



**Effects of Social Media Marketing  
On customer brand preference in the case of brewery  
industry in Ethiopia**

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**MASTER OF ARTS DEGREE IN MARKETING MANAGEMENT**

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### **CERTIFICATION**

This is to certify that Binyam Arega has carried out his research work on the topic entitled ‘The effect of social media Marketing on customer brand preference: in case of Ethiopian breweries’. The work is original in nature and is suitable for submission for the award of Masters Degree of Master of Art (MA) in Marketing management.

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## **DECLARATION**

Under the careful tutelage of Hailemariam Kebede (PhD), I attest that this thesis is entirely my own, and that all sources referenced within have been appropriately recognized. In addition, I solemnly swear that this work has not been previously presented in whole or in part to any other academic institution with the intention of obtaining a degree.

SIGN ..... DATE .....

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## **LIST OF ACRONYMS AND ABBREVIATIONS**

ANOVA.....	Analysis of Variance
SPSS.....	Statistical Packaging for Social Science
BP .....	Brand preference
WOM .....	Word of mouth
TRD .....	Trendiness
INT .....	Interaction
ENT .....	Entertainment
CUS .....	Customization

## ABSTRACT

*This research paper is focusing on the relationship of social media marketing and customer brand preferences by analyzing brands that are mostly known in Ethiopian brewery industry in (Habesha beer, Dashen beer, St.george beer and Heniken beer). Based on a survey of 384 brand customers who follow the four most well-known brands on social media the research creates a structural equation model that helps close gaps in past research on social media marketing. The study shows the connections between social media marketing initiatives and, in particular, the influences on brand preference. A descriptive research was conducted to uncover the demographics of the respondents. The relationship between the dependent variable (consumer brand choice) and the five independent variables (entertainment, interaction, personalization, trendiness, and word of mouth) was investigated using multiple linear regression analysis. The dependent variable (Brand preference) has a positive and significant relationship with social media marketing factors Entertainment, Interaction, Customization, and Word of Mouth, while trendiness has a negative and insignificant relationship with consumer brand preference. The results were produced using the Statistical Package for Social Science (SPSS) program. The study's discovery that social media marketing has a large favorable impact on brand choice is another addition. Additionally, Since brewing companies are not allowed to advertise on television, the study may be helpful to businesses looking to better manage their social media presence and attract customers based on their preferences, as well as to other businesses looking to participate in social media marketing.*

*Key words: Social Media, Social Media Marketing, Brand Preferenc*

# CHAPTER 1

## INTRODUCTION

### 1.1. Background of the Study

Social media is now seen as having a significant and vital marketing role in the success of a good, service, or company (Hawkins and Vel, 2013). According to Durkin (2013), theories regarding the internet as the forthcoming cutting-edge relationship marketing tool started to take shape in the early 1990s. Three ideas commonly spring to mind when discussing social media: Web 2.0, websites geared toward networking and marketing, and the enormous mobility of information (Willi et al., 2013).

Tina Sharkey, the CEO of Babycenter.com, Ted Leonsis, a businessman and former AOL executive, Steve Case, the creator of AOL, Darrell Berry, a writer and researcher, and Chris Shipley, the cofounder of Guidewire Group are a few people who, according to tabloids, claim to have first coined the term "social media." Chris Shipley is credited with coining the phrase "social media" in Reinhard et al. (2012) and Weber (2007). When this was originally used, in the early 1990s, all of these charges were made.

Internet technology has been the fuel behind social media. At the start of the twenty-first century, there was a sharp increase in internet users, which significantly supported the development of social media. Today, there are billions of users daily on social media platforms all over the world. Users of social media spend, on average, two hours and 45 minutes every day connecting across networks (Chaffey, 2020). At least seven out of ten Americans use one or more social media platforms for entertainment, information sharing, and family communication, according to the Pew Research Center (2020). The popularity of social networking sites varies by demographic, but user happiness is most crucial for determining who uses what and when.

There are various unique social media platforms, and they come in a variety of shapes and with a vast range of capabilities. Facebook is without a doubt the first social media platform that comes to mind. Facebook, Inc., the company that founded it, originally unveiled it in February 2004. Facebook had more than 900 million active users as of May 2012. Users must register on the

website before using. After that, they can make their own profiles, invite pals, and begin corresponding. They can also receive automatic notifications when other users edit their profiles (Facebook, 2012). Users also have the choice to join user groups with similar interests and group their contacts into lists like "People From Work" or "Close Friends." Facebook's key goals are to encourage increased global connectedness and user sharing (Facebook, 2012). Despite having significant differences, other social networking sites like Twitter, Google Plus, and LinkedIn function on the same essential ideas.

Hensel and Deis (2010) assert that there are benefits and drawbacks to using social media. To stay completely informed, they advise business owners and entrepreneurs to maintain an active social media presence. Additionally, they exhort companies to keep an eye on them to learn from customer feedback and to ensure that no one is attempting to discredit them. On the other side, Ramsay (2012) focuses on the rules for appropriate social media behavior. They provide specialized business etiquette for Facebook, Twitter, YouTube, and LinkedIn users in addition to general dos and don'ts for active social media users. Carmichael and Cleave (2012) ran two Facebook advertising campaigns and painstakingly examined the outcomes to record the user-advert interaction and its efficacy for small businesses. They came to the conclusion that, for the same price a small business would pay for similar social media advertising, this sort of advertising might effectively direct client traffic to the advertised business page and considerably boost the exposure of such enterprises.

Social media marketing is a relatively new and quickly expanding method that enables firms to instantly engage with their target customers. The practice of using social media platforms to promote a company's services is known as "social media marketing." This type of marketing can be seen as a part of activities carried out online, such as email newsletters and online advertising campaigns. Szabo and Barefoot (2010). Social media marketing has introduced a new concept of exponential dispersion and trust to mass communication and mass marketing by encouraging users to share messages with their close friends and family (Hafele, 2011). New marketing and communication strategies have increased the resources that are accessible to businesses. The advent of analytics tools by the official social network site platforms has enabled the growth and rising efficacy of social media marketing. (2011) Hafele.

Due to the growth of social media, businesses are now in a new era when they are looking for creative, interactive ways to connect with and engage their target audiences (Gallaughar & Ransbotham, 2010; Kozinets, de Valck, Wojnicki, & Wilner, 2010). More than two thirds of Internet users today use this rapidly growing marketing medium, which has unrivaled chances for building brands and reputations (Correa, Hinsley, & De Ziga, 2010; Spillecke & Perrey, 2012). Despite a rising research emphasis, it remains difficult to quantify how social media marketing activities affect important brand success indicators (Schultz & Block, 2012; Schultz & Peltier, 2013). Even though social media presents new advantages and chances for brand management, this is still the case (Kaplan and Haenlein, 2010). According to Hollebeek, Glynn, and Brodie (2014), research on the effects of social media marketing from the perspective of branding literature is still primarily exploratory and devoid of empirical backing. With a few notable exceptions (like Kim & Ko, 2012), brand equity has only recently gotten a modicum of attention in the context of social media marketing and its usefulness.

The Essential Digital Headlines Report states that there are numerous platforms available in the digital realm for marketing. With 29.83 million internet users in Ethiopia as of FEB 2022, a 2.5% increase from the previous year, the country is clearly expanding quickly and offers a wealth of opportunities for businesses to connect with their target audiences and customers through various social media platforms like Facebook. The study aims to determine the effect of social media marketing on consumers' brand preferences by analyzing the motivating factors—entertainment, interaction, trendiness, customization, and word of mouth—in the social media marketing of Ethiopian brewery rivals for this sample brands—Habesha beer, St. George beer, Heniken beer, and Dashen beer. The study also aims to comprehend the variables that social media content type on consumer brand choice.

## 1.2. Statement of Problem

With the help of various digital marketing tools, particularly social media platforms, digital marketing has gained momentum over the past few years and is now being used by a variety of service and product providers worldwide. The goal of marketers in various organizations is to increase profits by being the top choice of Bing users. Understanding consumer desires is necessary to comprehend consumer behavior (Valaskova et al., 2015). All information about the use of digital advertising is supplied online and may or may not be appropriate. Although they typically range from the most fundamental to those for self-actualization, which are not all demands of consumers, each person's requirements are unique and vary (Bolton & Mattila, 2015; Sawitri & Febrian, 2018). Customers need knowledge about items in order to make preferences-based decisions, hence the impact of digital advertising on consumer demands is explored (Jayaram et al., 2015; Smith, 2019). One of the aspects that contributed to the development of digital advertising was the demand for speedier and more rapid information by customers (Rambe & Jafeta, 2017). Since there is not a sufficient legal and regulatory framework in place and there is only a slow internet connection, customers are not benefiting from technological advancements. Social media marketing is a new marketing channel in Ethiopia that still needs a lot of development and financing to be widely used by consumers (Sira, 2013).

