



The effect of Social Media on Sales volume performance: - The
case of Ayat Residential real estate

By AzenegashWolde

A Thesis submitted to the Addis Ababa University, College of Business
and Economics, School of Commerce for the Partial Fulfillment of the
Requirements of the Degree of Masters of Arts in Marketing
Management.

Advisor: Belaynesh Tefera (PhD)

May 2019

Addis Ababa, Ethiopia

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Declaration

I declare that this thesis study for the M.A. Degree in marketing management at the University of Addis Ababa School of commerce, here by submitted by me, is my original work and has not previously been submitted for a degree at this or any other University, and that all references materials contained therein have been duly acknowledged.

Name: Azenegash Wolde

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Signature _____ Date _____

Signature _____ Date _____

**CERTIFICATION ADDIS ABABA
UNIVERSITY SCHOOL OF GRADUATE
STUDIES**

This is to certify that the thesis prepared by Azenegash Wolde, entitled “The effect of Social Media on Sales volume performance: - The case of Ayat Residential real estate” and submitted in partial fulfillment of the requirements for the award of the Degree of Master of Arts (Marketing Management) compiles with the regulations of the University and meets the accepted standards with respect to originality and quality.

Approved by the Board of Examiners:

Adviser: Belaynesh Tefera (PhD) Signature Date_____

Examiner Signature Date_____

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Abstract

The advent of technologies, Social media marketing become known and vital in the economy. In this research social media and its effect on sales volume of the real estate discussed. Variables such as social computer pressure, innovation management and social media marketing management were discussed and their effects were dealt. Three hundred sixty one participants were surveyed by the researcher in order to measure their activity, interest level, and motivation for processing posts by real estate professionals on Social media. Their corresponding data were analyzed for answers to four specific research questions. The researcher's findings were suggested that the average social media user is the same as the real estate agent's target client. The findings from this study suggested that current levels of real estate marketing via these social networking sites engage users enough to hold their sufficiency threshold. With respect of un regulated status of real estate companies, Ayat residential real estate sales has been affected by the mentioned variable of social media (IT infrastructure, Social computer pressure Innovation management and, Marketing management).

Key Words: Social Computer pressure, Innovation Management, Social media marketing Management, theories and models, Real Estate, Real Estate Agent will be discussed in brief.

Chapter One

Introduction

Background of the study

The concept of social media starts in 1997 and it enables user to upload a profile and make friends with other users. With this innovation many business and non-business developments have been achieved. (The complete history of social Media then and now, small biztrends.com, 2013) Nowadays many kind of social media developed from these Google, Twitter, Facebook, LinkedIn, YouTube are well developed and known. (The History of Social Media: Social Networking Evolution, small biztrends.com, 2013)

Social media, defined as “a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content” (The History of Social Media: Social Networking Evolution, small biztrends.com 2013),

Social media is understood as the different forms of online communication used by people to create networks, communities, and collectives to share information, ideas, messages, and other content, such as videos. (The History of Social Media: Social Networking Evolution, small biztrends.com 2013)

Two things stand out from this definition:

1. Social media must include online communication, meaning the history of social media cannot begin before the invention and widespread adoption of the internet; and
2. Social media depends on user-generated content. This is why typical websites and blogs do not get included in the world of social media. Only certain people can post to these sites, and there are significant restrictions on the types of content that get uploaded.

Social media marketing (SMM) is a two-way communication seeking empathy with young users, and even enforcing the familiar emotions associated with existing luxury brands to a higher age group. With the increased use of SMM by luxury brands, it has become highly necessary to

quantitatively analyze the effects of the social media (Kim and Ko, 2012: p 1480 Do Social Media Marketing Activities Enhance Customer Equity?)

Social media comes in many forms and the eight most popular are: Blogs, Micro blogs, Social Networks, Media-Sharing Sites, Social Bookmarking and selection Sites, analysis Sites, forum and effective Worlds (Saravana kumar and Sugantha lakshmi, 2012).

The nature Social media marketing is that it nurtures and expands relationships. Improving communication and strengthening human connection is the reason social media emerged. Face book, Twitter, Instagram, Interest, Snap chat, chat groups, LinkedIn, and countless other social networking sites help people build on existing relationships and make people to have new information.

Social media marketing has changed the way we communicate today. It is in our best interest to be informed about all of the new possibilities to manage our online reputation. Marketing with social media increases sales activity since customers can be easily attracted on social media marketing. Users will be active on social media, it breaks the business internal traffic and one can get different audience based on different channels.

Social media marketing is having a tremendous effect on business and market as business growth and performance are taking place with vital and high rate. Social media helps in developing business tactics. Social media platform shows an opportunity for business to take the attention of the customers. Social Media has got improved customer insight benefits, better customer services, cost efficient, and connectivity and so on...Social media marketing increases the conversation rate of the market and facilitates the brand awareness situation. (E-marketing, the essential guide to marketing in digital world 5th edition pp217)

Sales include “operations and activities involved in promoting and selling goods or services. A key sales function is following up with the leads generated by a marketing department. Successful businesses usually develop a structured hand off process so that each marketing-qualified lead receives appropriate and timely follow-up from a sales team member. Modern sales focus on relationship building to help create trust between a buyer and seller. Effective

sales persons can understand the needs of the buyer and develop a persuasive message to help differentiate the company's product.

Real estate is property consisting of land and the buildings on it along with its natural resource such as crops, minerals or water, immovable property of this nature; an interest vested in this (also) an item of real property (more generally) buildings or housing in general. (Issues in Real Estate and Urban Management – A Note Sebastian Morris W.P. No. 2010-11-01 November 2010,)

The rapidly changing real estate landscape in Addis Ababa is one of the more visible aspects of the extended period of growth recently experienced in Ethiopia. Most of real estate in Ethiopia are reside in Addis in accordance with construction ministry report number of real estate in Addis are more than forty real estate (According to construction minster 2016/17).

1.2 Background of Real Estate Market

The real estate market can be grouped into three broad categories as: residential, commercial and industrial. Residential real estate can include undeveloped land, houses, condominiums, and town homes. Commercial real estate on the other hand can include office buildings, ware houses and retail store buildings. Whereas, factories, mines and farms can be categorized as industrial real estate. (Menen Abebe Abera, Regulation of Real Estate Business in Ethiopia June, 2010Addis Ababa.

The construction industry is one that has a special role in Ethiopia quest for development. One can say that there is no development sector into which construction does not enter. The construction industry plays a key role in building economic infrastructure, building and renovation of residences houses. In Ethiopia especially in Addis Ababa housing now days has become one of the complex and necessary needs in the market.

The great demand for housing and real estate housing shows the strong development of real estate. Buyers of residential houses (Real estate) got the idea of purchasing the houses from electronics and print medias, sales persons or from social medias the majority of home buyers go online for their search for their future home.(Real estate in digital age.2017 report).

This thesis presents the effect of social media on sales volume performance the case of Ayat residential real estate.

Ayat Real estate

Ayat Real estate established in 1987 at Addis Ababa. It's main real estate homes are located at Ayat area from zone 1 up to zone 8. The apartment houses of Ayat real estate are located at Ayat area. The real estate company has transferred over 7,500 houses, from these 6,000 houses are villas and 1,500 houses are apartments.

1.3 Statement of the problem

There are many clues for the effect of social media on sales of residential real estate in Ethiopia. When a marketing media change the shift for the new media increased; thus social media and the sales of the business is related. Creating and developing a website or a social media for marketing is important for any business. A significant percentage of customers that relies on the internet to search for products can easily trace that business. This also gives for business to a better media changing situation for their market. For example, Hennery Mark et.al (2012) explains that both macro and micro business have invested large amount of time and money in increasing their reach across high effect social media platform.

Internet marketing can be simply defined as: Achieving marketing objectives through applying digital technologies. This definition helps remind us that it is the results delivered by technology that should determine investment in Internet marketing, not the adoption of the technology. These digital technologies include Internet media such as web sites and e-mail as well as other digital media such as wireless or mobile and media for delivering digital television such as cable and satellite. (Internet Marketing, Strategy, Implementation and practice 3rd edition: 2008: P8-9) Scholars like, Zikmund, W.G. and Babin, B.J. (2007), argue that these days social media marketing makes a business to find out more about its clients, its needs and fears. It also helps to research customers and competitors with social media monitoring.

This research work is designed just to contribute a slice in terms of contributing for the effect of

social media on sales on the case of Ayat real estate.

As in the other developing nations of our glob practice and research in the area of the effect of social media marketing on real estate is very much lacking. When we come to the practice of marketing, developing countries generally struggle in dealing with branding, electronics media and advertisement in business. Thus a global standardized social marketing effect of sales on real estate has not been observed deeply in developing countries. It is therefore necessary to consider or measure the effect of social media on business especially on residential real estate business. This is largely attributes to the very much limited research in the area and development of country and sector specific models to practice effect of social media on real estate. As the review of related literature show, especially Ethiopia does not have a positive score in the development of literature and other scholarly articles on this issue so far. Even the few experiences we have not evenly distributed. Most of such works are found in countries like South Africa, Kenya, and Nigeria.

Furthermore, studies conducted on this subject have been very few in the context of Ethiopia. As far as the researcher's knowledge there is no research done on effects of social media on sales of residential real estate in Ethiopia. Therefore, this study tries to fill the knowledge gap.

The main statement of this study is that identifying the effect of social media on the sales volume performance in the case of Ayat real estate.

