore, the owner of meter taxi businesses should develop thorough and efficient digital marketing tactics that aim to boost sales. In addition to this, Ethiopia has seen a recent increase in the market for meter taxi services. In order to secure growth in the target market, a firm that enters new markets or starts a new line of business should arm itself with particular digital marketing methods.

1.2. Background of the Organization

The organization of metered taxi companies in Ethiopia is characterized by a relatively competitive market, with numerous companies operating in major cities such as Addis Ababa and regional towns. These companies are primarily owned and operated by private individuals or small businesses.

One of the most prominent organizations in this sector is the Addis Ababa City Administration Transport Authority (AACATA), which is responsible for regulating and licensing taxi services in the capital city. AACATA sets standards for taxi operations, including the use of taxi meters, fare rates, and vehicle conditions.

Individual taxi operators are required to obtain a license from AACATA, which involves submitting necessary documents and paying fees. The regulatory body conducts inspections to ensure compliance with safety and operational standards.

Taxi companies in Ethiopia typically operate with a fleet of vehicles, ranging from a few to dozens of taxis. These companies often employ drivers on a full-time or part-time basis. There are also individual taxi drivers who operate independently without affiliations to any specific company.

In recent years, with the advancement of technology and the increasing popularity of ride-hailing platforms, such as RIDE and ZayRide, there has been a rise in app-based taxi services in Ethiopia. These platforms connect passengers with nearby taxis through mobile applications, allowing for convenient booking and cashless transactions.

Overall, the organization of metered taxi companies in Ethiopia is a mix of traditional taxi operators and emerging app-based services, providing transportation solutions to the growing urban population in the country.

1.3. Statement of the problem

The lack of transportation is one of the major issues in Addis Abeba that may be mentioned and seen. Due to the city's ongoing population growth (3.8% yearly, according to worldpopulationreview.com/cities), the problem is getting worse by the day as the supply could no longer keep up with the demand. Yodit (2019) claims that this has undoubtedly led to many people spending more time than necessary on the roadways, directly impeding their ability to do work, and causing hassles and unhappiness for travelers.

Due to the fact that many transportation options have been developed by the public and commercial sectors to address this issue. One of the expanding businesses in the transport sector is the metered taxi service transportation. Currently there are about 45 metered taxi companies participating to fulfill the needs of transportation. (addisbiz.com, 2022).

Metered taxi services in Ethiopia must contend with intense competition. Due to the fact that it is a new venture for Ethiopians, they also confront social challenges. The transition to this new industry takes time. In order to remain in business, businesses must raise their sales. To keep a competitive edge and increase sales, metered taxi firms must therefore understand one of the most efficient digital marketing tactics. (Yodit, 2019).

Given that social media and the internet will continue to grow in influence over the coming years, every organization will need to focus on this issue. (Giedd, J. N. & Chief M., 2012). Metered taxi transportation uses mobile phones or internet to operate. Thus their customer uses this technology to function. The total number of subscribers reached 68.3 Million, exceeding the subscriber base target by 100% and representing a 20% growth over the same period in the prior budget year. According to Ethiopia Telecom's estimates for 2022, there are 66.7 million mobile service subscribers, 30 million data and internet users, 882.6K fixed service subscribers, and 535.6K fixed broadband subscribers. They must therefore accurately target a very large market.

Lots of studies have looked at how companies in other countries use digital marketing. Different researchers and countries have different ideas of what "digital marketing" means, which changes depending on how economically developed the country is. No one in Ethiopia has done any research on how digital marketing affects sales for companies, especially those in the metered taxi transport companies. For instance, a person from Kenya named Olonde(2017) studied how using digital marketing affected sales for small businesses in Nairobi, Kenya. The study looked at small businesses using a descriptive research statics to analyze their data. The information collected was ranked in order. The research has analysis gap because the research only describes the characteristics of the elements.

In Ethiopia, Hawi (2019) studied the impact of digital marketing on Coca-Cola's consumer purchasing behaviour Ethiopia and focused only on the elements of digital marketing such as online Display ad, social media and website as an independent variable to decide the effects on consumer buying behavior as dependent variable by using Pearson correlation coefficient.

Another researcher, Asres (2022) In the example of St. George beer, the impact of digital marketing on brand loyalty was examined using the multiple regression method, with online advertising, social media, and consumer satisfaction as the independent variables.

Due to the gaps between the identified research question and previous studies, the study formulated questions: to what extent does digital marketing affect sales on the firms of metered taxi service companies in Addis Ababa, Ethiopia? The study will additionally further the study of the metered taxi transport business by filling in pertinent gaps in the literature.

1.4. Research Question

- To what extent does the impact of email marketing on the sales of Metered Taxi companies in Addis Ababa, Ethiopia?
- To what extent does the impact of mobile marketing on the sales of Metered Taxi companies in Addis Ababa, Ethiopia?
- To what extent does the impact of social media marketing on the sales of Metered Taxi companies in Addis Ababa, Ethiopia?
- To what extent does the impact of Search Engine Optimization on the sales of Metered Taxi companies in Addis Ababa, Ethiopia?
- To what extent does the impact of Pay per Click on the sales of Metered Taxi companies in Addis Ababa, Ethiopia?
- To what extent does the impact of online advertising marketing on the sales of Metered Taxi companies in Addis Ababa, Ethiopia?

1.5. Objective of the study

1.5.1. General objective

The main objective of this study is to examine the effect of digital marketing on company sales volume in the case of metered taxi companies in Addis Ababa, Ethiopia.

1.5.2. Specific objective

The specific objective of the research is intended to investigate the effect of using digital marketing to boost sales volume on companies' perspective and support the general objective.

- Identify to what extent the effect of email marketing on the sales of Metered Taxi companies in Addis Ababa, Ethiopia.
- Identify to what extent the effect of mobile marketing on the sales of Metered Taxi companies in Addis Ababa, Ethiopia.
- Identify to what extent the effect of social media marketing on the sales of Metered Taxi companies in Addis Ababa, Ethiopia.

- Identify to what extent the effect of Search Engine Optimization on the sales of Metered Taxi companies in Addis Ababa, Ethiopia.
- Identify to what extent the effect of Pay per Click on the sales of Metered Taxi companies in Addis Ababa, Ethiopia.
- Identify to what extent the effect online advertising marketing on the sales of Metered Taxi companies in Addis Ababa, Ethiopia.

1.6. Significance of the study

The study is relevant to many different parties and organizations. To begin with, the study is beneficial to metered taxi transport companies operating both inside and outside of Ethiopia. Metered taxi companies' stakeholders and marketers can choose which techniques to use, how to reach potential customers, and how to make the most of their use of digital marketing. As a result, they can grow, expand, and become more competitive while also increasing their sales.

The study is beneficial to marketers since it gives them insight into how to integrate traditional and digital marketing in their organizations. Market researchers that are interested in developments and trends in marketing may find the study relevant. As a result, they will be able to give their clients accurate advice on how to use the best marketing strategies.

Numerous comparable firms able to use the study's findings to determine the various factors that influence the number of sales and adjust their digital marketing strategies as necessary. Additionally, it makes it possible for enterprises to increase sales and make better use of their resources.

On the other hand, the study provides information that the relevant government body can use as a starting point for policy analysis and as a guide for formulating legislation in order to achieve a dramatic shift in how businesses employ digital marketing.

1.7. Scope of the study

This study's focus is on how digital marketing affects the revenue of metered taxi services in Addis Ababa, Ethiopia. This study's focus on digital marketing allow researchers to make generalizations and confirm the discipline's efficacy in influencing sales volume.

1.7.1. Geographical

The research for this study will take place in Addis Ababa, and the questionnaire will be distributed and gathered there. Because the city of Addis Ababa is home to all metered taxi firms.

1.7.2. Theoretical

Digital marketing is a broad term and there are many different factors to consider. However, depending on the time, experience and observations on the part of the customers using the elements, this study will focus only on the elements of digital marketing that are email marketing, mobile marketing, social media marketing, SEO, PPC and online advertisement.

1.7.3. Methodological

The study made use of both primary and secondary data and a quantitative research methodology. Where has the survey research approach been used? Survey research is a popular technique for learning more about a target demographic. Most often, a questionnaire—a standard scale of questions—is used to gather data from individuals and aid in creating a well-organized survey.

1.8. Limitation of the study

It will be challenging to include all Metered Taxi transport firms due to time and budgetary restrictions on high sample sizes. Although the study examines a variety of aspects of digital marketing tools, not all aspects can be examined. As a result, other variables that were left out could affect company sales both directly and indirectly.

Another limitation of the study is due to the digital marketing being quite new as a study object there are limited amount of empirical literature on subject matter, especially digital marketing elements on Metered taxi transport companies.

Finally, there are multiple point of view on digital marketing. Some researchers conducted from customer perception. However, this study aims to characterize digital marketing tools from the perspective of a company.

1.9. Conceptual and operational Definition of Terms

1.9.1. Conceptual definition of terms

Refers to the definition of concepts /terms or variables from the theoretical perspective.

Digital marketing is online marketing, which involves engaging with potential customers online and through other digital communication channels. Kotler, (2006)

Email Marketing: Email marketing helps businesses connect with customers through email. People often send emails to customers to tell them about a company's website and interesting things like events, special offers, and unique information. During an email marketing campaign, you can send different types of emails to people. These include emails to people who signed up for your blog, emails to people who downloaded something from your website, emails to say hello to customers, emails with rewards for loyal customers during holidays, and emails with helpful tips for customers.. (Desai, 2019).

Search Engine Optimization (SEO): It is a method of improving a rank of websites in search engine results, which will attract more than natural (or free) visitors. For websites, blogs, and infographics, SEO is beneficial. (Desai, 2019)

Social Media Marketing: This plan can help the company get more customers for by sharing firms brand name and information on social media websites. Firms can advertise on different social media sites like Facebook, Instagram, LinkedIn, Twitter, Pinterest. (Desai, 2019)

Pay-Per-Click (PPC): PPC is a way to get more people to visit a website by paying the publisher every time someone clicks on an ad. Google Ad Words is a famous way to pay for a high spot on Google's search results page. The company pay every time someone clicks on company link. The company can advertise on Facebook, Twitter, and LinkedIn by paying money for company posts to appear more frequently. This type of advertising is called PPC. (Desai, 2019)

Online advertising: Advertising on the internet is an important part of promoting things online. Online advertising allows companies to promote their products and services on the internet. Online advertising shows the ads and articles that are related to what the person likes. Companies share details about what they sell or offer on their websites for people to see without having to pay anything. People who sell things online should show ads that work better and make more sense. The company saves money and time by using internet ads. (Afrina et al 2015)

Mobile marketing: Interactive things that are made for specific people, like apps and games on phones, are all connected to mobile devices. These things include messaging, music, and pictures. (Merisavo et al,2007).

1.9.2. Operational definition of term

Metered Taxi transport: is a type of transport service which is designed for conveying the passenger and fitted with a distance travelled and the time taken in undertaking a journey.

1.10. Organization of the study

Five chapters will be used to organize the research. The backdrop of the study, the organization's background, the problem statement, the objectives of the study, its relevance, its scope, conceptual and operational definitions of important terminology, its limitations, and its organizational structure are all included in chapter one. Review of pertinent linked literature is included in Chapter 2. In chapter two, it talked about the main ideas of the study and the theories and facts that support it. The study approach, research design, data type and source, target population and sample size estimation, sampling techniques, data collection and analysis methodologies, and ethical issues are all covered in Chapter 3. The fourth chapter will have a detailed report on the study's results analysis and Discussion. The conclusion and recommendations from the study will be shared in the final chapter. By using the finding from chapter four, we will make a Discussion of what we discovered. We will use the findings to come up with conclusions, and Future research area will be suggested at the end.

CHAPTER TWO

LITRATURE REVIEW

2. Introduction

This chapter discusses the theoretical underpinnings and actual research on how digital marketing affects a company's sales. It specifically examines the theories that underlie the research, a general assessment of the literatures on the study variables, and an empirical review that serves as a conceptual framework and model. This chapter also offered a conceptual framework for identifying and operationalizing the variables. Finally, based on the conceptual framework provide hypothesis to be experimented.

2.1. Theoretical review

The study was constructed on a number of theories, which are listed below.

2.1.1. Digital Marketing

The environment in which we live is dynamic and ever-evolving. The development of technology is important in a world that is always evolving. Almost everyone has some kind of connection to digital technologies. Digital marketing, also known as online marketing, is the process of promoting your brand and communicating with potential customers through online and other forms of digital communication. In addition to email, social networks and web-based advertising, multimedia and text messages are also used as marketing channels. Any form of marketing that sends promotional messages through electronic devices and monitors their effectiveness. Marketing campaigns that are physically displayed on a computer, phone, tablet, or other device are known as digital marketing. It can be displayed in a variety of ways, including online videos, display ads, and social media updates. Mail, billboards, and magazine ads are typically compared to digital and traditional marketing methods. Surprisingly, when it comes to television, traditional marketing is often mentioned. (Kotler P & Keller K, 2006).

In the past, people have done research on digital marketing and come up with many different ideas and words. Marketing is when companies use computers, phones, and gaming systems to get people involved in what they are promoting, according to Nathan (2016). Digital marketing can copy different types of traditional advertising methods and reach out to more people with different marketing strategies. technology can be used for both sending things out and talking to others, which can make it hard to tell the difference between the two. How easy it is to use technology shows how complicated it is. (Jobber D. & Ellis-Chadwick F., 2013)

Additionally, the definitions of numerous types of economic activity are changing as a result of digital technologies. The internet has been compared to both the wheel and the airplane due to its vast interconnection and capacity to influence business and society in the future. Because of this, studies have already shown how large of an effect the internet will have on the world. It has

motivated numerous businesses to reexamine how they use technology. (Jobber D. & Ellis-Chadwick F., 2013). Customers can choose which digital platform they want to use and what type of content they would like to see from a brand, which will influence the brand's communication. digital platforms can help change and customize the media you see.