When it comes to consumers who are exposed to social media marketing, it is important to look into the elements that have an impact on their intentions by evaluating the elements and the influence of awareness on the preference of a particular brand, as well as the impact of perceived trust and utility on brand choice.

There aren't any comprehensive research on the subject of how social media marketing influences and influences consumer brand choice yet. The purpose of this study is to emphasize the value of utilizing social media as part of an overall marketing strategy. The use of social media and purchase decisions, brand awareness, and a variety of other topics are all connected to social media marketing (Yogeshin 2014). Examples include the effects of social media advertising on customers' decision-making in the case of habesha breweries. The majority of studies on kidame beer and other topics focus on a specific brand.

As a result, the literature on the topic of the study is scarce. This study makes an effort to define the factors that lead consumers to contrast and favor one brand over another. The study therefore aims to fill the knowledge gap on social media marketing tactics and their advantages for customer preference and brand preference.

The researcher has attempted to evaluate the effectiveness of social media marketing strategies and tools in achieving its marketing goal by taking into account the aforementioned facts and the lack of prior research on social media marketing and customer brand preference in the brewing business. The impact of brand choice among those who follow at least one of the chosen brands on social media (entertainment, interaction, trendiness, personalization, and word of mouth).

To get involved to the social marketing, company's and marketers must understand the way that how does it works and also they have to know the major elements that help the marketing to be effective, these research major task or value that will add up in addition to the existing researches is that it gives a heads up for the marketers how the social marketing works and the ways to perform it well so that the companies could benefit more. Although since the brewing companies are banned from advertising their products to the public, these research will benefit them as a best marketing tool.

### **1.3. Research Questions**

#### **1.3.1. Main Research question**

How Does Social media Marketing affect customer Brand preference in the case of brewery industry in Ethiopia?

#### **1.3.2. Sub research questions**

- ✓ To what extent word of mouth affect brand choice of customers?
- ✓ To what extent does customization affect brand choice of customers?
- ✓ How does trendiness affect the brand choice of customer?
- ✓ How does entertainment during use affect the brand choice of customers?
- ✓ To what extent does interaction affect customer brand choice?

### **1.4. Objective**

#### **1.4.1. General Objective**

The objective of this research is to analyze and identify the effect of social media marketing on customer brand preference in the case of Ethiopian breweries.

#### **1.4.2. Specific objective**

- ✚ To examine entertainment on social media effect on customer brand preference
- ✚ To determine the interaction of social media effect on customer brand preference
- ✚ To analyze the customization of social media effect on customer brand preference
- ✚ To assess the Trendiness of social media effect on customer brand preference
- ✚ To examine word of mouth information on social media effect on customer brand preference

### **1.5. Significance of the study**

The findings of this study fill a gap in the corpus of earlier research on the impact of social media marketing on consumer brand preferences in the beverage industry. The marketing divisions of various beer firms can utilize it as a supplementary resource to better analyze the effects of social media marketing and to take advantage of them. It is vital for the marketing departments of beer companies to find different ways to stand out and infiltrate the truck by using social media as one of their marketing tools in a setting where public advertising is prohibited.

### **1.6. Scope of the study**

This study attempts to fill the knowledge vacuum by investigating the effects of social media on brand preference in the context of Effects of Social Media Marketing. Research on customer brand preference in the context of Ethiopia's brewery industry has been undertaken in order to help enterprises and other beer companies better understand social media marketing. Therefore, the goal of this study is to inform prospective firms about the potential influence that social media marketing techniques may have on consumer choices. The study is concerned with the elements that influence consumers' brand preferences after they have been exposed to social media marketing elements.

#### **1.6.1. Conceptual scope**

The concept of social media marketing on brand preference is too broad in concept since customer brand preference can be affected by so many factors, but this study only targets to examining, analyzing and identifying the five independent variables of social media marketing (Interaction, Customization, Word of mouth, entertainment and Trendiness) to brand preferences in the brewing industry in Ethiopia .

#### **1.6.2. Geographical scope**

The target scopes of the study is all around the world who uses social media and who follow at list one of the selected brands since the data will be collected digitally.

### **1.6.3. Methodological scope**

For this study, both descriptive and explanatory research will be used. The study is planned using primary data that will be gathered using thoughtfully constructed questionnaires and used for analysis as well as secondary data from prior studies and journals.

### **1.7. Limitation of the Study**

- The study's first method used brand social media followers as a measure of consumer preference. Future studies should reexamine the brand selection process and include additional variables like brand quality and brand relationships.
- Second, Socio-demographic factors like gender, age, income, and education may have a significant impact or a moderating effect on the conceptual model in order to acquire a deeper understanding of the phenomenon being examined.

### **1.8. Organization of the Study**

This work is divided into five chapters. The introductory sections of the first chapter include the context of the study, the problem statement, the research questions and objectives, the relevance of the inquiry, the study's scope, its constraints, and a definition of words. The second chapter provides a summary of the research on how social media marketing affects consumers' brand choices. The conceptual framework that was constructed and the presumptions that were put forward were based on theoretical analysis and practical investigation. The third chapter's methodology part gives an overview of the subject area, research design, sample demographics, data sources and types, data collection methods, ethical considerations, and data analysis. The fourth chapter includes information on data gathering, organization, analysis, and interpretation. A summary of the research findings, conclusions, and suggestions can be found in the fifth chapter. The research paper's appendix has a reference section and a sample attachment for the questionnaire.

# **CHAPTER 2**

## **LITERATURE REVIEW**

### **2. Introduction**

This chapter provides readers with information about the theoretical and empirical reviews, as well as the conceptual framework of the study, which is offered in the chapter's conclusion.

#### **2.1. Theoretical Review**

##### **2.1.1. Theories of Social Media Marketing**

Social media are unique in that they allow users to interact with their friends and family and share their ideas, insights, experiences, content, and connections utilizing a variety of content formats. They are also "media rich" and allow users to engage with one another. Social media systems, like multimedia, support a range of content formats, including text, voice, still pictures, animation, video, and other interactive elements. Additionally, users can learn more about their preferred brands and products at the same time (Charton, 2007). Social media, despite its potential to reach a large audience, places an even greater emphasis on communication (Social networking becomes mobile, 2007). Although the idea of social media is not new, widely utilized social networking sites like Facebook, MySpace, and Twitter have made social media more accessible to the general public. Currently, social media is linked to millions of websites. According to Festinger's social comparison theory, which he developed in 1954, people evaluate themselves by comparing their ideas and abilities with those of others. This theory backs up the notion that people enjoy social networking because they need to compare themselves to others in order to assess and evaluate their own ideas. The idea that people look for others to compare themselves to in order to affirm themselves is included in later work on the social comparison theory. People are tempted to create a social reality in which they are the "star" players when there is no true comparison, such as in a virtual reality scenario (Suls & Wheeler, 2000:34).

### **2.1.2. Social Media**

Social media is now acknowledged as a crucial and indispensable marketing element that influences the success of a good, service, or company (Hawkins and Vel, 2013). According to Durkin (2013), opinions about the internet as the forthcoming cutting-edge relationship marketing tool started to take shape in the early 1990s. Three things generally spring to mind when discussing social media: Web 2.0, networking and marketing-oriented websites, and the massive amount of information movement (Willi et al., 2013). According to tabloids, Tina Sharkey, the CEO of Babycenter.com, Ted Leonsis, a businessman and former AOL executive, Steve Case, the creator of AOL, Darrell Berry, a writer and researcher, and Chris Shipley, the cofounder of Guidewire Group, are among those who assert to have first created the phrase "social media." According to Reinhard et al (2012) and Weber (2007), the term "social media" was coined by Chris Shipley. All of these allegations date back to the time this was initially used, in the early 1990s. The majority of users, according to Papisolomou and Melanthiou (2012), only utilize social media as a medium for sharing updates and images on a daily basis to websites like Facebook and Twitter.

From a more informed perspective, social media has shown to be a widely available, inexpensive information sharing tool that anybody can use to learn from, educate others on, share, produce, market, and advertise the core idea being conveyed. This applies to all entities, such as customers, companies, groups, organizations, governments, etc. Tech strategists now choose social media marketing (SMM), which has grown outside of social media in recent years, above traditional marketing. Online word-of-mouth is the cornerstone of this marketing plan. Social media marketing (SMM), according to Weinberg (2009), is an integrated process for advertising products and services on social media platforms. It has the potential to reach a far bigger audience of consumers than more conventional modes of marketing. SMM is the focus of a sizable body of recently released literature that is spread across numerous genres. This study intends to combine the many SMM literature already in existence to synthesize and provide simple understandings of the dynamics of social media marketing. As a relatively new area of literature, it lacks the necessary synthesis. The literature that has been written about SMM will be outlined in the section of this article that follows the description of SMM. In the part that follows, an overview of the

collected literature is given along with a list of possible research areas. The main conclusions and, if any, limitations of this body of work will be presented in the concluding section.