1.4 Research Question

Investigating the relationship between the major dependent variable /sales/ and independent variables or the social media like IT Infrastructure, Social Computer pressure, Innovation Management (Web design) and Marketing Management is the major concern of this research. In due course, the research is mainly supposed to answer the following general and specific research questions:-

1.4.1 General research Question

- What is the effect of social media on sales of residential real estate industry?

1.4.2 Sub research Question

- What is the effect of IT Infrastructure Capability on sales volume performance Ayat real estate?
- What is the effect of social computer pressure on sales volume performance of Ayat real estate?
- What is the effect of digital marketing (innovation management (Web design) & social media Marketing Management) on sales volume performance of Ayat real estate?

1.5 Objective of the study

1.5.1 General Objectives

- The main objective of the study is to assess the effect social media on sales volume performance in the case of Ayat real estate.

1.5.2 Specific objectives

- To determine the effect of IT Infrastructure Capability influence residential real estate sales volume.
- To determine the effect of computer pressure influence residential real estate sales volume
- To determine the effect of digital marketing (innovation management (Web design) & social media Marketing Management) influence residential real estate sales volume

1.6 significance of the study

Earlier traditional marketing medium such as radio, TV commercials and print ads were very costly mediums. But now through social media marketing companies can connect with their target customers. Strategically Social media has become a good platform for competitive advantages.

The research provides a clear picture of the current Ethiopian residential real Estate market performance, challenges and opportunities. And the study presents the effect of social media on sales in the sector. The research also contributes an idea for next advertisement and sales opportunity to the residential real estate market.

1.7 Scope of the study

➤ **Geographical Scope**

Geographically the scope of the study revolves around residential real estate in Ethiopia especially in Ayat real estate. And most of the study framed its data geographically to residential real estate found in Addis Ababa.

➤ **Conceptual Scope**

Conceptually the variables under study are It infrastructure capability, social computer pressure, and digital marketing (Innovation management (Web design) and Marketing management)

➤ **Methodologically Scope**

Methodologically the research use both quantitative and qualitative approach (mixed approach)

1.8 Limitations of the study

Success in the residential real estate market investigated from the direction of social marketing only. As a result, the methodology selected here tries to look in to the effect of social media on the sales of residential real estate in the case of Ayat real estate. It is not attempt to look other variables responsible for the sales of social media on residential real estate. The Data mainly extracted from the Ethiopian real estate reports and other interviews of the real estate management and employees of Ayat real estate as well as questionnaires prepared for the residential real estate buyers and employees.

It is believed that the social media usage in Ethiopia is increasing; however the development of social media commercial in the country is very small besides there is no vital research made on the effect of social media on the market share of residential real estate and can be taken as limitation of this study.

1.9 Definition of Key Terms

Here is definition of some terms used in this research paper.

Real Estate

Is immovable property land including the buildings on it and that cannot be attached any right on it. It is also an item of real property (buildings, apartments and the house on it) Guidelines on real property units and identifier, United Nations New York and Geneva, 2004.

Social Medias

The term Social Media refers to the use of web-based and mobile technologies to turn communication into an interactive dialogue. Social media takes on many different forms including magazines, Internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, photographs or pictures, video, rating and social bookmarking. (A micro-level study Trisha Dowereh Baruah International Journal of Scientific and Research Publications, Volume 2, Issue 5, May 2012).

Face book

Popularly free social media networking site on which registered can create profiles, upload photos and videos, and send message. Effectiveness of social media as a tool of Communication and its potential for technology enabled connections: (A micro-level study Trisha Dowereh Baruah International Journal of Scientific and Research Publications, Volume 2, Issue 5, May 2012).

Twitter

is a service for people to communicate and stay connected through the exchange of quick, frequent messages. It's an online social networking and micro blogging service that enables users to send and read short 140 character text messages, called "tweets". (Social Media: Twitter Essay example - 1341 Words | Bartle by: <https://www.bartleby.com> › Writing.)

Instagram

Is a fast growing social media platform that allows users to share their images, stories, and promote their business. The use of social media and its impacts on consumer behavior: (the Context of Holiday travels John N. Fotis. A thesis submitted in partial fulfillment of the requirements of Bournemouth University for the degree of Doctor of Philosophy 2015.)

LinkedIn

Is a social media networking site designed for the business community professionals, managers and etc.(The use of social media and its impacts on consumer behavior: the Context of Holiday travel John N. Fotis. A thesis submitted in partial fulfillment of the requirements of Bournemouth University for the degree of Doctor of Philosophy 2015.)

Web 2.0

Web 2.0 is the business revolution in the computer industry caused by the move to the internet as a platform, and an attempt to understand the rules for success on that new platform. (Tim O'Reilly and Media Live International in 2004.)

IT Infrastructure capability

Information technology infrastructure is defined broadly as a set of information technology (IT) components that are the foundation of an IT service; typically physical components (computer and networking hardware and facilities), but also various software and network components.(Jessica Braojos-Gomez, Jose Benitez-Amado, Francisco Javier Lloréns Montes 2015.)

Social Computer Pressure

Social computer pressure is conformity with non-human agents exert social influence mainly via Informational (i.e., beliefs that group is more capable than participant) rather than normative (i.e., worries about being rejected by the group) influence, given that task type modulated the degree to which participants conformed to group opinions. (Under Pressure: Examining Social Conformity with Computer and Robot Groups Human Factors the Journal of the Human Factors and Ergonomics Society July 2018).

Innovation Management (Web design)

Design management is a field of inquiry that uses internet design strategy to control a creative process, support a culture of creativity, and build a structure and organization for design.

The objective of design management is to develop and maintain an efficient business environment in which an organization can achieve its sales strategy and increase market share through design. (Digital Marketing That Drives Result, 10 Ideas for Creating Innovative and Unique Web Designs)

Marketing Management

Marketing management is the process used to determine what products or services may be of interest to customers and the strategy to use in sales, communications and business development (Principles of marketing / Philip Kotler, Gary Armstrong. 7th ed., c1996.).

1.10 Organization of the Study

The research report is organized under four chapters. First chapter of this paper is dedicated for the introduction part where the background about social media marketing, residential real estate, statement of the problem, objectives, scope and limitation of the study among other related things were explored. Second chapter is a section for the exploration of related literature. In this part attempts were made to show how the term Social media is defined. Limited attempt has also been made to discuss theories and models developed by scholars in the field. The last part of this chapter is devoted for the explanation of the importance of engaging in social media marketing activity. Chapter three describes the research methodology mainly used in conducting the research.

Chapter Two

Review of related literature

2.1. Theoretical Review

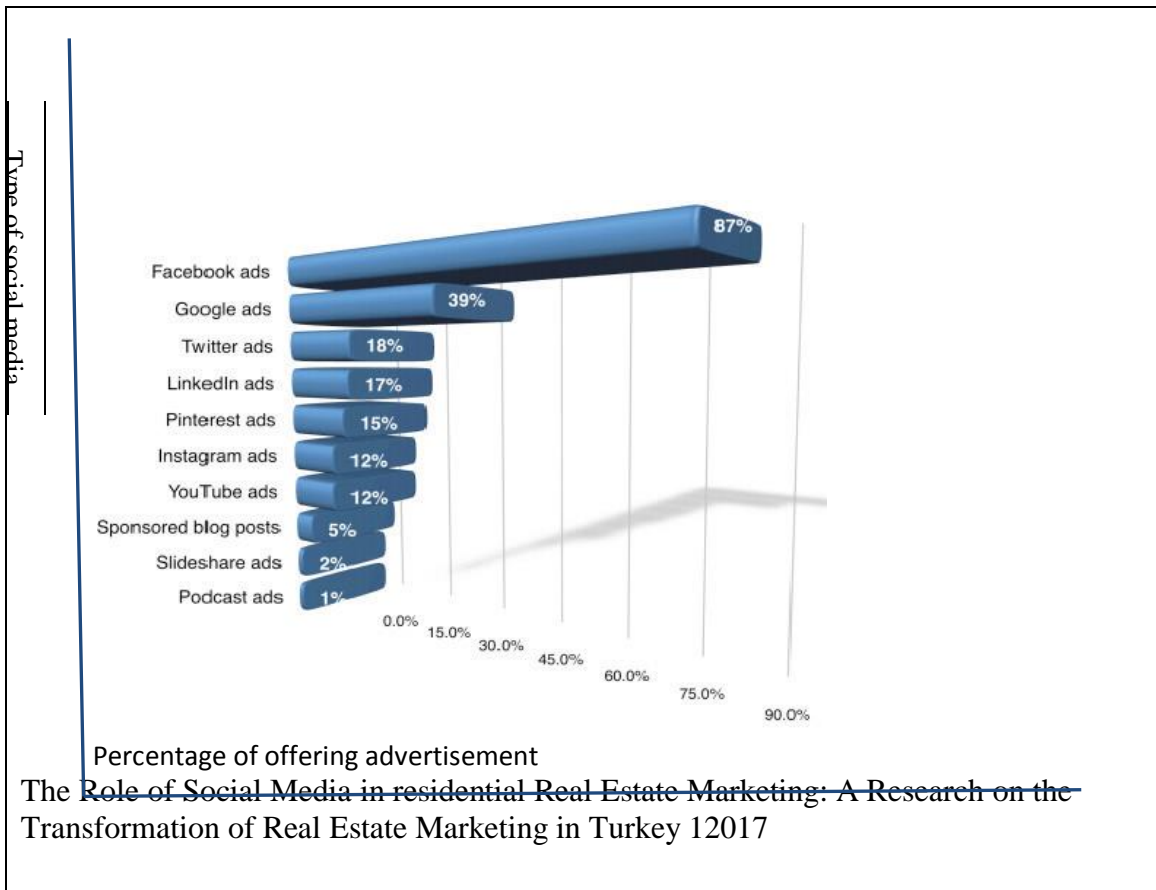
2.1.1 Definition and Scope

As stated by many writers contributed for this field of study, there are a lot and at the same time variety of definitions that have been given for the term “Social media marketing”, but hardly possible to come up with definitions that have enjoyed general agreement. For instance Philip Kotler: Social Media Marketing 2017, excerpt 2, define social marketing as Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. Other Marketing define social media marketing as a form of internet marketing that involves creating and sharing content on social media networks in order to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, as well as advertising.

