COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MANAGEMENT

MBA PROGRAMME

Factors Influencing Entrepreneurs' Behavioral Intention to Adopt Social Media Marketing in Ethiopia

A Thesis Submitted to Addis Ababa University School of Graduate Studies in Partial Fulfillment of the Requirements for the Degree of Master of Business Administration (MBA)

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Addis Ababa, Ethiopia

DECLARATION

I, the undersigned, declare that this thesis is my original work and has not been presented for a degree in any other university, and that all sources of materials used for the thesis have been duly acknowledged.

Declared by: Name: Siraj Sigo

Signature: _____

Date: 23/12/2019

STATEMENT OF CERTIFICATE

This is to certify that Siraj Sigo carried out his project on the topic entitled "**Factors influencing entrepreneurs' behavioral intention to adopt social media marketing in Ethiopia**". This work is original in nature and is suitable for submission for the award of Master of Business Administration in Management.

Gemechu Waktola (PhD)

Name of Advisor Signature Date

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This is to certify that the thesis prepared by Siraj Sigo, entitled: *"Factors influencing entrepreneurs' behavioral intention to adopt social media marketing in Ethiopia*"; and submitted in partial fulfillment of the requirements for the degree of Master of Business Administration in Management complies with the regulations of the university and meets the accepted standards with respect to originality and quality.

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ABSTRACT

Social media has become a new trend for youngsters and businesses today. Tools and methods for communicating customers have changed greatly with the revelation of social media and it has become a vehicle that marketers can extend their marketing campaigns to a wider range of consumers. The purpose of this study is to discover the factors affecting the initial response of entrepreneurs in Ethiopia regarding behavioral intention when adopting social media marketing. To determine what can influence entrepreneurs' behavioral intention to adopt social media marketing, A 'Unified Theory of Acceptance and Use of Technology' (UTAUT) were used as the theoretical framework to investigate the adoption level of social media marketing as a platform among Ethiopian entrepreneurs. The four key predictor factors that influence the acceptance of social media as a business platform are performance expectancy, effort expectancy, social influence and facilitating conditions. A quantitative, cross-sectional research design was adopted. The research applied a descriptive study in a quantitative research approach based on primary data. A questionnaire with 29 items was developed to collect primary data, hence 246 questionnaires were collected. To collect the data required, an online survey has been distributed to online entrepreneurs in Ethiopia through different social media and e-mail by Google drive form software. Assumption and diagnostic tests were done to ensure the appropriateness of data to the assumptions of regression analysis, and multiple linear regressions were also applied to test the proposed hypotheses. In the end, social influence was found as a nominative determinant of entrepreneurs' behavioral intention to adopt social media marketing while facilitating conditions, effort expectancy and performance expectancy were also found to have positive significant association towards entrepreneurs' behavioral intention to adopt social media marketing. These findings provide several managerial and theoretical implications, namely the ways in which behavioral intention to adopt social media marketing is needed as taken into consideration to increase social media marketing adoption. Moreover, this study's research model can be used for future studies on social media marketing.

Key Words: *Behavioral Intention, Entrepreneurship, Marketing, Social Media, Social Media Marketing, Technology Acceptance, Use of Technology, UTAUT*

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ACRONYMS AND ABBREVIATIONS

BI	: Behavioral Intention
CBS	: Columbia Broadcasting System
CLRM	: Classical Linear Regression Model
C-TAM-TPB	: A Model Combining TAM and Theory of Planned Behavior
DIT (IDT)	: Theory of Diffusion of Innovations
DV	: Dependent Variable
E-Commerce	: Electronic Commerce or Internet Commerce
E-Entrepreneur	: Electronic Entrepreneur
E-Mail	: Electronic Mail
E-Money	: Electronic Money
ERP	: Enterprise Resource Planning
EPRDF	: Ethiopian People's Revolutionary Democratic Front
E-Readiness	: State of Preparedness to Participate in the Electronic World
et al	: And Others
FC	: Facilitating Conditions
GDP	: Gross Domestic Product
G-Mail	: Google Mail
HTML	: Hypertext Markup Language
IBM	: International Business Machines Corporation
IGDP	: Internet Contribution to GDP
IS	: Information System
IT	: Information Technology
IV	: Independent Variables
M-Banking	: Mobile Banking
M-Internet	: Mobile Internet
M-Learning	: Mobile Learning
MM	: Motivational Model
MOST	: Ministry of Science and Technology
MPCU	: Model of PC Utilization

ONS : Online Network Service

PBC : Perceived Behavioral Control

PC : Personal Computer

PE : Performance Expectancy

RSS : Really Simple Syndication

SCT : Social Cognitive Theory

SD : Standard Deviation

SI : Social Influence

SIMS : Situational Motivation Scale

SME : Small and Medium Enterprise

SNS : Social Network Services

SPSS : Statistical Package for Social Science

TAM : Technology Acceptance Model

Tech : Technology

TPB : Theory of Planned Behavior

TRA : Theory of Reasonable Action

TTF : Theory of Task-Technology Fit

UK : United Kingdom

UNDP : United Nations Development Program

URL : Uniform Resource Locator

US : United States

UTAUT : Unified Theory of Acceptance and Use of Technology

VIF : Variance Inflation Factors

WOM : Word of Mouth

WWW : World Wide Web

GLOSSARY

AJAX: a method of building interactive applications for the Web that processes user requests immediately.

Blog: is a discussion or informational website published on the World Wide Web consisting of discrete, often informal diary-style text entries (posts).

Click and Mortar: is a type of business model that has both online and offline operations, which typically include a website and a physical store.

Cyber bullying or **Cyber harassment**: is a form of bullying or harassment using electronic means.

Cyber: is a prefix used in a growing number of terms to describe new things that are being made possible by the spread of computers.

Entrepreneurship: is the process of designing, launching and running a new business, which is often initially a small business. The people who create these businesses are called **Entrepreneurs**.

Folksonomy: is the system in which user s apply public tags to online items, typically to make those items easier for themselves or others to find later.

Micro blogging: is an online broadcast medium that exists as a specific form of blogging.

Pure-play: Internet companies operate solely on the Internet.

Social Networking: the use of dedicated websites and applications to interact with other users, or to find people with similar interests to one's own.

Web 2.0: is the name used to describe the second generation of the World Wide Web, where it moved static HTML pages to a more interactive and dynamic web experience.

Wiki: is a server program that allows users to collaborate in forming the content of a Web site.

Word Press: is a free and open-source content management system.

World Wide Web: is combination of all resources and users on the internet that are using the Hypertext Transfer Protocol (HTTP)

CHAPTER ONE: INTRODUCTION

1.1 Background of the Study

In the contemporary world like this, technology has basically changed the strategies and channels people used to convey and interact with each other; correspondence between businesses to the customer has also changed (Moran, 2014). In fact, the coming of social media gives an incredible market prospect for all sizes of businesses (DeMers, 2015). The social media transformation has likewise triggered innovative spirits, and we can see that there are a lot of organizations being started on social media (Minei, 2014). According to a statistic report from Hubspot in 2014, 92% of marketers agreed that social media is vital for increasing growth of their businesses (as cited in Sam, 2017).

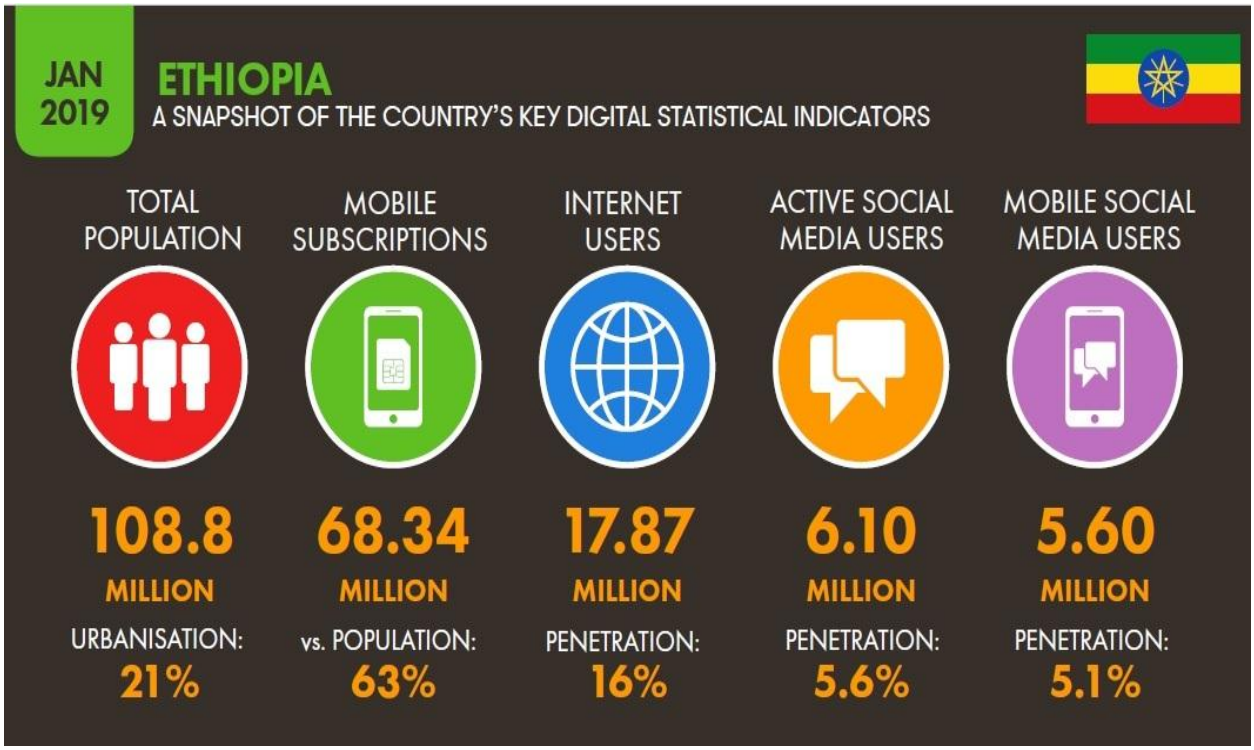
Social media is considered as a medium or source which enables individuals to create, distribute or exchange content and information in virtual communities and network (Burke, 2013). Whereas, social networking service is a web-based service focus on building connections and network among people in a platform (Khan, 2012). However; people always mistreat and fall short to distinguish the term of 'social media' and 'social networking' (Dodson, 2014). In fact, there are a vast distinction between social media and social network (Hartshorn, 2010). To summarize all the definitions, social media is to assist people to make connection whereby social networking boosts the connection (Cohn, 2011). Social media is a very broad online resources and social networking is one of the subcategories of social media (Joshua Perdue, 2010). Social media can be classified into several types; for instance, social networking (Facebook, Myspace, and Tagged), professional networking site (LinkedIn, Google+), microblogging (Twitter, Pinterest), multimedia sharing sites (Flickr, Instagram, YouTube), wikis (Wikipedia), social news (Digg, Yahoo Buzz), gaming sites (Pogo, Yahoo Games), rating sites (Yelp), consumer shopping (Groupon, Living Social), and location-based services (Foursquare) (Albarran, 2013).

Social media marketing is described as the channel for social media such as social networking sites to promote or advertise a company and sells its products (Barefoot & Szabo 2010). Today, social media marketing has to turn into a new pattern and developing quickly, businesses can reach to their targeted customer more effectively with the development of social media. Social media marketing is a latest and strong-growing trend which empowers the businesses to reach out to targeted customers effectively.

Social media can also boost the performance and ability of organizations for example, improvement on customer relations and customer service activities, and improve in information convenience. (Parveen, Jaafar & Ainin, 2014).