### **2.1.3. Defining Social Media Marketing**

There are numerous recently created definitions of social media marketing (SMM) in the literature. Social media marketing (SMM), according to Pentina and Koh (2012), promotes consumer-to-consumer viral communication between online communities, brand and fan pages, and promotion-related content created by businesses/organizations on well-known networking sites like Twitter, Facebook, and many more. SMM is a new generation marketing strategy that uses social networks to promote greater consumer attention and participation, according to Jara et al. (2014). SMM is characterized by Kim and Ko (2012) as an empathy-driven communication for youthful consumers, with an emphasis on consumers in older age brackets. Richter and Schafermeyer (2011) define SMM as a marketing strategy that uses social media sites to encourage two-way communication with customers. By combining information from the literature (Jara et al., 2014; Kim and Ko, 2012; Pentina and Koh, 2012; Richter and Schafermeyer, 2011), SMM can be described as a dialogue frequently started by clients or audiences, or a company, product, or service that circulates among the aforementioned parties to start revealing communications on some promotional information, or to learn from one another's use experiences, ultimately benefiting either or all of the parties.

## **2.2. Consumer Brand Awareness**

Many strategies, including slogans and advertising, can be used to improve brand recognition (Maniu & Zaharie, 2014). A convincing message used in advertising is proven to be successful in boosting brand awareness, according to Yang et al. (2018). There is a high likelihood that digital advertising will raise consumer brand identification as a result. A corporation creates a brand image that reflects the overall brand perception that customers have as a result of consumer brand awareness (Chen & Hsieh, 2011). Businesses genuinely employ brand awareness to affect customer behavior, particularly the purchasing intentions of customers and their brand loyalty (Othman & Rahman, 2014). The following metrics, which measure consumer brand awareness,

are frequently used: (Doni Purnama Alamsyah & Febriani, 2020) Brand awareness, brand identification, brand recall, brand knowledge, and brand searchability.

### **2.3. Brand preference**

According to Keller (2003), brand preference is the tendency of customers to favor one brand over another based on their prior knowledge and feelings about it. Asking participants to choose their top three options from a category or selection of brands is a frequent way to determine their brand preferences. Specific brand preference scales have been employed in previous studies on luxury brands (Truong, McColl, & Kitchen, 2010; Vigneron & Johnson, 2004).

#### **2.3.1. Social media marketing's impact on consumer reactions**

Marketing professionals now have fantastic opportunity to engage with customers and develop lasting relationships because to social media (Kelly, Kerr, & Drennan, 2010). Social media has altered the creation, consumption, and distribution of brand content since it now allows consumers' online interactions and material to shape brand perceptions rather than marketers' anymore (Tsai & Men, 2013).

Marketing professionals now have fantastic opportunity to engage with customers and develop lasting relationships because to social media (Kelly, Kerr, & Drennan, 2010). Social media has altered how brand material is generated, shared, and consumed because consumers' online interactions and content can now influence brand perceptions rather than marketers' (Tsai & Men, 2013). According to Phan et al. (2011), social media appears to be crucial to a brand's success in the premium market. Kim and Ko (2012) identified engagement, entertainment, trendiness, personalization, and word of mouth (WOM) as the five components of social media marketing for luxury brands. In this study, Kim and Ko's (2012) five viewpoints are used to assess social media marketing tactics.

#### **2.3.2. Entertainment**

According to Muntinga et al. (2011), social media users consume brand-related material for amusement, leisure, and as a pastime. Courtois, Mechant, De Marez, and Verleye (2009) claim that the motivation behind information consumption on social media is the desire for leisure and escapism in the form of entertainment. Before gauging enjoyment, this study polls users of various

firms' social media channels to ascertain whether they find those platforms interesting and entertaining.

### **2.3.3. Interaction**

The megaphone, magnet, and monitor (3-M) architecture used by Gallaugher and Ransbotham (2010) to describe the social media-based consumer interaction describes it as being more dynamic than ever. The monitor, magnet, and megaphone are analogous to customer-to-firm, customer-to-firm, and customer-to-customer engagements, respectively. Brands must therefore produce original content, represent the personas of their consumers, participate in discussions, and offer assistance when required if they want to encourage participation. This connection can improve affinity and believability (Manthiou et al., 2013). According to this study, interaction involves people exchanging ideas and information with one another.

### **2.3.4. Trendiness**

According to Muntinga et al. (2011), the four sub-motivations of monitoring, knowledge, pre-purchase information, and motivation are all covered by trending data from social media. "Surveillance" is the term for keeping an eye on as well as being aware of one's social environment. Consumers can profit from the knowledge and knowledge of other consumers by discovering more regarding a product or brand in order to better comprehend it. Making educated decisions before making a purchase is made easier for customers when they read customer evaluations or conversation threads on brand forums. The process through which customers who follow brand-related information generate original ideas is known as inspiration; as such, brand-related information serves as a source of inspiration. This study defines trendiness as the dissemination of the most up-to-date and fashionable details about premium businesses.

### **2.3.5. Customization**

Zhu and Chen (2015) make the distinction between a tailored message and a broadcast based on how customized the communications are. A personalized message (like a Facebook post) is meant for a single recipient or a small group of people. Anyone with an interest can get messages from a broadcast, much like tweets on Twitter. The degree to which social media platforms offer a personalized information search and a personalized service is considered customization in this study.

### **2.3.6. Word of mouth (WOM).**

According to Chu and Kim (2011), there are three angles from which academics can look at how eWOM is used on SM: opinion offering, opinion seeking, and opinion communicating. Consumers who exhibit a high level of opinion seeking activity frequently consult with other customers while deciding what to buy. Regular opinion speakers, or "opinion leaders," have a big impact on consumer views and behavior. Information transfer is facilitated by another element of eWOM called online forwarding. In the debate in this article, the amount of information that fans of luxury brands share and the amount of content they post on social media are collectively referred to as "WOM."

## **2.4. Brand preference model**

### **2.4.1. Preference-repurchase intention model**

Figure 1 depicts a preference-repurchase intention model. In this method, the elements influencing brand choice are defined using consumer brand knowledge and brand experience. The five parts of understanding the brand are attribute perception, pricing perception, appearance perception, brand personality, and self-congruity. The intention of buying again a particular product is the model's output. The consumer's desire to perform the behavioral activity of buying the brand is indicated in their intention to do so (Hellier, Geursen, Carr, & Rickard, Citation2003). According to theory, a consumer's preferences and intentions are interrelated (Bagozzi, 1982). Brand preferences show a learned propensity for perceived other options, which is strongly correlated with the urge to buy, according to Hellier et al. (Citation 2003).

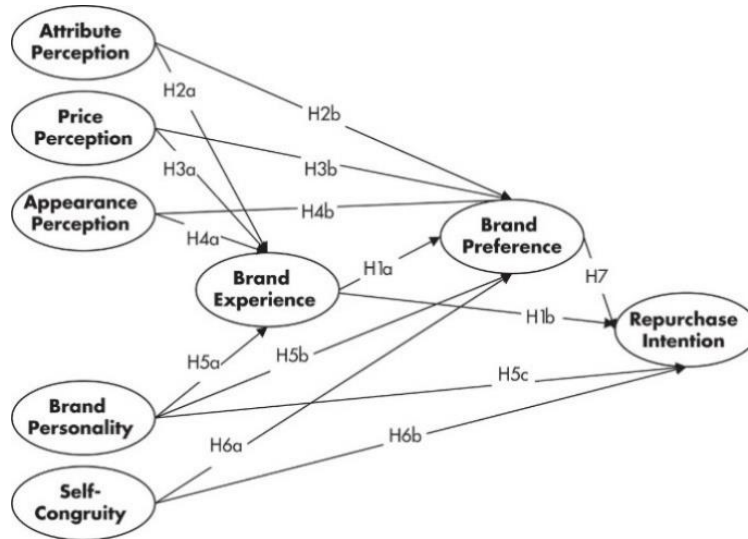


Figure 1 Brand preference-repurchase intention model.

### 2.4.1. EKB Model of Consumer Behavior

A model of consumer behavior that aids in forecasting what consumers would purchase is the Engel Kollat Blackwell Model. The three main components of the model are the customer's present situation, their ideal situation, and their preferred path to get there. The ideal situation is where the client wants to be in the future and where they can achieve their objectives. The consumer's current situation is referred to as their current condition.