There are many things that social media can do for business. Developing a strategy for using it means that the firms need to think about what they want to accomplish this year and determine how social media fits into the plan. One of the benefits of a social media strategy is the fact that the available tools can customized for their particular needs. The firms can choose to concentrate their efforts on the sites that seem to offer the best return on investment, while taking a “wait and see” stand on the others. (Neti, 2011: 13). Social media marketing tends to be less concrete than other online marketing efforts, such as search engine optimization (SEO) and pay per click (PPC). With SEO and PPC, it’s very clear what happens: A person searches on a site such as Google, Yahoo or MSN. The site returns results. The person than clicks on a result; lands on a particular website; and either performs an action, goes back to the search results, or gives up. These actions are measurable results that can show just how effective the marketing efforts were to get the person to perform the desired action or goal (Evans, 2010: 18). Social media usage is on the rise with billions of frequent online interactions, and as such, social media marketing is a great way to connect consumers with companies and brands. Social media marketing is about listening to and sharing great content with the collective. This helps drive links, raise brand awareness, increase conversions, and kick-start conversations. This is a much more powerful

tactic than the old practice of traditional advertising; the old strategies are no longer as effective (Weinberg, 2009: 17).

Figure 1 shows Paid Social Media. Face book welcomes everyone who wants to use its marketing tools with an easy-use business tool. Face book business offers its users to raise awareness drive demand and boost their sales. Basically, it helps marketers for social media marketing. Face book business has different marketing tools, such as Face book adverts, Face book pages, Messenger, Insta gram, Audience Network and Atlas (Face book, 2017). Twitter for Business is a tool Twitter offers for marketers. Especially small or medium-sized business (SMB) is in Twitter’s target. A study Twitter and Research Now prepared together “Customer Insights Study” (2016) tells that 66% of members have discovers a new SMB on Twitter. Same study also shows that 94% of customers plan to purchase form the SMBs they follow and 69%



has already purchased from an SMB because of something they had seen on Twitter (Twitter, 2017).

Figure 1 paid social media

Social media marketing creates communities, platforms, and social media tools so that marketers decide which ones to use, and how to use them most effectively. The social media (e.g. Facebook, YouTube or Twitter) are essentially vehicles for carrying content. This content – in the form of words, text, pictures and videos is generated by millions of potential customers around the world.

2.1.2. Theories and Models

This section reviews major theoretical frameworks which may be applicable to the study and understanding of social media. One can separate these theories into three schools: micro-theories deal with those frameworks studying the dynamics of contribution of information online and communication of individual social actors; macro-theories are those theories looking at the structure and dynamics of social actors and social media content through global or abstract views; pseudo-theories include the recent conceptual frameworks in marketing and social media proposed mostly by non-academics. Pseudo-theories may make sense intuitively, but have yet to be tested empirically and rigorously with scientific methods. All schools of theories and frameworks might contribute to our understanding of the nature of social media, why people contribute, how they form relationships, and how one can discover the opinion leaders and valuable social media content. (Theoretical models of social media, marketing implications, Pan, B., & Crofts, J. (2012 pp. 73-86).

I. Micro-Theories

Micro-theory focuses on individuals and their interactions. For example the relationship between adult children and their parents, or the effect of negative attitudes on older people. Some criticize on micro-level theories because they focus on what older people do rather than on social conditions and policies that cause them to act the way they do. Macro-level focuses more upon social structure, social processes and problems, and their interrelationships. For example the effects of industrialization on older people's status, or how gender and income affect older people's well being. This approach tends to minimize people's ability to act and overcome the limits of social structures.

There are various classifications in the Micro-theory. These are:-

- a. Word of user theory** that contribute through social media. The information obtained from such theory lean on the users of social media. The information communicated by friends and relatives is construed to be more credible, honest, and trustworthy than that generated from marketers, since the communicators are not compensated for the referral.

- b.** Advancements in the Internet technologies now allow consumers to access personally meaningful critiques not only from friends and relatives but from strangers (e.g. travel blogs, which continue to grow in popularity). The desire by the consumer to control through such communications may result in feelings of efficacy, intrinsic pleasure, and extrinsic satisfaction in providing such advice to others. These propositions point to strategies in which a firm can leverage customer.

- c. Social Exchange theory** This theory originates from the sociological studies of individuals. Given that all social media are dependent on users providing content, an understanding of the motives of why individuals participate appears fundamental. Social exchange theory was originated from sociology studies exploring exchange between individuals or small groups. The theory mainly uses cost-benefit framework and comparison of alternatives to explain how human beings communicate with each other, how they form relationships and bonds, and how communities are formed through communication exchanges.

- d. Social penetration theory** This theory is more similar with social exchange theory; but it explains how human exchange forms relationships. Social penetration theory focuses more on the individual and dyadic level (relationship between two persons at least). Social exchange could explain behavior at aggregated and organizational levels. Social exchange theory states that human beings form close relationships through self-disclosure. (Theoretical models of social media, marketing implications, Pan, B., & Crotts, J. (2012 pp. 73-86).

II. Macro-Theories

Macro theory revolves around the effects of media messaging on the general audience, as opposed to the micro theory, which involves effects on individuals. These two effects are, of course, interrelated, but joining with others who support one's ideas enables what psychologists refer to as cognitive consonance—the idea that a person has made a good decision based upon the observation that others have obviously taken similar decisions.

Perhaps the most important element of the macro theory is the way in which it frames an issue. That framing may lead, in turn, to an audience changing or adopting a belief which may be false or counter-productive to society. Examples of framing may be found in the speech and writing of political parties and special interest groups which have a message to promote, whether one of policy or person.

This theory encompasses the following sub theories:-

a. Social Network Analysis

This theory takes individuals as actors and uses mathematical models to study its structure, development, and evolution. Social networks can form in many levels, from individual people, to families, communities, and nations. Those ties could be communication frequency, friendship, kinship, financial exchange, sexual relationships, or common interests or beliefs. Together they form a complex graph structure.

b. McLuhan's Media Theory

McLuhan is a Canadian philosopher and educator, the author of the famous quote "the media is the message" (McLuhan 1995). He argued that the media itself, rather the actual content of the media, will transform people and society. The actual messages people are communicating won't be any different on the new media; the interactivity and frequency of new communication pattern will change our behavior forever. Thus, the media's effects on society are much greater than the content of the media. (Theoretical models of social media, marketing implications, Pan, B., & Crotts, J. (2012 pp. 73-86).

III. Pseudo-theories

Pseudoscience consists of statements, beliefs, or practices that are claimed to be both scientific and factual, but are incompatible with the scientific method. Pseudoscience is often characterized by contradictory, exaggerated or un falsified claim reliance on confirmation bias rather than rigorous attempts at refutation.

This day's social media marketing is fast changing industry and the slow process of formal publishing cycle poses a challenge for researchers in academic institutions. Many social media and online marketing agencies actually are more innovative and ahead of the curve of social media for marketing purposes. This theory has got three stages i.e. awareness, consideration, and purchases. This social marketing theory is cycle of customer feedback research. (Theoretical models of social media, marketing implications, Pan, B., & Crotts, J. (2012 pp. 73-86).

2.2 Empirical review

This study tries to look at four different researches that have been made before. The first research that has been discussed in this proposal is Afolabi, Adeleye: Social Media Marketing; The Case of Africa.2015.in this research the researcher first found that Social Media influences viral awareness and marketing influences with consumer behavior.

In the research Social media is the current explosive new trend. For firms, it creates a business opportunity that goes beyond the traditional middleman in communication by connecting companies directly with their customers. Now, several businesses, from big companies like Dell, Coca Cola, Best Buy, to the music industry, are seeking to engage in social media as part of their marketing activities. Although some businesses were unsure about social media few years ago, such as Apple, but eventually adopted this marketing initiative over time. Social media marketing, similar to the introduction of traditional forms of marketing, such as email and TV ads, which prevailed over word-of-mouth marketing, now disrupts the modern marketing wave and here to stay, as companies are rapidly integrating it into the functions.

The research also depicts the advent of the new media that comprised technological mediated social communication provided the high capacity to connect individual. Social Media Marketing in this research integrates the ability to influence a large group of individual and provides positive objective communication for market goals.

The second study that has been seen in the research is: Dr San deep Vij, Jyoti Sharma: An Empirical Study on Social Media Behavior of Consumers and Social Media Marketing Practices of Marketers.2012.The paper presents the results of a study on social media experience of consumers and marketers in the State of Punjab. The study is based upon two parallel surveys - one for marketers and another for consumers conducted during the first quarter of 2012.

In the research the researcher take social media, as an effective tool of marketing and customer loyalty and return on investment as the other variables. In the research social media marketing content should be “interesting”, ”informative”, ”interactive” and “reliable”. Then it recommends social media marketing has a positive effect on customer loyalty and return on investment.