As per a report by Mckinsey & Company written in 2013, titled 'Lions go digital: The Internet's transformative potential in Africa', which places the African continent's iGDP (internet contribution to GDP) at $18 billion. Likewise, as indicated by the 2014 "Emerging Nations Embrace Internet, Mobile Technology" report by the Pew Research Global Attitudes Project, which puts around 78 percent of Internet use in Africa for social media. This sets a decent establishment for Africa's social media marketing industry, with the internet anticipated to contribute at least $300 billion to Africa's GDP by 2025, social media marketing could contribute roughly $230 billion out of the anticipated $300 billion to Africa's momentous development by then. Thus, the audiences, especially marketers need to accept this vision as well in the event that they are to vanquish social media and become its next big story. Based on the above; if social media marketing harnessed properly in Ethiopia, it will contribute to the development of entrepreneurs and national economy.

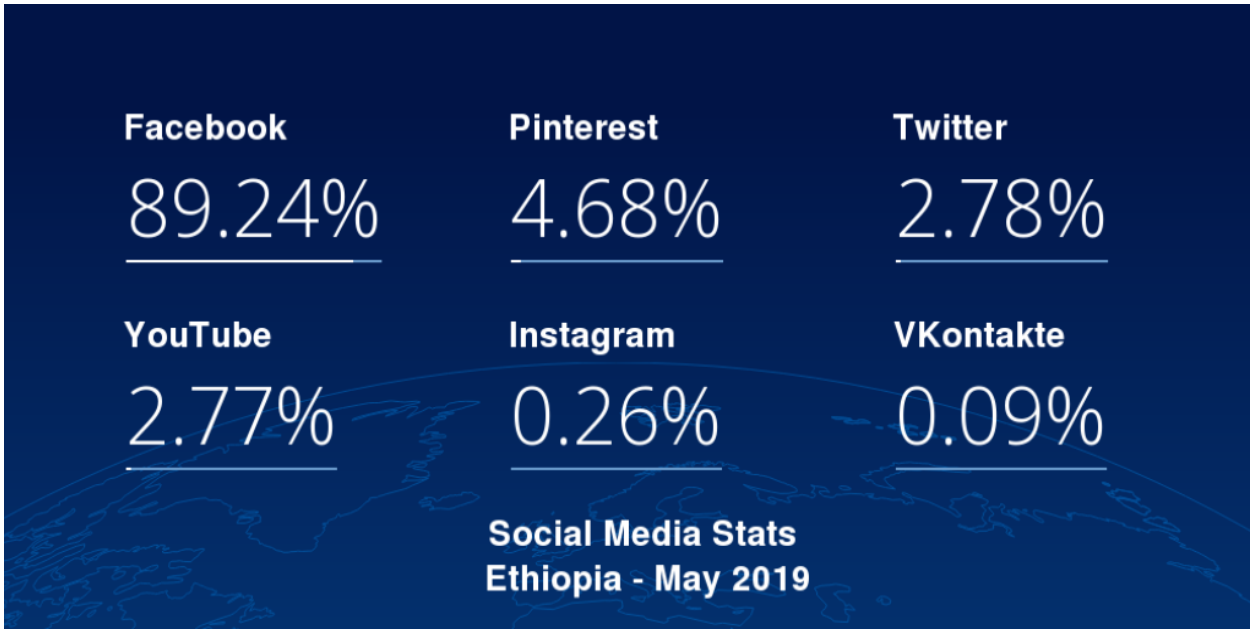
Figure 1.1: Ethiopian Key Digital Statistics Indicators as of January 2019.



Source: Digital Report, 2019

According to recently released 2019 Digital report by We Are Social and Hootsuite partnership, there are 17.87 million Internet users in Ethiopia with Internet penetration at 16 % and 6.10 million of them are active social media users. The report shows that annual growth for active social media increased by 61% and the mobile social media users have grown by 56 %. Findings show that a majority of Ethiopians access the Internet from mobile devices (Digital Report, 2019). As Statcounter report stated, out of those 6.10 million active social media users, of which the majority 89.24% use Facebook while 4.68 %, 2.78 %, 2.77%, 0.26%, and 0.09% of them use Pinterest, Twitter, Youtube, Instagram, and VKontakte respectively. (Statcounter, May 2019).

Figure 1.2: Social Media Statistics in Ethiopia as of May, 2019



Source: Statcounter, 2019

As reported by Quartz Africa online guide article, in a recent survey of social media use in Africa, WhatsApp and its Facebook owned sister app Messenger; was crowned the king of apps in all African countries except one which is Ethiopia. Telegram has emerged as the favorite in the country due to the following reasons; ease of use, secured connection, tool for political activism and marketing platform (Abdi Latif, 2018). Ethiopia has a long way to go in building its e-commerce system, but social media has allowed retailers and entrepreneurs a cost-effective way to promote products and provide timely and consistent information to customers. Users are also able to pay for goods and services. This makes social media one of the burgeoning marketplaces in Ethiopia.

Entrepreneurs post pictures and descriptions of the good they would like to sell on their social media pages, as well as the prices and their own contact information. Customers then contact the seller directly, place an order and pay, most of the time through bank transfers. Some retailers offer delivery services of the purchased goods. Social Media are soon to become entrepreneurs' most vital sales and marketing channel, therefore it is required by researchers to increase the understanding of the entrepreneurs' perceptions on the adoption of these social media (Magrath & McCormick, 2013).

The amount of time Ethiopians spend on social media has risen significantly within the past few years. With people largely dependent on mobile phones and the internet, entrepreneurs are increasingly trying to meet them where they are: the social media (Senait Feseha**,** 2018**)**. Despite the benefits that social media marketing provides to businesses and the increase in the availability of social media applications, only a few are engaged in social media marketing in Ethiopia (i-Capital Africa Institute, 2019). From this, it can be inferred that social media marketing has not yet received widespread acceptance in Ethiopia. Therefore it is beneficial to explain which factor lead users to accept social media marketing, and which factors stops users from using them. Being a relatively new technology (Kim and Ko, 2011) and trend in traditional shopping (Kim et al., 2013), there have been very few research done on the acceptance of social media marketing. Hence, this study is valuable to fill in the literature gap on what drives entrepreneurs' behavioral intention to adopt social media marketing in Ethiopia.

1.2 Statement of the Problem

Social media marketing is a new development in the world and has altered the conventional duty of business environment (Jagongo & Kinyua, 2013). Social media offer a special marketing communication method (Eagleman, 2013). However, there are some arguable issues on the implementation of social media marketing (Chui et al. 2012). According to Duhan and Singh (2014), businessmen are not so interested in using social media marketing because most of them already have a mentality of social media that might fail to achieve the entrepreneurial objective or goals. Based on Shankman's (2013) study, he stated that the mindsets are fixed by people who simply make a supposition that social media marketing is similar to conventional tactics hence they insist on not adopting the new trend.

In Ethiopia, a great deal of business exchange is still driven as it was done in past times, through various outlets and sellers, rather than through social media. Citing Ezega.com November 25, 2009 official statement, most often, data is chased by means of informal exchange or by calling diverse suppliers and with respect to whether they have a specific product or service and this is a reality for both buyers and sellers. Presently, online classifieds in Ethiopia is grabbing hold (New Business Ethiopia, 2009).

Moreover; Hiwot (2018) cited Mahlet Mairegu (2018), Arts Program Manager at the British Council and supervisor of the joint British Council, Goethe Institute and ice Addis initiative Creative Futures, says that Social media is a huge audience basis for artists in Ethiopia, nevertheless; there is an amazing little segment of artists effectively utilizing it. On her assessments most specialists are reluctant to exhibit their works on social media due to cultural influence and lack of confidence. Furthermore, many entrepreneurs think that building a social media marketing strategy (plan) is not a simple duty and has to employ professional personnel to put the plan into practice. Based on social media examiner, a total of 97% of marketers are presently engage in social media marketing but however 85% out of the 97% are not sure what tools are paramount to use in social media (Demers, 2015). This explains the lack of understanding of entrepreneurs on how to reach the targeted results.

Another issue regarding social media-related studies is that they are restricted to developed countries (Durkin, McGowan, and McKeown, 2013; Kim, Lee and Lee, 2013; Jones, Packham and Beckinsale, 2013). In developing countries, there has been considerably less research, with just a couple of studies on the acceptance of new technologies in some Asian and African countries. Likewise there is no consistency in the research regarding the factors that affect the behavioral intention to use a certain technology. Moreover, different technologies have different factors that affect their acceptance (Gefen, 2003). Besides, with regards to Ethiopia, there is no research on factors influencing the use of social media marketing based on the Unified Theory of Acceptance and Use of Technology (UTAUT) perspective. UTAUT used in this study to investigate the significant factors that influence social media usage. The factors can be categorized into four which are performance expectancy, effort expectancy, social influence, facilitating condition. UTAUT has simple, more dimensions and unified characteristics and is appropriate to predict the usage of new technologies in many areas (Venkatesh et. al., 2003).

Consequently, this study aims to study the factors that influence social media usage in marketing activities among entrepreneurs in Ethiopia.

As indicated by Linging G. and Xuesong B. (2014), factors like perceived usefulness (performance expectancy); perceived ease of use (effort expectancy), social influence, and perceived individual control (facilitating conditions) are positively related to behavioral intention towards the use of IT technologies. Moreover, according to Syaharizad B. A. and NorAzrin B.M (2016) contemplate discoveries on factors that affect the adoption of social media marketing among small & medium-sized enterprises, factors namely usefulness (performance expectancy) and ease of use (effort expectancy) influence social media usage. Debashish M. and Robert J. (2012) expanded the use of UTAUT to clarify social media adoption by micro businesses. It is discovered that the main constructs of performance and effort expectancy take part in an insignificant role, and social influence and facilitating conditions didn't manipulate the behavioral and acceptance intentions of social media by micro business owners. In Morocco, a study to see factors influencing e-entrepreneurship by students studying at the national school of business and management, who were considered future entrepreneurs, applying UTAUT model showed that performance expectancy, Effort expectancy, Social influence, Facilitating conditions and Trust influences the students' intention to accept e-entrepreneurship positively according to Abelmonaim (2013). A study carried out by Im et al. (2011) stated that when it comes to technology acceptance, U.S. users appear to give more weight to the key features of a technology, such as ease of use (effort expectancy) and usefulness (performance expectancy) of the technology than Korean users. The foregoing discussions may give suggestions as to how these factors weigh on adoption and diffusion and how they are different depending on the environment, therefore; a strong interest to examine the case of Ethiopia.

The significance of research connecting social media with entrepreneurs particularly with the growth of social media cannot be denied and the timing of the same undermined. While having advantages for marketing purposes, entrepreneurs' usage of social media is low. Research on the factors influencing the usage of social media among entrepreneurs is still in its early stage (Verheyden and Goeman, 2015). Additionally, the absence of research on the usage of social media by entrepreneurs in Ethiopia is the motivation behind the researcher's interest to study more in this area.

In consistence with these recommendations for further research (Chong, 2013; Hopkins, 2012), and as researchers have not previously addressed the factors that affect the behavioral intention to adopt social media marketing in Ethiopia, the present literature gap was addressed. Therefore, the results of this study are valuable to fill the literature gap, and social media marketing entrepreneurs, social media researchers, social media organizations can also benefit from this research, and new entrepreneurs to have a more profound comprehension of the factors that influence entrepreneurs' social media usage.

1.3 Research Objectives

1.3.1 General Objective

The main purpose of this study is to investigate and identify the factors that influence an entrepreneur's behavioral intention to adopt social media marketing.

1.3.2 Specific Objectives

The specific objective of this research includes:

1. To investigate the relationship between performance expectancy and Ethiopian entrepreneur's behavioral intention towards the acceptance of social media marketing.
2. To investigate the relationship between effort expectancy and Ethiopian entrepreneur's behavioral intention towards the acceptance of social media marketing.
3. To investigate the relationship between social influence and Ethiopian entrepreneur's behavioral intention towards the acceptance of social media marketing.
4. To investigate the relationship between facilitation condition and Ethiopian entrepreneur's behavioral intention towards the acceptance of social media marketing.

1.4 Research Questions

What are the important factors that influence an entrepreneur's behavioral intention to adopt social media marketing in Ethiopia?

1. Does performance expectancy influence to entrepreneur's behavioral intention to adopt social media marketing in Ethiopia?
2. Does effort expectancy influence to entrepreneur's behavioral intention to adopt social media marketing in Ethiopia?