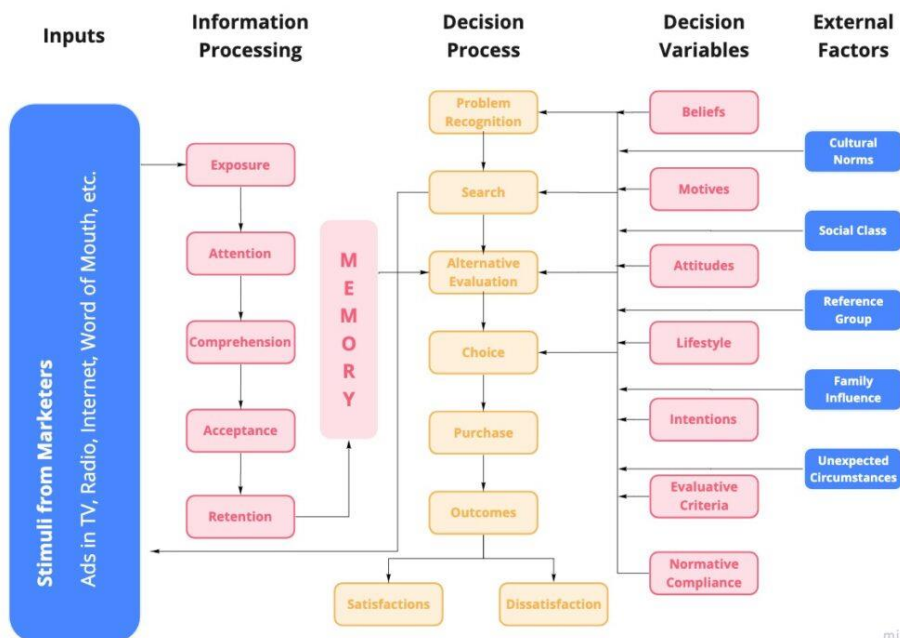


Figure 2 EKB model of customer behavior

## **2.2. Empirical Review**

Kamla-Raj He focused on Bournvita, one of the leading food beverages in Nigeria's food and beverage industry, in his 2005 inquiry examining the effects of advertising on customers' brand preferences. The findings showed that advertising affected brand preferences for both men and women across a range of age groups in an equal manner. By a margin of 38.73%, consumers preferred Bournvita over the other brands of food and drink analyzed. The two primary arguments put forth for the selection are the product's catchy advertisement (42.62%) and higher quality (40.16%).

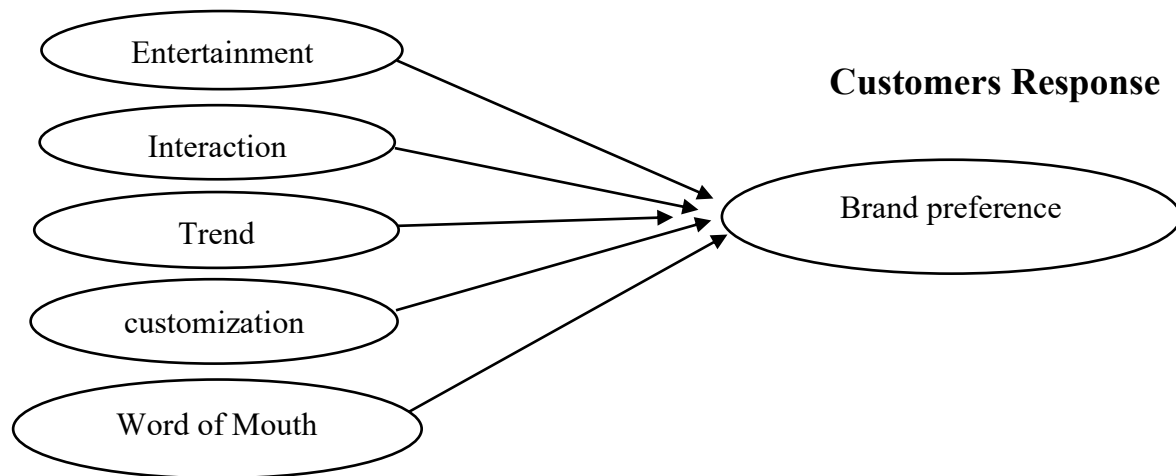
Consumer demands can influence people's preferences for digital advertising, according to study that was published in the Academy of Strategic Management Journal's July 2021 issue. The usage of digital advertising also has a positive impact on consumer brand recognition. Businesses can benefit from research findings by considering customer desire for digital advertising prior to implementing digital marketing.

Consumer brand loyalty is positively impacted by a brand's (1) profitable campaigns, (2) relevant content, (3) popular content, (4) presence on different platforms, and (5) social media application offerings, according to a 2012 study that was presented at the 8th International Strategic Management Conference. In order to conduct the experiment, SPSS 17.0 was used. Users enjoy sharing humorous, technological, and musical information on social networking platforms.

## **2.3. Conceptual frame work**

Five independent variables were constructed in relation to the literature review. The independent factors Entertainment, Interaction, Trend, Customization, Word of Mouth, and the dependent variable Customer Brand Choice Identify in the Research make up the conceptual framework.

## Social Media marketing Efforts



*Figure 3 Conceptual model*

entertainment's effect on consumers' brand preferences The efficiency of web advertising depends on entertainment since it is a key factor in determining the value of advertising (Aaker et al., 1992; Ducoffe, 1996; Rosenberg, 1960; Teo et al., 2003). The high levels of involvement and enjoyment that computer-based media users report are immediately followed by subjective perceptions of happiness and emotion (Hoffman and Novak, 1996). The 22 joys that people say they associate with ads are the most influence on how people feel about them (Shavitt et al., 1998). A message needs to be brief and amusing, according to past study, in order to immediately capture customers' attention (Katterbach, 2002). Consequently, the research suggests the following hypothesis:

**H1: Entertainment has positive and significant relationship with brand preference.**

Effect of engagement on a customer All users are encouraged to participate and offer feedback via social media and brand preferences. Social media can be used to spread ideas during an online discussion. It seeks to bridge the communication gap that exists between companies and customers. People enjoy using all of the numerous channels to participate in social media. (Aakashsha) 2018. As a result, the study suggests the following:

**H2: Interaction has positive and significant relationship with brand preference.**

public movements' impact on consumer product preferences Brands must create original content, reflect user profiles, engage in debates, and provide helpful advise as necessary in order to promote interaction. Creating this link can increase credibility and affinity (Manthiou et al., 2013). The sharing of information and the expression of thoughts with others are considered to be interaction in this study. The study raises the following theory:

**H3: - Trend has positive and significant relationship with brand preference.**

Based on how individualized the messages are, Zhu and Chen (2015) distinguish between a tailored message and a broadcast. A customised message is intended for a single receiver or a small number of recipients (much like a Facebook post). Like tweets on Twitter, anyone with an interest can get messages from a broadcast. By enabling clients to create and modify their own items using original slogans, brands like Burberry and Gucci, for example, effectively utilize their online presence (Sangar, 2012). In this study, customization is defined as the extent to which social media platforms provide a personalized service and a tailored information search. The investigation supports the following theory as a consequence.

**H4: Customization has positive and significant relationship with brand preference.**

Researchers can look at how eWOM is used on social media from three viewpoints, based on Chu and Kim (2011): opinion seeking, opinion offering, and opinion communicating. When making selections regarding purchases, customers who exhibit a high level of opinion seeking activity frequently consult with and learn from other shoppers. Regular thought-expressers, often known as "opinion leaders," greatly impact client attitudes and behavior. Another element of eWOM that promotes exchange of data is online redirecting. In the debate in this article, "WOM" refers to the volume of information exchanged and social media post published by clients of premium businesses.

Therefore, the study proposes the following hypothesis

**H5: Word of Mouth has a positive and significant effect on brand preference.**

## CHAPTER 3

### RESEARCH METHODOLOGY

#### 3.1. Introduction

The research approach taken to accomplish the goals of the study is explained in this chapter. This section includes descriptions of the various types of research designs, sampling procedures, sample sizes, sampling methodologies, data collection tools, data gathering protocols, data processing techniques, and study structures.

#### 3.2. Description of study area

The goal of the research is to investigate the relationship that exists between social media marketing and consumer brand preference. The researcher develops a quantitative survey questionnaire with the intention of gathering information from clients and fans of well-known companies that have invested much in social media marketing. The study mostly selected well-known companies because of their prominence in social media interactions and their fan base. Beer brands like St. George, Dashen, Heniken, and Habesha.