The other research that has been made on Social Media marketing is: Katja Hutter,JuliaHautz,SeverinDennhardt,Johann Fuller 2013: (The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI; journal of product & Brand Management.2013).this article analyze the influence of brands’ social media activities and participants’ social media involvement on the purchase decision process of consumers. Their findings show that annoyance with fan page leads to negative effects in respect to the overall commitment to and involvement with the fan page. The authors’ research shows that social media activities indeed affect the purchase decision making process.

The findings further indicate that annoyance with the fan page due to information overload leads to negative effects on fan page commitment and to decreased WOM (word of mouth activities) activities. From a theoretical standpoint the results of this study contribute to understanding of the value-enhancing potential of social media campaigns. Design /methodology/ approach.In their findings. The article analyzes the influence of brands’ social media activities and participants' social media involvement on the purchase decision process of consumers. Their findings demonstrate that engagement with a Facebook fan page has negative effects on consumers' brand awareness.

Results further indicate that annoyance with the fan page leads to negative effects in respect to the overall commitment to and involvement with the fan page and WOM (Word of mouth). The authors' research shows that social media activities indeed affect the purchase decision-making process. Originality/value – New marketing communication reality presents new challenges and opportunities for companies as purchase decisions are increasingly influenced by social media interactions. People rely more than ever on their social networks when making those decisions. Nevertheless, outcomes of social media activities are still disputed in practice. The effects of social media campaigns on consumers' perception of products and brands as well as the effects on purchase decisions have yet to be better understood.

The fourth article that has been dealt before is: Jurgen Pfeffer, Thomas Zorbach, Kathleen M Carley: Understanding online firestorms: Negative word-of-mouth dynamics in social media networks: *Journal of marketing communications*. 2014. The authors show the idea of social media has increasingly been facing the impact of negative online and compliant behavior. In the article the researchers observe from recent social media storms and identify its negative marketing communications.

The research focuses on dynamic analysis of large-scale real-world networks. Pfeffer (2014) develops new algorithms to model and calibrate interpersonal communication networks in order to better describe and predict diffusion processes. He also works on the optimization of network measures for large networks. Furthermore, Pfeffer's research projects deal with the analysis of emerging conflicts. His main interest in these projects is to detect and analyze change.

2.3. Conceptual Framework

Social media marketing enables companies to achieve better and effective relationships. Social media continues to be an advantageous way to grow businesses, although it is not as simple as "one-size fits all." The communication theories and methods that explain interpersonal interactions have new, varied applications for LinkedIn, Twitter, Facebook, etc.

Buying real estate is becoming an increasingly digital process. Today, most home buyers conduct internet research when considering home to buy, and most use the internet to find real estate agents.

The study is to explore the extent to which social media interactions on residential real estate sales. That is, do consumers that connect with company through websites, Face book, Twitter, YouTube, and/or other social media, experience buying of theresidential real estate and contribute sales compared to other buyers who do not engage in social media? We study the relationships shown in the model below.

From the above empirical theories the study proposes for a brief discussion on the contents in the suggested frame work the effect of social media use inresidential real estate marketing. And the variables observed are:

- IT Infrastructure Capability
- Social Computer Pressure
- Innovation Management (Web design)
- Social media Marketing Management
- Real Estate Sales volume

Figure 2 Conceptual Frame work

Conceptual frame work is highlighted here in under:-

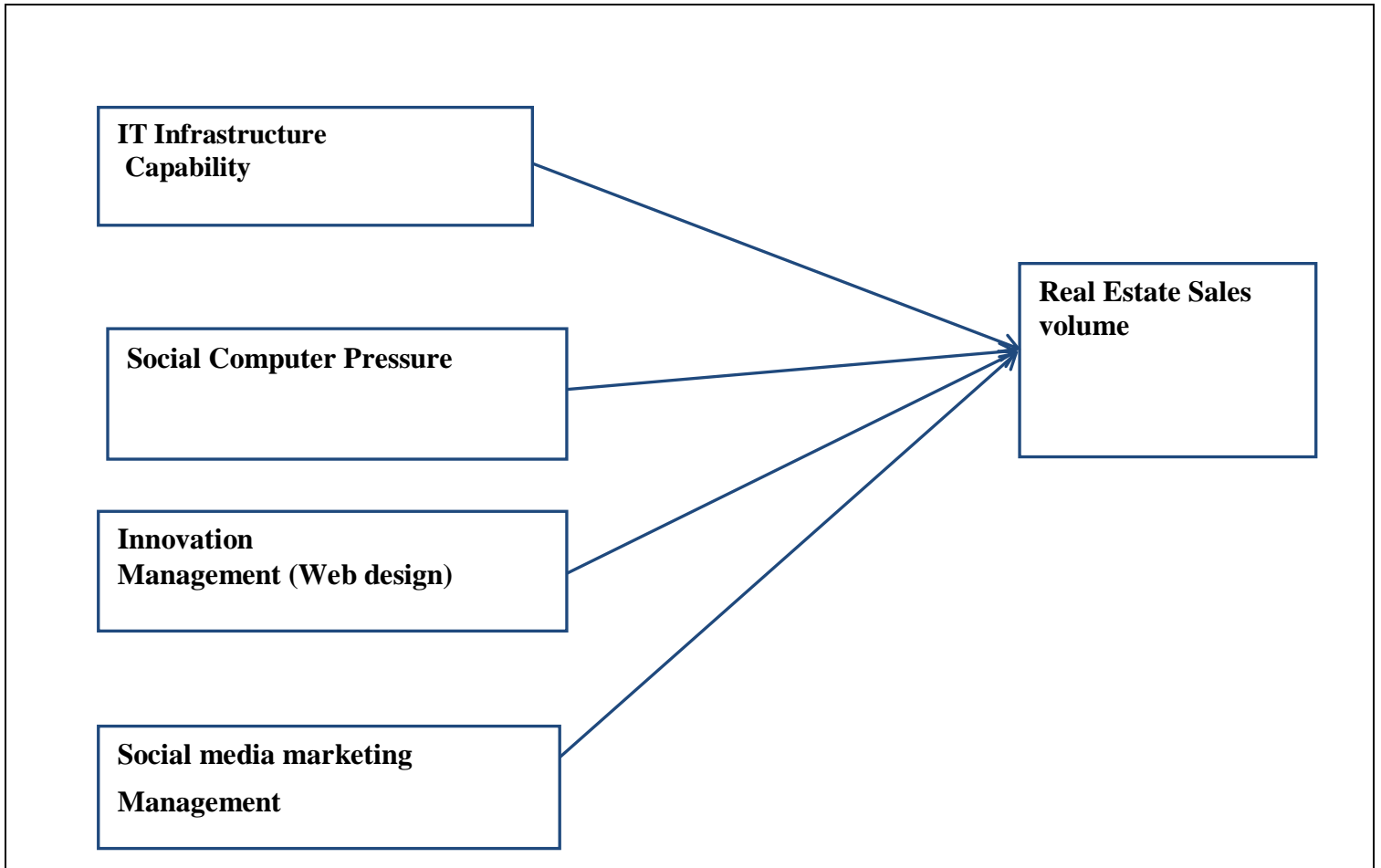


Figure 2 - Adopted from Jose Benitez-Amado & Jessica Banjos-Gomez, 2015

The following hypotheses were formulated to be tested using appropriate statistical tools.

H1: The IT Infrastructure capability has a positive effect on real estate sales volume.

H2: The social computer pressure has a positive effect on real estate sales volume.

H3: The innovation Management (Web design) has a positive effect on real estate sales volume.

H4: The social media Marketing Management has a positive effect on real estate sales volume.

Chapter Three

Introduction

This chapter tries to address the topic under research; the effect of Social Media on sales volume performance: the case of Ayat real estate. This chapter consists of the Research Design, Research approach, Data types and Data Sources, Population of the Study, Sampling frame, Sample Size, Sampling Technique, Data Collection Instrument, Data Collection Procedure, Data Analysis, reliability and validity test and Ethical Considerations of the research.

3. Research Methodology

3.1 Description of the study area

Businesses have increasingly realized the power of social media in customer gain and retention, but this form of marketing is anything but fits for all internet users. Each industry represents different facet of the economy with different niches, needs, and hallmarks. The real estate market is no exception, with thousands of free agents and brokers representing the commission based business, each with different reputations, leads, and areas of expertise. Because the market is so varied, is representative of many different demographics, and is largely made up of independent contractors, it can be difficult to make generalizations about the industry. (Like, Retweet, Repeat: Social Media's Impact on Real Estate Marketing Emily G. Kendall April 2014)

It was the goal of this research study to discover how social media bring about the sales of residential real estate business in Ethiopia on the case of Ayat real estate. The research is based on a more expansive definition of "social media," and "real estate".

Real estate agents' goal is to engage the customers systematically, since buying a home is representative of that level of analytic, critical processing. The researcher hopes to achieve effects of social media on the sales of residential real estate in Ethiopia specially Ayat real estate.

3.2 Research approach

Since the nature of this study is the core assumption of inquiry, the combination of qualitative approach is used in this research paper.

Much real estate who are in the prime of their careers are accustomed to using classified advertisements, lawn signage, print advertising, and word of mouth referrals. Neither they nor their customers are accustomed to communication regarding real estate via social media. The researcher began to form a personal, casual hypothesis that there was a yet-un touched market available to agents who were willing to make the effort to expand their business using Social media.

3.3 Research Design

The researcher wanted to gain an analysis of home buyers' experiences using social media, specifically, in regard to how and why they viewed social media posts by residential real estate agents. The goal was to examine how and why real estate uses social media to increase their sales. Thus the research uses the descriptive and explanatory research design method.