The use of computers and the internet will change how businesses work and how they sell things. Companies will need new ways to advertise and reach people. This means that people are using less traditional ways to communicate and companies want help to show their marketing on the internet. (Singh, 2011). This shift in emphasis illustrates the necessity for marketers to comprehend what their target audiences anticipate from them and how to leverage technologies to advance their marketing goals.

2.1.2. History of Digital Marketing

Even though people started using the term "digital marketing" in the 1990s, it actually started in the 1980s. A group called Soft Ad Group (now Channel Net) created ads for car companies. People could send a card from a magazine and get a floppy disk with videos and information about cars, as well as a chance to test drive them for free. Digital marketing has significantly increased as a result of devices' constant access to digital media. According to statistics from 2012 and 2013, the industry of digital marketing is still in its early stages. Digital marketing improved in sophistication between the 2000s and 2010. Digital marketing is often referred to as "online marketing", "internet marketing" or "web marketing". The term "digital marketing" has grown in popularity over time, especially in some countries. Web marketing is used in Italy, but online marketing is still prevalent. Since 2013, however, the term 'digital marketing' has become the most widely used in the UK and internationally. An estimated 4.5 trillion web ads were viewed annually in 2010, representing a 48% increase in digital ad spending. Businesses use online behavioral advertising (OBA) to target more advertisements to internet users. However, OBA puts customer privacy and data security at risk. (Hawi, 2019)

2.1.3. A shift of marketing from traditional to digital

The progress of technology and digital marketing are connected. Ray Tomlinson sent the very first email in 1971. This helped people share information through different devices. In the 1980s, computers could store lots of data from customers. Companies were choosing online methods like database marketing over traditional limited list brokers. These computer programs made it easier for people who sell things and people who buy things to communicate with each other. They help businesses keep track of information about their customers better. The way of doing things by hand wasn't very good.

In the 1990s, when people started using personal computers more and servers became common, CRM (which helps companies manage their relationships with customers) software became very important for marketing. The words "digital marketing" were first used in this time period. Because

of strong competition, sellers had to include additional features such as sales, service, and marketing apps to their software. Marketers could gather lots of information about online shoppers with e CRM software after the Internet was made. Companies focus on satisfying customers and updating their preferences. In 1994, AT&T made a new type of ad called the interactive banner ad. They called it the "You Will" campaign. Out of all the people who saw the advertisement, 44% clicked on it during the first four months it was online.

Customers started researching products and making purchases online before speaking with salespeople with the introduction of the iPhone and the surge of Internet usage in the 2000s, which provided a new challenge for marketing departments in companies. The majority of merchants did not have their own domain name registered, according to a research performed in the UK in 2000. These problems led marketers to turn to digital methods of market expansion.

Since the 1990s and 2000s, digital marketing has grown, changing how companies promote themselves using technology. Digital marketing is when companies use technology like phones and computers to advertise to people instead of using stores. This is happening more often because people are using technology more in their daily lives.

In order to solve the aforementioned problem, marketing automation as an idea was introduced in 2007. Marketing automation has enabled businesses to segment their customer bases, run multichannel marketing campaigns, and provide customized information to customers. It took far too long for it to acclimate to consumer electronics, though.

In the 2000s and 2010s, there were more things that could use digital technology. This made digital marketing become more advanced. Information from the years 2012 and 2013 showed that the digital marketing industry kept growing. Since social media became popular in the 2000s, people have been using digital devices more. This includes websites like LinkedIn, Facebook, YouTube, and Twitter. It was expected that finding information about a product through various ways would be easy. A lot of different ways to market products were created because people started buying things differently. Since 2013, people have been using the words "digital marketing" a lot. In 2010, people thought that 4.5 trillion ads were sent on the internet every year. This means that there was a lot more money being spent on digital advertising, which went up by 48%. Companies are using online behavioral advertising (OBA) to focus more ads on people on the internet, but this can cause concerns about the privacy and security of people's information.

2.1.4. Traditional Marketing versus Digital Marketing

The most famous way of advertising is old-fashioned marketing. Traditional marketing is a way to promote a company's products or services that doesn't involve digital technology. Digital marketing means advertising things using the internet to get to customers. The below table describe things compare with each other:

Table 1 Traditional Marketing vs. Digital Marketing

Traditional Marketing	Digital Marketing
Traditional marketing involves using paper, TV or radio ads, sending mail directly	Digital marketing is marketing that happens on the internet. This can include things like ads, emails, social media posts, text messages, SEO and PPC
No audience interaction	There is audience interaction
Measurements of the results are easy	Measurements of the results are rather simple
Advertising campaigns are designed over a long-time frame.	Advertising campaigns are designed over a short time frame.
The Process takes much time and expensive	The Process takes short time and relatively cheap
The success of traditional marketing methods might be celebrated if the company can reach a broad local audience.	The success of digital marketing techniques can be recognized if the company can reach a certain number of local audience members.
For a long time, one campaign dominates.	Campaigns are able to be easily modified, and creative concepts can be implemented inside any campaign.
customer reach is limited due of a scarcity of consumer technology	Greater customer reach
It is not possible to be exposed 24 hours a day, 365 days a year.	It is possible to be exposed 24 hours a day, 365 days a year.
There is no potential to viral	There is potential to viral
One-sided conversations	Two-sided conversations
Responses are only possible during working hours.	Responses are possible anytime

Source: (Afrina Yasmin et al, 2019)

2.1.5. Elements of Digital Marketing

The Advanced innovation may cover the promoting blend by fastidiously reproducing each perspective of conventional media channels and showcasing communications. On the other hand, computerized advancements are more focused on and a component of the promoting communication blend. Advanced promoting is the hone of actualizing showcasing strategies whereas utilizing computerized media. Computerized showcasing channels incorporate things like

emails, portable showcasing, SEO, social media, pay-per-click (PPC), online promoting, and viral promoting.

2.1.5.1. Email Marketing

E-mail marketing is when companies send personalized or coordinated emails to specific people as a way to advertise. This was one of the first ways companies used digital marketing. Companies will use personalized emails to send messages that meet the user's needs. Portable showcasing, as characterized by Scharl, Dickinger, and Murphy (2005), is the utilize of a remote media to send customers location- and time-sensitive, custom fitted data that advances items, administrations, and concepts. As a result, it progresses the consumer-brand relationship, the consumer's contact with portable gadgets, and the control of mobile promoting to oversee the seeing environment, giving sponsors with the opportunity to make more grounded brand associations (Aaker, Benet-Martinez & Garolera, 2001).

2.1.5.2. SEO

Search engine optimization (SEO) is the method of fitting the website's substance to what potential clients are looking for and showing it in a way that's straightforward for both clients and look engines to get it. In the event that a commerce needs to extend its focused on activity to the site, it ought to be within the natural or characteristic look comes about, which are those that show within the center of a look motor comes about page (Ryan & Jones, 2009). Companies have the opportunity to pay their way up the look comes about pages for certain watchwords and expressions by means of pay-per-click promoting. It is respected as an compelling strategy to create look motor activity quickly, depending on the sort of trade and the specific expressions they wish to rank for. Watchwords are getting to be increasingly costly for littler businesses indeed whereas pay-per-click promoting is still well-liked and furiously competitive (Ryan & Jones, 2009).

2.1.5.3. Social media marketing (SMM)

Social media is very important in many parts of our lives. Social media is useful for many things like helping people with their Business, promoting products, and learning. (Hennig-Thurau et al., 2010). Companies and customers can talk to each other using social media and buy what they want. It all comes down to managing a brand's reputation on various social media platforms, such as Twitter, Facebook, Pinterest, LinkedIn, and others. Over the past few years, this kind has grown significantly in popularity, maturity, and complexity. (KVRwebtech, 2015).

2.1.5.4. Mobile Marketing

It serves as implies by which portable and shrewd phone gadgets can spread data with respect to the items and administrations they give. The company can utilize phone gadgets to send information through text (SMS), photographs, video, or sound (MMS). utilizing portable gadgets for promoting Within the early 2000s, SMS (Short Message Service) picked up popularity in

Europe and many parts of Asia. Text messages can be utilized to send notices of shipments and arrange affirmations. SMS marketing campaigns convey comes about more rapidly and essentially. By utilizing this technique, businesses can be certain that their clients are getting their showcasing messages at whatever point they send them and in genuine time. A business might make a survey to assemble vital client input that will help in future item and benefit change. (Afrina Yasmin, Sadia Tasneem, Kaniz Fatema, 2015).

Mobile marketing could be a moderately modern region of showcasing that portrays two-way showcasing communication between a business and its clients utilizing versatile gadgets. The site, apps, and substance are being balanced for versatile gadgets. With more individuals utilizing mobile devices each day, versatile promoting is the foremost effective strategy. Agreeing to Dushinski (2009)'s article, versatile showcasing could be a cutting-edge technology for interfacing companies with each of their clients by means of their versatile gadgets at the proper time, within the right put, and with the correct coordinate message.

2.1.5.5. Pay per click (PPC)

Pay-per-click (PPC) adverts, also known as sponsored results, are displayed on the top, right, or bottom of a SERP when businesses pay the search engine to display them there. To guarantee that their advertising will appear when results are shown, businesses place bids on one or more keywords (Jansen, 2006; Jansen, 2007). When a business places a bid for a term to show up in the sponsored results, the search engine will charge the business depending on the bid if a user clicks on that result and is then taken to the business' website. Only once a customer clicks on the webpage in the sponsored part does the business incur a charge.

Programs that display advertisements alongside organic search results but with a separate ranking are known as PPC schemes, which offer non-natural ranks. According to Chen (2011), these advertisements often display above and to the right of the organic search engine results. Users have experienced certain issues as a result of the sharing of the valuable screen real estate. Since users must also take into account the ranking differential between organic and paid results, they can no longer just judge the quality of responses based on which answer is listed higher on the result screen. This has been identified as a barrier for consumers by even libraries (Moxley, Blake & Maze 2004).

As the term implies, the advertiser is charged the amount of the bid each time a user clicks on an advertisement while using PPC. Each keyword has a different amount of competitiveness, and the more expensive a keyword is to click on, the more competitive it is. (Chen, 2011). A recent study on the worth of the bid price per keyword for a new PPC campaign discovered the most efficient method out of various alternatives to determine this price. (Nabout 2015) This study emphasizes the importance of financial outlays, which may easily be greater than the budget a company has allocated for a marketing effort. Contrary to how the PPC ranking system works, SEO is valued for the quantity and quality of inbound connections. (Thelwall 2001).

Prior to now, Google used the following formula to decide the order of PPC results: Bid price X Quality Score = rank. (Sagin 2013). The bid price is the amount the advertiser is ready to pay each time a user clicks on the ad, and the quality score is how well Google thinks the landing page is done.

2.1.6. Advantages digital marketing brings for customers

Digital marketing has changed the way people buy things because technology is getting better and faster. This has made things better for people by giving them a lot of advantages. Here are some of them:

- **Stay tuned with new products or services** - Customers can remain informed approximately corporate news by utilizing advanced showcasing innovation. These days, a huge number of customers may utilize the web at whatever point they need, and companies are persistently upgrading data approximately their items or administrations.
- **Enhanced engagement**- Through digital marketing, clients can take portion within the numerous trade operations. Clients can see around the company's site, perused up on the items or administrations, make buys online, and post reviews.
- **Clear information about the products or services**- Customers can get careful data around the products or administrations through digital marketing. The data you get from a salesperson in a store contains a slight likelihood of being misconstrued. However, buyers may depend on the Web to supply them with intensive item data that will offer assistance them make educated judgments.
- **Easy comparison with others**- The customer can benefit a lot because many companies are using digital marketing to promote their products or services. This means the customer can easily and inexpensively compare products or services from different companies. Customers can learn more information about products or services without going to multiple stores.
- **24/7 shopping**- You can buy things on the internet anytime because it's always available. Digital marketing helps people to tell others about products or services they like. Using digital media makes it easy to tell people about the good things a product or service has.
- **Apparent Pricing** - When a company uses online advertising to promote their products or services, they are very open and honest with customers about the prices. Sometimes the company may change the prices of their products or offer special lower prices.
- **Enables Instant Purchase** - Traditional marketing means that customers pick where they want to go and then see ads before buying something. Digital marketing allows customers to buy things immediately.

2.1.7. Theoretical foundation of the study

2.1.7.1. Generational theory

The idea of generation theory is that the time period someone is born in affects how they see things. This means that as we grow up, our families, friends, communities, experiences, and the time we are born all influence what we think is important.(Jurkiewicz & Brown, 1998). The generational marketing hypothesis says that if people are born in the same 20-year time period, they often have similar attitudes and behaviors because they had similar experiences when they were young. This idea was made up by Strauss and Howe in 1991. Nowadays, people use digital media a lot because we live in a time where information is shared using technology. The application of generational theory to digital marketing is mostly based on how each generation interacts and the online venues where they can be easily reached. This theory is helpful for studying because it allows companies to find similar groups of customers and create marketing materials that work well for them by using digital tools.

2.1.7.2. Technology Acceptance Model

Davis (1989) model helps us understand how people like and use technology. The model says people will use new technology if they think it's useful and easy to use. Davis (1989) says that perceived usefulness is how much someone thinks a system will help them do better work, and perceived ease of use is how easy they think it will be to use that system. The idea is that people will use technology if it works well and helps them do what they need to do. TAM has a problem because it doesn't consider why people use technology, like how much it costs or if it's something they need because of their environment. Park (2009) says that TAM is a useful way to understand why and how people use technology.

2.1.7.3. Diffusion of Innovation Theory

Rodgers' (1983) Innovation Diffusion Theoretically, new technologies are accepted in new ways and at different rates. Innovation is transferred via certain techniques and channels, claims DOI (Rodgers, 1995). The diffusion process is when society's members become aware of something new, consider it, make a decision, put it into action, and then confirm if it was successful.