3. Does social influence affects to entrepreneur's behavioral intention to adopt social media marketing in Ethiopia?
4. Does facilitation condition influence to entrepreneur's behavioral intention to adopt social media marketing in Ethiopia?

1.5 Hypotheses of the Study

$H_0$1: There is no significant relationship between performance expectancy and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.

$H_0$2: There is no significant relationship between effort expectancy and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.

$H_0$3: There is no significant relationship between social influence and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.

$H_0$4: There is no significant relationship between facilitation condition and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.

1.6 Significance of the Study

Today, the number of Internet users enhances where they spend most of their time on social media sites using a personal computer or mobile device (Nielsen, 2012). Hence, entrepreneurs can take this chance to make use of potential customers through social media sites. This research mainly discussed the factors that affect the initial intention to adopt social media marketing among the entrepreneur. Therefore, this research will provide the entrepreneurs and organization to have a more understanding and knowhow on benefits of social media marketing. Thus, four variables will be tested on the existing users of social media marketing on intention to execute this marketing tool on entrepreneurial activities. Moreover, this research could also encourages the enterprise in Ethiopia to commence the execution of social media site, provides them a vehicles to create awareness, attract new customer, boost sales and build loyalty of their products or services.

1.7 Scope of the Study

The purpose of this study is to discover the factors affecting the initial response of entrepreneurs in Ethiopia regarding behavioral intention when adopting social media marketing.

In order to limit the research, this study was not focused on the factors of individual difference variables, such as age, gender, experience, and voluntariness of use which moderate the effects of factors that affect behavioral intention to use technology in UTUAT model. Moreover, as the study will investigate the predictors of behavioral intention from a user's point of view, the study will not focus on business to business social media marketing and the non-users of social media marketing. The users in our context are online entrepreneurs that use social media marketing for their business. Even though social media does not have geographic limits considering access to the target population, the time and cost, the study is restricted to Ethiopia geographically and online entrepreneurs who are part of one or more social media tools. The study is limited to quantitative data information acquired from online entrepreneurs that uses social media marketing and only online survey is employed to collect data.

1.8 Organization of the Study

The research consists five chapters. The first chapter is consisted of introduction part which is composed of background of the study, statement of the problem, general and specific objectives of the study, research questions, hypotheses of the study, significance of the study and scope of the study.

Chapter Two focuses in reviewing literature, past studies and explanations which related to social media, social media marketing, each independent and dependent variables, theoretical models in this research. The hypotheses formed in previous chapter are supported by past studies and proposed conceptual framework is formulated based on relevant theoretical frameworks.

Chapter Three explains on research methodology encompassing research design, sampling techniques, data collection method, research instruments, variables and constructs measurement, data processing, analysis techniques and the ethical consideration that was undertaken.

Chapter Four presents the analysis and findings of the research, demonstrates the pattern of results through statistical techniques such as SPSS analyses. The outcomes are subsequently justified against research questions and hypotheses developed in previous chapters. Findings are presented with the aid of different tables and graphs.

Chapter Five summarizes all descriptive and inferential analyses done in Chapter Four. Likewise, it discusses major findings in this study and furnishes researchers and practitioners with constructive implications. Strength and weakness of this research and recommendations for future research are discussed in this chapter.

CHAPTER TWO: REVIEW OF RELATED LITERATURE

This part of the study covers what other researchers, scholars, analysts, and authors have come up with as literature of related subject under study.

2.1 Theoretical Review

2.1.1 Marketing

Marketing is about discovering and satisfying human and social needs. One of the briefest great meanings of Marketing is "addressing needs profitably." American Marketing Association recommends the following formal definition: Marketing is the action, set of organizations, and procedures for making, communicating, delivering, and swapping offerings that have value for customers, clients, partners, and society everywhere (Kotler and Keller, 2012). The UK Chartered Institute of Marketing describes marketing as "Marketing is the management procedure in charge of identifying anticipating and satisfying customer requirements profitably" (Shaw, 2007).

2.1.2 Social Media

Kaplan and Haenlein (2010) characterize social media as "a gathering of Internet put together applications that work with respect to the ideological and mechanical establishments of Web 2.0, and permit the creation and trade of client produced content." Sinclaire and Vogus (2011) refer to O'Reilly's (2005) definition: "social media is a wide term that depicts software devices that make client created content that can be shared." However, there are some fundamental highlights vital for a website to meet the prerequisites as a social network website: the webpage must contain client profiles, content, a strategy that licenses clients to associate with one another and post remarks on one another's pages, and join virtual gatherings dependent on basic interests, for example, style or legislative issues. (Gross & Acquisti, 2005)

2.1.3 Social Media Marketing: A Subset of Marketing

Social media marketing can be seen as another field and another business practice required with the marketing of goods, services, information and through online social media. However, there is also perplexity between the discipline called social marketing and social media marketing.

Various references on the internet have mistagged social media marketing as simply social marketing. Social Media Marketing utilizes social media sites to increase visibility on the Internet and to promote products and services. Social media sites are helpful for building social (and business) systems, and for exchanging ideas and knowledge.

Social media networking is an element of a trend recognized as Web 2.0, which refers to transforms in the way users and software developers use the Web. It is extra mutual use of the Web that increases creativity and knowledge exchange. It is a more interactive and user-driven way to aid users to contribute and join forces over the Web through open applications and services. It is vital, hence, that content is available to the client; the user should be competent to create, share, remix, and repurpose content. Technologies that are available and inexpensive like Ajax (a means of building interactive applications for the Web that processes user requirements instantly) and RSS (Really Simple Syndication) support Web 2.0 principles such as "user empowerment." Social Media Marketing utilizes podcasts, wikis, blogs, folksonomies, online videos, photo sharing, news sharing, message boards, and posts on social networking sites to contact a large or targeted audience (Reto F., Philipp A., Chris H, 2016).

2.1.4 Classifications of Social Media

According to Foreman, (2017) there are 10 types of social media and what they're used for. Knowing about these classes of social media and understanding why people utilize them can open up new thoughts and channels for appealing with your audience more efficiently.

Table 2.1: Classifications of Social Media Applications

Classifications	Utility/Purpose	Applications
Social networks	Connect with people	***Facebook, Twitter, LinkedIn***
Media sharing networks	Share photos, videos, and other media	***Instagram, Snapchat, YouTube***
Discussion forums	Share news and ideas	***reddit, Quora, Digg***
Bookmarking and content curation networks	Discover, save, and share new content	***Pinterest, Flipboard***
Consumer review networks	Find and review businesses	***Yelp, Zomato, TripAdvisor***
Blogging publishing networks	Publish content online	***WordPress, Tumblr, Medium***
Interest-based networks	Share interests and hobbies	***Polyvore, Etsy, Fancy***
Social shopping networks	Shop online	***Goodreads, Houzz, Last.fm***
Sharing economy networks	Trade goods and services	***Airbnb, Uber, Taskrabbit***
Anonymous social networks	Communicate anonymously	***Whisper, Ask.fm, After School***

Source: Hootsuite.com

So instead of classifying networks in line with hyper-specific user interests or changing technology features, its desire to imagine like marketers and group networks into 10 general classes that focus on what people expect to achieve by using them. Both graphic and tabular highlights different types of social media and number of corresponding examples.

Figure 2.1: Different Classifications of Social Media

Source: Hootsuite.com

Despite the increasing benefits and availability of social media, only a few are engaged with social media in Ethiopia. The most popular social medias are few Ethiopia (Refer Table. 2.2).

Table 2.2: List of Commonly Used Social Medias in Ethiopia

Facebook	Twitter	Telegram (VKontakte)
Instagram	Snapchat	YouTube
Viber	WordPress	reddit
Pinterest	WhatsApp	Tumblr
LinkedIn	Google+	Imo

Source: Developed for the research

2.1.4.1 How the Different Classifications of Social Media Can Benefit a Business

Social media marketing appears in many forms including social networks, blogs and micro blogs, wikis, virtual worlds, writing communities, social bookmarking, forums and message boards, tagging and news, writing communities, news feeds, contents, data, podcast portals, image and video sharing, and collective intelligence.

Social networks add up the ways. Market research, brand awareness, lead generation, relationship building, customer service, and so on the list is pretty much nonstop. Social networks, sometimes called "relationship networks," aid people and organizations connect online to share information and ideas. (Foreman, 2017).They are a casual place where you can go to talk about what's in your mind or you did over the weekend, tell a dirty joke, or tell where you were last week, such as Facebook and twitter.

Media sharing networks offer people and brands a place to find and share media online, including photos, video, and live video. The position between media sharing networks and social networks are distorted these days as social relationship networks like Facebook and Twitter add live video, augmented reality, and other multimedia services to their platforms. But, what differentiates media sharing networks is that the sharing of media is their vital and main purpose. Media Sharing are digital sites such as Instagram, Flickr, Kodak Gallery, Snapchat, youtube and Soundcloud where people can upload their favorite photos or music . Foreman (2017) like the major relationship networks, media sharing networks are helpful for brand awareness, lead generation, audience engagement, and most of your other social marketing targets.

Discussion forums can be brilliant assets for market research. Done right, you can also promote on them, though you'll need to be cautious to carry on your ads and posts separate. Discussion forums are one of the oldest types of social media (Foreman, 2017).

Bookmarking and content curation networks can be highly successful in driving brand awareness, customer engagement, and website traffic. Bookmarking and content curation networks assist people to discover, save, share, and discuss new and trending content and media. These networks are a source of creativity and motivation for people looking for information and ideas, and by adding up them to your social media marketing plan, you'll bring in new channels for building brand awareness and engaging with your audience and customers (Foreman, 2017).They are similar to digital yellow stickers that let other members of the online community know that you like an article or a Web page.

As stated in Foreman (2017) **consumer review networks** give people a place to appraisal brands, businesses, products, services, travel spots, and just about anything else. Constructive reviews bring social testimony to your claims. Handled well, you can resolve issues with unhappy customers

Blogging and publishing networks give people and brands tools to issue content online in formats that encourage breakthrough, sharing and commenting. These networks vary from more traditional blogging platforms like WordPress and Blogger to microblogging services like Tumblr and interactive social publishing platforms like Medium (Foreman, 2017). Blogs & Forums are digital magazines or diaries that are often written in an informal, chatty style, where people can digitally write their thoughts, comments, or suggestions on a digital board hosted on a website, such as WordPress and Blogger. Content marketing can be a highly efficient way to connect with your audience, build your brand, and produce leads and sales.

Social shopping networks make e-commerce attractive by adding a social element. Brands can build awareness, boost engagement, and sell products via new channels. If there's a network dedicated to the kind of products or services you provide, these networks can be a big place to connect with your audience and construct brand knowledge. **Interest-based networks** take a more targeted approach than the big social networks do by focusing solely on a single subject, such as books, music, or home design (Foreman, 2017).

Sharing economy networks, also called "collaborative economy networks," connect people online for the purpose of advertising, finding, sharing, buying, selling, and trading products and services (Foreman, 2017). If you ensure to present the kind of products or services traded here, these networks can be one more channel for bringing in business. (For example, if you function in a bed-and-breakfast, Airbnb could help you locate customers.)

Anonymous social networks almost certainly can't steer clear. While main social networks are producing growing efforts to hold users responsible for their social activity, these sites go the opposite and permit users to post content anonymously. CBS New York described Whisper as "the place to go these days to vent, come clean, or peer into other people's secrets," saying the site concentrate on "turning confessions into content."These networks might convenient place to blow off steam (for example, if you're a teen and want to criticize about your parents, teachers, boyfriend, and so on).However, they've been revealed to offer a consequence-free forum for cyber bullying and have been linked to teen suicides(Foreman, 2017).

2.1.5 Reasons for Entrepreneurs to Adopt Social Media Marketing as Platform

Social media platforms such as Facebook, Twitter, Instagram, You Tube, and others, have started to change business activities such as marketing, advertising, and promotion (Hanna, Rohm, & Crittenden, 2011). In addition, social media enables clients to associate with their companionship groups by adding them to the network of friendship (Ahuja & Galvin, 2003). Witnessing the intensity of social media applications, numerous entrepreneurs utilize these tools to run their business and spread their message or review their products and services. This issue also happens among student entrepreneurs who run businesses. They choose to use social media as a business platform because, in social media services, users can share their experiences with their friends to build free word of mouth marketing for the business (Mikalef, Giannakos, & Pateli, 2013).