#### 3.3. Research Approach

(Creswell, 2003) separated categorizing scientific research methods into three groups: mixed, quantitative, and qualitative. Quantitative research analyzes the interaction within factors that can be evaluate and assessed using statistical procedures to determine whether or not an objective hypothesis is tenable. Qualitative research examines and understands the significance that people or groups place on asocial or human circumstances. In contrast, a mixed research approach gathers and examines primary data in a single study in both qualitative (descriptive) and quantitative (numeric) formats. Through the generation of numbers or information that may be transformed into pertinent statistics, quantitative research is utilized to assess the issue. It extrapolates results from a larger sample size while assessing attitudes, beliefs, behaviors, and other specified criteria (Susan, 2011). As a result, this study will employ a quantitative methodology to examine how social media marketing affects consumer brand choice. Between St. George, Heineken, Habesha, and Dashen beer.

### **3.4. Research Design**

This study's research methodology, which combines a descriptive and explanatory research design, is a hybrid approach. to define and evaluate the independent social media marketing variables' causes and effects relative to the dependent ones. Explanatory research is a style of research design that concentrates on elaborating on the elements of your investigation. It is done so that the size and type of cause-and-effect interactions can be determined. Explanatory study can be carried out to evaluate the effects of certain modifications on norms already in place, different procedures, etc. It is primarily a style of research design that concentrates on thoroughly outlining the study's components. A descriptive study is one that outlines the features of the population, circumstance, or phenomena under study. Instead of addressing the why of a research topic, it concentrates on addressing the how, what, when, and where questions. To describe, contrast, classify, analyze, and interpret the things and things that make up the different disciplines of research, it focuses on people, organizations, institutions, methods, and materials. It seeks to describe the situation as it is right now. Explanatory study, on the other hand, seeks to identify the causal connections between independent (Entertainment, Interaction, Trend, Customization, and word of mouth) and dependent (Customer Brand Choice) factors.

### **3.5. Target population**

Population, according to (Saunders and Lewis, 2012), is the entire collection of group members. This study focused on those who used social media and followed at least one of the chosen brands on such sites. To ensure that the respondents were eligible to participate in the research, screening questions were used to filter the respondents. The use of social media in hours per day will be a single question that will be posed to the respondent. The respondent will also be asked if they followed at least one of the chosen brands on social media. If both of the questions had received affirmative responses, the respondent would fill out the survey.

### 3.6. Sample Size and Sampling Techniques

#### 3.6.1. Sample Size

According to Holme and Solvang (1991), sampling gathers information about an entire population by examining a subset of a group. Even yet, it's unclear how many customers (drinking Habesha beer, St. George beer, Heniken beer, and Dashen beer) make up the population. The appropriate equation for this study is Cochran's formula, which calculates sample size when population statistics are unavailable and looks like the following.

Where: n = required sample size

$$n = \frac{Z^2PQ}{E^2}$$

Z = confidence interval.

P = likelihood of an affirmative response.

Q = Probability of negative response.

E = Acceptable error.

Based on Cochran's Equations

$$n = \frac{(1.96)^2 * 0.5 * 0.5}{(0.05)^2}$$

$$n = \frac{3.8416 * 0.5 * 0.5}{0.0025}$$
$$= \underline{\underline{384}}$$

Consequently, the number of participants in the research will be **384**

#### 3.6.2. Sampling Techniques

Probability sampling is a method of selecting a sample from a population in which every member has a known and equal chance of being included. This ensures that the sample is unbiased and representative of the population. Probability sampling is ideal for quantitative research that aims

to test hypotheses and make inferences about the population. Some examples of probability sampling techniques are simple random sampling, stratified sampling, cluster sampling, and systematic sampling. The main advantage of probability sampling is that it allows you to calculate the margin of error and the confidence level of your results.

Simple random sampling technique was used to conduct this experiment, Simple random sampling is a type of probability sampling in which the researcher randomly selects a subset of participants from a population. Each member of the population has an equal chance of being selected. Data is then collected from as large a percentage as possible of this random subset.

### **3.7. Data Collection Method and procedure**

Primary and secondary data are further classifications for data. The term "primary data" refers to information that will be gathered by the researcher and is done so specifically to address the goal of the study (Lundahl & Skärvad, 1992). Since information was gathered by someone else for a different objective than the current issue, secondary data is already available (Aaker & Day, 1990). This study makes use of both primary and secondary sources of information.

#### **3.7.1. Primary data collection**

Refers to obtaining precise data with the intention of proving some facts false. When gathering data, researchers must be very clear about the results they are aiming for and how they plan to get them. (Kombo and Tromp, 2006) state that. By contacting the respondents who have been vetted as part of the questioner selection technique, questionnaires containing structured and closed-ended questions were used to collect primary data. For the purpose of the explanatory analysis, the questionnaire included a Likert scale with five rating categories: Strongly Agree (SA) = 5, Agree (A) = 4, Neutral (N) = 3, Disagree (D) = 2, and Strongly Disagree (SD) = 1.

#### **3.7.2. Secondary data collection**

Secondary data was gathered from earlier studies, journals, academic articles, and other online sources.

### **3.7.3. Procedures of Data Collection**

The survey was first carried out using sampling procedures. Respondents filled out multiple-choice and Likert scale items on the survey. To make it simple for respondents, English-language questionnaires are translated into Amharic. A pilot research will then be conducted to verify the results. The questionnaires were given to respondents after the pilot survey's feedback. Google Questioner was used to capture all the digital data from the survey and distribute it to the chosen respondents.

Finally, the data transferred for data analysis came from the questionnaires that had been collected.

### **3.8. Data Analysis**

Both descriptive and inferential statistics were used in this investigation. Using the mean, standard deviation, frequency percentages, and bar charts, descriptive statistics will be utilized to summarize the sample population's characteristics and general facts. Correlation and multiple regressions are the inferential statistics indicators utilized in the study to evaluate the hypothesis and determine the study's goals.

According to the research covered by the aforementioned objectives, it is suggested that this study forecast or clarify the influence of social media marketing on consumer brand preference in Ethiopia's brewing industry. Multiple regressions and correlation are thus applied. Using SPSS, data entry and analysis were carried out.

### **3.9. Reliability and Validity**

#### **3.9.1. Reliability**

Based on (Joppe, 2000), reliability is a gauge of how effectively outcomes endure over time and accurately represent the target population. The research instrument is also regarded as reliable if the outcomes of the research is reproducible using a comparable methodology. Yin (2003) defined reliability as the absence of random error, that enables later researchers to get the same results by replicating the study's approach.

### **3.9.2. Validity**

The degree to which a measure captures what it sets out to capture determines its validity. Content validity, criterion-related validity, construct validity, and face validity are a few types of validity that vary in how they are evaluated. A questionnaire must have validity, or that is, it must measure what it is meant to assess, in order for it to be valuable. A questionnaire can benefit from the content validity, construct validity, and criterion-related validity of these types of validity (Rogers, 1995).

### **3.10. Ethical Consideration**

This project will be approved by the Addis Abeba University School of Commerce's Department of Marketing Management. Prior to the beginning of data collection, each member of the sampling unit formally agreed. The researcher promises to uphold the rights of the respondents by making sure that none of them are identified in the study or the thesis that follows, that they were chosen voluntarily, that they were fully informed of the study's objectives, and that no personal information about them was recorded while data was being collected.

## CHAPTER 4

### 4. DATA PRESENTATION, ANALYSIS AND INTERPRETATION

#### 4.1. Introduction

This chapter's presentation and analysis of the data can be broken down into two primary parts. The respondents' characteristics are covered in the first section, and the analysis and interpretation of secondary and primary data about the influence of social media marketing on brand preference are covered in the second section. The main goal of data analysis is to discuss the stated objective and determine the answer to the research question that was posed. Based on the data analysis and distribution performed using SPSS, the results of this study are further detailed. Regression analysis and descriptive analysis.

#### 4.1. Response rate

Questionnaires were distributed, and 384 valid responses were obtained. This represents 100% response rate.

#### 4.2. Demographic profile of respondents

The statistical information from the 384 respondents is shown in the table below. It includes information on the respondent's gender, age, time spent on social media, whether they drink beer or not, awareness of social media marketing, and their preferred brand on social media.

##### 4.2.1. Gender of the respondents

Value Label	Value	Frequency	percent	Valid percent
Male	1	241	62.76	62.76
Female	2	143	37.24	37.24
Total	-	384	100	100

*Survey result 2023*

*Table 1 survey result, 2023*

As we can see from Table 1 above, the majority of responders were men, with 241 (62.76%) of them being male and 37.24% of them being female.