This model demonstrates that as time passes, more and more people start using technology until it becomes common for most people. The DOI idea says there are five different groups of people who adopt things: the first ones to try it out (innovators), the ones who try it soon after (early adopters), the ones who try it once it's more popular (early majority), the ones who try it very late (late majority), and the last ones to try it (laggards). People who come up with new ideas and are creative are the first ones to adjust to changes, while the ones who are slow to adapt are the last ones to do so. How smoothly a company adopts changes depends on the leader's opinion about them, the way the company is organized, and how open the company is to new things. (Rodgers, 1995). Technology, the way an organization is structured, and the surroundings all have an influence on how businesses adopt and use new ideas. This agrees with the idea that the inside and outside of a company can affect how willing they are to innovate. (Oliveira & Martin, 2011)

2.1.7.4. Using Technology and Unified Acceptance Theory

The Unified Theory of Acceptance and Use of Technology says that people will use technology if it works well and isn't too hard to use. This idea says that four things called effort, performance, social influence, and environment can affect whether people start using something new. Alawadhi & Morris (2008) did a research on UTAUT and discovered that people's plans to do something depend on how much they think they need to work and how well they can perform. People think carefully about a lot of things before they start using new technology, like how much money it will cost them.

2.1.7.5. PESO Marketing Theory

The Paid, Earned, Shared, and Owned (PESO) Model was created by Gini Dietrich (2014) and separates the four media kinds into one. LeadBoxer (2016) provided a detailed explanation of these four media kinds described by the theory, basing it on Dietrich's PESO model.

Paid Media

Paid media include all content that is paid for, including print and television advertising, social media commercials, sponsored posts, and paid publishing. It implies that you are paying to get people to view your material. Usually, when a brand wants to promote content, it uses sponsored media. The most popular outlets for launching a paid media campaign are social media sites like Facebook, Twitter, and LinkedIn. These platforms make it surprisingly simple to promote your work to a specific audience.

Earned Media

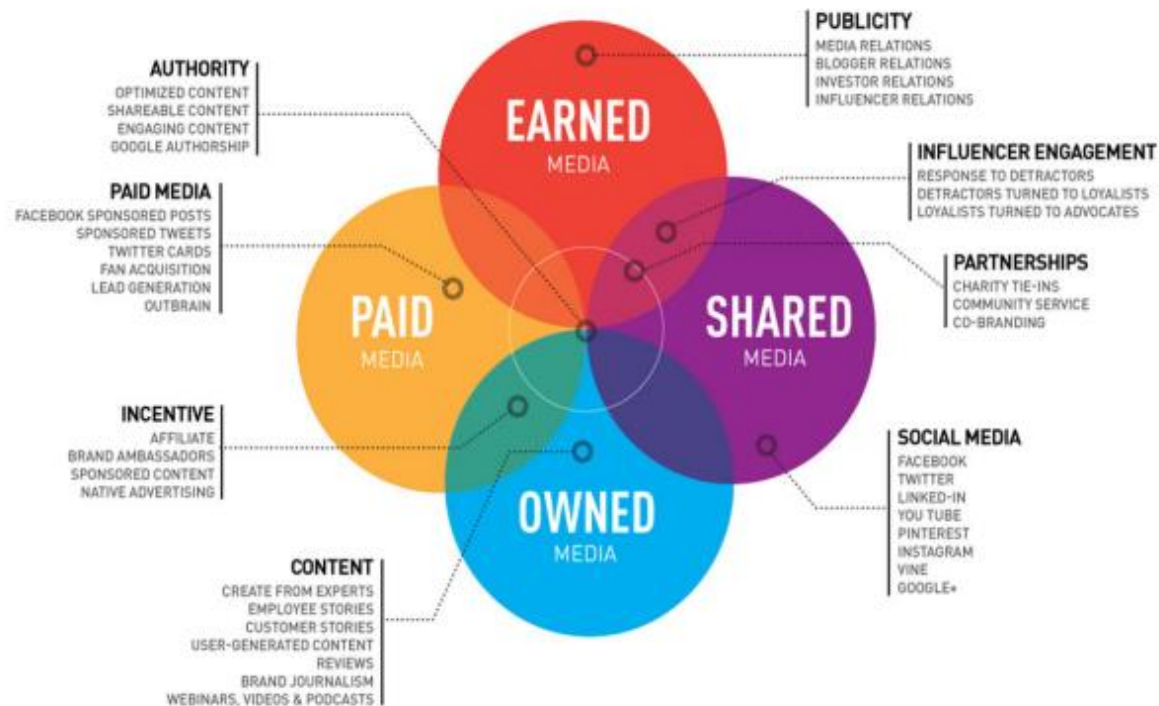
Public relations is the term typically used to describe this form of communication. In this manner, a piece of content is disseminated via a third party in order to achieve respectable notoriety, a solid reputation, and visibility. By fostering positive relationships with bloggers, the media, investors, and influencers, one might have ideal possibilities to disseminate content in the appropriate way and in the right shape. A strong SEO strategy is crucial for enhancing earned media outcomes. A brand's engaging and educational content produces successful SEO outcomes. In addition to developing a blog, brand content also entails writing press releases, generating videos, infographics, publishing ebooks, and more. Poor content makes use of earned media's powerful influence.

Shared Media

Social media posts (like comments and likes), things users create, reviews, connecting with others, and companies being responsible all explain shared media. This is a way for businesses and the public to talk to each other and both get something out of it.

Owned Media

Any media that your company already owns is referred to as owned media. Online, this entails your website, your social media profiles, your blogs, and your podcasts. These media are significant because they highlight numerous aspects of paid, earned, and shared media. The more owned media your business owns, the more opportunities there are for your brand to be seen by global digital audiences.



(Source: Gini Dietrich)

2.1.7.6. Richness Theory

Richness theory, often known as information richness theory, is a framework for evaluating the capacity of a communications medium to replicate the information conveyed through it. The idea was created in 1984 by Richard L. Daft and Robert H. Lengel, according to Asemah (2016, p. 5), and it is used to rank and assess the richness of specific communication channels, such as phone conversations, video conferencing, and emails. For instance, a phone conversation is a less rich communication medium than video conferencing since it cannot replicate visible social cues like gestures. However, actions can be shown through online video conversations somewhat. The theory says that when we use fancy media, it's harder to understand and there may be more than one possible meaning. The idea is that different types of media affect the choices people make for their devices. "The way information is given can depend on things like how quickly feedback is received, how many ways there are to receive it, how personal the source is, and how easy the language is to understand." Obijiofor and Hanuch were mentioned by Asemah in a paper published in 2015 on page 157. This theory labels media as either "basic" or "advanced" based on how well

they help us communicate and understand each other. When we talk, it's important to understand each other as fast as possible. This is better than when we have to explain things for a long time before someone gets it. A good conversation should be able to explain things clearly, even if the people talking don't have the same background knowledge. When we decide how to communicate something, one reason is to make sure the message is clear and easy to understand. The idea is important to the study because people like to use communication methods that they like and understand when they're looking for entertainment. Most people like social media because they can use it in different ways and it allows them to interact with others. So, small business owners can use them to tell their customers about their brands and make good connections with them.

2.1.8. Sales Performance

Concept of Sales Performance Pendharkar and Pandey (2011) define sales as a process in which the owner of the goods starts and completes the exchange of goods and services for cash or other payment. Performance has been given several interpretations in the present because of how subjective it is. The definition of performance in the literature can be found in many publications and studies. Didier (2002) talked about what it means to do a good job, which is called "performance. means you need to reach the goals set by the company. This person thinks that performance isn't just about getting a result, but also making sure it matches what was expected. " Please provide me with the original text you want me to simplify. Sales performance is how much a worker sells for a business. According to Cuevas, Donaldson, and Lemmens, the amount a salesperson sells compared to how many customers they talk to is a good way to tell how good they are at their job.

2.1.9. Sales Growth

Company growth means improving the results a company achieves. Dobbs and Hamilton (2007) said that growth means something getting bigger after some amount of time. Brush et al (2009) say that the opposite of growth means the opposite of something becoming bigger or more successful. the company grew by opening new locations, selling to new customers, offering more things to buy, and joining with other companies. A company gets bigger when more people want to buy its stuff or use its services. That means they sell more and have to spend more money to make more things.

When companies use their abilities and resources well, it usually helps them grow. This means having the skills, knowledge, equipment, and help with money that you need (Coad et al. , 2013)The way businesses work and come up with new ideas can greatly affect how much they grow. Smaller businesses that are creative may grow faster than big businesses. According to Teruel-Carrizosa (2010), the way a market is set up can affect how much a company can grow. This is especially true for companies that provide services, which are like industrial companies but often grow faster. Industries demand substantial investments, whereas services businesses

frequently quit the market. The size and capability of small firms vary widely, and the owners are conscious of the possibility of troubles and eventual failure if handled development (Churchill & Lewis, 1987). Therefore, properly controlled expansion will assist firms in achieving their objectives. Sales growth is when a company makes more money during a set time. The prices of the products have gone up or more people are buying the products or both things can be the reason. If you spend less money, you can make more money. Sometimes when prices go up and more things are sold, it doesn't always mean that more things were bought. It could just be because of inflation. When a company opens new stores, sells more things, or delivers more services to customers, they may earn more money by selling more products. This increase can also be seen in how much stuff is being sold.

2.1.10. Digital Marketing and Sales

Many studies and written works have shown a connection between selling things and promoting them through digital means. Jain and Jagongo & Kinyua say that digital marketing can help businesses reach new customers and talk to them in a personalized way. This can help increase sales and make more people aware of the brand. Small businesses can use cheap digital tools like social media and emails to reach potential customers. Medium-sized businesses have more money to spend on tools like pay-per-click (PPC) and online advertising.

2.1.10.1. Measurement of Digital Marketing Effectiveness

Measuring how well digital marketing is working is really important now, especially because things are changing in the business world. Digital marketing technology helps business owners track and measure how well they are doing. We can measure how well digital marketing is working by checking the analytics provided by most digital marketing tools. The authors Fernandez and Bharathi (2015) said that using big data analytics can help a business predict the future accurately. This means the business can send the right message at the right time and price. Intuition-based marketing is becoming popular, and it's closely linked to the use of big data and digital marketing.

"Digital platforms only work well if they have enough information and ideas. This lets marketers use the data to make decisions and do the right things. " Small businesses could improve their advertising if they could see how well each ad worked. They would learn how to reach their customers better and understand what messages worked best. Marketers are trying to figure out how people use websites, like where they come from, what they look at, how long they stay, and where they found the website. They also want to know if people become customers or not. It's easier to track people's behavior online nowadays.

2.1.10.2. How the effectiveness of Digital Marketing Campaigns is measured?

We use specific rules to know how well digital marketing works. These rules are different for different types of marketing and for how long they last. Evaluate campaigns either by counting the quantity or by analyzing the quality, depending on the category. Quantitative metrics are ways of measuring things like how much was sold or how much money was earned or lost. Improved connections with customers and a better reputation for a brand are types of qualitative measurements. Vaibhava(2019).

For instance, when you see things like people sharing, liking, and commenting on social media, those are just temporary measures. But, when you actually see sales go up or down, that's a true measure of success. These groups should have something in common. If you don't do things right, you might not be happy with how it turns out. (Vaibhava, 2019).

2.1.11. Challenges of Digital Marketing Application

The success of a company's operation is significantly influenced by its ability to obtain financial resources (Sharma and Aragón-Correa, 2005). Fiscal policy hinders the development of SMEs by favoring large institutions over SMEs in financial access . This is because there isn't any collateral, transactions are expensive, and dealing with complicated financial institutions is difficult (Parker and Castleman, 2009). Competition is a threat to any individual firm's ability to survive, but it is also what motivates businesses to raise productivity levels and spur economic growth. The biggest obstacle to organizational success, however, is thought to be unfair rivalry among these rivals. Taxation, the unofficial economy, and public services are a few of these.

Even though the price of internet technology has gotten cheaper in some poor countries, many small businesses still have a big and costly problem when trying to use it. (Wang 2004). Large organizations can employ internet marketing since they have more resources, achievable abilities, and strengths in developing sound business plans. The majority of SMEs often lack the resources, IT skills, and infrastructure needed to afford online marketing. The majority of SMEs have opened a homepage and an email account after connecting to the internet.

A significant issue stated as preventing SMEs from implementing internet marketing in their businesses is a shortage of competent ICT employees (Mutula and Van Brakel, 2007). Small business owners need to understand how technology works and how it can help them sell their products or services online. They feel a lot of pressure to do so. The people who work with technology often don't have enough workers or there may be no workers at all. (Shemi and Magembe, 2002).

Lack of suitable infrastructure is to blame for the slow rate of adoption of internet marketing, particularly in underdeveloped countries. Businesses and customers who lack energy may not be able to benefit from it. Since businesses are concerned about losing present customers who find it difficult to obtain their things online, a lack of internet connectivity has also prevented the adoption of internet marketing (Martin, 2005).

Lack of knowledge of internet marketing and its business models is another obstacle to internet marketing's adoption in SMEs (Dlodlo and Dhurup, 2010). For SMEs, it might be challenging to stay informed about new trends or the possible role they might play in this emerging industry. Customers of small to medium-sized businesses may have difficulty accessing the internet because there are obstacles that make it challenging for them. Small businesses don't need to do internet marketing if most of the people they sell to or buy from don't use the internet to buy things.

The fact that SME managers preferred to set up in-person business meetings over web-enabled business discussions is another disadvantage of internet marketing adoption in SMEs. This is related to organizational culture (Humphrey et al., 2003).

Kshetri (2007) said that doing business on the internet can cause many legal problems. These include making sure electronic contracts are legal, following laws for internet marketing in other countries, protecting digital content's rights and copyrights, keeping personal information private, and using electronic information properly in court cases.

2.2. Empirical Review

2.2.1. Global studies on adopting Digital marketing

Yasmin et al(2015) investigate the effect of digital marketing on a company sales. The researchers looked at information from 150 businesses and 50 managers who were chosen at random to see how well digital marketing works. We used correlation testing to analyze the data. The research found that using digital marketing helped to increase sales. This means that using things like social media, emails, and online ads can help a company make more money.

Rosemary(2012) looked at how profitable hotels in South Africa can be when they use internet marketing. This research uses a specific method that involves numbers and measurements. This study found that using internet marketing can help make a business more profitable. The way that internet marketing is used in the hospitality industry is affected by things like partnerships, support from managers, customer feedback, and how good the company is with technology.