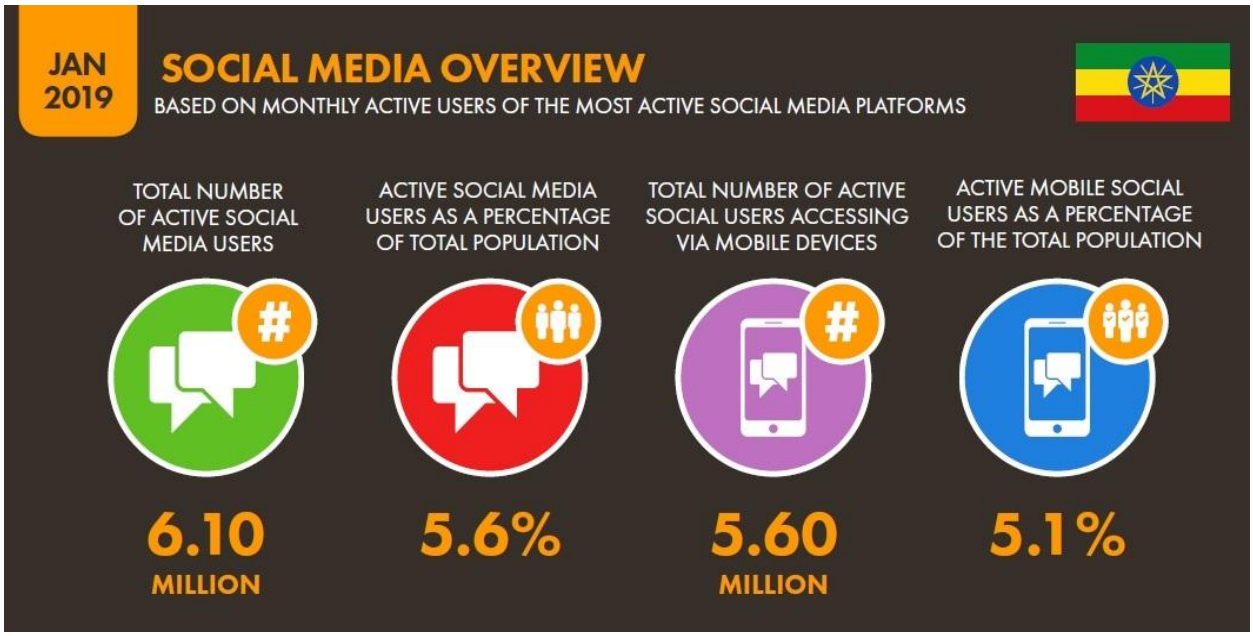
Moreover, social media likewise gives an interactive conversation between people where they can share and exchange their experiences, reviews and opinions about the goods and services, which they consume. Thus, social media has turn into the best platform for entrepreneurs, not merely to sell products and services, but to keep in touch with their customers. Entrepreneurship is a process that recognizes an opportunity by understanding the resource requirements, obtaining the resources, planning, and implementing (Serarols-Tarrés, Padilla-Meléndez, & Aguila-Obra, 2006). Therefore, entrepreneurs should be progressively dynamic in sharing the advantages determined through their entrepreneurial projects or business.

As a result, social media is the best platform for them to use so as to run their business. A past study by Brown, Broderick, and Lee (2007) demonstrates that users tend to be more trusting towards what individuals outside their social networks say: such as online reviewers. The study shows that Word of Mouth or WOM has quickly developed, bolstered by a variety of media channels such as social media. Thus, WOM plays a vital role in the decision making of a user.

Be where your customers are. That is the most important rule in the world of commerce. But what if the customers are increasingly flowing from the physical world into the online world? Will the traders follow them there? What happens to those who do not? The amount of time Ethiopians spend on social media has risen significantly within the past few years. With people largely dependent on mobile phones and the internet, businesses are increasingly trying to meet them where they are: the social media.

After all, what better idea than to combine the platforms where people already spend a lot of their time chatting with friends, getting news, sharing thoughts, browsing through images and exchanging recommendations with the opportunity to buy things.In Ethiopian, the data demonstrates that there is a huge opportunity that businesses can exploit. The country has a generally youth overwhelmed population that is progressively getting urbanized as time passes. Though despite the fact that the country's internet penetration is still just the pitiful 16% that is registered to 17.87 million potential markets for businesses to engage with (refer figure1.1).

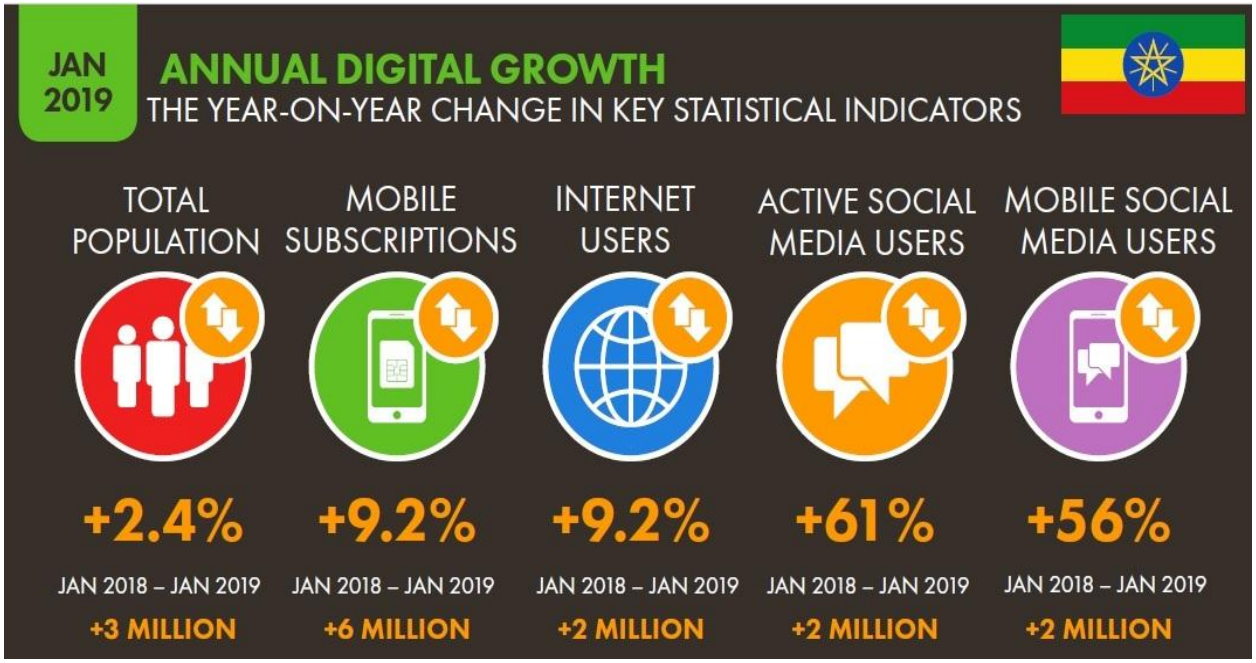
Figure 2.2: Social Media Overview in Ethiopia as of January 2019



Source: Digital Report 2019

According to the recently released 2019 Digital report, the total number of active social media users in Ethiopia was numbered to 6.10 million by January 2019. Out of that, roughly 92% (5.6 million) use their phones to access the platforms (refer figure 1.1 and 2.2). Considering that the number of total mobile connections is standing at 68 million and smart phones are replacing traditional phones at a ferocious rate, it's logical to predict that the penetration numbers will surge real soon. Another point to consider is the annual active social media user growth which is apparently around 61%. This converted into 2 million new social media users in Ethiopia from January 2018 – January 2019 (And practically all utilized their cell phones).

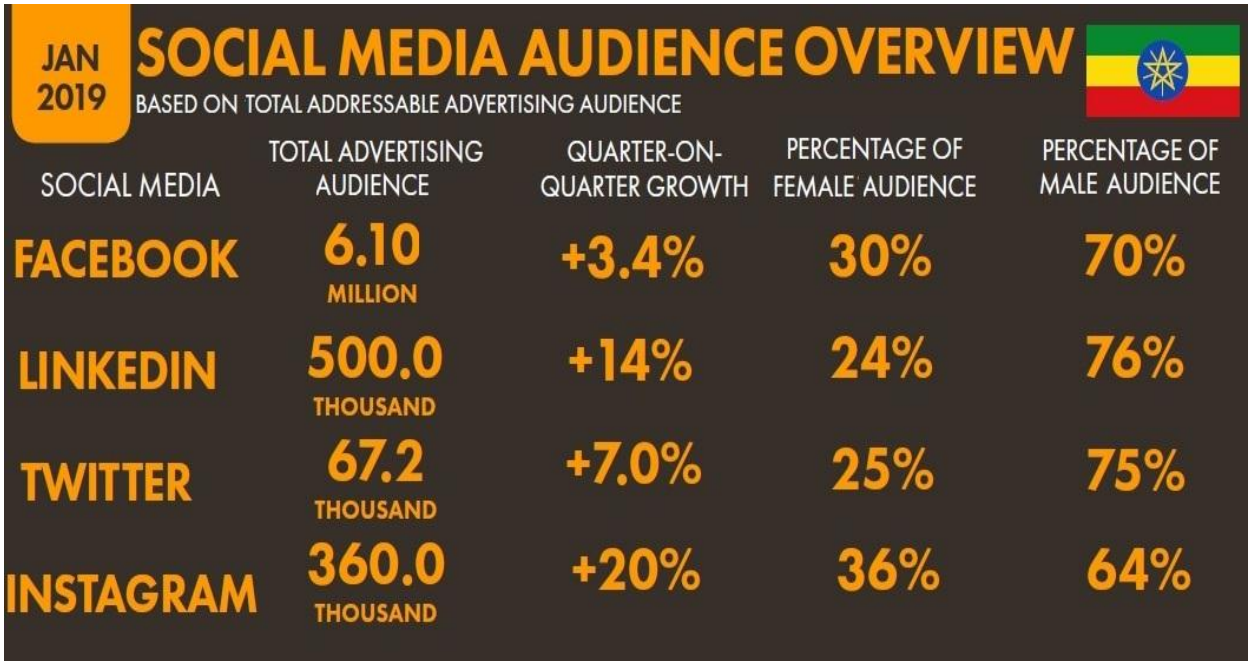
Figure 2.3: Annual Digital Growth in Ethiopia as of January 2019



Source: Digital Report 2019

This shows target audiences that can be reached through Social Media are growing rapidly and businesses, institutions and even non-profits ought to learn how to cash in. There are number of business that adapted social media marking in Ethiopia (Please refer Appendix 13 & 14).