#### 4.2.2. Age of the respondents

Item Label	Value	Percent	Valid percent
21 – 30	1	50.4	50.4
31 – 40	2	41.2	41.2
41 – 50	3	7.1	7.1
51 – 60	4	0.9	0.9
61 above	5	0.4	0.4
Total	-	100	100

*Survey result 2023*

*Table 2 Age distribution of the respondents*

#### *Age distribution of the respondents*

As a consequence, 50.4% of Participants were among those in the age range of 21 and 30, as displayed in Table 2 above. Among those in the age range of 31 and 40, there were 41.2%. 7.1% of the population was over the age of 60, 0.9% was under the age of 41, and the remaining 0.4% was among those in the age range of 41 and 50. This reflects the majority of those surveyed who were more youthful, within those in the age range of 21 and 30, among every participant.

#### 4.2.3. Who follow one of the four brands on social media

Item Label	Value	Percent	Valid percent
Heniken beer	1	14.4	14.4
Dashen beer	2	13.7	13.7
St. George beer	3	26.4	26.4
Habesha beer	4	45.5	45.5
Total	-	100	100

*Survey result 2023*

*Table 3 who follow one of the four brands on social media*

Accordingly as we see from Table 3 above 45.5 % of the respondent were follow Habesha beer on a social media, 26.4 % of the respondent were follow St.george beer on a social media, 14.4 % of the respondent were follow Heniken beer on a social media, and the remaining respondents were

follow Dashen beer on a social media 13.7 %, which represents the largest number of respondents were follow Habesha beer social media.

#### 4.2.4. Awareness of the respondents about social media marketing

Item Label	Value	Percent	Valid percent
Yes	1	66	66
No	2	34	34
Total		100	100

*Survey result 2023*

*Table 4 awareness of the respondents about social media marketing*

Accordingly as we see from Table 4 above 66% of the respondent were aware of social media marketing and the remaining 34% of the respondent were not aware of SMM, which represents larger number of respondents were aware of social media marketing.

#### 4.2.5. Time spent on social media sits per a day

Item Label	Value	Percent	Valid percent
0 hr	1	0	0
1-3 hr	2	79.5	79.5
4-6 hr	3	17.4	17.4
6-10 hr	4	3.1	3.1
More than 10 hr	5	0	0
Total	-	100	100

*Survey result 2023*

*Table 5 time spent on social media sits per a day*

Accordingly as we see from Table 5 above 79.5% of the respondent were spent 1-3 hours in social media per a day, 17.4% of the respondent were spent 4-6 hours in social media per a day, 3.1% of the respondent were spent 6-10 hours in social media per a day and the remaining respondents were 0%. which represents the largest number of respondents were spent 1-3 hr on social media per a day.

#### 4.2.6. No of the respondents who are drinking beer

Item Label	Value	Percent	Valid percent
Drink beer	1	100	100
Not drinking beer	2	0	0
Total	-	100	100

*Survey result 2023*

*Table 6 respondents who are drinking beer*

Accordingly as we see from Table 6 above 100% of the respondent were who drink beer, which represents all of the respondents were who drink beer.

#### 4.2.7. Does social media advertising triggers you to buy a product

Item Label	Value	Percent	Valid percent
Yes	1	94.6	94.6
No	2	5.4	5.4
Total		100	100

*Survey result 2023*

*Table 7 who are triggered to purchase a product by social media advertising*

Accordingly as we see from Table 7 94.6% of the respondent were triggered by social media advertising to buy a product and the remaining respondents were 5.4% not triggered by social media advertising to buy a product. which represents the largest number of respondents were triggered by social media advertising to buy a product.

### 4.3. Reliability Test

Measurement quality has to do with reliability. According to Prof. William M.K. Trochim (2020), dependability is defined as the "consistency" or "repeatability" of your measurements. (Hair, et al., 2010) state that if is larger than 0.7, it denotes high dependability, while if is smaller than 0.3, it denotes low reliability. As a result, the test's findings indicate that the items are trustworthy and appropriate. Each variable's Cronbach's alpha value ranges from 0.791 to 0.968, with the entire scale being at the 0.81 level. As a result, it is apparent from the test that all of the elements utilized to represent social media advertising are genuine and dependable.

Test	Cronbach's Alpha	No of Items
EN	0.877	3
IN	0.850	3
TR	0.876	3
CU	0.925	3
WOM	0.791	3
BP	0.834	3
Entire scale	0.968	18

*Survey result 2023*

**Table 8 Cronbach's Alpha of data reliability of Habesha beer**

#### **4.4. Correlation analysis**

Correlation analysis, according to Monica Franzese and Antonella Iuliano (2019), is a statistical technique for assessing how strongly two quantitative variables are correlated. To determine whether It has a connection between interaction, personalization, word-of-mouth, entertainment, trendiness, and brand preference, researchers use the Pearson's coefficient of correlation, a widely used tool for assessing the strength of a link between variables. The value of this coefficient assumes that there is a linear relationship between both elements.

The findings of a correlation assessment among the factors that are independent and the one that is dependent are shown in the next section beneath. The association between the independent factor (entertainment, interaction, trendiness, personalization, and word of mouth) and the variable that is dependent (brand preference) is straight and positive, with the coefficients of correlation varying from low to high. Correlation analysis, according to Monica Franzese and Antonella Iuliano (2019), is a statistical method for assessing how strongly the two quantitative parameters are connected.

The correlation between entertainment, interactivity, trendiness, personalisation, word-of-mouth, and brand preference is investigated using the Pearson's coefficient of correlation, a common method for determining how strongly two variables are connected. This coefficient presupposes that the two variables have a linear connection. If the correlation is 1, then the two elements have

a perfect positive correlation. A correlation number of -1 indicates that the link between the two factors is completely inverse, while a correlation coefficient of 0 denotes that there is absolutely no association at all.

Accordingly, as shown in Table 7, The association between entertainment and brand preference ranged from being medium to significant and advantageous ( $r = .873$ ,  $p 0.01$ ), interaction ( $r = .711$ ,  $p 0.01$ ), trendiness and brand preference ( $r = .704$ ,  $p 0.01$ ), customization and brand preference ( $r = .943$ ,  $p 0.01$ ), and word of mouth and brand preference ( $r = .951$ ,  $p 0.01$ ). In comparison to the other variables, trendiness and brand preference have the largest association.

		Correlations					
		ENT	INT	TR	CUS	WOM	BR PR
Entertainment	Pearson Correlation	1					
	Sig. (2-tailed)						
	N	384					
Interaction	Pearson Correlation	.666**	1				
	Sig. (2-tailed)	.000					
	N	384	384				
Trend	Pearson Correlation	.772**	.699**	1			
	Sig. (2-tailed)	.000	.000				
	N	384	384	384			
Customization	Pearson Correlation	.954**	.707**	.759**	1		
	Sig. (2-tailed)	.000	.000	.000			
	N	384	384	384	384		
Word-of-mouth	Pearson Correlation	.796**	.801**	.700**	.890**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
	N	384	384	384	384	384	
Brand preference	Pearson Correlation	.873**	.711**	.704**	.943**	.951**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384

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

**Survey result 2023**

**Table 9 correlation analysis**

#### 4.5. Regression analysis

To determine which independent variable affects the dependent variable the most and which independent variable affects it the least, regression analysis was used. Additionally, how do the various disparate elements interact.

##### 4.5.1. Testing for regression analysis

To get better, more accurate results, testing the data is required before determining how one or more independent factors affect a dependent variable.

##### 4.5.2. Multi-collinearity Test

The multicollinearity (collinearity) characteristics of multiple regression analysis determine whether one variable can linearly correlate with the other two or more predictor variables. It explains how much one independent variable in the model is dependent on another independent variable. Tolerance and variance inflation VIF are used to test for multicollinearity (George, D., and Mallery, P., 2003). to determine how the variables relate to one another Positive correlation between the variables is demonstrated in the table below.