Onyango (2016) studied how digital marketing helps Kenyan exporters of cut flowers be successful. 30 businesses in Kenya that sell flowers to other countries were studied using interviews that were planned ahead of time. The investigation showed that using digital marketing made a big difference in making more money, selling more products, and having a bigger share of the market. Companies that used online marketing did better than their competitors who used traditional marketing methods. Furthermore, digital marketing is very useful because it can give you information that is tailored to you and can be accessed at any time or location.

A research done by Djakasaputra(2021) studied how digital marketing, good quality service, and sales performance are connected. The research design and research subjects, data gathering techniques, and analytic techniques make up the quantitative methodology. In the digital region of Banten, Indonesia, 125 SMEs are the subject of the study. The study draws its primary data from responses to online questionnaires that were given to 125 Banten-based SME managers who were

chosen at random. Each statement in the questionnaire had five level Likert scale. Data processing tools include the SmartPLS version 3.0 software and PLS and PLS. The Result found out that good customer service is really important for making sales in the digital world. Having good customer service also helps digital marketing be more effective in making sales.

The elements influencing the use of SMM on sales of the online SMEs of Malacca are discussed in Atirah Sufian et al. (2020). Explanatory surveys were used to get the primary data. 150 online small company owners who used social media marketing for their Malacca-based operation and reported either positive or negative results make up the sample. Pilot tests, reliability analyses, validity analyses, descriptive statistical analyses, multiple regression analyses, and hypothesis test analyses are some of the requirement analysis tests that are employed. SPSS Version 25.0 is used for the data analysis technique. The impact of communication, customer comment, sharing of content, and customer connections on the sales of SMEs were examined by the researcher. The research shows that when people talk to small businesses online in Malacca, it helps the businesses sell their products better. Sharing stuff, talking, and feedback do not have a big impact on these connections. Overall, we found that having a good connection with customers is the most important factor in using social media to boost sales for small businesses online. This happens because when online small businesses build good relationships with their customers, they can become part of the community. People who have good experiences with business owners are more likely to tell others and buy from them again. These good results can be used as a guide for future studies in school subjects, business, or other places where knowledge about how small companies sell things online is needed.

2.2.2. Ethiopian studies on adopting Digital Marketing

Addisu (2020) studied how digital marketing affects people's plans to buy services or things they can't physically get. The research is conducted using numbers and measurements. The number of websites used in the study was chosen randomly based on a certain method. The researcher used both primary and secondary types of data. This study shows that having good access to a website, making it easy to use, and being trustworthy are all important for people to want to buy things online. However, whether people trust the website and pay attention to it doesn't seem to affect whether they buy things or not.

Biruktawit (2018) also conducted a study to evaluate how SMEs in Bole's sub-city administration use internet marketing. The study used a descriptive research design in its primary methods and a qualitative strategy to gather primary data using questionnaires, interviews, and observations. The Bole sub city government has identified nine key business sectors where SMEs are concentrated. There were 18,401 people living in Bole Sub City overall, and 357 samples from this total population were taken using stratification and population proportionate sampling. Frequencies and percentages had been used to assess the data that had been gathered. Only 38% of respondents, according to the research, use online marketing as a technique. This suggests that there is no culture among SMEs of adopting internet marketing for commercial and promotional purposes.

Hawi (2019) studied the way digital marketing affects how people buy Coca-Cola products. The research used numbers to study something and surveyed 355 people for information. This research shows that ads on the internet (like on websites and social media) can make people want to buy things. Online ads that you see on websites are the best at making people like something, with social media and other websites being good as well but not as much.

2.2.3. Relation Between Email Marketing and Company Sales

Davido et al (2022) The study looked at how ShopRite Shopping Mall in Akure, Ondo State used digital marketing to improve their sales. To get information for the research, we used a form with questions. Then we looked at the data and used some tools like the T-test and Chi-square to understand it better. The result shows that ShopRite Mall in Akure, Ondo State, mostly uses email and social media to promote their business online. The results indicate that the shop likes using DM. This is because it's easier to see how it's working, more people can see it, it's cheaper, and it makes it easier for customers to communicate with the mall. The T-test found that using digital marketing is really important for getting more customers and making more money. It helps create a bigger share of the market, makes sales go up every day, saves money on advertising, and makes more profits. It also helps businesses get more attention online and make more sales there too. The study found that using social media and email to market products can greatly improve sales performance. A lot of competition and lying are the main things that stop people from using online markets. The research found that DM can help increase company revenue, and it suggests having reliable internet access to make it work well. The research showed that using digital marketing helps Shoprite Alagbaka Akure in Ondo State sell more stuff. The survey shows that ShopRite sellers use email marketing a lot and it greatly affects how much they sell. (L., Adepoju, & Akinyomi, 2022)

2.2.4. Relation Between Mobile Marketing and Company Sales

Mohammed (2022) looked at how Nestle Nigeria company's sales were affected by using the internet to advertise their products. The research checked how using digital marketing affected Nestle Nigeria Plc's money and other successes, and how much they used different digital marketing tools. 207 people (104 men and 103 women) who work for Nestle Nigeria Plc in Abuja were picked for this study using a special way of choosing people called stratified random sampling. They answered questions on a form given to them. We checked if the tool we used for the survey was dependable by using Cronbach Alpha. The score we got was 0.98, which means the data we used to prove our hypotheses were trustworthy. We looked at information from the survey and used different tools to figure out patterns and relationships, including chi-square cross-tabulations, ANOVA, and multivariate analysis of variance (MANOVA). The study showed that using digital methods like email, text messages, online ads, YouTube, websites, online displays, social media, and short videos has helped Nestle Nigeria sell more than using traditional marketing methods. Nestle Nigeria sold a lot more when they used digital marketing (70%) compared to when they used traditional marketing (10%). This study found that Nestle Nigeria Plc did well

financially and non-financially when using digital marketing channels. With digital marketing, financial and non-financial performances were at 78% and 65%, which is much higher than the 15% and 20% records seen with traditional marketing. The study found that Nestle Nigeria Plc does not use e-marketing tools very much compared to what was expected. This study found that digital marketing helped Nestle Nigeria sell more, but not many people are using it compared to other countries. To make sure that companies in Nigeria use e-marketing well, this study suggests that the Manufacturer Association of Nigeria work with the government, private businesses, schools, and consultants to improve their e-marketing skills. (Mohammed, 2022)

2.2.5. Relation Between Social Media Marketing and Company Sales

Mulunda (2021) investigated whether using social media marketing helped SMEs clothing businesses in Nairobi County increase their sales. The study used two theories, the Technology Acceptance Model and Social Network Theory, to understand the things being studied. The research looked at 210 small businesses in Nairobi County that make clothes, shoes, and accessories for the body. They used a type of study where they just observed and described what was happening at that moment. The research looked at all 210 fashion companies that were listed using a method called "census." We collected information directly from people using organized surveys. SPSS version 25 software was used to analyze data. The researchers used math to check their ideas in the study. A study showed that when small and medium businesses in Nairobi County's clothing industry use social media to advertise, they sell more. The study recommends that fashion companies use good tools on social media to advertise well and increase sales. To make customers like fashion businesses more and get better service, they need to come up with better marketing strategies. To get the advantages of using social media for fashion businesses, like spending less money and connecting better with customers, they need to share useful and up-to-date information on their social media pages to reach their customers. (Mulunda, 2021)

2.2.6. Relation Between SEO and Company Sales

Hasant et al (2020), This research was about making online shopping better by using social media and SEO techniques to sell more things. It helps increase sales for online stores. Online shops are using E-commerce, social media, and SEO tactics to sell more stuff. We used two types of research methods, called primary and secondary, for our study. We will study different types of writing in our research. The main research will gather numerical data using a survey. The results prove that using SEO and SMM tools is used to boost firms sales. Social media can talk to many people and might make them buy things. The e-commerce company wants more people to visit their website, so they need a plan for social media. Using social media and SEO together is really important for online stores to make more sales. To make more money, it's important to make sure your online store is working the best it can. (Hasanat, Hoque, & Hamid, 2020)

Another Researchers Poturak et al (2022), They wrote a paper to see how SEO affected how much money a private institution in Sarajevo made. This sentence is asking if using SEO (search engine optimization) makes a company better. The idea being studied is whether using SEO can help IBU make more money. We are looking at information collected directly from a study that was done with the boss of the IBU Marketing and PR team. This is how we do our research. Google Analytics data sample looks at how many times people visit, how long they stay engaged, the words they use on search engines, and how high up their results are. SEO tools help analyze data. The IBU CRM system calculates how well the business is doing, and focuses on how many students have enrolled. The study found that when a website appears higher in Google search results, businesses get more good things. These good things include more people visiting the website, people staying on the website for longer, people being more interested in the website, and more students signing up. This means the business makes more money each year. This will help students and researchers study how SEO works in business searches, and the government will benefit from it too, in terms of small and large economic impact. This will help people who like online advertising and people who are good at making websites popular on search engines. (Poturak, Keco, & Tutnic, 2022)

2.2.7. Relation Between PPC and Company Sales

Enoch et al (2022) This research examined how well Port Harcourt's banks sell their services using cloud-based marketing. The study had four goals, four questions to research, and four guesses to test. All of these were based on the study's basic plan. The study looked at 21 banks in Rivers State that were approved by the Central Bank of Nigeria. The study looked at all 21 banks and focused on their staff who work in marketing and sales. This was possible because there are fewer than 30 people in total working in these banks. We gave out 105 questionnaires to 21 banks, with each bank receiving 5 copies. The questionnaires were used to collect data for our study. The questions had four options to choose from that were labeled using a likert scale. We used a computer program called SPSS to see if there was a connection between the information we got from the survey. The research shows that using cloud technology to do marketing, especially by creating content and paying for advertising, can greatly improve a business's sales and how much of the market they have. The study result showed that using cloud-based marketing is important for banks in Port Harcourt to sell more. A study suggested that banks in Port Harcourt, that are not selling well because of the pandemic, should use content marketing to improve their sales. They were told to use modern technology and pay for ads online to get more people to visit their websites, and that would help them sell more things. (Apollos, B., & A.Enoch, 2022)

2.2.8. Conceptual Framework

The conceptual framework establishes and operationalizes the relationship between the variables identified in the study. The variables have the following relationship:

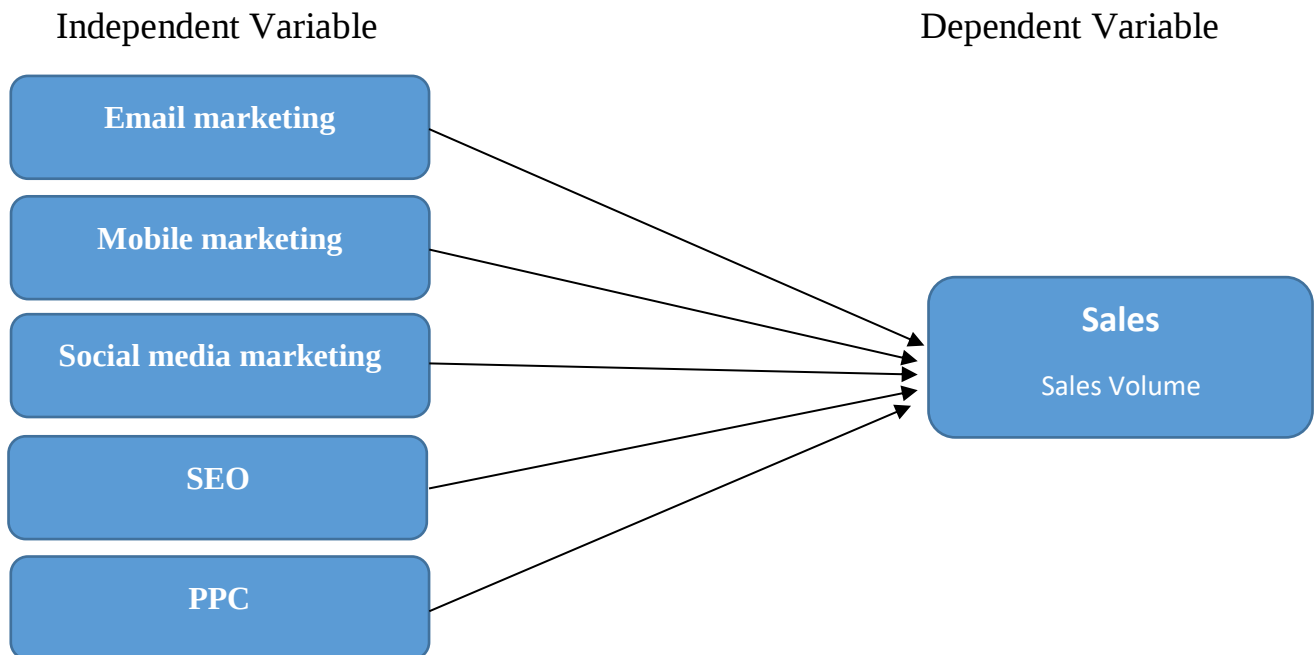


Figure 1 Conceptual Framework

(Source: Olonde 2017 and Equinet academy's Digital Marketing Strategy 2017)

2.2.9. Hypothesis of the study

- **Hypothesis 1:** There is positive and significant relationship between email marketing with company sales volume.
- **Hypothesis 2:** There is positive and significant relationship between mobile marketing with company sales volume
- **Hypothesis 3:** There is positive and significant relationship between social media marketing with company sales volume
- **Hypothesis 4:** There is positive and significant relationship between SEO marketing with company sales volume
- **Hypothesis 5:** There is positive and significant relationship between PPC marketing with company sales volume.

CHAPTER THREE

RESEARCH METHODOLOGY

3. Introduction

Research methodology is important to make sure the research study is trustworthy and accurate. In this chapter, the researcher explained how they will collect data to do a study about something. This chapter explained how the researcher conducted their research, where they got their data from, and how data analyzed it to make sure it was accurate and trustworthy. Lastly, a short description of the research's ethical aspects.