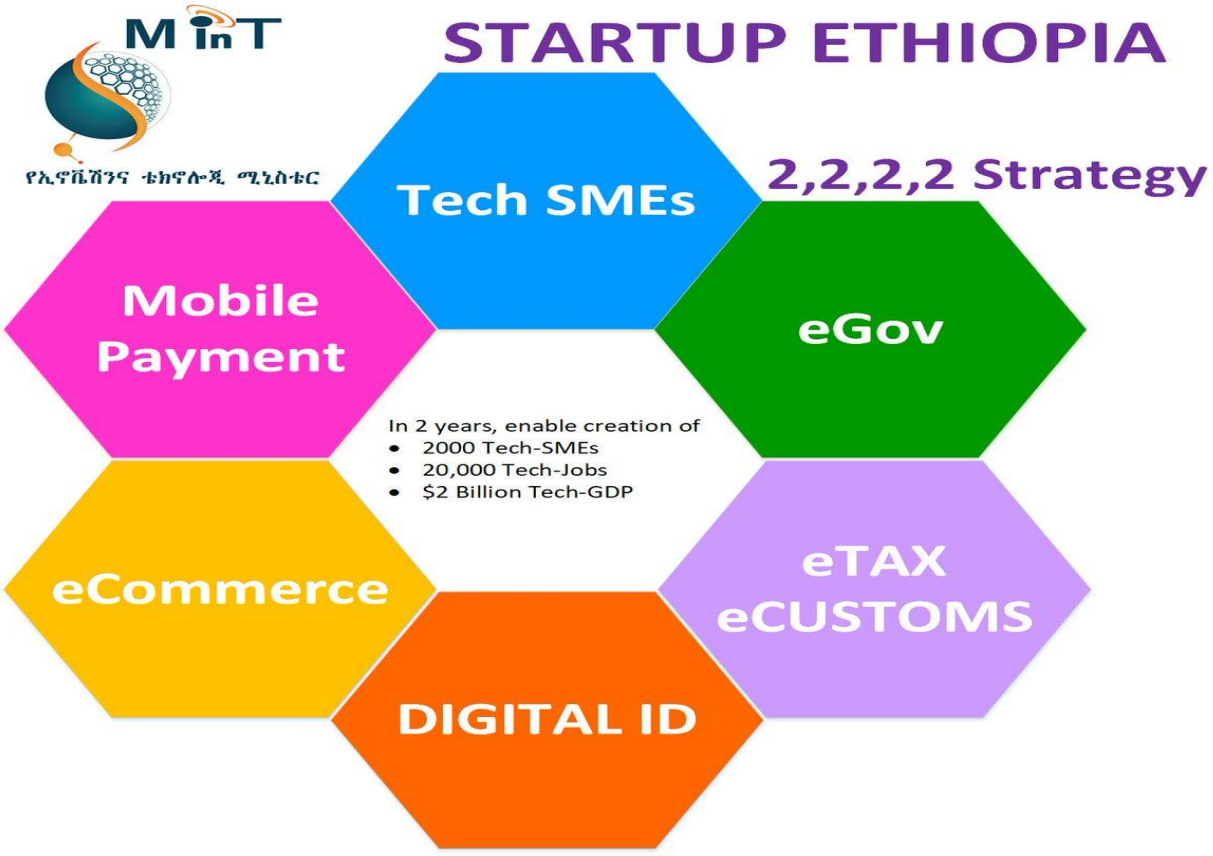
Figure 2.4: Social Media Advertising Audiences in Ethiopia as of January 2019



Source: Digital Report 2019

Small businesses and entrepreneurs are accepted by any economy in the world as the foundation of innovation, adaptability, profitability, and efficiency creating employment and wealth for the nation (Dahnil, Marzuki, Langgat, and Fabeil, 2014). In Ethiopia, entrepreneurship has been taken as one of the approaches to create more jobs and reduce poverty. The government demonstrated its commitment to entrepreneurs by budgeting 21 billion Br on its five-year strategic plan. Besides the government, international development partners, incubation hubs, training centers, and learning institutions are trying to feel the holes that are discouraging potential entrepreneurs from realizing their fantasies. For instance, the United Nations Development Program (UNDP). Since the beginning of its program, Entrepreneurship Development Programme in 2013, UNDP has made investments close to 13 million dollars. The first phase of the program ran from February 2013 to June 2017. The second phase is from July 2017 to June 2020, according to Martha Mogus, communications chief of UNDP Ethiopia (Behailu, 2018).

Figure 2.5: Ethiopian Ministry of Innovation and Technology New 2,2,2,2 Strategy



Source: MOST, 2019

Understanding the importance of entrepreneurship and commerce, Ethiopian Ministry of Science and Technology unveiled a new 2,2,2,2 Strategy in 2018.The government has initiated activities and programs related to information technology business in promoting e-Commerce and Tech SMEs (MOST, 2018).

Taking everything into account, the key motive why entrepreneurs utilize social media as a business platform to run their business is that social media can spread information more speedily and simply. Other than that, social media has become a potential convincing technology that persuades customers to purchase online. Social media additionally gives interactive conversations between individuals where the users or consumers can share their experiences about the products or services with their friends. Many researchers think that new entrepreneurs can use social media as a start-up strategy to begin an online business.

2.1.6 Theories on Technology Adoption

In order to define the process of social media marketing adoption, it is important to analyze the adoption concept. To respond query of how and why social media marketing adoption happens, it is crucial to turn to the existing technology adoption theory. Diverse explanation of technology adoption in organizations has been given by past literature such as decision to accept and utilize the innovation, implementation achievement (Bruque and Moyano, 2007), amount of usage (Ayu and Abrizah, 2011) and effectiveness and success of adopted IT based on acceptance of or satisfaction with IT (Hwang, 2010).Some of the points of view that have been presented are theories about diffusion, and these clarify and forecast how and why technology is adopted through diverse channels. Further theoretical viewpoints engage human behavior and the impacts they have on an individual's willingness to adopt and their probable efficiency in using technology. Several theories that deal with technology adoption are not precise to social media marketing adoption, yet regardless it has significance while being view in a general technology adoption context. The theoretical framework is the construction that can hold or support a theory of a research study. It introduces and illustrates the theory which clarifies why the research problem under study exists. Torraco, (2005) states that theories are formulated to explain, forecast, and understand phenomena and in many cases, to confront and enlarge existing knowledge, within the limits of the critical bounding hypothesis. A number of theories have proposed to clarify consumers' acceptance of new technologies and their intention to use.

These include the Theory of Diffusion of Innovations (DIT) (Rogers, 1995) that started in 1960, the Theory of Task-Technology Fit (TTF) (Goodhue, and Thompson, 1995), the Theory of Reasonable Action (TRA) (Ajzen and Fishbein, 1975), Theory of Planned Behavior (TPB) (Ajzen, 1991), Decomposed Theory of Planned Behaviour, (Taylor and Todd, 1995), Technology Acceptance Model (TAM) (Davis, Bogozzi and Warshaw, 1989), Final version of Technology Acceptance Model (TAM2) Venkatesh and Davis (1996). And Unified Theory of Acceptance and Use of Technology (UTAUT), Venkatesh, Morris, Davis and Davis (2003).

2.1.6.1 Theories about Diffusion

Numerous prior works have referred to Beal & Bohlen (1957) who presented different phases of technology adoption that started began from awareness, interest, evaluation, trial, and adoption. The five-phase of technology adoption is key research to comprehend the adoption stages among the nation. It offers the stages, which enable us to classify a nation in technology adoption. To contrast on timing and progress of adoption, Rogers (1995) proposed 5 adopter classes that stress on a population of the adopters. Yet Roger's work theorized a country level; this pattern has been stretch out to individuals, organizations, and industries within a nation. Additionally, it is anticipated that the pattern will be comparable to the global context of social media technology.

Bass in (1994) classified technology adopters into two classifications: innovators and imitators. Innovators in the social media adoption circumstance are firms or countries that base their technology adoption decisions autonomous of the decisions of other firms or countries. In the interim, imitators are influenced by other firms or countries in their decisions to adopt. The generalized Bass Model (Bass et al., 1994) launched decision variables such as marketing effort and price. He presumed that marketing effort and price decision variables affected time to technology adoption. The first Bass model and the more up to date model only offered a similar fit so long as marketing effort remained constant.

The Situational Motivation Scale (SIMS) was created as a method for computing situational intrinsic and extrinsic motivation (Guay et al., 2000), applied SIMS in his study to comprehend the motivations of sports organizations presently using social media, which SIMS served as an appropriate scale to measure motivation. Study on social media use amongst public relations practitioners utilized the SIMS to compute respondents' motivation for utilizing Twitter for their jobs.

2.1.6.2 Theories on Behavioral Perspective

While interrelated theories of technology adoption are helpful to clarify technology adoption results, behavioral theories focal point on the individual analysis level where human behavior has its impacts.

2.1.6.3 Theory of Reasoned Action (TRA)

From Fisbein & Ajzen (1975)'s study, Theory of Reasoned Action (TRA) is a study of forecasting on behavioral intention and this theory has been extensively embraced in different studies to clarify human's attitude and behavior. TRA is the most significant and instant predictor of behavior because TRA built up the two major factors that accentuate on technology adoption which is attitude and subjective norm (Webb & Sheeran, 2006). As indicated by Hansen, Jensen, & Solgaard (2004), one's goal to act are extensive effects on one's actual behavior. Furthermore, prior research on TRA also demonstrated that an individual can control their own behavior (Thompson, Haziris, & Alekos, 1994).

2.1.6.4 Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is an enhanced model of Theory of Reasoned Action (TRA) by included Perceived Behavioral Control (PBC). TPB are defined as an individual perceived that he/she do not have any control over their behavior when performing a particular behavior (Lin, 2007). In later explanation, expressed that TPB was construed based on behavioral intention is formed by one's attitude which aware of the feeling are either favorable or not when performing a behavior; social norms, which reflects the perceptions can influence the desire of individuals towards their actions. According to Hagger, Chatzisarantis, & Biddle (2002), 44.05% of variance in behavioral intention with the enhanced model of TPB was predicted as compared to the TRA model which only has 37.27% variance. Moreover, Khalifa and Shen (2008) also declared that TPB has been widely adopted to explain IT usage in past studies.

2.1.6.5 Technology Acceptance Model (TAM)

The technology acceptance model (TAM) is a model to demonstrates the related of user's technology acceptance and use (Davis, 1986). In 1989, Davis and Warshaw suggested that TAM can provide the reason of why clients acknowledge or rejects information technology by adaptation theory of reasoned action (TRA).

From Fanny (2015)'s study, TAM has turned into a most utilized framework for understanding and foreseeing on technology adoption contrasted with other alternative models, such as TRA and TPB. Fanny (2015) additionally demonstrated that TAM has better clarification on the difference in user behavior and intention with a proportion of 40%. Notwithstanding, there is a constraint on TAM due to its inclination to test only one information system on a single task at a particular time with a homogeneous group that enhances the generalization problem in any single study (Lee, Kozar & Larsen, 2003). The TAM is utilized in various contexts to understand how to utilize information technologies, such as word processing and telemedicine software, electronic mail, the Internet and so on (King & He, 2006).

2.1.6.6 Unified Theory of Acceptance and Use of Technology (UTAUT)

Venkatesh, Morris & Davis, (2003) explained that the formulation of UTAUT model was amalgamated by eight dominants framework which includes Diffusion of Innovations Theory, Decomposed TPB, Social Cognitive Theory, Motivational Model, Model of PC Utilization, TAM, TPB, and TRA. UTAUT has united the eight models to clarify the individual of information technology acceptance.