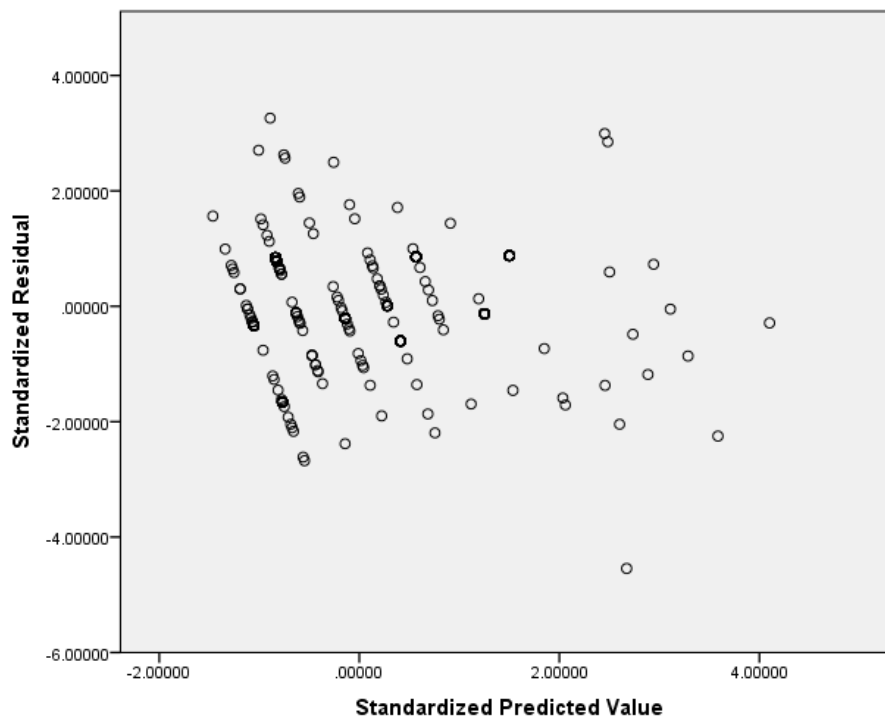
		<b>Correlations</b>				
		Entertenment	Interaction	Trend	Customization	Wordofmouth
Entertenment	Pearson Correlation	1	.666**	.772**	.954**	.796**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	384	384	384	384	384
Interaction	Pearson Correlation	.666**	1	.699**	.707**	.801**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	384	384	384	384	384
Trend	Pearson Correlation	.772**	.699**	1	.759**	.700**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	384	384	384	384	384
Customizatio n	Pearson Correlation	.954**	.707**	.759**	1	.890**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	384	384	384	384	384
Wordofmouth	Pearson Correlation	.796**	.801**	.700**	.890**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	384	384	384	384	384

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

*Table 10 multicollinearity test*

### 4.5.1.2. Linearity Test

It is assumed that the dependent and independent variables have a linear relationship. The best way to test the theory is via an x vs. y scatter plot. As a result, the linear relationship between the two variables may be shown visually. This assumption is met if it appears that the plotted points might all be along a straight line, indicating that the two variables have some type of linear relationship (Zach, 2020).



*Figure 4 Linearity test scattered plot*

### 4.5.1.3. Normality Test

For a linear regression to be successful, the data obtained must have a normal distribution. Using Q-Q graphs is the greatest method for visually verifying the assumption. To ascertain whether or not the residuals from a model follow a typical pattern, Q-Q plots, a particular kind of plot, are used. The normalcy assumption is satisfied if the plot's points frequently form a straight diagonal line (Zach, 2020). For this supposition, the values of skewness and kurtosis are distributed. The

remainder of the data is shown in the Table further down, which shows how this research adheres to the idea of normal dispersal.

Variable	N	Mean	S.E. Mean	Kurtosis	S.E. Kurt's	Skewness	S.E. Skew
BP	384	1.7999	0.03705	0.540	0.248	0.938	0.125
EN	384	1.5608	0.03581	2.974	0.248	1.488	0.125
IN	384	1.9410	0.03724	1.1138	0.125	2.329	0.248
TR	384	1.8832	0.03799	1.837	0.248	1.074	0.125
CU	384	1.7179	0.04080	0.770	0.248	1.091	0.125
WOM	384	1.8980	0.03724	1.452	0.248	1.006	0.125

*Table 11 normality test*

#### 4.5.2. Multiple Regressions Analysis

To determine how social media marketing initiatives affected consumers' preferences for particular beer brands, regression analysis was used. All of the model's variables—entertainment, interaction, trendiness, customization, word-of-mouth preference, and brand preference—were used in the analysis. As a result, the study's regression analysis is described in the table below.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.978 <sup>a</sup>	.956	.955	.15339	1.897

a. Predictors: (Constant), Word-of-mouth, Trend, Interaction, Entertainment, Customization

b. Dependent Variable: Brand preference

*Table 12 Regression Model*

The value of R square is 0.956, as displayed in table 20. This number indicates how much variation within the dependent variable brand preference the model has been able to explain. It displays the proportion of the response variable that falls between 0 and 100%. This summary is used to understand how social media marketing initiatives affect consumer brand preferences for Ethiopian breweries. R squared is 0.956 and adjusted R squared is 0.955, respectively, as indicated in the table, suggesting that 95.5% of the variation in the dependent variable is explained by the

independent variables used in the model. This suggests that entertainment, interactivity, trendiness, personalization, and word of mouth influence 95.5% of the difference in brand preference.

The Durbin Watson (DW) statistic is used to demonstrate the autocorrelation of the residuals from a statistical regression study. The DWs statistic will always have a value between 0 and 4. Scores between 0 and less than 2 indicate positive autocorrelation, whereas scores between 2 and 4 show negative autocorrelation. A score of 2 indicates the lack of autocorrelation in the sample. Numbers lower than 1 or higher than 3 are clearly cause for concern, according to (Field, 2009). This model's Durbin Watson score of 1.897 is within the acceptable range and suggests that the models are appropriate for forecasting how social media advertising might influence brand preference. The outcome in the ANOVA table below, which has a p-value of 0.000 and is below the alpha, supported the significance of the overall model.

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	192.983	5	38.597	1640.402	.000 <sup>b</sup>
Residual	8.894	378	.024		
Total	201.877	383			

a. Dependent Variable: Brand preference

b. Predictors: (Constant), Word-of-mouth, Trend, Interaction, Entertainment, Customization

**Table 13 ANOVA Result of the study**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
	(Constant)	.103	.025				4.038
Entertainment	.122	.043	.118	2.825	.005	.037	.207
Interaction	-.131	.019	-.132	-6.746	.000	-.169	-.093
Trend	-.028	.018	-.029	-1.568	.118	-.064	.007
Customization	.310	.049	.341	6.366	.000	.214	.405
Word-of-mouth	.676	.031	.679	21.712	.000	.615	.737

a. Dependent Variable: Brand preference

**Table 14 coefficient of analysis of the study**

When all other independent factors are held constant, a coefficient in the data table above shows the extent to which the variable that is dependent changes with independent variables. The beta coefficients reveal the direction and strength of the relationship between the independent and dependent variables. The coefficients table above was produced as a result of a regression analysis that was done to assess the model's applicability and the significance of the hypothesis. On this research, the beta value and p-value test whether the change described by the model is not random. The significance level for the variable must therefore be lower than 0.01 for the p-value.

#### 4.6. Hypothesis Result

Hypothesis developed	$\beta$ -value	P- value	Relationship	Result Decision
<b>H1: Entertainment has a positive and significant effect on brand preference.</b>	.118	.000	Positive	Accepted
<b>H2: Interaction: has a positive and significant effect on brand preference</b>	-.132	.005	Positive	Accepted
<b>H3: Trendiness: has a positive and significant effect on brand preference</b>	-.029	.118	Negative	Rejected
<b>H4: Customization: has a positive and significant effect on brand preference</b>	.341	.000	Positive	Accepted
<b>H5: Word of mouth: has a positive and significant effect on brand preference</b>	.679	.000	Positive	Accepted

*Table 15 hypothesis test*

#### **4.6.1. Entertainment to Brand preference**

Based on the findings, Entertainment has a beta value of 0.118 and p value 0.000 at a 99% confidence level ( $p = 0.01\%$ ), indicating a positive connection.

**H0:** Entertainment has a negligible impact on client brand preference in social media marketing.

**H1:** The influence of entertainment on social media marketing and consumer brand choice is both favorable and significant.

**Discussion:** Dr. Fahed Khatib (April 2016), who found that fun and entertainment have a favorable and significant impact on decision-making, supports the result presented above. As a result, in the example of the Ethiopian brewing company, the alternative hypothesis is accepted and the null hypothesis is rejected. Fun and enjoyment are crucial to attracting clients and piquing their interest in the product in social media marketing, where serious material should not always be shared on a regular basis.

#### **4.6.2. Interaction to Brand preference**

Based on the findings, the interaction has a beta value of -.132 and p value 0.005 at a 99% confidence level ( $p = 0.01\%$ ), indicating a positive connection.

**H0:** Interaction has a negligible impact on client brand preference in social media marketing.

**H2:** The influence of Interaction on social media marketing and consumer brand choice is both favorable and significant.

**Discussion:** The study cited above finds that interaction has a favorable and significant impact on brand choice (Aakansha, 2018). As a result, in the example of Ethiopian beer enterprises, the alternative hypothesis is supported and the null hypothesis is rejected. People are enjoying participating in all the new social media platforms, reflecting the profiles of their users, participating in debates actively and honestly, and offering practical advice to further interaction and increase product preference among customers.

#### 4.6.3. Trendiness to Brand preference

According to the findings, there is a negative link because the beta value of trendiness is  $-.029$  and p value  $0.118$  at 99% confidence interval (p  $0.01\%$ ).