3.1. Research setting

Addis Ababa, the capital of Ethiopia and the home of the African Union, is now building out a modern transportation system. Nowadays, Addis Ababa boasts many ring highways and a light rail transit system, unlike many other sub-Saharan African nations. In addition, meter taxis have just been introduced in the city.

Uber provides a dependable, practical, and cost-effective transportation service by upending the traditional taxi industry in cities all over the world. The traditional taxi industry is being transformed by Uber in numerous nations, including Kenya and Uganda, two close neighbors.

Customers liked it because of how easy it was to use. After downloading the program, finding different automobiles in the area merely requires a few taps. The GPS will often detect the user's present location and then add a destination with the street address.

If surge pricing applies for that specific ride, the app will immediately let the user know. Before calling for a ride, the fare must be accepted. The next step is to accept the request and wait a short while after which the map will indicate the driver's location and the estimated arrival time.

The app also shows information on the driver, such as their image, name, and phone number (albeit not in every country), as well as the car's model, color, and license plate number, for the convenience of the user.

To inform the driver of the precise position, one can also SMS or call. In any case, the driver would call the client to let them know when they were on the way.

Naturally, a digital platform-based business model is essential for avoiding significant upfront capital costs, which eliminates entry barriers and enables quick service diversification. And companies are beginning to seize the chance. For instance, Zay Ride previously offered the Federal Transport Authority a plan to collaborate with motorcycle owners. In addition, ZayRide is searching for chances in Bahir Dar, Mekelle, and Hawassa to launch a ride-hailing business. Its closest rival, Ride, is also in talks with aviation firms to offer hailing services for people looking for air ambulances.

The government also charged that the companies offering taxi-hailing services had exaggerated their charges. According to former Esayas Ayele, director of the Transport Service Improvement Directorate of the Addis Ababa Road and Transport Bureau, such enterprises "create unfair competition among taxi service providers, in addition to creating jobs and a new market." "Some businesses use personal vehicles to conduct business while avoiding paying taxes, and fares vary among different ride-hailing companies."

The City Administration is now preparing a legal framework to prevent such issues, which is anticipated to be passed this fiscal year. The new law will outlaw the use of such services by code-3 cars. The rule would also require business owners to receive training on how to manage customer service, first aid, and app use, as well as to use servers that can only be located in Ethiopia.

While this is going on, Uber is receiving complaints about unfair competition from taxi drivers all around the world. Taxi unions are protesting against the corporation and requesting an injunction to stop Uber's activities in numerous nations. Uber is attempting to reach key African cities, including Addis Ababa, despite the opposition. ZayRide's founder and general manager, Habtamu Tadesse, claims that Uber has made contact with Ethiopian authorities. Uber conceived and presented the concept to decision-makers and stakeholders seven years ago. However, due to the introduction of other transportation options like meter taxis, the SMS-based RIDE, and the Uber-like ZayRide in Addis, Uber was unable to penetrate the Ethiopian market.

Metered taxis, which are modeled like Uber, employ GPS and Google mapping to locate passengers and link them with drivers. Habtamu claims that because many individuals believed that GPS was inoperable in Addis Abeba, this has caused them concern. Many people anticipate Google Map to be ideal, however in reality, Google Map is not great everywhere. In Ethiopia, everything runs smoothly. Drivers call to confirm the precise location in this situation.

Waze, the largest community-based traffic and navigation program in the world, is used by many people because Google Maps is not perfect in many nations, including America, according to Habtamu. Customers are confused not just by the names of the streets, but also by geographical settings, claims Habtamu.

Like Uber, the majority of meter taxi services operate with taxi owners and charge a 15% commission on fares despite not owning any vehicles themselves.

3.2. Research approach

Creswell (2014) claimed that there are three types of research approach: mixed, qualitative, and quantitative. Quantitative technique is used in this investigation. Quantify and analyze factors to achieve results. Numerical data and statistical techniques are used to analyze that data to answer questions such as who, how much, what, where, when, how many and how. (Apuke, 2017). According to Creswell (2014), In order to test objective hypotheses, quantitative research looks at the relationships between different variables.

This study were used a quantitative methodology that focuses on precise measurement and statistical analysis of numerical data to explain phenomena.

3.3. Research Design

Bryman and Bell (2007) say research design is like a map that shows how information will be gathered and studied.

Description comes from exploring and figuring things out. The researcher organized and check the findings to make sure they make sense. Many studies try to describe things that exist in nature or that people do, like their shape, how they work, how they change over time, and how they are connected to other things. The explanation can teach us things we might not know otherwise. In descriptive research, it helps to understand something by describing what it is and what it does. (Nassaji, 2015).

This research was try to find out how digital marketing affects the sales of metered taxi companies. The study was use a descriptive and explanatory method. This means collecting numbers that can be counted in a sequence. When doing descriptive research, information about things that happened is collected, arranged, displayed, and explained. This text is referring to a group called AECT in the year 2001. In Addition, the study was an explanatory that seeks to explain the subject matter being researched and tries to answer the question how the independent variable affects the dependent one. It was conducted in order to identify the extent and nature of cause-and-effect relationship between the two variables. Therefore, the research is descriptive and explanatory research design used.

3.4. Data Types and Data Sources

In this study, primary and secondary data was used. Through survey questionnaires, the primary data was gathered from the target populations (Metered taxi companies) via google forms in terms of questioners. In contrast, secondary data sources can be found online and in books, journals, research papers, company manuals, fact sheets, and brochures.

3.5. Target Population

The target population is the group of people or things that researchers want to study to get answers. Employees of metered taxi transport companies are the target population of the research. i.e., marketing managers, sales officers and marketers of the companies.

3.6. Sampling Procedure and sample size

Based on popularity, four popular companies are selected. They are Ride, Feres, Zayride and Taxiye. They have a highest number of downloads in Appstore and Play store. They have also the large positive reviews and ratings. Therefore, the researcher selected these popular companies.

Upon, Bless and Higson-Smith (2004) suggest the following guidelines when selecting a sample size: For a small population ($N < 100$), there is little point in sampling, survey the entire population; If the population size is around 500, 50% of the population should be sampled. As per the companies profile the total number of their active employees are 300. Therefore the researcher selected 150 employees, which consider half of employees working in these popular companies.

3.6.1. Sampling technique

Convenient Non-probability sampling method was used to select the sample from the target population due to time, and cost restrictions. This method chooses certain parts of a group on purpose to make a sample that is like the whole group.(Kothari,2004). Non-probability sampling means that some population in a group cannot be chosen or it's hard to know how likely they are to be picked. (Anol, Bhattacharjee et al .2012).

3.6.2. Data gathering instruments/variables and measures

According to Creswell (2002), Data collection is when a researcher gets information for their study. The stage where we collect data talks about the kind of information we are collecting for the research. This can be either new information or gathered from previous studies. We also talk about how we are collecting the data and how long it will take to finish collecting it. The study will use new information to help check the data. We used a list of questions to collect information. Some of the questions had fixed answers to make it simpler to analyze the data. The other questions allowed people to give more information that we didn't expect. Questionnaires are important for gathering information in a research study. They help researchers get the information they need to analyze. According to Mugenda & Mugenda (2003), Questionnaires give detailed answers to the problems being researched. Questionnaires are becoming more popular because they are easy to make, give out, and don't cost a lot of money.

A questionnaire was used to collect primary data. The survey had four sections. The respondent's demographic data will make up the first section. Basic corporate information is provided in part two. The amount of the respondent's tool usage will be discussed in part two. The final section of the questionnaire will ask the respondent on the effects of digital marketing on sales income. The respondents would then be questioned about the difficulties in adopting digital marketing.

The study used a way of measuring things called the Likert scale. It has five choices you can pick from, ranging from "very great extent" to "no extent at all. ". The variables measured using Likert scale with five-point liker scale anchored by (5=Strongly Agree, 4=Agree, 3=Neutral, 2=Disagree and 1=Strongly Disagree). 246 questionnaires were distributed online to people who work in companies and do marketing or sales.

3.7. Data Analysis

The collected data is coded, then processed, cleaned, and tabulated during the data analysis stage. At this phase, the study will employ quantitative data analysis tools to examine the data and provide answers to the research questions.

The data that is gathered is organized and cleaned, and then put into tables in order to be studied. During this stage, the researchers were used tools to look carefully at the data and find answers to his questions.

Univariate variables analyzed by Descriptive Statics such as frequency, mean and standard deviation and bivariate analysis, which will be carried out using Pearson's correlation test and regression test, make up quantitative analytic methods. Using the SPSS software program version 26, and charts and tables have been used to present the data.

3.8. Validity and Reliability and Ethical consideration of the study

3.8.1. Validity

If a measurement captures what it is intended to capture, it is said to be valid. The questionnaires used by the researchers were modified from studies done by other researchers (Dennis H. and Duncan C. 2000). Following distribution of the researcher's initial questionnaire draft to certain marketing managers of metered taxi businesses, the researcher will make corrections based on their comments before distributing the questionnaire to the respondents. Additionally, the validity of the instrument will use face validity to check that the questionnaire actually assessed what it was supposed to measure.

3.8.2. Reliability

The word "reliability" means that a tool or instrument can measure something in the same way every time it is used, with the same people and under the same conditions. Being reliable means you always do things the same way and people can count on you. We can trust our measuring tool if we use it often and always get the same results. (John et al 2010).

Cronbach alpha coefficient will be computed to assess the internal consistency of the research instrument's variables. When a data collection tool has items that are scored on a range of values, A score of 0.6 or below typically denotes an insufficient level of internal consistency (Malhotra & Birks, 2003). This coefficient ranges from 0 to 1. All items under each variable will have this coefficient calculated, and the findings indicated a respectable level of reliability.

3.8.3. Ethical Consideration

According to Bhattacharjee, (2012) A research requirement in transparency, informed consent, anonymity, and secrecy are all examples of research ethics. Based on this, the entire study process

will be conducted with the utmost ethical standards in mind. The entire study participant will be given the assurance that their responses will be kept confidential, and no one other than the lead investigator will have access to the research. People must volunteer to participate in study; the researcher or investigator must not force someone to do so.

Additionally, researchers should uphold the dignity of study participants. Further, operations posing a real bodily risk should not be performed on research subjects. All researchers have a duty to consult with peers and other colleagues about the ethics of their research, to welcome their active remarks, to carefully examine this advise, and to correctly act upon it. (D. Hewitt and D.cramer, 2000).

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETITION

4.1. Introduction

In this chapter, the result of the research questions and objectives are presented and discussed. Here are the main headings are: Descriptive statistics, Inferential analysis and Discussion. In Descriptive statistics, the background of the respondents and the aggregate mean of the variables are presented. Where as in Inferential analysis, Assumptions, results of the regression analysis has been provided. Finally, discussion of results and hypothesis tests are presented.

4.2 Samples and Response Rates

A total of 150 questioners were distributed, and 123 responses were filled properly. During data encoding editing and cleansing, the collected questionnaires were checked for errors and found 27 incompletes and invalid then discarded. After excluding 27 invalid questionnaires, a total of 123 valid responses were accepted for a response rate of 82%. Therefore, out of the 150 questionnaires distributed, 82% of the subjects returned valid responses.

4.3 Validity and Reliability Analysis

Correlating the answers to each questionnaire item is known as internal consistency. There are several ways to determine internal consistency. Cronbach's alpha, one of the most used techniques, measures the intercorrelations between the scale's constituent items. According to Nunnally (1988), the criterion for proving the internal consistency of new scales and established scales, respectively, are reliability values of 0.60 and 0.70 or higher. In order to determine the alpha coefficient for all factors, nearly all constructs were between 0.813 to 0.916. All constructs were deemed to be trustworthy for the research as a result. The five elements of digital marketing and sales Cronbach's alpha coefficient are displayed on

Table 2 Crobranch Alpha Coefficient

Variables	No of Items	Crobranch Alpha Coefficient
Email Marketing	3	0.813
Mobile Marketing	3	0.916
Social Media Marketing	3	0.861
SEO	3	0.869
PPC	3	0.830
Sales Revenue	6	0.914

(Source: Survey Result)

4.4. Descriptive Statistics

Descriptive analysis is a way to collect data, measure, categorize, and describing data, and interpret data systematically.

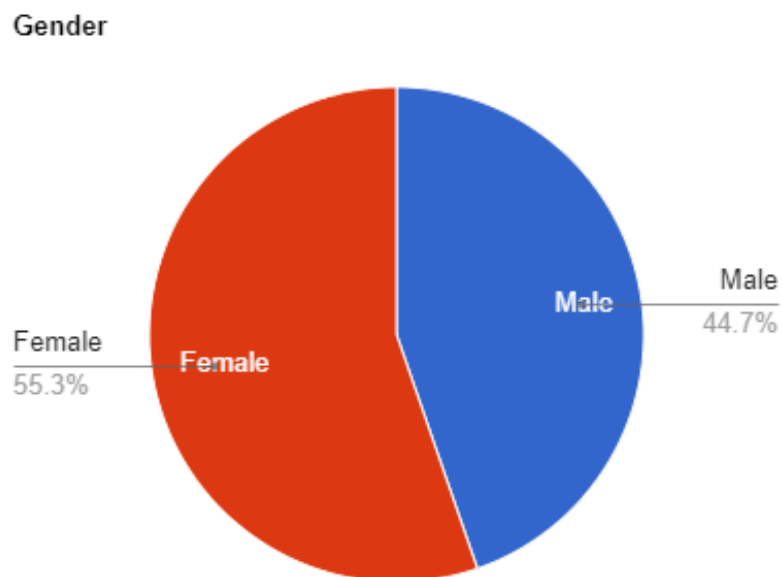
4.4.1. Demographic feature of Respondents

In this section Background information on Metered Taxi employees is provided. The result of the survey of employees and result are shown below, broken down by gender, age group, education level, and experience. The majority of the information included in the analysis was gathered through questionnaires.

4.4.1.1. Gender

To answer the questions, the study checked how many men and women gave answers. This is shown in the figure below. This figure tells us how men and women answered the surveys they were given. Out of 123 answers, 44. 7% were given by men and 55. 3% were given by women.