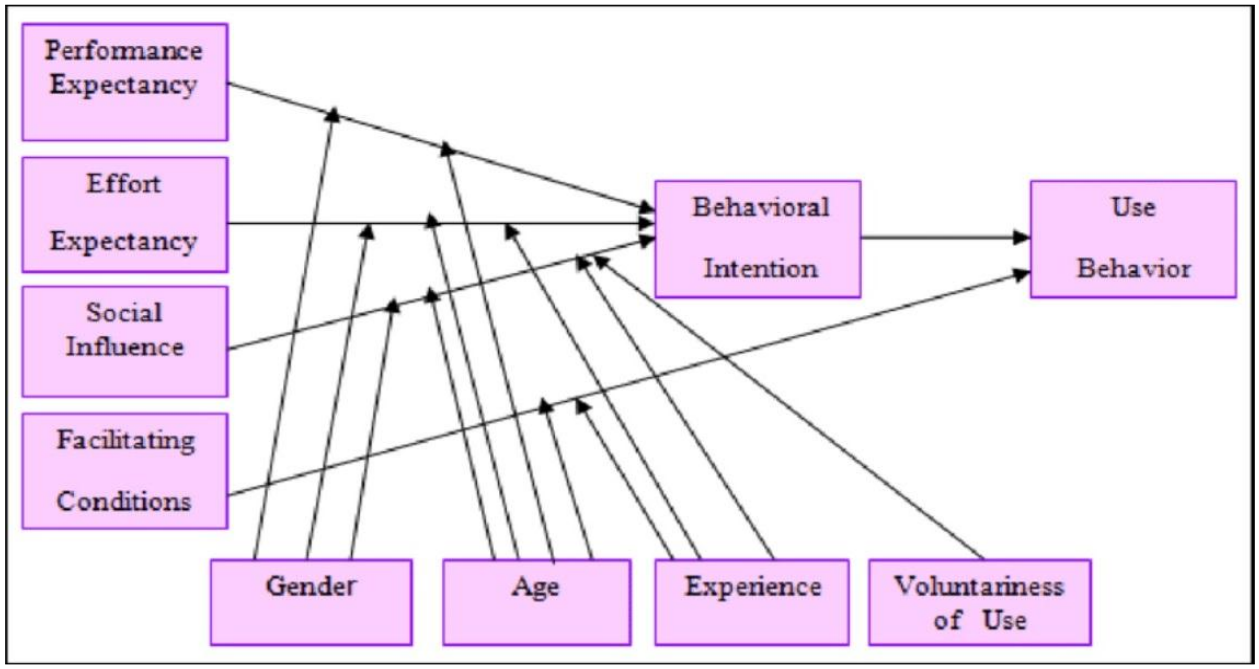
Table 2.3: Description of UTAUT Variables and Models Derived from them

Construct	Description of Perception	Corresponding Similar Construct and Models
Performance Expectancy	The degree to which an individual believes that using the system will help him or her to attain gains in job Performance	- Perceived usefulness (TAM/TAM2 & C-TAMTPB); - Extrinsic motivation (MM); - Relative advantage (IDT); - Job-fit (MPCU); - Outcome expectations (SCT).
Effort Expectancy	The degree of ease associated with the use of the system.	- Perceived ease of use (TAM/TAM2); - Complexity (MPCU); - Ease of use (IDT).
Social Influence	The degree to which an individual perceives that important others believe he or she should use the new systems.	− Subjective norms (TRA, TAM2, TPB/DTPB and C-TAM-TPB); - Social factors (MPCU); - Image (IDT).
Facilitating Conditions	Refer to consumers' perceptions of the resources and support available to perform a behavior.	- Perceived behavioral control (TPB/DTPB, C-TAM-TPB); - Facilitating conditions (MPCU); - Compatibility (IDT).

Source: Venkatesh et. al., 2003

It contains four main dominant elements, which are the social influence, facilitating condition, performance expectancy and effort expectancy (See Appendix 2).

Figure 2.6: The UTAUT Model



Source; Venkatesh et. al., 2003

The moderating variable in the UTAUT model is gender, age, experience and voluntariness of use. UTAUT and technology theory has been used to define social media usage in the business environment (Gunther, Krasnova, Riehle & Schondienst, 2009). UTAUT model was a focus on the study of the personal intention to accept the information system or the usage behavior of an entrepreneur towards a system (Venkatesh et. al., 2003). Venkatesh et. al., (2003) also declared that when testing on the same set of data, the UTAUT model has achieved the variance of behavior intention around 70% which compare to the other eight reviewed frameworks only achieved 40%.

2.2 Empirical Review

This part reviews studies previously completed on factors influencing the behavioral intention to adopt social media marketing. According to Zikmund et al (2010), an empirical literature review is aimed at a search of published work which includes books and periodicals. It is a complete survey of previous inquiries related to the research questions (See Appendix 3).

2.2.1 Behavioral Intention to Adopt Social Media Marketing

Behavior is classified by a person's intention to behave while the intention is affected by the performance of the behavior, subjective norms and perceived behavioral control (Ajzen& Fishbein, 1980). Ajzen (1991) showed that BI replicates on how motivated and how hard a person willing to try and to perform the act. Lin (2007) remarked behavior intention has been used to conduct a broad variety of research predictions involving behavior in a virtual community. Additionally, Fetsherin and Latterman (2008) declared that behavioral intention is broadly approach as DV for technology adoption and acceptance. In order to appraise BI, a direct question must be carried out in behavior-specific and operationalized with Likert scale responses choices to calculate the strength of intention. Moreover, BI also can be measured by other synonyms of intention and sharing a similar concept on self-prediction and desire (Armitage & Conner, 2001). According to Penttinen, Rinta-Kahila, Ronkko & Saarinen (2014), previous studies have observed there is a significant relationship between use intention and actual use towards an information system.

In this study, the researcher determined on the entrepreneur's behavioral intention when they first adopt social media marketing. The behavioral intention has been used as the dependent variable by an examiner in the online transaction (Dinev & Hart, 2006). Schöndienst, et. al. (2011) had been adopted BI as a dependent variable in their research study to determine the micro blogging acceptance in the enterprise.

2.2.2 Performance Expectancy and the Adoption of Social Media marketing

Performance expectancy is determined as the degree to when a person believes that by accepting the technology or system will ultimately support an individual to have accomplishment in task performance. Extrinsic motivation, perceived usefulness, relative advantage, job fit and outcome expectancy are five constructs from different models that are related to performance expectancy (Venkatesh et al., 2003).

According to Venkatesh et al. (2003)'s study performance expectancy are identified as strongest predictors on behavior intention to track and contribute to information technology. Davis (1989) recommended that people will believe in the use of technology will be high in its perceived usefulness when they can promote the user-performance relationship.

In on other words, people will decline the usage of the new system when the system was perceived on not improving their performance (Chiemeke & Evwiekpaefe, 2011).

Currently, the numbers of internet users have growing and information is sharing all around the social media sites and help an enterprise by increasing public awareness showing the usefulness of adopting social media marketing (Ada, Raghav Rao & Sharman, 2010). Accordingly, it was concluded that the influence of performance expectancy on the intention to use social media will be restricted by individual (Onyebuchi, 2009). By using social media marketing at the workplace, enterprise able to expediently reach people, distribute information and access useful content (Schöndienst, 2011). From the research of Moran (2014), businesses are started to adopt social media as their marketing approach because it has proved to be helpful.

$H_0$1: There is no significant relationship between performance expectancy and behavioral intention to adopt social media marketing.

2.2.3 Effort Expectancy and the Adoption of Social Media Marketing

Effort Expectancy is defined as "the degree of ease associated with the use of the system" (Venkatesh et al., 2003). In this study, this factor is about how simple it is for entrepreneurs to use social media in operating their business. For Instance, the relationship between effort and social media usage is when the entrepreneur compares how much effort and time it takes to sell the products or service in order to contribute to their business. Over the past few years, there has been a remarkable increase in research on effort expectancy and intention or usage of user behavior. An amount of studies have identified that effort expectancy significantly affects behavioral intention and usage towards technology adoption in the UTAUT model. This construct has been tested in a variety of studies. Formerly, a study by Y. S. Wang, Wu, and Wang (2009) discovered that effort expectancy significantly affected individual intention in M-Learning usage. It means most of them learning users believe that it will be easy to use, due to details in both hardware and software, for instance, the touch screen menus, handwriting recognition, light pen data entry, and natural language processing. In order to gain a better understanding of effort expectancy towards intention or usage behavior, many pieces researches about this construct have been done.

For instance, a study to examine the consumers' intention to use e-Money as a micropayment transaction by Khatimah and Halim (2014) demonstrated that effort expectancy has a relationship with intention to use e-Money in Indonesia. At the same time, a study to examine the factors that influence a person who learns Optimization skills (also known as Optimizer) in Indonesia confirmed that effort expectancy had a significant effect towards technology adoption (optimization skill in a search engine) (Rahmawati & Dhewanto, 2014).Moreover, a study that contrast technology adoption between the United States and Korea found that effort expectancy has a stronger effect in the US compared to Korea (Im et al., 2011).

A new study in a non-western region to validate the UTAUT Model in online banking behavior found that effort expectancy emerged as the main element in internet banking usage and users' experience was a moderator in the study (Al-Qeisi, Dennis, Hegazy, & Abbad, 2015). Thus, all these researches on effort expectancy verified that effort expectancy is one of the key elements in the UTAUT model study. In conclusion, effort expectancy is one of the factors that influence the acceptance of social media as a business platform among entrepreneurs. This is down to the entrepreneurs understand that social media is simple to use compared to conventional media and they think that they will run their business with less effort but with more results.

$H_0$2: There is no significant relationship between effort expectancy and behavioral intention to adopt social media marketing.

2.2.4 Social Influence and the Adoption of Social Media Marketing

Social influence can describe as moment when people recommend others that he/she should adopt a new system application or technology (Venkatesh, 2003). SI have similar concept with social factors and subject norms if setting these three elements to contrast (Venkatesh, 2003). Social media will not only give a new sources for information data and resource flows, but also play a role in passages via social influence operates (Friedkin, 1998). Social influence act as motivational factor that will force an individual consider carrying out business by social media such influences included associates' influence, rivals 'compression and latest business movement (Reid & Brown, 1996). Common act frequently happen as strong and constant impact toward people's action and behavior in social media society (Zeng, Huang, Dou, 2009).

Social media can toughen business competitive advantages due to social influences that encourage online users to interact with other users and business owner to outline a cooperative group standard attitude (Baggozi & Dholakia, 2002).

It can say that youth at present frequently use social network service (SNS) as a platform to friendly communication and consistent connected to their companion (Haneefa & Sumitha, 2011). Brocke, Ritcher and Riemer (2009) argued that social motivation for undergraduate to interact with their associate is indeed progress in decide whether to use SNS. Social common act had demonstrated as an impact in definitive user's reason to use social network for communicate with others (Cheung & Lee, 2010).

Pardamean and Susanto (2012) assumed that SI was precisely corresponding to level of objective to carry out online site in study procedure by undergraduate and today, blog can employ as business activity too. For online network service information sharing attitude and Internet end user' behavioral to use social media, SI happens as the key role that manipulating these two situation.

$H_0$3: There is no significant relationship between social influence and behavioral intention to adopt social media marketing.

2.2.5 Facilitating Conditions and the Adoption of Social Media Marketing

According to the Venkatesh, Morris and Davis (2003), facilitating condition is stated as a personal belief that organizational framework with the technological of infrastructure to aid the social media marketing. Facilitation condition is a target element of the observer's approval condition to apply an act liable to do with the provision of computer support (Thompson, 1991). Universal access and the security were concern seriously about the effect of the individual intention when using the system or new technology by establishing the technical base installation such as the computer hardware and software compatibility (Rietveld and Janssen, 1990). It is significant to have a balanced advancement of the hardware, software and support the infrastructure, because it will have distant exceed the connectivity of network or hardware growing (Kirkman, 2002).

Legal policies, government support and also the internal and external ambiance encompassing organizational resources similarly depend on this adoption (Koey, Haffez, & Jawed, 2006).

All the user were linked to each other with the Internet savvy, the Internet condition and e-readiness were grown for the facilitation change (Connon, Donaldson & Anderson, 2012). The users need to have basic resources such as expertise and knowledge to adopt the social media information technology (Zhou, Lu & Wang 2010; Venkatesh et al, 2003). The effect is projected to increase with experience as users of technology find various avenues for help and support throughout the organization, so the eliminating obstacles to sustained usage (Bergeron, Rivard, & Serre, 1990).

$H_0$4: There is no significant relationship between facilitation condition and behavioral intention to adopt social media marketing.

Table 2.4: Past Studies Adopted UTAUT Model.