The questions on the survey utilized in this study attempted to obtain two things: First, the research sought to measure the effect of social media on the sales volume performance.

3.4. Data Type and Source

Primary and Secondary sources of data collected to the research. Secondary sources are the second in terms of importance in collecting data for the study. Both published and unpublished secondary sources are used here. Reports developed by the construction minister and some of residential real estate companies are used here.

3.4.1 Secondary Data

Qualitative data is acquired from various researches, reports related to Social media and residential real estate market. In addition unpublished documents including residential real estate reports and planning documents is used.

3.4.2 Primary Data

Primary data is acquired through structured questioner is distributed to customers of residential real estate and additional interview questions is prepared for the stack holders of residential real estate.

3.5. Population of the study

It is usually recommended that a sample size should neither be excessively large, nor too small. An optimum size, a sample size that fulfills the requirements of efficiency, representativeness, reliability and flexibility is taken to be appropriate for a successful research work. The different sized real estate in our country makes it difficult to decide the optimal sample size. The researcher intends to collect data from Ayat real estate.

In accordance with the sales volume of the real estate Ayat real estate stands first in the yearly sales volume of home.

3.6 Sampling Techniques

The theory of sampling divides sampling techniques as Probability and Non probability sampling. In choosing residential real estate the researcher employed a probability sampling and simple random sampling was chosen. In the case of simple random sample every member of the population has known and equal chance of being selected. Lottery method was used in selecting the sampling units of real estate under study.

In choosing consumers of residential real estate non probability sampling techniques is used. Since it is convenience, to have any group of respondent on the matter of residential real estate, the researcher chooses non probability sampling technique.

3.7 Sampling size

There are several approaches to determine the sample size. These include using census for small population, imitating a sampling size of similar study, using published tables and applying formulas to calculate a sample size.

Using census approach is an approach which takes the whole population as a sample size of the research. This greatly reduces a sample error but since the population of residential real estate customer is too high to attain it is difficult to use such approach in this research.

The second way of sampling is using same styles as similar studies, this approach use the same sample size as previous similar study used, however there are not enough study made before on effects of Social media on market share of real estate using such approach is also difficult.

The third approach is using published table which provides the sample size for a given set of criteria. Given combination of precision, confidence level and variability, Sample size for +/-5% where confidence Level is 95% and P=5

Where N = Sample size

Z = 95% confidence level (1.96)

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

E²

P = Degree of variability 0.5

Q = 1-P=0.5

E = ±5% desired level of precision

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

N ≈ 384 Respondents

Therefore, the study is conducted based on the published table approach. Sample will be taken, Ayat real estate. Based on the sales report of the real estate the total number of sales per annum and the sampling size of the research are 384 sample sizes.

3.8. Data Analysis

The data gathered from the questionnaire are entered and all the analysis are performed with the Statistical Package for the Social Sciences (SPSS version 20). Descriptive analysis is used to organize and summarize the demographic data of the respondent which include age, gender, educational level and marital status. On the other hand inferential (regression) analysis is used to know by how much the independent variable i.e. IT Infrastructure capability, social computer pressure, Innovation Management (Web design) and social media Marketing Management influence the dependent variable which is Real estate sales volume. In addition, correlation analysis was used to see if there is any relationship between the independent and the dependent variable.

3.9 Reliability and Validity

3.9.1. Reliability

Reliability is the extent to which your data collection techniques or analysis procedures will yield consistent findings. (Saunders, et al., 2009), In order to ensure the reliability of the study, 20 questionnaires will be distributed randomly and Cronbach's alpha coefficient will be computed. The Cronbach's alpha coefficient is a statistical tool that evaluates the confidence through the inner consistency of a questionnaire. According to Hair, et al., (2010), if α is greater than 0.7, it

means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability.

3.9.2. Validity

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure. In order to ensure the quality, the research design the researcher will check content and construct validity of the research.

The research assess the goodness of measure, and indicates accuracy in measurement (Sekaran, 2003). This research used the most popular test of inter-item consistency reliability that is the Cronbachs alpha and has been used to identify the validity of items used in survey. According to Hair, et al., (2010), if α is greater than 0.7, it means that it has high reliability and if α is smaller than 0.3, then it implies that there is low reliability.

Summary of Cronbach's alpha

Figure 3

		Cronbach's
IT Infrastructure capability	5	0.755
Social computer pressure	5	0.859
Innovation management	5	0.902
Social media Marketing Management	5	0.813

In this research paper the instrument was measured by Cronbach's alpha test and it is 0.923 as shown here under.

3.10. Ethical Considerations

The researcher tries its level best to minimize respondents' bias that would come due to the design of the questionnaires as well as in selecting the respondents. Most importantly the original questionnaires and their Amharic translation made simple enough to be attempted by the respondents with no or little intervention from the researcher.

Respondents are recruited based on their consent and the researcher made sure that the participants express their full consent before they start answering the questionnaires. They are promised that their identity would not be exposing or clues would not be given about their identity.

All the literature reviewed for this research is properly acknowledged and other materials is used as inputs in the process are properly cited to make this research work free from unethical conducts in the form of plagiarism.

The researcher makes sure that the responses are properly coded, entered and only based on this information when the analysis made.

Chapter Four

Data Presentation and Analysis

Introduction

The following chapter reports the researcher's results after surveying three hundred eighty four participants' regarding their use of social media and how they process real estate-focused posts.

4.2 Sample and Response Rate

A total of 384 entries were collected during the data collection period. Twenty-three cases were eliminated from the sample because they were either incomplete responses. Our final sample size in this study is 361. Thus the sample comprising of a total of 280 respondents was used for analysis with 94% response rate. As a 50% response rate is considered acceptable (Sekaran, 2003), the response rate of 94% for this study was good.

4.2 Demographic Characteristics

This section outlines the findings on the demographic characteristics of the sample, which includes age of the respondent, gender and education level.

In order to provide clarity and organize the findings, the research questions given via survey are repeated here with the corresponding responses. Following the survey listing, the researcher examine show the findings answered the research questions. In regard to the demography questions on the questioner the following result is obtained.

4.2.1 Age of Respondent

The participants were asked to identify their age. One hundred forty nine of the respondent, or 41.3 percent, indicated that they were between the ages of 36-40. Seventy eight respondents belongs the age group of 31-35 which is 21.6% of the sample. Again Seventy five respondents were on the age group of over 41 which is 20.8% of the sample. Thirty respondents belong to the age group of 26-30 which is also 8.3 percent of the sample. Twenty nine respondents are on the age group of 18-25 which is 8 percent of the sample.

Figure 4 Age frequency

AGE				
	Frequency	Percent	Valid Percent	Cumulative Percent
	18-25	29	8.0	8.0
	26-30	30	8.3	16.3
Valid	31-35	78	21.6	38.0
	36-40	149	41.3	79.2
	over41	75	20.8	100.0
	Total	361	100.0	100.0

Figure 5 Sex frequency

SEX				
	Frequency	Percent	Valid Percent	Cumulative Percent
	Male	189	52.4	52.4
Valid	2	172	47.6	100.0
	Total	361	100.0	100.0

Three hundred sixty one participants completed the survey. One hundred eighty nine were male and one hundred seventy two were female.

In regard to the respondents' education qualification one hundred ninety four of the respondent are first degree holder, seventy nine of them are college diploma holder, thirty eight of the respondent finish high school degree, twenty six of them post graduate, and sixteen respondents do not have any education and eight of the respondent finish primary education.

Figure 6 Education frequency

EDL				
	Frequency	Percent	Valid Percent	Cumulative Percent
No Education	16	4.4	4.4	4.4
Primary Education	8	2.2	2.2	6.6
Secondary Education	38	10.5	10.5	17.2
Valid College Diploma	79	21.9	21.9	39.1
First Degree	194	53.7	53.7	92.8
Post Graduate	26	7.2	7.2	100.0
Total	361	100.0	100.0	

4.3 Detailed Data Analysis

This portion of the chapter deals with the presentation and analysis of respondents' responses. Crucial items of the questionnaires regarding IT Infrastructure Capability, Social computer pressure; Innovation Management and Marketing Management were incorporated and presented in a tabular form with detail explanation. In addition for the sake of simplicity the detailed data presentation analyzed and interpreted independently by taking the four independent variables.

4.3.1. IT Infrastructure capability

In many operations management and IS research works, the resign distinction between agility and flexibility; or when those terms were used, no definitions were provided. Flexibility is broadly defined as the degree to which a thing is malleable. It refers to the ability to quickly and economically adapt the IS application to changing business. IT system can be quickly re configured to respond to changes, but with significant cost to do so.

IT infrastructure is consistently defined in literature as a set of shared IT resources that are a foundation of enabling communication across an organization and enabling present and future business applications (Niedermanetal.1991;Duncan1995;ByrdandTurner2001).IT

infrastructure Capability refers to the degree to which the firm's IT resources are malleable (Duncan 1995).