Figure 2 Gender Distribution

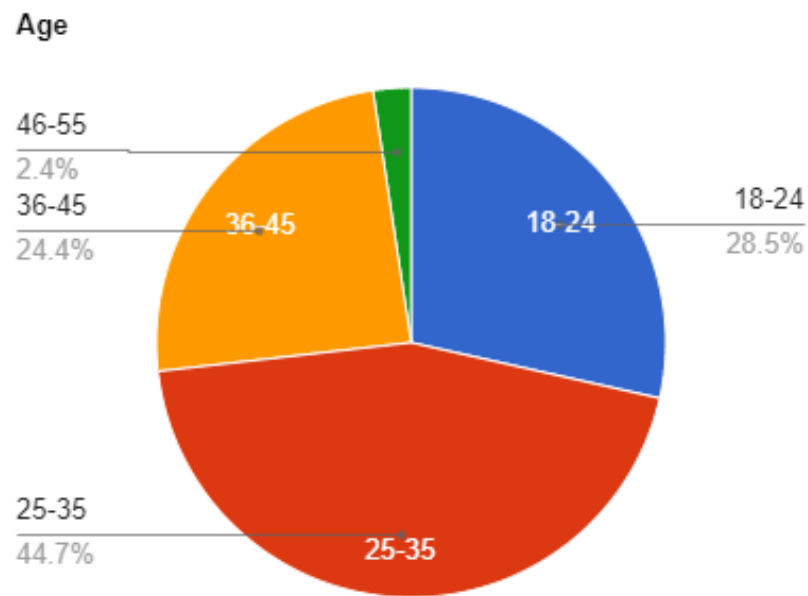


(Source: Survey Result)

4.4.1.2. Age Distribution

According to Figure 3, the age group with the highest percentage is between 25 and 35 years of age (44.7%), followed by 18 to 24 years of age (28.5%), and 36 to 45 years of age (24.4%). The participants who were above 46 years old made up just 2.4% of the entire sample. From the findings, it is clear that young professionals operate the metered taxi industry.

Figure 3 Age Distribution



(Source: Survey Result)

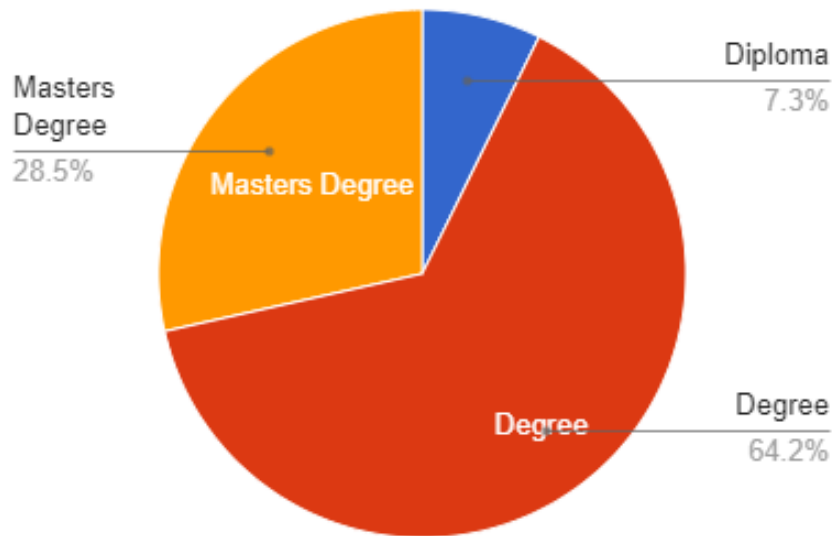
4.4.1.3. Highest Education Distribution

Along with analyzing participant gender and age distribution, educational background was also taken into consideration. The following graphic shows how participants' educational backgrounds were distributed.

According to the graph below, first-degree holders made up the bulk of participants (64.2%), followed by master's-degree holders (28.5%) and diploma participants (7.3%). As a result, we can assume that most degree holders drive for metered taxi firms.

Figure 4 Highest Education Distribution

Education Level

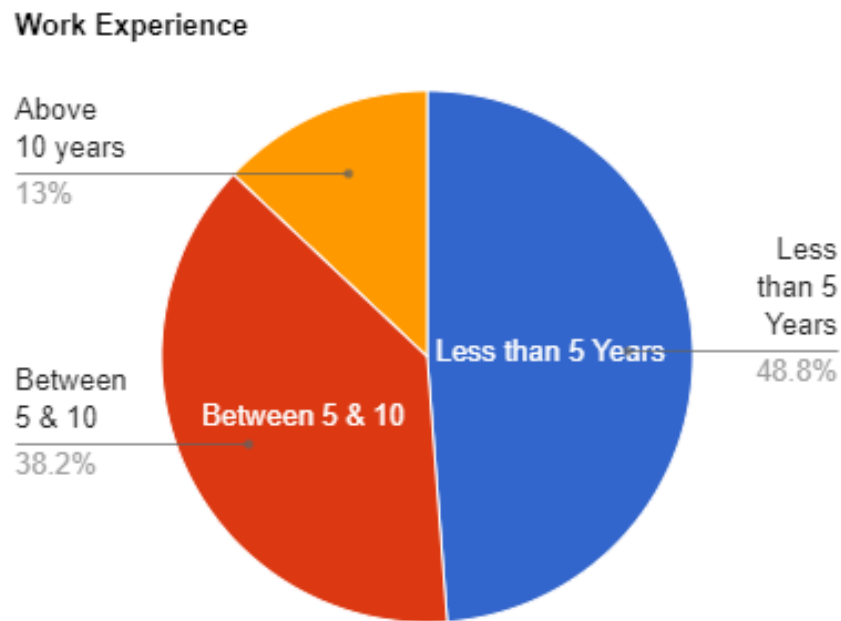


(Source: Survey Result)

4.4.1.4. Work Experience

As seen in the graph below, 38.2% of the sample size has between five and ten years of experience, compared to 48.8% of participants who have less than five years. 13.0% of the participants have more than ten years of professional experience.

Figure 5 Work Experience of Respondents



(Source: Survey Result)

4.4.2. Descriptive analysis of variables

The study used six forms to do digital marketing: Email Marketing, Mobile Marketing, Social Media Marketing, SEO, PPC, and online Advertisement. The study asked employees about how digital marketing affects sales for taxi companies. This section showed what employees of metered taxi companies think about the elements of Digital marketing. The Employees were asked to decide if they agreed or disagreed with certain statements. On a five-point Likert scale (1=Strongly Disagree to 5=Strongly Agree), the respondents were asked to rate how much they agreed and disagreed with statements pertaining to the factors under investigation.

Figure 6 Range for interpreting quantitative data

Range	Interpretation
1.49 or less	Strongly disagree
1.50-2.49	Disagree
2.50-3.49	Neutral
3.50-4.49	Agree
4.5 or greater	Strongly agree

This is a way to see how the survey result were measured are different, and the square root of the standard deviation shows how much they vary. The SD describes how close result to the mean. A low SD means the results of the data are too close from the mean. When the standard deviation (how much the data varies) is high compared to the average, it means the data points are far away from the average. This can make the average a bad way to show what the data is like. Andy (2010). Similar to how a high SD shows that the facts are dispersed, a low deviation indicates that an employee expresses a close opinion.

Table 3 Respondents Mean Value of Variables

Descriptive Statistics			
	N	Mean	Std. Deviation
Email Marketing	123	3.3930	.95722
Mobile Marketing	123	3.6423	1.00651
Social Media Marketing	123	3.8401	.97822
SEO	123	3.2222	.98501
PPC	123	2.9702	.89015
Sales revenue	123	3.5650	.96445
Valid N	123		

(Source: Survey Result)

The above table shows that the mean ranges from 2.97 to 3.84 having limited range and with less variability data. Social Media Marketing scored the highest mean value of 3.8401 meaning employees of metered taxi companies uses social media marketing to great extent and PPC scored the lowest with mean value of 2.9702 which means the metered taxi companies usage of PPC is

Moderate Extent. The other independent variables also have scored the average with the mean value of 3.3930(Email Marketing) ,3.6423(Mobile Marketing), and 3.2222(SEO).

In General, Employees of Metered taxi companies believed that digital marketing has increased their sales revenue in mean value of 3. 5650, This means that metered taxi companies very highly used digital marketing tools, resulting in higher sales revenue.

4.5. Inferential Analysis

A sample of data from a population is used in inferential analysis, a type of analysis, to make generalizations about the entire population. When it is neither practical nor possible to examine every member of a population, inferential statistics are helpful. (Kothari, 2004).

4.5.1. Correlation Analysis

The relationship between two variables is displayed by correlation. It gauges how closely two pieces of data are related to one another. According to Coetzee (2003), a greater correlation value denotes a stronger association between the two sets of data. The aim of correlation analysis is to show the degree of association between the variables.

A positive correlation exists when two variables change in the same direction (either both increase or both decrease). When two variables have a negative (inverse) correlation, it signifies that while one variable rises, the other variable falls. The variables therefore change in the opposing ways. David D., Geoffrey M., and David F., 2005)

The correlation matrix tells us how well two values are related. The number can be between -1 and +1. If the number is +1, it means the things have a perfect positive relationship. If the number is -1, it means the things have a perfect negative relationship. If the number is 0, it means the things are not related at all. (Gaur, A., & Gaur, S. ,2009) 0.10-0.29 extremely low association, 0.30-0.49 low association, 0.50-0.69 moderate association, and 0.70-1.00 very strong connection are the relationships between the variables.

Table 4 Pearson Correlation Coefficient

Correlations		
		Sales revenue
Sales revenue	Pearson Correlation	1
	Sig. (2-tailed)	
	N	123
Email Marketing	Pearson Correlation	.802**
	Sig. (2-tailed)	0.000
	N	123
Mobile Marketing	Pearson Correlation	.847**
	Sig. (2-tailed)	0.000
	N	123
Social Media Marketing	Pearson Correlation	.851**
	Sig. (2-tailed)	0.000
	N	123
SEO	Pearson Correlation	.633**
	Sig. (2-tailed)	0.000
	N	123
PPC	Pearson Correlation	.639**
	Sig. (2-tailed)	0.000
	N	123
**. Correlation is significant at the 0.01 level (2-tailed).		

(Source: Survey Result)

The association between the dependent variable Sales and the independent variables Email marketing, Mobile marketing, Social media marketing, SEO, and PPC was displayed in the above table. All of independent factors exhibit a positive correlation with the dependent variable, as can be shown, with a level of significance of 0.01. For Email Marketing, the level of correlation between independent variables and the dependent variable ($R=.802^{**}$). For Mobile marketing ($r=.847^{**}$), Social Media marketing ($r=.851^{**}$), SEO ($r=.633^{**}$) and PPC ($r=.639^{**}$) as well. This indicates that the independent variables: Email Marketing, Mobile Marketing and Social Media

Marketing have very high correlation and significant positive association to the dependent variable. Whereas SEO and PPC have highly correlated and moderately related to dependent variable.

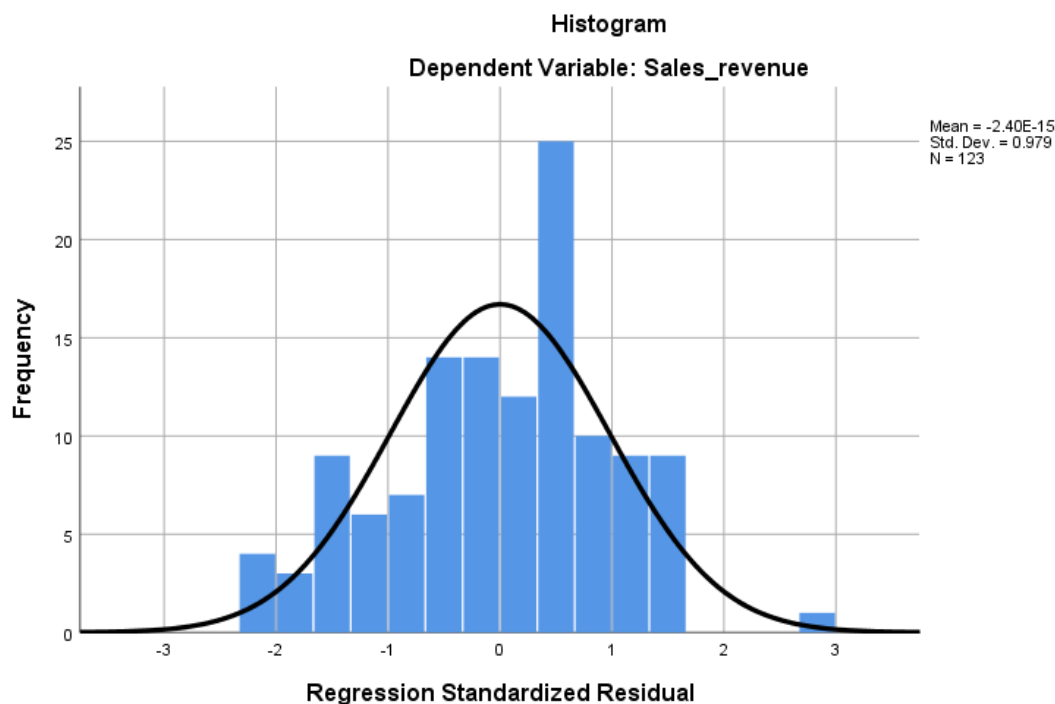
4.5.2. Assumption test for Linear Regression analysis

The test is necessary because the results following the data processing could be inaccurate or biased if the data does not pass the assumption test. Lind, (2012). Assumption Test, which primarily consists of five tests, includes Normality, homoscedasticity, linearity multicollinearity, and autocorrelation.

4.5.2.1. Normality

To check if regression analysis is accurate, it's important to make sure the data and statistical methods used are appropriate. Bagozzi and Yi (1998) recommend doing this as one of the first steps. To estimate the multi-regression model, we need data that is continuous and follows a normal bell-shaped curve. The study used two ways, called Histogram and Skew and Kurtosis, to check if the data is normal.