Studies	Industry	Technology	Users
Wang & Wang (2010)	Business and IS	m-Internet	Consumers
Fillion, Braham, & Ekionea (2011)	Business and IS	ERP system	Mid-managers/ end-users
Mbrokoh (2016)	Business and IS	Online banking	Consumers
Tan & Lau (2016)	Business and IS	Online banking & m-banking	Consumers

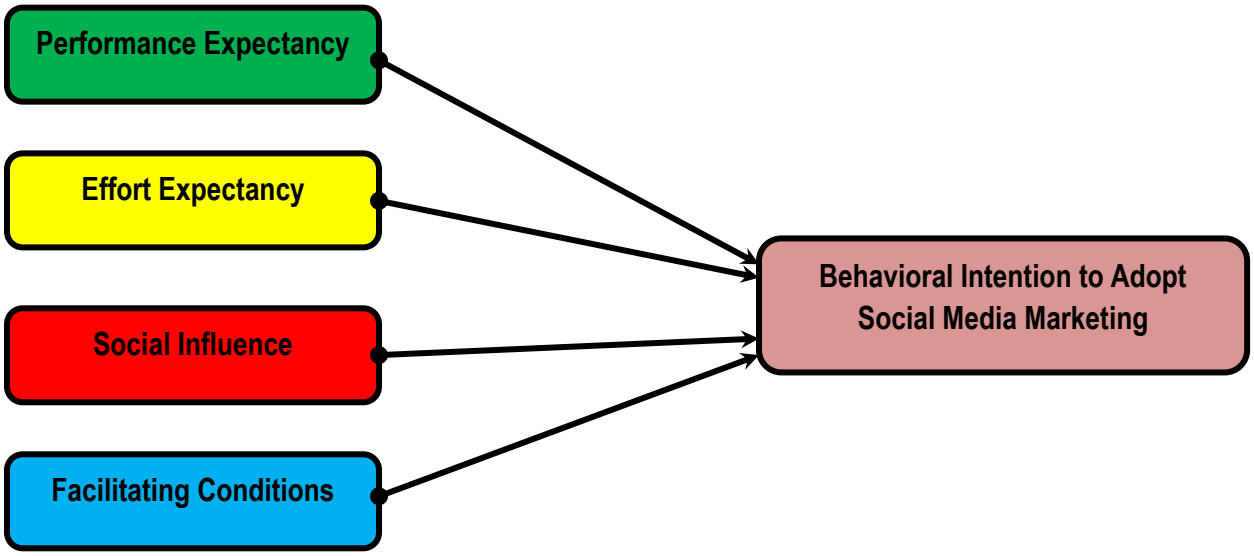
Source: Developed for the Research

Note: For more and broad past empirical studies (See Appendix 3: Summary of Past Empirical Studies)

2.3 Proposed Conceptual Framework

This study UTAUT model was adapted to investigate the factors that are determinants and affect the behavioral intention to adopt social media marketing. The research model for this study UTAUT model was developed by Venkatesh et al. (2003). The proposed research model is presented in Figure 2.7. The research model constructs PE, EE, FC and SI as independent variables while the behavioral intention to adopt social media marketing as dependent variable.

Figure 2.7: Proposed Conceptual Framework for the Research



Source: Adopted & Modified from Venkatesh et. al. 2003

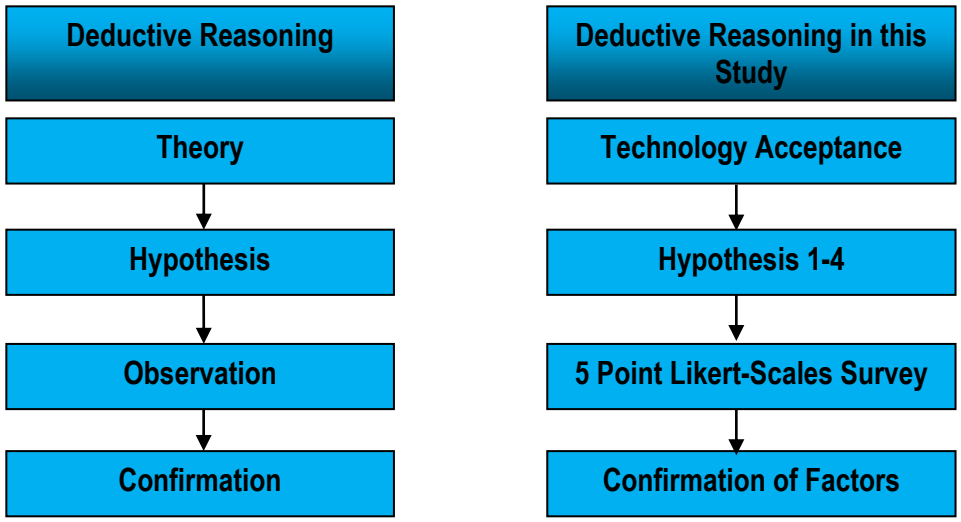
CHAPTER THREE: RESEARCH METHODOLOGY

This section covered the methodology that was used as an aid to carry out the research study and further discusses the type of research, research design, sampling method, source of data, sampling design, data collection method, sampling frame and sampling location, sampling elements, sampling technique, sample size.

3.1 Research Approach

Deduction and Induction are the two main research approaches. When deduction reasoning, testing of a theory, is conducted, an existing theory is adopted as a basis, then hypotheses are generated based on the theory, and finally the hypotheses are examined. Induction means the theory is developed after the data analysis (Saunders et al., 2009).

Figure 3.1: Deductive Reasoning



Source: Developed for the Research

This study follows the deductive reasoning (depicted in Figure 3.1), which involves the developing of the research model based on theories. In this case technology acceptance theories and previous research are used to generate the research model and hypotheses. This study tests the four proposed hypotheses, by collecting data using questionnaires, and statistics analyzing was used to confirm or reject the hypotheses.

3.2 Research Design

Research design is a 'blueprint' of explanation on how research processes (Smith& Albaum, 2012). According to Ken (2003), research design incorporated in providing solutions and alterations of a better situation. The very objective of executing this research is to understand and determine the relationship between PE, EE, SI, FC and Ethiopian entrepreneur's behavioral intention (BI) to adopt social media marketing.

This research adopted partially descriptive and predominantly an explanatory approach. Explanatory research aims to study a situation, to explain the factors why something occurs, and the cause and effect relationship between variables (Saunders et al., 2009). This study aims to investigate cross-sectional and quantitative research entitled the factors that influence the entrepreneurs' behavioral intention to adopt social media marketing, which is a characteristic of an explanatory study. For explanatory research, it is typical to adopt a statistical analysis. In consistence with this, a quantitative method was adopted to determine which factors affect the behavioral intention to adopt social media marketing in Ethiopia.

3.2.1 Descriptive Research

Descriptive research deployed to present the data regards to the characteristics of the population which is going to be studied (Burns & Bush, 2010). Fundamentally, descriptive study is in the form of closed-ended questions that restrict the unique insight (Penwarden, 2014). Descriptive research under quantitative research methodology employed to analyze and classify the data collected, and analytical research to enlighten the relationship among the data collected. Due to the constraint on time and resources, the study was a cross-sectional study instead of a longitudinal study where questionnaires were dispensed to target respondents at one particular time (Neville, 2007). Descriptive research was used in this study to collect research data to analyze which factors have a strong influence on entrepreneurs' behavioral intention to adopt social media marketing. Moreover, the relationships between the variables were tested in this study.

3.2.2 Quantitative Research

According to Aliaga and Gunderson (2000), quantitative research is by gathering measurable research data and analysis through mathematical methods.

According to Cohn, quantitative research is defined as a form of market research by using empirical methods and empirical statements to gather research data. Therefore, quantitative research was deployed in this study to collect a number of target respondents on measuring the entrepreneurs' behavioral intention to adopt social media marketing in their businesses.

The quantitative research methodology was utilized for this research and was performed using descriptive and analytical research by conducting a survey questionnaire to our target respondents. Survey method was applied because it is cheap and simple to distribute though online platform to target respondent. The survey is also more precise and the outcome is simple to access using particular tools, the outcome of the survey was then examined for discussion**.**

3.3 Data Collection Method

Primary and secondary data are two classifications that serve research purposes. Burns and Bush (2003) declared that the type of data required and the pre-determined research design choose the method of data collection used. In this section, the researcher used primary and secondary data. Primary data was collected from the questionnaire and secondary data from different online and hard copy sources.

3.3.1 Primary Data

Primary data is the information collected for a particular reason to apply for a particular research problem (Malhotra, 2014). It is attained from first-hand sources like surveys, observation, and interviews. According to Kenneth (2005), each respondent was given identical questions and the preference or response from respondents was collected to know the different behavior and preference of the respondents. In this research, a questionnaire was used to gather research data from the respondents. A total set of 500 questionnaires survey was disseminated to entrepreneurs and employees working in a related field in weeks. Questionnaires were distributed to the target respondents throughout Ethiopia online. Online distributed technique was used because some of our target respondents don't have a physical store but instead having a virtual store. However, an online survey may have restricted sampling and respondent accessibility which indicates populations may less likely to reply to an online survey (Gingery, 2011).

Thus, the researcher sends a reminder email to the online entrepreneurs to follow up with them so that they offer their free time to fill in the questionnaires. Data were analyzed using SPSS software after collecting all the data from the questionnaire answered.

3.3.2 Secondary Data

Secondary data is the data gathered from earlier researches (Long-Sutehall, Sque, and Addington-Hall, 2010). Secondary data used to learn and investigate the different factors that affect behavioral intention to adopt social media marketing from previous related research. Secondary data offer an in-depth understanding of the study subject from a different viewpoint as diverse researchers have a different explanation. Detail study on the secondary data is vital and essential prior to the researcher complete the primary data collection method so that can restrict and focus on the topic and also develop an excellence questionnaire. Secondary data were gathered from different online and hard copy database. Statistics were also collected from various organizations.

3.4 Sampling Design

Sampling is a small unit of selection from a population that information is gathered and roughly gains insights about the population in general. Sampling planning plays a huge role in a research project to make certain precision and accuracy (Smith & Albaum, 2012). Sampling design illustrates how and why the population of the research is targeted, sampling frame and location, sampling elements, selecting sampling techniques and the ways in determining the sampling size of respondents.

3.4.1 Target Population

According to Hair, Bush & Ortinau (2006), the target population is defined as a set of people that a program or researchers are concerned to gather information or data from. The target populations for this study were social media marketing users such as online entrepreneurs and employees which help in a company's social media appearance in Ethiopia. Online entrepreneurs are individuals who organize and operate businesses over social media, and provide products and services to customers. And online employees are individuals who are working with entrepreneurs and assist them on their social media marketing.

It is logical to target online entrepreneurs and employees as target population because they may have the knowledge of handling social media marketing and have awareness regarding social media acceptance in Ethiopia. Hence, this study determines entrepreneurs' initial answers of behavioral intention to conduct social media marketing.

3.4.2 Sampling Frame and Sampling Location

A Sampling frame is explained as an information bank that has all the details about the population's sample units (Burns & Bush). The total population of this study is unknown, hard to access and no adequate sampling frame exists, since the list of all entrepreneurs who adopted social media marketing does not exist in Ethiopia. Thus, the researcher used of screening questions to identify eligible members of the target population (please refer question number 5 and 7 of the questioner in appendix 10). To qualify for the survey, sample members had to have been using social media marketing at least for one year in the business. The sampling location is the place that is chosen to carry out a survey (McClements, 2003). The sampling location of this research is set in Ethiopia. According to the recently released 2019 Digital report, there are 6.10 million active social media users. The report also shows that annual growth for active social media is increased by 61% and mobile social media users are growing by 56 %.

3.4.3 Sampling Elements

Target respondents in this research were the online entrepreneurs in Ethiopia differ from students, employed and unemployed individuals who presently having online stores on social media for trading and communication goods or services. Online entrepreneurs were selected as respondents because they are assumed to have an understanding of the latest information technology and have better knowledge of the opportunities and threats by using social media marketing (Smale, 2015). A criterion for choosing the target respondents was local operating businesses with active corporate social media pages that have been continuously updated. Target respondents had to have been in the business for at least one year and have been used social media marketing at least one year in the business. Since the study was concerned to identify entrepreneurs' behavioral intention to adopt social media marketing in their businesses.