Table 1 IT Infrastructure capability

Item	Frequency	Percent
1. I can be easily connected with Ayat real estate company.		
A. Strongly disagree	34	9.4
B. Disagree	67	18.6
C. Neutral	48	13.3
D. Agree	73	20.2
E. Strongly Agree	139	38.5
Total	361	100
2. I have a little experience with Ayat real estate IT support persons in sailing process of the house.		
A. Strongly disagree	21	5.8
B. Disagree	102	28.3
C. Neutral	90	24.9
D. Agree	120	33.2
E. Strongly Agree	28	7.8
Total	361	100
3. I find out the strong It connection is important to determine the buying of homes from Ayat real estate.		
A. Strongly disagree	18	5
B. Disagree	26	7.2
C. Neutral	90	24.9
D. Agree	210	58.2
E. Strongly Agree	17	4.7
Total	361	100
4. I find out the IT department of Ayat real estate performs in Advertisement of house		
A. Strongly disagree	9	2.5
B. Disagree	37	10.2
C. Neutral	84	23.3
D. Agree	212	58.7
E. Strongly Agree	19	5.3
Total	361	100
5. I refuse to purchase a product of Ayat real estate house since there is no Advertisement on online.		
A. Strongly disagree	18	5
B. Disagree	35	9.7
C. Neutral	188	52.1

D. Agree	95	26.3
E. Strongly Agree	25	6.9
Total	361	100

As referred from the above table to measure the attitude of 361 respondents' in regard to the usefulness of IT on Ayat real estate 139 respondents or 38.5% strongly agree "I can be easily connected with Ayat Real Estate Company." To measure the attitude of respondents with regard to IT infrastructure of Ayat real estate company 73 respondents or 20.2 percent of the respondents agree with the statement and most dominantly above half of the respondent, 139 + 73 = 212 (58.7%), are agree with the statement. The rest 34 (9.4%) and 67 (18.6%) of respondents respectively says strongly disagree and disagree. Out of the total respondent 48 (13.3%) of are neutral about the statement (Table 4.1 item 1). From this response one can understand that one can easily connected on the social media with Ayat real estate.

With regard to measuring the experience of IT support in sailing process of Ayat real estate the respondents' response were 120 respondents (33.2 percent) agree with the statement I have a little experience with Ayat real estate IT support persons in sailing process of the house. 28 respondents (7.8 percent) strongly agree with the statement. In this regard 90 respondents or (24.9 percent) are neutral. In any way the agreement of respondents 148 (41 percent) overweight over the disagreement 123 (34.1 percent) respondents. (Table 1 Item 2)

In order to measure the connection of IT with the sailing process of Ayat real estate 210 respondents (58.2 percent of the respondents) agree that there is a strong IT connection with the sailing process of Ayat residential real estate. Seventeen respondents or 4.7 percent of the respondents agree with the statement (Table 1 Item 3). In this regard 227 respondents (62.9 percent) of respondent agree that IT connection of the Ayat residential real estate determine the sailing process of the company.

The other element that has been raised in the instrument is that the IT department of Ayat real estate. And 212 respondents (58.7 percent) agreed with the statement "I find out the IT department of Ayat real estate performs in Advertisement of house" And 19 respondent (5.3 percent) agreed with the statement (Table 1 Item 4). This shows that the respondents' answer indicates there is high

connection between the IT department of Ayat real estate and advertisement of the house. (Table 1 item4)

Parallel to the above results greater number of respondents is neutral to refuse buying of the product of Ayat real estate house since there is no Advertisement on online.(Table 1 item4)20.4%)with the statement. This result implies that online advertisement has effect on sales process.

4.3.2. Social Computer pressure

As discussed in the literature review Social Computer Pressure refers to conformity with non-human agents exert social influence mainly via Informational (i.e., beliefs that group is more capable than participant) rather than normative(i.e., worries about being rejected by the group) influence, given that task type modulated the degree to which participants conformed to group opinions. (Under Pressure: Examining Social Conformity with Computer and Robot Groups Human Factors the Journal of the Human Factors and Ergonomics Society July 2018).

Social computer pressure is represented as a subjective norm in many theories (Venkateshetal.2003).Based on the variables adopted from **Jose Benitez-Amado & Jessica Braojos-Gomez**, 2015 the researcher forward two related items for the respondent in order to measure whether most important influence of computer pressure and the result summarized in the following table.

Table 2 Social Computer pressure

Item	Frequency	Percent
1. I feel like it is important to look for Computer pressure (Social media group influence) when deciding to buy a house from Ayat real estate.		
A. Strongly disagree	13	3.6
B. Disagree	33	9.1
C. Neutral	79	21.9
D. Agree	113	31.3
E. Strongly Agree	123	34.1
Total	361	100
2. I have a little experience with Ayat real estate houses in email group advertisement		
A. Strongly disagree	15	4.2
B. Disagree	33	9.1
C. Neutral	191	52.9

D. Agree	85	23.5
E. Strongly Agree	37	10.2
Total	361	100
3. I find out a social pressure influence in the buying process of the house built by Ayat real estate.		
A. Strongly disagree	19	5.3
B. Disagree	32	8.9
C. Neutral	50	13.9
D. Agree	237	65.7
E. Strongly Agree	23	6.4
Total	361	100
4. I look for computer addiction pressure to choose the house of Ayat real		
A. Strongly disagree	16	4.4
B. Disagree	28	7.8
C. Neutral	46	12.7
D. Agree	251	69.5
E. Strongly Agree	20	5.5
Total	361	100
5. I refuse to purchase a house of Ayat real estate without knowing it in social media.		
A. Strongly disagree	11	3
B. Disagree	29	8
C. Neutral	109	30.2
D. Agree	185	51.2
E. Strongly Agree	27	7.5
Total	361	100

To measure the attitude of respondents with regard to second variable Social Computer pressure the respondents asked whether they feel like there is a computer pressure towards Ayat real estate by using five point Likerts cale. As a result 123 (34.1%) of them strongly agree with the statement and most dominantly high number of the respondent, 113 (31.3%), are agree with the statement. The rest 33 (9.1%) and 13 (3.6%) of respondents respectively says disagree and strongly disagree. Out of the total respondent 79(21.9%) of them are neutral about the statement (Table4.2 item1). From this response one can understood that computer pressure affect the social media and in return it will affect the sales volume of the company.

The next question focused on determining how home owners had purchased their home on mail group advertisement. The researcher asked respondents about their experience with

Ayat real estate houses in email group advertisement. As a result 37 (10.2 %) respondent strongly agree that they are influenced by the mail group advertisement. 85 (23.5 %) also agree with the mail group influence. Most of respondent lies on they are neutral with the mail group advertisement. This shows that most of the respondents are neutral with the influence of email group advertisement (Table 2 item 2).

The other question that has been asked to the respondents is “I find out a social pressure influence in the buying process of the house built by Ayat real estate” 237(65.7%) of respondent answer they agree with the social media pressure. And 23(6.4%) strongly agree with the idea. This shows that more than half of the respondent (72.1%) agrees with the influence of social pressure on Ayat real estate Advertisement.(Table 2 item 3)

The other measurement that the instrument raise is the computer addiction to choose the house of Ayat real estate and with this more than half of the respondents (75%) agree that there is computer addiction pressure to choose the Ayat residential real estate. (Table 3 item 4).

The last point raised on the instrument about Social computer pressure was that the respondents asked if they refused to purchase the house of Ayat residential homes without knowing it on the media. Most respondents answer with agreement (58.7%) .This shows that most home buyers from Ayat real estate check the social media for the input of their decision. (Table 3 item 5).

4.3.3. Innovation Management

Social Media promoting involve describing any activities, typically paid, that amplify content or solicit feedback or response about a product, service, on social media, website or

marketplace. Design management is one of the mechanisms to build a structure and organization for design.

In this regard the researcher presents the instrument accordingly and observes the following frequencies.

Table 3 Innovation Management

Item	Frequency	Percent
1. I feel like it is important to look for the web design deciding to buy or see the advertisement of Ayat real estate.		
A. Strongly disagree	21	5.8
B. Disagree	26	7.2
C. Neutral	104	28.8
D. Agree	185	51.2
E. Strongly Agree	25	6.9
Total	361	100
2. I have a little experience with the houses of Ayat real estate, so I search for the products using the web design of Ayat real estate in social media.		
A. Strongly disagree	29	8
B. Disagree	49	13.6
C. Neutral	108	29.9
D. Agree	162	44.9
E. Strongly Agree	13	3.6
Total	361	100
3. I find out a Web design is important to determine the influence of house buying process.		
A. Strongly disagree	19	5.3
B. Disagree	41	11.4
C. Neutral	104	28.8
D. Agree	180	49.9
E. Strongly Agree	17	4.7
Total	361	100
4. I look Web design to choose the best house in the advertisement		
A. Strongly disagree	20	5.5
B. Disagree	36	10
C. Neutral	108	29.9

D. Agree	177	49
E. Strongly Agree	20	5.5
Total	361	100
5. I refuse to purchase or see the advertisement of house of Ayat real estate without looking it advertised in good web design.		
A. Strongly disagree	23	6.4
B. Disagree	44	12.2
C. Neutral	189	52.4
D. Agree	82	22.7
E. Strongly Agree	23	6.4
Total	361	100

Out of 261 respondents 185(51.2%) agree that they are deciding to buy or see the advertisement on Ayat real estate for web design. And 25(6.9%) of the respondents agree with the importance of web design in deciding to buy Ayat real Estate residential house. According to table 3.Item 1 more than half respondents (210 or58.1%) agree.

However 5.8%or 21 respondents strongly disagree and 26 or 7.2% disagree with the statement. As a result we can conclude that customers intended to see the Web design advertisement on deciding to buy Ayat residential house.

More over to know their level of experience toward using the social media of Ayat residential real estate respondent asked if they search for products of Ayat real estate residential houses in the social media. 162 (44.9%) of respondents agree with the statement and 13 (3.6%) of respondents strongly agree with the statement. And 108 (29.9%) of the respondents have no clue or their answer is neutral about their experience. This shows that customers or home buyers have a little experience in the past time.