Figure 7 Histogram - Normality Test



(Source: Survey Result)

Table 5 Skewness and Kurtosis - Normality Test

Statistics							
		Email Marketing	Mobile Marketing	Social Media Marketing	SEO	PPC	Sales revenue
N	Valid	123	123	123	123	123	123
	Missing	0	0	0	0	0	0
Skewness		-.436	-.573	-.848	-.222	-.068	-1.278
Std. Error of Skewness		.218	.218	.218	.218	.218	.218
Kurtosis		-.565	-.790	-.205	-1.088	-.553	.779
Std. Error of Kurtosis		.433	.433	.433	.433	.433	.433

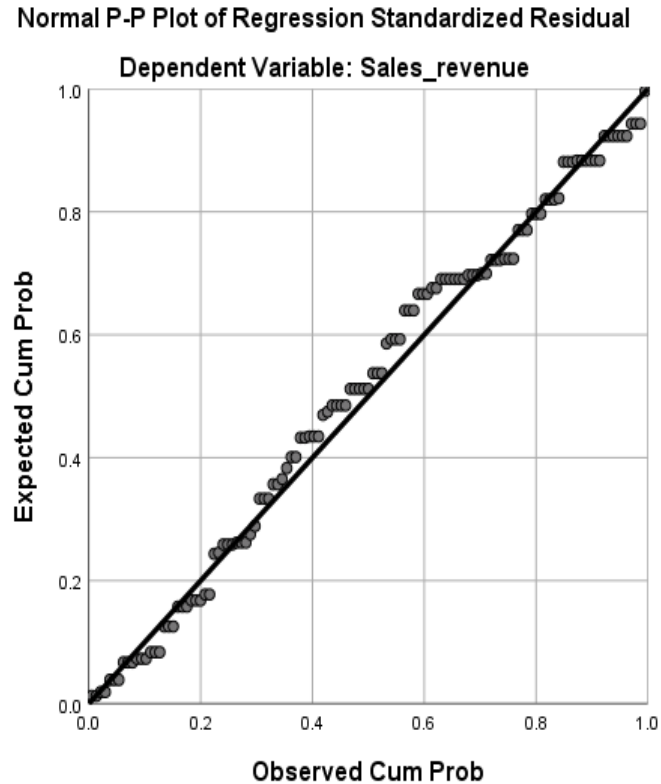
(Source: Survey Result)

According to the survey result in the histogram graphically showed that the data normally distributed. In Addition, Both Skew and Kurtosis test used to test normality numerically. According to (Hair, 1998) should be within the +2 to -2 range when the data are normally distributed. The table showed that Skewness is between -1.278 and -0.068 and kurtosis is between -1.088 and -0.205. Therefore, both results fulfill the requirement of normality.

4.5.2.2. Linearity

When using a linear regression model, the linearity premise must be taken into consideration. To ascertain if the connection between the dependent and independent variables is linear or not, the linearity test is conducted. On the graph, a straight line can be used to depict this. The dependent variable, Sales Revenue, and the independent variables have a linear relationship, as illustrated in the figure. This can be confirmed by examining the P-P plot, which has drawn a logical straight line.

Figure 8 P-P Plot - Linearity Test



(Source: Survey Result)

4.5.2.3. Multicollinearity

Multicollinearity is characterized by a significant level of inter-correlation or inter-associations between the independent variables. It therefore operates as a data disturbance, and if it exists, statistical inferences drawn from the data may be dubious.

When there is a significant correlation between two or more predictor variables, multicollinearity emerges. One predictor variable can predict the other, to put it another way. Data is duplicated as a result (Kothari, 2004). Multicollinearity is a challenge for standard list square regression analysis because it arises when explanatory variables exhibit strong relationships.

Table 6 Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
	Email Marketing	0.388	2.578
	Mobile Marketing	0.335	2.985
	Social Media Marketing	0.294	3.407
	SEO	0.388	2.575
	PPC	0.386	2.592
a. Dependent Variable: Sales revenue			

(Source: Survey Result)

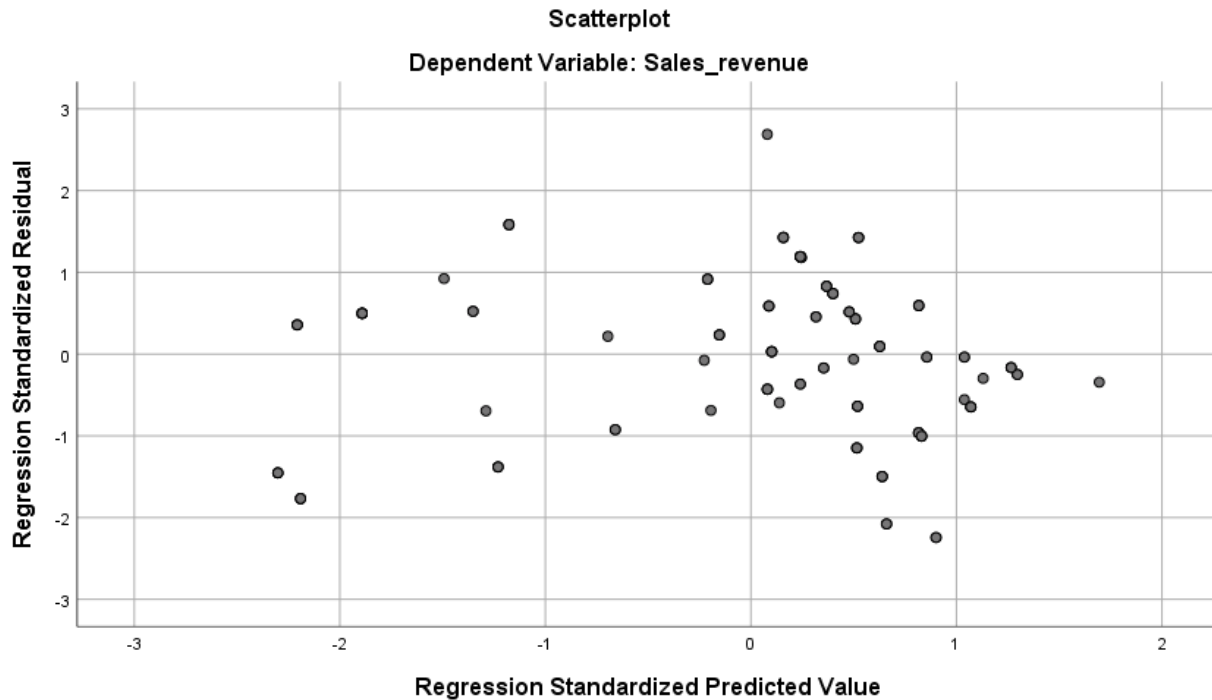
Lower levels of the variance-inflation factor (VIF), which was also examined, show that multicollinearity isn't a concern. All VIFs having a score of less than ten in this investigation were accepted (Hair, 2010). Tolerance statistics support the identification of colinearity issues in regression analysis.

The table above demonstrated that all variables' VIF values decreased below the acceptable level, or 10. Therefore this model is free of multicollinearity issues between the independent variables.

4.5.2.4. Homoscedasticity

This test pays particular attention to the model's variance's consistency. This test determines if the error terms in a linear regression model are regularly distributed. The homoscedasticity test determines whether or not a regression's error variance depends on the values of its independent variables. picture 9 illustrates that there is no heteroscedasticity issue because the spots are dispersed uniformly throughout the picture.

Figure 9 Scatter Plot – Heteroscedasticity test



(Source: Survey Result)

4.5.2.5. Autocorrelation

Autocorrelation is a way to measure how much a time series is similar to a version of itself from a little bit earlier in time. It is calculated using math. Autocorrelation compares a time series with itself at different times and is similar to comparing two different time series. (Kothari, 2004)

The idea of autocorrelation, also known as error independence, holds that mistakes are independent of one another and that people react differently (Stevens, 2009). To determine whether our residuals are independent (or uncorrelated), we can utilize the Durbin-Watson statistic. The test statistic, as per Field (2009), spans from 0 to 4, with a value of 2 signifying that the residuals are uncorrelated. A value under 2 denotes a positive correlation, while a value above 2 denotes a negative correlation between neighboring residuals. In general, if the Durbin Watson statistic is close to 2, the residuals are independent (not correlated), and a valid range is 1.50 to 2.50 (Muluadam, 2015). The premise of independent error has most likely been met in this investigation because the Durbin-Waston value was 2.101, which is quite near to 2.

(refer Model Summary Table 8)

4.5.2. Multiple Linear regression analysis

To study the effects of digital marketing (including SEO, PPC, social media marketing, email marketing, and mobile marketing) on firms sales, Multiple regression analysis is a good method to predict how independent variable is related to dependent variable if they have a straight line relationship. In this case, the study looked at how different digital marketing element affect company sales.

4.5.2.1. Model Summary

R-square: The coefficient of determination, or R-square, illustrates how much variance in the dependent variable results from factors related to digital marketing.

Table 7 Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.945 ^a	0.894	0.889	0.32084	2.146
a. Predictors: (Constant), PPC, SEO, Email Marketing, Mobile Marketing, Social Media Marketing					
b. Dependent Variable: Sales revenue					

(Source: Survey Result)

The research found that R square is useful for showing how well the variables in the study are connected to the model. This result helped the researchers figure out if the model matched up well with the data. Table 8 shows that the R Square value is 0.894. Adjusted R Square value of model summary showed how well the Digital Marketing affects sales for companies which is 0.889.

This means that 88.9% of the changes in the outcome can be explained by the variable that are Email Marketing, Mobile Marketing, Social Media Marketing SEO and PPC.

The study did not consider some other factors that could affect the sales revenue because this research 95% of significance level. Therefore, this shows that the model is a good fit.

4.5.2.2. ANOVA

ANOVA is the right statistical test to investigate the effects of an independent variables on dependent variable. If the model should be rejected and no further action taken if the F test result is not significant (William, 2010).

Table 8 ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	101.436	5	20.287	197.082	.000 ^b
	Residual	12.044	117	0.103		
	Total	113.480	122			
a. Dependent Variable: Sales revenue						
b. Predictors: (Constant), PPC, SEO, Email Marketing, Mobile Marketing, Social Media Marketing						

(Source: Survey Result)

Table 9's result of analysis of variance (ANOVA) for this data shows that the independent variables' F-statistic is 197.082, which is greater than 5, indicating that the model is significant at p 0.01 and generally well-fit. This finding suggests that, even if the directed hypothesis concerning F-ratio were correct, there is less than a 0.1% probability that an F-ratio this large would occur. Therefore, it can be said that the regression model as a whole effectively forecasts sales revenue.

4.5.2.3. Regression Coefficients

Coefficient value: It displays if the factors have a negative or positive impact. A positive coefficient value indicates that the independent variable is positively affecting the dependent variable. If the sign is negative, a negative effect is being indicated.

Table 9 Regression Coefficient

Coefficients ^a										
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)	-0.34	0.13		-2.608	0.01	-0.598	-0.082		
	Email Marketing	0.192	0.049	0.191	3.947	.000	0.096	0.289	0.388	2.578
	Mobile Marketing	0.34	0.05	0.355	6.819	.000	0.241	0.439	0.335	2.985
	Social Media Marketing	0.398	0.055	0.403	7.256	.000	0.289	0.506	0.294	3.407
	SEO	0.045	0.047	0.046	0.954	0.342	-0.049	0.139	0.388	2.575
	PPC	0.115	0.053	0.106	2.185	0.031	0.011	0.219	0.386	2.592
a. Dependent Variable: Sales revenue										

(Source: Survey Result)

In this study, four of the five independent variables have significant values, while the other have insignificant values of $p > 0.05$. This shows that the four independent factors are significantly and uniquely contributing to sales revenue. An independent variable is more strongly supported as a more significant predictor of the dependent variable when it has a higher value of beta coefficient. Therefore, the beta values for the four independent variables, Email Marketing, Mobile Marketing, Social Media Marketing, and PPC, that had positive and substantial contributions were 0.191, 0.355, 0.403, and 0.106, respectively. This demonstrated that Social Media Marketing, Mobile Marketing, Email Marketing, and PPC have each made the most individual contribution to digital marketing. SEO, on the other hand, received a favorable but negligible value score (.046, $p > 0.05$).

This analysis is used to inform the regression equation. for the effect of digital marketing on the firms of metered taxi companies algebraically formulated as:

Statistical equation as per Model :($Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + E \dots$)

$Sales = -0.34 + 0.194 (Email\ Marketing) + 0.355 (Mobile\ Marketing) + 0.403 (Social\ Media\ Marketing) + 0.046 (SEO) + 0.106 (PPC) + 0.05$

4.6. Interpretation in Terms of Research Hypotheses

H1 : There is positive and significant relationship between email marketing with company sales volume.

Table 9 above demonstrates that the coefficient value was computed as 0.191, which means that, when all other factors remain the same, a change in email marketing results in a loss in sales revenue of 19.1%. Additionally, the t value was 3.947 at a p value of 0.000, as seen in the same table. As was previously said, the dependent variable's prediction is significant if the t value is more than 2 and $p < 0.05$. As a result of the findings, it is possible to draw the conclusion that email marketing has a statistically significant impact on metered taxi companies. This finding supports the hypothesis.

H2 : There is positive and significant relationship between Mobile marketing with company sales volume.

The coefficient value was estimated as 0.355, as shown on Table 9 above, and it means that, when all other factors remain the same, a unit of change in mobile marketing results in a drop in sales revenue of 35.5%. Additionally, the t value was 6.819 at a p value of 0.000, as seen on the same table. As was previously said, the dependent variable's prediction is significant if the t value is more than 2 and $p < 0.05$. As a result of the findings, it is possible to draw the conclusion that social media marketing has statistically significant impact on metered taxi companies. This finding confirmed the hypothesis.

H3 : There is positive and significant relationship between Social marketing with company sales volume.

According to Table 9 above, the coefficient value was determined to be 0.403, which means that, when all other factors remain the same, a change in social media marketing results in a loss in sales revenue of 40.3% per unit. Additionally, the t value was 7.256 at a p value of 0.000, as seen on the same table. As was previously said, the dependent variable's prediction is significant if the t value is more than 2 and $p < 0.05$. In light of the results, it is possible to draw the conclusion that mobile marketing has a statistically significant impact on metered taxi companies. This finding supports the hypothesis.