**H0:** Trendiness has a negligible impact on client brand preference in social media marketing.

**H3:** The influence of Trendiness on social media marketing and consumer brand choice is both favorable and significant.

**Discussion:** The study by Manthiou et al. (2013), which found that trendiness had a positive and significant impact on brand preference, does not supported the conclusion presented above. As a result, in the example of Ethiopian beer enterprises, the null hypothesis is supported and the alternative hypothesis is rejected. For this research based on findings Trends on brewing company's social media marketing doesn't affect consumer product preferences.

#### 4.6.4. Customization to Brand preference

Based on the findings, Customization has a beta value of  $.341$  and p value  $0.000$  at a 99% confidence level (p  $0.01\%$ ), indicating a positive connection.

**H0:** Customization has a negligible impact on client brand preference in social media marketing.

**H4:** The influence of Customization on social media marketing and consumer brand choice is both favorable and significant.

**Discussion:** The findings reported above is supported by the finding in (Schmenner, 1986) that personalization has a positive and significant impact on brand choice. As a result, in the context of Ethiopian beer firms, the alternative hypothesis is supported and the null hypothesis is shown incorrect. The degree of customization refers to how much a service is altered to meet a customer's tastes in order to pique their interest in the offering.

#### 4.6.5. Word of mouth to Brand preference

According to the findings, there is a positive correlation between the two variables, with the beta value of word-of-mouth being  $.679$  and p value  $0.000$  at 99% confidence interval (p  $0.01\%$ ).

**H0:** Word of mouth has a negligible impact on client brand preference in social media marketing.

**H5:** The influence of Word of mouth on social media marketing and consumer brand choice is both favorable and significant.

**Discussion:** Chu & Kim (2011) found that word-of-mouth had a positive and significant impact on brand preference, supporting the conclusion stated above. Therefore, the alternative hypothesis is accepted and the null hypothesis is disproved in the context of Ethiopian beer firms. Examining the use of WOM on social media from the perspectives of opinion delivering, opinion receiving, and opinion passing. When making selections regarding purchases, customers that exhibit an elevated degree of looking for advice from others frequently ask other shoppers for guidance and information. Consumers who frequently express their opinions, or "opinion leaders," have a big impact on how other consumers feel and behave.

# CHAPTER 5

## SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

### **5. Introduction**

The researcher summarized the key findings, made some closing observations, and highlighted a few recommendations that could be helpful to marketers and other researchers in this chapter.

#### **5.1. Summary of findings**

The empirical and theoretical impact of social media on the creation of brands, in addition to the many managerial opportunities and difficulties they provide, are the subjects of more research (Gallaughar & Ransbotham, 2010; Kozinets et al., 2010). Nevertheless, until recently, academics had a difficult time demonstrating empirically how SMMEs had an impact on brand equity and how this impact affected other crucial branding objectives like brand loyalty, option, and price premium. Due to numerous theoretical and quantitative challenges, social media marketing is a difficult issue for such assessments. (2011) Schultz; (2013) Schultz & Peltier.

This work fills this significant knowledge gap by looking at a beverage company in Ethiopia that uses social media. The study is based on the alcoholic beverage business because earlier research has shown that this sector looks to have successful and efficient ways of connecting with and reaching their clientele through new media. 2020 in Ruth Michael.

This study contributes to the corpus of prior information by providing a thorough framework that illustrates how social media marketing affects client brand preference toward diverse businesses. Even while past studies had focused on particular SMME components, this empirical research explains their relative weight and demonstrates that when building social media operations as a whole, all five components should be taken into account. Five measurement-independent factors and four beer brands are used to compare findings. They can be distinguished statistically from one another: from the viewpoint of the client.

In terms of validity and dependability With a Cronbach's Alpha score of 0.968, Table 8 shows that all of the surveys for brewing enterprises were valid and acceptable.

Five aspects were taken into account when determining the respondents' degree of agreement with the predictor factors, and the four variables entertainment, interaction, personalization, and word of mouth were overwhelmingly supported by those surveyed.

As a result, the regression result demonstrates that the significant level of the coefficient of determination R square result. In this instance, it can be inferred that there is a negligible difference between trendiness and brand choice, and a positive and substantial association between the four independent variables, namely entertainment, interaction, customization, and word of mouth.

## **5.2. Conclusion**

social media's significance in boosting a company's performance. Companies use a variety of social media platforms to implement social media to support marketing information systems. Implementing various advertising strategies is one approach to use social media marketing. According to the research's conclusions, social media marketing can win over customers by addressing their demands. to ensure that the social media marketing material meets consumer expectations. According to one study, social media marketing for brands influences customer brand choice for goods from various brands in a beneficial way.

The five independent factors in this study entertainment, engagement, personalization, and word of mouth were found to be directly able to gauge consumers' brand preferences. In order to reach the final conclusion, it was determined that social media marketing serves as a mediator between consumer needs and brand preferences. This research also demonstrates better social media performance than other methods, and all four independent variables with the exception of trendiness have a significant impact on consumer brand preferences.

It takes a lot of skill to use social media marketing and to keep an active social media presence that can bring in ongoing benefits for the entity or business being marketed. Content delivered to the audience may receive widespread acclaim one moment and then be rejected by them the next. To sustain a positive and enduring relationship with their viewers, social media marketing

strategists must deliberately create material that is relevant, appealing, and authentic to the target demographic.

### **5.3. Recommendation**

The investigation's findings and supporting recommendations are provided, which aid the organization in enhancing the social media marketing elements that influence a customer's choice of one brand over another.

- ✚ The study confirms that the four variables of social media marketing have a positive and significant relationship with brand preference so the organization should be able to invest in social media marketing in maintaining and improving the customers brand preference.
- ✚ Other beer companies who are not using social media marketing they should have to consider implementing social media marketing as one of their marketing tools to get competitive in the market where tv and radio advert is banned.
- ✚ Currently, almost all brewery companies promote their product on different social media tools because public alcoholic beverage marketing banned so figure out the other way to pursue effective marketing and how it works give competitive advantage from the others and its a smarter choice to be involved.

### **5.4. Future research directions**

Many theories relating to the topic were examined, although from a relatively generic standpoint in order to give the readers a broad image given the time and breadth restrictions of this research. In order to address the study objective, a thorough survey should be undertaken if more research might be done. Social media marketing is the only independent variable that is focused on in this study in order to explain customer brand preference and examine their relationship. However, it is clear that more variables may need to be taken into account in order to explain the difference in customer brand preference. Future research can be designed to find the extra variable or variables that best explain the consumer's customer brand preference. Expand this study to include additional respondents and social media content to further understand how target customers make decisions.

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## APENDEX

### Part I

General Information, please use tick (√) mark in the boxes provided.

1. Gender:

Male  Female

2. How old are you?

21-30  31-40  41-50

51-60  61 and above

4. Are you aware of social media marketing?

Yes  No

5. Time (approx.) spent on social media sites per day?

0 hour  1-3 hours'  4-6 hours

6-10 hour's  more than 10 hours

6. Do social media trigger you to purchase a product?

Yes  No  Not sure

7. Did you drink beer?

Yes  No

3. Did you follow at list one of this brands on facebook ( Heniken, Dashen, st.george, habesha beer)

Yes  No

### Part II

Rate the following scale by assigning a numerical rating according to the following key and be as honest as you can in responding since that will provide you with the most useful information.

Questions Scale

1 = Strongly Agree	2 = Agree,	3 = Neutral	4 = Disagree	5 = Strongly Disagree
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Social media marketing efforts (Kim & Ko, 2012)

Entertainment

1. Using X brand's social media is fun
2. Content of X brand's social media seems interesting
3. Using X brand's social media make me enjoying

Interaction

3. X brand's social media enable information-sharing with others
4. Conversation or opinion exchange with others is possible through X brand's social media
5. It is easy to provide my opinion through X brand's social media

Trendiness

6. Content of X brand's social media is the newest information
7. Using X brand's social media is very trendy
- 10 x brand social media content allow me expressing my feeling

Customization

8. X brand's social media offer a customized information search
9. X brand's social media provide customized service
10. x brand's social media content amplify my personal interest

Word of mouth

10. I would like to pass information on brand, product, or services from X brand's social media to my friends
11. I would like to upload content from X brand's social media on my blog or micro blog
12. x social media content opens the opportunity to discuss with others

Brand preference (Kim and Hyun, 2011)

19. Although another brand has the same features as X, I would prefer to purchase from X
20. If another brand does not differ from X, it seems smarter to purchase from X
21. Although there is another brand as good as X, I prefer to buy from

**THANK YOU FOR YOUR PARTICPATION!**