Respondents also asked whether the web design is important or not to determine the influence of house buying. From 361 respondents 180 (49.9%) agree with the importance of web design and 13 (3.6%) strongly agree with the statement. This shows that more than half of the respondents agree the importance of web design in order to decide the buying intention of Ayat real estate.

On the instrument in order to measure the preference of Web design in the advertisement respondents are asked whether they look the web design of Ayat real estate advertisement. And 177 (49%) of the respondents agree with the statement and 20 (5.5%) strongly agree. This shows that more than half of the respondent used to look the web design of Ayat real estate.

Finally, respondent asked to rate their level of agreement about if they would purchase or see the advertisement of house of Ayat real estate without looking it advertised in good web design. Most of the respondents answer was neutral 189 (52.4%). This shows that there is another determinant factor than web design on the social media.

4.3.4. Social media Marketing Management

Social media Marketing Management on social media is the use of media, such as written text, pictures, videos, slideshows and more, to earn attention and traffic with the intent to position a company or individual as knowledgeable and trusted, and to generate new prospects and customers. Content marketing is most successful when focused on providing valuable information to the target audience. Content can either be created or crated (collected and organized from around the web). (Shaltoni and West, 2010; Simmons et al., 2011)

Table 4 Social Media Marketing Management

Item	Frequency	Percen
1. I consider it is important to look for Ayat real estate house marketing on social media.		
A. Strongly disagree	32	8.9
B. Disagree	71	19.7
C. Neutral	61	16.9
D. Agree	173	47.9
E. Strongly Agree	24	6.6
Total	361	10
2. I have a little experience with house of Ayat real estate so I search for marketing on online to be more informed decision		
A. Strongly disagree	25	6.9
B. Disagree	59	16.3
C. Neutral	171	47.4
D. Agree	82	
E. Strongly Agree	24	6.6

Total	361	10
3. I find out marketing is important to determine the quality of houses built by Ayat Real estate.		
A. Strongly disagree	29	
B. Disagree	147	40.7
C. Neutral	69	19.1
D. Agree	95	26.3
E. Strongly Agree	21	
Total	361	
4. I look Marketing to choose the best house of Ayat real estate available in social media.		
A. Strongly disagree	27	7.5
B. Disagree	95	26.3
C. Neutral	104	28.8
D. Agree	100	27.7
E. Strongly Agree	35	9.7
Total	361	
5. I refuse to purchase a house of ayat Real estate without knowing its advertisement on social media		
A. Strongly disagree	43	11.9
B. Disagree	109	30.2
C. Neutral	84	23.3
D. Agree	91	25.2
E. Strongly Agree	34	9.4
Total	361	

Respondents asked about the web marketing management which is one of the independent variable. And when they are asked whether it is important to look for Ayat real estate house marketing on social media or not. From 361 respondents 173 (47.9%) responded that they are agree with this statement and 24 (6.6%) of the respondent strongly agree with the statement. And this shows that marketing on the social media is important for most of home buyers.(table 4 item 1)More over to know their level of experience on online marketing, most respondent answer that they are neutral on this issue (171 (47.4%)) this indicate that there is no experience before since the social media marketing is a new phenomenon.(table 4 item 2)

Respondent also asked if marketing online determine the quality of Ayat residential real estate and 147 (40.7%) of respondents disagree with the statement and 29 (8%) of respondents strongly disagree with this statement. This shows that the quality of Ayat residential house will not only be determined by the online marketing.(Table4 item 3)

The other question that was asked on the instrument is whether the respondent look marketing on the social media to choose best houses of Ayat real estate from 361 respondent 100 (27.7%) agree with the statement and 35 (9.7%) strongly agree with the statement this shows that the agreement percent (37.4%) overweight the disagreement rate which is 33.8% . More weight is the neutral answer for this question which is 28.8%. (Table 4 item 4)

When the respondents asked whether they refuse to buy a house from Ayat residential house most respondent affirm the statement with the disagreement rate of 45.1% which is more weight than the agreement rate34.6%. This shows that even if there is high percent of neutral answer for this question the disagreement rate is more than the agreement rate.(Table 4 item5).

4.3.5 Real Estate sales Volume

In this research the main issue is to know what the determining factor or what increases sales volume of Ayat residential Real estate. The researcher also made the instrument to detect the factors of increments on sales volume of Ayat residential real estate. And from the 361 respondents the following table shows the results of the analysis.

Table 5 Real Estate sales Volume

Item	Frequency	Percent
1. Once I have selected house, I contact on online for the ownership transfer.		
A. Strongly disagree	51	14.1
B. Disagree	88	24.4
C. Neutral	83	23
D. Agree	110	30.5
E. Strongly Agree	29	8
Total	361	100
2. I consider Ayat real estate as my choice in advertisement on social media		
A. Strongly disagree	21	5.8
B. Disagree	105	29.1
C. Neutral	107	29.6
D. Agree	103	28.5
E. Strongly Agree	25	6.9
Total	361	100

3. I would pay more than competitors' prices to buy the houses of Ayat real estate.		
A. Strongly disagree	42	11.6
B. Disagree	60	16.6
C. Neutral	148	41
D. Agree	81	22.4
E. Strongly Agree	30	8.3
Total	361	100

As it is seen on table 5 when the respondents asked whether they do online transfer their greater answer is neutral 83 (23%) and their answer for agreement level is 110 (30.5%) and disagreement level is 88 (24.4%) This shows that there is no customer of online buying and ownership transfer.

In order to know the respondents choice of the Ayat residential real estate more respondents' agree on the statement which is 128 (35.4) which is more than their disagreement level (34.9%). Most of the respondents' answer lies on the neutral level. This shows that even if there are social media factors for the dependent variable which is sales volume of Ayat real estate the respondent use customary method to buy the homes of Ayat real estate.

In regard to competitors price most of the respondents' answer lie on neutral. However the agreement rate was overweighing than the disagreement frequency which is 30.7 % agrees with the statement and 28.2% disagreed.

4.4 Testing the hypothesis

Since the aim of the research was to identify the effect of social media on the sales of Ayat residential real estate and make statistical analysis to determine if there is significant relationship between the constructs this study used descriptive method. Regarding the statistical analysis the researcher employed correlation analysis to determine whether there is statistically significant relationship between the independent and dependent variables.

4.4.1 Correlations analysis

▪IT Infrastructure Capability

Hypothesis 1: The IT Infrastructure capability has a positive effect on real estate sales volume performance the case of Ayat real estate.

The Pearson Correlation Coefficients (T-Test) result in Table 4.6 shows that the obtained correlation value is 0.166, which is significant at the 0.01 level. This means that a significant positive correlation exists between IT infrastructure capability and sales volume of Ayat residential real estate.

Table 6 Correlations

		Correlations				
		IT	SOCIA	INNOVATION	MARKETING	SALES
IT	Pearson Correlation	1	.736**	.727**	.613**	.166**
	Sig. (2-tailed)		.000	.000	.000	.002
	N	361	361	361	361	361
SOCIA	Pearson Correlation	.736**	1	.684**	.468**	.048
	Sig. (2-tailed)	.000		.000	.000	.364
	N	361	361	361	361	361
INNOVATION	Pearson Correlation	.727**	.684**	1	.600**	.237**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	361	361	361	361	361
MARKETING	Pearson Correlation	.613**	.468**	.600**	1	.395**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	361	361	361	361	361
SALES	Pearson Correlation	.166**	.048	.237**	.395**	1
	Sig. (2-tailed)	.002	.364	.000	.000	
	N	361	361	361	361	361

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

The Pearson Correlation Coefficients (T-Test) result in Table 6 shows that the obtained correlation value of IT with sales volume is 16.6%, This means that there is a positive correlation exists between IT infrastructure and sales volume of Ayat residential real estate.

Hypothesis 2: The social computer pressure has a positive effect on real estate sales volume performance of Ayat real estate.

As it is seen on Table 6 there is also significance positive correlation between sales and social computer pressure which is 4.8%.

Hypothesis 3: The innovation Management (Web design) has a positive effect on real estate sales volume performance of Ayat real estate.

In regard to the correlation between innovation Management and sales volume of Ayat real estate there is also a positive correlation which is 23.7%.

Hypothesis 4: The Social media Marketing Management has a positive effect on real estate sales volume performance of Ayat real estate.

As it is seen on table 6 the marketing management has a positive effect on real estate sales volume as it is 39.5%.

4.4.2 Regression analysis

In this research the regression analysis will be discussed in separate manner with each independent variable with dependent variable. Here under table 7 will show the regression analysis of IT infrastructure with sales volume of Ayat residential real estate.

Table 7 Regression of infrastructure on sales volume

IT

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.166 ^a	.028	.025	2.57184

a. Predictors: (Constant), IT

In all independent variable the significance level is 0.000 which is less than 0.01. This indicates significant multiple linear relationships between them and the dependent variable

As it is seen on table 7 a one percent increases on the IT infrastructure the sales volume will be affected by 2.8 percent. Then the sales volume will be affected significantly by the change of IT infrastructure.

Table 8 Regression of Social computer pressure with sales volume

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.048 ^a	.002	.000	2.60511

a. Predictors: (Constant), SOCIA

When the researcher makes the regression analysis of Social computer pressure with sales volume of Ayat residential real estate the result is positive. Hence we can say the social computer pressure affect the sales by 0.2%.