H4 : There is positive and significant relationship between SEO with company sales volume.

As indicated in Table 9 above, the coefficient value was determined to be 0.046, which means that, when all other factors remain the same, a unit of change in SEO results in a loss in sales revenue of 4.6%. Additionally, the t value was 0.954 at a p value of 0.342, as seen on the same table. As was previously said, the dependent variable's prediction is insignificant if $t < 2$ and $p > 0.05$. As a result of the findings, it can be deduced that SEO has a statistically insignificant impact on metered taxi companies, which means that the hypothesis is rejected.

H5 : There is positive and significant relationship between PPC with company sales volume.

According to Table 9 above, the coefficient value was determined to be 0.106, which means that, when all other factors remain the same, a unit of change in PPC results in a loss in sales revenue of 10.6%. Additionally, the t value was 2.185 at a p value of 0.031, as seen on the same table. As was previously said, the dependent variable's prediction is significant if the t value is more than 2 and $p < 0.05$. As a result of the findings, it is possible to draw the conclusion that PPC has a statistically significant impact on metered taxi companies. This result supports the hypothesis.

4.7. Hypothesis Testing Summary

The five independent variables of digital marketing (email marketing, mobile marketing, social media marketing, SEO and PPC) are examined to determine whether there is an association between them and sales. Each hypothesis test can be validated because the Sig result is less than 0.05.

Here is a summary of the tests:

Table 10 Hypothesis Test Summary

Hypothesis	Analytical Model	Out come	Reason
H1: There is positive and significant relationship between email marketing with company sales volume.	Regression Analysis	Supported	$\beta = 0.191$ $p < 0.05$
H2: There is positive and significant relationship between Mobile marketing with company sales volume.	Regression Analysis	Supported	$\beta = 0.355$ $p < 0.05$
H3: There is positive and significant relationship between Social Media marketing with company sales volume.	Regression Analysis	Supported	$\beta = 0.403$ $p < 0.05$
H4: There is positive and significant relationship between SEO with company sales volume.	Regression Analysis	Rejected	$\beta = 0.046$ $p > 0.05$
H5: There is positive and significant relationship between PPC with company sales volume.	Regression Analysis	Supported	$\beta = 0.106$ $p < 0.05$

(Source: Survey Result)

4.8. Discussion

The first thing to discuss here is the overall fit of the model. First topic to consider in this case; several sorts of statistical findings have supported this claim. The ANOVA test, which yielded a P-value of 0.000 and is below the alpha level of 0.05, is the first method. This indicates a statistically significant association between the overall independent factors and the dependent variable, i.e., a significant relationship between sales revenue and digital marketing.

The degree of (linear) correlation between the independent variable and dependent variable taken together is easily measured by the r (Coefficient of Correlation), which is a statistical concept. The degree of correlation or covariation between the two variables is all that is measured. (Gujarati, 2004). thus from the correlation table Social Media Marketing, Mobile Marketing, and Email Marketing have positive strong relation with firm's sales in the case of metered taxi companies in the coefficient value with 0.851, 0.847 and .802 respectively, followed by PPC and SEO (0.639 & 0.633).

The final step involves examining the adjusted R square, which is the percentage of total variation or dispersion in sales revenue of metered taxi companies (dependent variable) that can be explained by the variation in independent variables in the regression. With an adjusted R Square value of 0.889, this indicates that the linear relationship between all the independent variables and the variation in sales revenue for metered taxi companies accounts for 88.9% of the variation. Therefore, a high adjusted R square indicates that the study's independent factors have a significant impact on the dependent variable.

The regression model created for the study is generally regarded as a good match or predictor of sales revenue for metered taxi companies.

Email marketing was the first digital marketing element to be evaluated. The findings show that, metered taxi companies use email marketing extensively, and it significantly boosts sales revenue. To reach out to their current and potential customers, more businesses are beginning to use personalized emails and email signatures. The findings are in line with research by Onyango (2016), Yasmin (2015), and Davido et al (2022), all of which found a positive correlation between digital marketing, Email being one of them and a rise in sales.

The second Digital Marketing element to be examined was Mobile Marketing. The findings showed that, the adoption of Mobile Marketing is done to great extent by Metered taxi companies and it has a positive effect on sales revenue to great extent. The study found that in comparison to traditional marketing platforms, digital marketing method short message texts have significantly and favorably improved. The result is the same with that done by Mohammed (2022), who indicated a positive relationship and has increased firms' sales.

Metered taxi companies are using social media to advertise their company and it's helping them make more revenue. Many companies are using social media because it is an affordable way of

promoting products online and can help businesses reach lots of potential customers on social media platforms. The findings are similar to Mulunda's (2021) research which found that social media greatly impacts sales revenue.

This research found insignificant and positive effect of SEO on Sales Revenue. The findings is different with the result of the study of Hasant et al (2020) SEO tools to boost sales. The Metered taxi companies' employees think that the SEO is not accessible by their customer.

The final Digital Marketing element that has an effect on sales revenue was analysed in the study was PPC. The research result showed that it is used by Metered taxi companies to a little extent and it has an effect on sales revenue significantly. The usage may be low also due to its technicality and fees. (Enoch et al ,2022) looked at the relationship between deposit money banks in Port Harcourt's sales performance and digital marketing. The analysis's findings indicate that pay-per-click, significantly affect sales performance as measured by increases in sales. Therefore, the result is consistent.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

The final chapter presents the summary of findings, conclusions drawn from the findings, recommendations and further research areas. In the summary, the findings from this result has been presented. The conclusions and recommendations drawn were focused on addressing the purpose of this study which were to establish the effect of digital marketing adoption by metered taxi companies in Addis Ababa Ethiopia. Lastly give the direction of future analysis that are not included in this research.

5.1 Summary of Findings

Marketing is a way for a business to let people know about their products and services. Companies promote their products to sell more in both the short and long term. Companies have been using traditional marketing for a long time, but now they are also using digital marketing because of technology. The study wanted to find out how digital marketing impacts the sales of Metered Taxi Companies in Addis Ababa, Ethiopia.

In order to achieve its goal, the research covers respective theories and reviewed previous study on related titles. Email marketing, mobile marketing, social media marketing, SEO and PPC were the Digital Marketing tools that were used to operationalized digital marketing. These Elements were applied to determine how much digital marketing affects the sales Metered Taxi Companies in Addis Ababa, Ethiopia. The study used a descriptive and Explanatory research design. The sample size was 123 Employees of Metered Taxi Companies, which were chosen the top three popular companies and convenient no probably method from a target population. Primary data was acquired utilizing a standardized questionnaire for analysis purposes. The data was tested by assumptions of linear regression and Pearson correlation test then analyzed by using descriptive and Inferential analysis.

The Pearson correlation coefficient reveals that Email Marketing (.802); Mobile Marketing (.847); Social Media Marketing (.851); SEO (.633); PPC (.639); are all correlated positively with firms' sales. The highest correlation coefficient value result was by Email Marketing, Mobile Marketing and Social Media Marketing.

Finally, the multiple linear regression result, estimate of regression weight shows that the independent variables that Email Marketing (.191); Mobile Marketing (.355); Social Media Marketing (.403); SEO (.046); PPC (.106); Therefore Email Marketing, Mobile Marketing, social

media marketing and PPC are important techniques that affects the sales revenue of metered taxi companies. SEO has moderate effect on sales revenue (0.046)

5.2 Conclusion

With the objective of the investigating the effect of digital marketing on the sales of a metered taxi company in Addis Ababa from the employee's perspective. The Research attempted to test the relationships between digital marketing elements and sales volume. Based on the finding of the research the following conclusion are drawn.

Social media marketing Mobile Marketing and Email Marketing are help the companies to generate more sales volume. Therefore, they are the most effective strategy to maximize firms' sales. This indicated that metered taxi companies prepared different Social Media Marketing, Mobile Marketing and Social Media Marketing elements technique to perform better sales revenue. These Elements allows companies to directly reach out to potential customers, nurture existing ones, and build strong relationships. By sending personalized and targeted messages, businesses can provide valuable information, promotions, and discounts that can entice customers to make use their services.

Search engine marketing in selected Metered taxi transport companies were low. The companies were not using search engine marketing effectively to address customers and customers were not aware about search engine marketing. The search engine itself is not familiar and is accessible to customers. Pay per click in the companies has not PPC advertisement. The companies has not alternative search engines for PPC, even the PPC fee is not reasonable.

In General, From the study results, it can be concluded that digital marketing has a positive effect on metered companies' sales revenue in Addis Ababa, Ethiopia.

5.3 Recommendation

This study concentrated on areas that can offer beneficial insights to interested parties, particularly metered taxi companies marketing managements and researchers. According to the study's findings and conclusion, the following suggestions were made to increase the sales volume of metered taxi companies;

- ✓ The companies should create a strong presence on popular platforms like Facebook, Instagram, and Twitter. Engage with your target audience regularly, share valuable content, and run targeted ad campaigns to drive sales.
- ✓ The companies should improve Mobile marketing by implementing SMS campaigns to reach customers directly on their mobile phones. Send promotional offers, discounts and reminders.
- ✓ The companies should Nurture leads and maintain customer relationships through personalized email campaigns. Keep customers informed about new services, promotions, and upcoming sales events to increase conversions and drive repeat sales.
- ✓ The companies should improve their search engine marketing in particular by putting relevant keywords and frequently searched keywords. They should also Publishing Relevant Content about their company, by Updating the Content Regularly, by putting enough data about the service.
- ✓ The firms should enhance their PPC marketing by selecting advertising platform, defining their goal, by research the target audience, by doing keyword group segmentation.

5.4 Future Research

Because running a business is more than just sales and profits, it's important for companies to consider how digital marketing impacts other business operations such as brand loyalty and customer relationship management. This is important because loyal customers and good relationships with them are more important than just getting revenue. We know that a company's sales depend on both internal and external factors so investigating on other variables that can affect company sales is important. Furthermore, another Digital Marketing Elements that are not covered in this study can determine the company sales.

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Appendix

Time schedule

SN	Activities	Duration				
		January	February	March	April	May
1	Development Of Proposal					
2	Final Proposal Submission					
3	Development Of Questioner					
4	Questioner distribution					
5	Data Collection					
6	Coding, entering, and cleaning of data					
7	Analyze data and interpret					
8	Conclusion and Recommendation					
9	paper draft submission					
10	completing the paper					
11	Final Paper Submission					
12	Thesis Report Approval					

Table 11 Time Schedule of the study

Budget Breakdown

SN	Item	Quantity	Unit cost	Total cost
Stationary				
1	Paper	4 pack	150	300
2	Pen	10	10	100
3	Flash Disk 16 GB	1	300	
4	CD RW	3	25	75
5	Writing Pad			
Secretary service				
6	Printing paper	90 pages	5	450
7	Binding final paper	4	150	600
8	Photocopy			100
9	Internet service	45hr	15	675
Communication cost				
10	Telephone cost			500
11	Transport			2000
Personal Cost				
12	Data Collector	1 person for 10 days	100birr per day	1000
13	Personal Service			2500
	Subtotal			8600
	Contingency 10%			860
	Total			9460

Table 12 Budget Breakdown of the study

Questioner

Section 1: Demographic characteristics

1. Gender

Male ☐

Female ☐

2. Age group

18 – 24 ☐

25 – 35 ☐

36 – 45 ☐

46 – 55 ☐

above 55 ☐

3. Education Level

Certificate

Diploma ☐

First Degree ☐

Master's Degree ☐

Above ☐

4. Work Experience

Less than 5 years ☐

between 5 and 10 ☐

More than 10 ☐

SECTION 2: Please describe the degree to which you have used digital marketing strategies in your company.

No	Digital Marketing Elements	SD	D	N	A	SA
I.	<i>Email Marketing</i>					
1	<i>In the company, email marketing is frequent.</i>					
2	<i>Employees and managers at our company effectively use email for advertising purposes.</i>					
3	<i>Many of customers communicate with the company via email.</i>					
II.	<i>Mobile Marketing</i>					
1	<i>To what extent the company uses Mobile marketing</i>					

2	<i>The company uses mobile marketing as dual communication</i>					
3	<i>The company uses mobile marketing when new update available</i>					
III.	<i>Social Media Marketing</i>					
1	<i>Our company uses Social Media marketing actively.</i>					
2	<i>The company social media has routine update</i>					
3	<i>The company consider social media as a priority bond to communicate with the customer</i>					
IV.	<i>Search Engine optimization</i>					
1	<i>Search engine marketing is used by the company.</i>					
2	<i>The concept of search engine marketing is known to our clients.</i>					
3	<i>Customer access to search engine marketing is accessible.</i>					
V.	<i>Pay Per Click</i>					
1	<i>Our Company uses PPC Advertisement</i>					
2	<i>The company offers substitute search engines for PPC.</i>					
3	<i>The PPC cost is fair.</i>					
VI.	<i>Online Advertisement</i>					
1	<i>Internet advertising Promotional strategies boost the company's edge in the online market.</i>					
2	<i>To what extent the company uses online advertisement</i>					
3	<i>Online advertising makes it simple to connect with a lot of subscribers on a daily basis..</i>					

SECTION 3: Please describe the degree to which digital marketing strategies impacts on your sales revenue in your company?

In my firm, email marketing has raised sales revenue.	Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐
In my firm, Mobile Marketing has raised sales revenue.	Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐
In my firm, Social Media Marketing has raised sales revenue.	Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree ☐
In my firm, Search Engine optimization has raised sales revenue.	Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐

	Strongly Agree	☐
In my firm, Pay per Click has raised sales revenue.	Strongly Disagree	☐
	Disagree	☐
	Neutral	☐
	Agree	☐
	Strongly Agree	☐
In my firm, Online Advertisement has raised sales revenue.	Strongly Disagree	☐
	Disagree	☐
	Neutral	☐
	Agree	☐
	Strongly Agree	☐