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.395 ^a	.156	.154	2.39603

Table a. Predictors: (Constant), MARKETING
Innovation management with sales volume

9 Regression of

Table 9 also shows that there is a positive relation between innovation management and sales volume of Ayat residential real estate. The regression result 5.6% shows that any one percent change on the innovation management will affect the 5.6% of sales volume.

Table 10 Regression of Social media Marketing Management with sales volume

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.237 ^a	.056	.053	2.53403

a. Predictors: (Constant), INNOVATION

Table 10 also show that there is positive relation between marketing management and sales volume of Ayat residential real estate. There is 15.6% change with one percent change in Marketing Management.

4.4.3 Summary of Regression Result

The following table shows the un standardized and standardized regression weights for the variables and the result discussed and interpreted below along with regression model.

Table 11 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.439 ^a	.192	.183	2.35378

a. Predictors: (Constant), MARKETING, SOCIA, INNOVATION, IT

According to the above table the model summary is presented and it show that the independent variables like IT infrastructure, Social computer pressure Innovation management and, Marketing management, positively affect the dependent variable sales volume of Ayat residential real estate.

Table 12 Coefficients

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6.506	.646		10.068	.000
IT	-.039	.059	-.055	-.661	.509
1 SOCIA	-.163	.052	-.235	-3.164	.002
INNOVATION	.116	.050	.179	2.332	.020
MARKETING	.272	.040	.432	6.848	.000

a. Dependent Variable: SALES

According to Table 12 the regression un standardized coefficients for the four independent variables, i.e. IT infrastructure, Social computer pressure, Innovation management and Marketing Management are -0.039, -0.163, 0.116, and 0.272 respectively.

From the above model we can interpret the model equation which is:-

$$Y = ax + B$$

Y be sales volume of Ayat real estate: X1=IT Infrastructure, X2=Social computer, X3=Innovation Management and X4= Marketing Management

X be independent variable then we can deduce the following equation

$$\text{Sales} = ax + b + \text{External Factor}$$

$$\text{Sales} = -0.39x_1 + -0.163x_2 + 0.116x_3 + 0.272x_4 + 6.506 + \text{External Factor}$$

1. A one percent decrease in IT infrastructure brings about a -0.39 percent decrease in sales volume of Ayat residential real estate being other constant.

2. A one percent decrease in social computer pressure brings about a -0.163 percent decrease in sales volume of Ayat residential real estate being other constant.
3. A one percent increase Innovation management brings about a 0.116 percent increase in sales volume of Ayat residential real estate being other constant.
4. A one percent increase Innovation management brings about a 0.272 percent increase in sales volume of Ayat residential real estate being other constant.
5. A one percent change in all independent variables considered in this model there is a 6.341 percent change in sales volume keeping other external factor constant.

4.5 Discussion

This study aims to analyze the effect of social media (IT infrastructure, Social computer pressure Innovation management and, Marketing management) towards sales volume of Ayat real estate residential houses. The findings of this study indicate that IT infrastructure, Social computer pressure Innovation management and, Social media Marketing management had significant influence on sales volume of Ayat residential houses. From the effect sizes marketing management had the largest effect followed by Innovation management. Overall, the statistical analysis shows that the findings of this study are consistent.

In addition to the instrument and the analysis the interview question also confirm the analysis. Even if there is no online sailing the interview question confirm there is online advertisement in the company and most of the ads will be reviewed.

Chapter Five

Summary, Conclusion and recommendation

5. Introduction

This chapter includes the summary of findings and concludes with recommendations or suggestions.

5.1. Summary of Key Findings

The analysis chapter started with the reliability and validity analysis of the survey instrument. The results were satisfactory and confirmed that the instrument was reliable and valid. The demography of respondent indicated that the majority of the respondent were male (52.4%), and the sample population was largely dominated by the average 36-40 years (41.3%), (53.7%) have first degree and 29.9% have diploma.

The reason for using social media (IT infrastructure, Social computer pressure Innovation management and, Marketing management) is mainly because of social computer pressure use (237) and its influence (65.7%).

The descriptive statistics for the independent variables shown that most customers reported that social media are ease to use and useful for easy understanding of social media advertisement. The frequencies of the four independent variables (IT infrastructure, Social computer pressure Innovation management and, Marketing management) and one dependent variables show the positive or affirmation answers on the instruments. To summarize, the finding of the research indicate that there is relatively strong empirical evidence for the hypotheses stated.

5.1. Conclusion

The purpose of this study was to identify the effect of social media (IT infrastructure, Social computer pressure Innovation management and, Marketing management) toward Ayat residential real estate sales volume. The component which includes IT infrastructure, Social computer pressure Innovation management and, Marketing management. The results of correlation analysis indicated that there is positive effect of variables to ward sales volume of Ayat residential real estate.

Ayat residential real estate customers prefer to social media channels rather than other available channels for example waiting the advertisement on electronics media. The major reason customers choose to use social media is because of easiness to use and its usefulness i.e. using social media are easy to use or better than other advertisement channels to communicate with the customers.

Finally, one question that was raised as a result of this study deals with the usefulness of social media for marketing purposes. Both are social media giants, but they are qualitatively different. Businesses are encouraged by social media experts to have a presence across various social medium; however, different mediums lead to different patterns of use among individuals.

A study that takes into consideration the vast amount of differences between the major social media networks and watches how users engage with them over a set course of time would be very useful in this area of research.

5.2. Recommendation

With respect of un regulated status of real estate companies, Ayat residential real estate sales has been affected by the mentioned variable of social media (IT infrastructure, Social computer pressure Innovation management and, Marketing management).the researcher would like to recommend the following points.

- Ayat residential real estate should take the initiative to massively advertise its home products on social media. Since most of its home buyers give more attention to the social media market presented by the company.
- There should be established a good innovative design since as it is seen in the analysis part the web design has got significant effect on the sales volume of Ayat residential real estate company.
- a special IT infrastructure should be adopted comprehensively on Ayat residential real estate.
- The Issue of social media has got significant effect on the sales volume of Ayat real estate and the company should take great measure to adhesively use that channel.

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APPENDICES

Appendix-1

Questionnaire

Addis Ababa University

School of commerce

Masters of Marketing Management Program

Dear respondents,

This study is to be conducted as part of a research project which shall be submitted in partial fulfillment of Masters of Art Degree in Marketing Management. This questionnaire is meant to collect information The effect of Social Media on Market share on real estate. Ayat real estate.

Your keen participation in supplying the required data is highly essential for successful completion of the study. The information you provide will be kept confidential and be used only for an academic purpose. I would like to thank you in advance for your participation.

Note: kindly in circle with the option that reflects your level of agreement with the given statement.

Part I: Demographic questions

1. Age 18 - 25 2. 26 -30 3.31-35 .36-40 5.>41

2. Sex: Male Female

3. Educational level: No education College Diploma
Primary education First Degree
Secondary education Postgraduate Degree

4. Marital status: Married Single Divorced Widowed

Part II: Social Media component

IT Infrastructure capability.

Direction: Please indicate your degree of agreement/disagreement with the following statements by encircling appropriate box.

No	IT Infrastructure capability	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I can be easily connected with Ayat real estate company.	1	2	3	4	5
2	I have a little experience with Ayat real estate IT support persons in sailing process of the house.	1	2	3	4	5
3	I find out the strong It connection is important to determine the buying of homes from Ayat real estate.	1	2	3	4	5
4	I find out the IT department of Ayat real estate performs in Advertisement of house.	1	2	3	4	5
5	I refuse to purchase a product of Ayat real estate house since there is no Advertisement on online.	1	2	3	4	5
	Social Computer pressure	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I feel like it is important to look for Computer pressure (Social media group influence) when deciding to buy a house from Ayat real estate.	1	2	3	4	5
2	I have a little experience with Ayat real estate houses in email group advertisement.	1	2	3	4	5
3	I find out a social pressure influence in the buying process of the house built by Ayat real estate.	1	2	3	4	5
4	I look for computer addiction pressure to choose the house of Ayat real estate.	1	2	3	4	5
5	I refuse to purchase a house of Ayat real estate without knowing it in social media.	1	2	3	4	5
	Innovation Management (Web Design)	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I feel like it is important to look for the web design deciding to buy or see the advertisement of Ayat real estate. detergents.	1	2	3	4	5
2	I have a little experience with the houses of Ayat real estate, so I search for the products using the web design of Ayat real estate in social media.	1	2	3	4	5

3	I find out aa Web design is important to determine the influence of house buying process.	1	2	3	4	5
4	I look Web design to choose the best house in the advertisement	1	2	3	4	5
5	I refuse to purchase or see the advertisement of house of Ayat real estate without looking it advertised in good web design.	1	2	3	4	5
	Marketing Management	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	I consider it is important to look for Ayat real estate house marketing on social media	1	2	3	4	5
2	I have a little experience with house of Ayat real estatesoI search for marketing on online to be more informed decision	1	2	3	4	5
3	I find out marketing is important to determine the quality of houses built by Ayat Real estate	1	2	3	4	5
4	I look Marketing to choose the best house of Ayat real estate available in social media.	1	2	3	4	5
5	I refuse to purchase a houseofayat Real estate without knowing its advertisement on social media.	1	2	3	4	5

Part III: Real Estate Sales Volume

		Strongly disagree	Disagree	Neutral	Agree	Strongly agree
1	Once I have selected house, I contact on online for the ownership transfer	1	2	3	4	5
2	I consider Ayat real estate as my choice in advertisement on social media	1	2	3	4	5
3	I would pay more than competitors' prices to buy the houses of Ayat real estate.	1	2	3	4	5