3.4.4 Sampling Technique

In this research, the method chosen for data collection was a non-probability sampling technique where probability does not engage random selection from the sample of the population of attention but depends on a few techniques to determine which elements should contain in the sample (Michael, 2011). Non-probability sampling is a group of sampling techniques that enable researchers to select units from a population they are interested in studying and are considered valuable for quantitative, qualitative and mixed research designs. Despite that some researchers view non-probability sampling techniques as inferior compared to probability sampling; there are strong practical and theoretical reasons for the use of non-probability sampling techniques (Disseration.laerd.com, 2012). When the population the researcher is interested in studying is unknown, hard to access, and a list of the population being studied cannot be obtained, the criteria for probability sampling cannot be met, hence non-probability sampling should be used (Disseration.laerd.com, 2012). Since the population of entrepreneurs who adopt social media marketing in Ethiopia is not known, and the researchers could not obtain a list of the population and not every entrepreneur who adopts social media marketing in Ethiopia had an equal chance to participate, non-probability sampling is conducted. Even though we cannot meet the criteria of probability sampling the research design should not be simply abandoned as non-probability sampling offers a viable alternative that can be used (Disseration.laerd.com, 2012).

Convenience sampling is a non-probability sampling technique where data is collected from the population members who are easy to access and available to the researcher. Convenience sampling is advised to be used in studies where time and cost constrain are present to collect the data, as the data collection can be achieved quickly and cheaply (Saunders et al., 2009). This study used convenience sampling to collect questionnaires. This sampling method is chosen due to the limited time and cost available to collect the primary data and to ensure the sample size has been met to enable hypotheses testing. On the other hand, convenience sampling can lead to over or under-representation of particular groups within the sample (Saunders et al., 2009). However, this study does not focus on investigating the effect of individual difference variables such as age, gender, and experience that moderate the effect on the behavioral intention to adopt social media marketing but aims to provide a general picture on the factors that affect the behavioral intention to adopt social media marketing in Ethiopia.

Despite the disadvantage of convenience sampling without the use of this technique the researcher would not be able to collect primary data.

3.4.5 Sample Size

The sample size is the most efficient method of attaining a correct measure and reliability for decision making (Henry, 2013). Few factors needed to be considered when selecting a correct sample size, such as the importance of the decision, nature of research, number of variables, type of analysis, the sample size in similar studies and resource constraints (Mark, 2007). According to MacCallum, Widaman, Zhang & Hong (1999), the sample size should contain more than 100. Besides, Cattell (1978) declared that the least desirable sample size should not have less than 250.

Additionally, Kothari (2004) suggested the computation formula find out the sample size (n) of the infinite population is given as below since the list of online entrepreneurs in Ethiopia does not exist (unknown).

$$\boldsymbol{n = \frac{z^2 * p * q}{e^2}}$$

Where, **n**= sample size

z= the value of standard variance at a given confidence level and to be worked out from table showing area under normal curve.

p= sample proportion

q= 1-**p**

e = given precision rate or acceptable error

The sample size can be calculated according to the recommendation as follow. The population is infinite (unknown);

e =0.05 (since the estimate should be within 5% of the true value);

z = 1.96 (as per table of area under normal curve for the given confidence level of 95%).

As the researcher wants the most conservative sample size he takes the value of **p**= 0.5 & **q**= 0.5. Using all this information, the researcher determines the sample size for the given problem as under:

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

$$n = 384.16 \sim 385$$

Thus, the sample size for this research study 385, however; an online survey does not accomplish response rates that to what is attained with paper-based surveys. The response rate stands for the number of people who finished the survey divided by the sample size (Fluidsurvey.com, 2019). The lower result compromises the validity of the collected data. Thus to boost the response rate and usable forms, the researcher used repeat reminder, made the survey easy to access (push the survey with URL in the message sent) with better design and offered the copy of the final result, and disseminated 30% more using emails and social media sites totaling 500 questionnaires.

3.5 Research Instrument

A pilot test was conducted on 30 respondents because according to Hair, Money, Samouel & Page (2007), pilot study is conducted before the actual questionnaire are distributed, therefore a small number of respondents able to help to identify the survey problems on the spot whether the respondents can understand the questions on it. The researcher has chosen the entrepreneurs who use social media plat forms to promote and sell a product or service and have the experience in social media marketing.

3.5.1 Purpose of Questionnaire

A Questionnaire is the tool for collect research data and eliciting information which you can tabulate and discuss (Taylor, 1998). According to Bird (2009), the purpose of the questionnaire is to collect research data, based on questionnaire to know what kind of evidence needs to fulfill the purpose of the study and know how the information used, such as information about what people think, feel, do and want.

"The questionnaire is a measurement instrument, whose purpose is to operationalise the research" information demand into a format which allows for statistical measurement" (Brancato, Macchia, Murgia, Signore, Simeoni, Blanke, & Hoffmeyer-Zlotnik, 2006, p.2). Questionnaires are an appropriate method to collect data for explanatory research (Saunders et al., 2009), therefore the author has decided to use this approach.

Moreover; an Internet-mediated self-administered is chosen, which are questionnaires completed by the respondents and administered electronically using the internet (Saunders et al., 2009).

When selecting the questionnaire type it was to be kept in minds that a questionnaire that would enable the quick collection of data and accurately transfer the collected data to excel and SPSS to facilitate the analysis process should be chosen. Thus, the authors decided to practice the Internet-mediated self-administered questionnaire, as they are convenient to fill in for the respondents, and enable the researchers to collect and analyze the responses with ease (Saunders et al., 2009). Moreover, the questionnaire was administered via Google forms. This collection method is most appropriate to overcome the time constrain challenge, as Google forms consist of convenient templates for setting up questions, enables unlimited responses to be collected, and most importantly have an easy option to transfer the responses on an excel document which is SPSS friendly, hence, ensures that there is no typing error when transferring the data to SPSS (See Appendix 11). The survey URL link is distributed and posted via different personal and group social media platforms in Ethiopia, and e-mail, which fostered the collection of respondents living from various places in Ethiopia, since the population of this study consists of all entrepreneurs that use any social media marketing tools in Ethiopia. The reply of the respondents was automatically saved in the researcher's G-Mail account.

3.5.2 Questionnaire Design

The questionnaire design included three elements, which determine the questions to be asked, select the type of question is to follow the specify word and design the order of question (Thomas, 2001). The part one includes demographic personal profiles. Part two includes the questions of each independent variable and dependent variables, such as performance expectancy (PE), effort expectancy (EE), social influence (SI), facilitating condition (FC) and behavioral intention (BI). A questionnaire has been created through Google online form where the researcher can set questions easily online. The researcher chooses online questionnaire because relate to the topic (social media), other than that, time efficiency also one of the reason because the researcher can reach respondents through online not face to face which helps to save both side's time. In order to ensure the content validity of the questionnaire scale used, it is highly recommended to adapt the survey questions (items) for each of the factors investigated from prior researches (Luarn & Lin, 2005).

Hence, in this research, 29 survey items for four factors in the questionnaire are adopted from the past empirical studies and are modified to fit the context of social media marketing tools. All the questions in the survey are measured with the 5 point Likert-scale from strongly disagree to strongly agree inconsistence with previous studies. More explicitly, the survey questions for all of the factors (BI, PE, EE, SI, FC) are adopted from Venkatesh et al. (2012). Table: 3.1 and Appendix 4 show the questionnaire questions of this study with references to the literature they were adopted from.

Moreover, apart from questions regarding the factors, the questionnaire also consists of demographic questions that about the usage of social media marketing, age, gender and usage period of social media marketing tools to gain a better understanding of the respondents and aid the creation of deeper insights from the obtained data and findings (Appendix 1 displays the questionnaire).

3.5.3 Pilot Test

Prior to collecting data via questionnaire, it is of important to conduct pilot test. A pilot test is used to receive expert advice and modify the questionnaire, based on a small number of respondents to make sure the questionnaire is effective to collect research data that we need and want. The pilot test enables the researches to make sure that respondents have no problems in answering the questions and hence the recording of the data go smoothly (Saunders et al., 2009). According to Dillman (2000), he suggests pilot test need 100 to 200 respondents, but follow the project resources can reduce the number of respondents to run the pilot test, so in this study, the researcher chooses 30 respondents to run the pilot test. Participants were asked to evaluate whether the content is easy to understand. The pilot results showed that the respondents find the questions clear. The questionnaires were distributed through social media and e-mail which respondents often use them frequently.

3.6 Constructs Measurement

3.6.1 Scale of Measurement and the Scaling Techniques

The scale of Measurement is the process of mapping to objects in meaningful ways and taken to be the assignment of numbers to a variable in which the researcher interested (Khurshid & Sahai, 1993).

According to Steven (1946), the scale of measurement has 4 categories which are nominal, ordinal, interval and ratio. In this study, the researcher used a nominal scale and interval scale. According to Steven (1946), nominal scales define the numbers serve only as labels to identify the objects and there is a one-to-one relationship between the numbers. The researcher used a nominal scale in part one of the questionnaires to measure demographic profiles such as gender, age, highest education level and so on (see appendix 1).

According to Bertram (2011), interval scales are collecting the research data when respondents to indicate their level of agreement with each of a series of statements about the stimulus object. Interval scales were used in this study based on the 5 categories of Likert scale which strongly disagree, disagree, neutral, agree and strongly agree (See Table 3.1 and Appendix 4).

3.6.2 Origin Source of Measurement

These are origin resource for the researcher to set the questionnaire. These questions are adapted from past studies (for more see Appendix 4).

Table 3.1: Origin Source of Measurement

Constructs measurement	Number of Items	Scale Measurement	Source adapted from
Performance Expectancy	4	Interval Scale (5 Point Likert Scale)	• Venkatesh, (2003) • Mandal & McQueen (2012) • Choudrie et al., (2014)
Effort Expectancy	4	Interval Scale (5 Point Likert Scale)	• Venkatesh,(2003) • Venkatesh et al., (2012)
Social Influence	4	Interval Scale (5 Point Likert Scale)	• Venkatesh,(2003) • Kripanont, (2007) • Kholoud, (2009)
Facilitating Condition	4	Interval Scale (5 Point Likert Scale)	• Venkatesh,(2003) • Venkatesh et al., (2012)
Behavioral Intention	4	Interval Scale (5 Point Likert Scale)	• Venkatesh,(2003) • Venkatesh et al., (2012)

Source: Developed for the Research

3.7 Data Processing

After the data were finished collected, they were converted into a suitable form for analysis purposes. However, before the data are transformed, data processing procedures as followed are performed:

3.7.1 Checking

A set of questionnaire were checked for grammar errors, sentence structure, incomplete content and the sequence of questions before distributing them.

3.7.2 Editing

According to Malhotra (2007), data editing is define as a review and edit of the questionnaires to improve precision and accuracy of the collection data, it also to ensure the questionnaires would not have incomplete, ambiguous and illegible responses. The author asserts that the editing of paper surveys involves manual checking for a number of problems. A few solutions to such problems are to contact the respondent again, to throw out the entire questionnaire, or to leave out the question for all the respondents, if necessary. An amendment no longer required if there is less than 10% of an infeasible questionnaire that are related with the above problems. Since only 2.38% of the infeasible questionnaire existed in this study, the amendment no longer needed.

3.7.3 Coding

Malhotra (2007) characterized coding as assigning codes to each possible response to the questions. For instance, the gender of participants can be either 1 representing male or 2 representing female. All codes are keyed in SPSS software for data processing.

3.8 Reliability and Validity Test

3.8.1 Reliability

Reliability is defined as the consistency, and repeatability of the collected and analyzed data (Given, 2008). Cronbach's alpha is the most common method used for measuring internal consistency and reliability of the data (Saunders et al., 2009). Hence, it was used in this study to test reliability.

Internal consistency describes the "extent to which all the items in a test measure the same construct and hence it is connected to the interrelatedness of the items within the test" (Tavakol & Dennic, 2011, p.53). Cronbach's alpha is measured as a number between 0 and 1. Most of the researchers agree that the acceptable values of Cronbach's alpha are above 0.7, while values below 0.7 are not satisfactory (Tavakol & Dennic, 2011) A lower number of Cronbach's alpha is due to not enough number of questions or poor inter-relatedness between the questions and factors tested.

3.8.2 Validity

Zikmund and Babin (2010) explain that validity is the accuracy of a measure or the extent to which a score truthfully represents a concept. There are three ways by means of which validity can be assed: criterion validity, construct validity and content validity (Malhotra, 2007).

Criterion validity reflects whether scale performs as expected given other variables considered relevant to the construct (Malhotra, 2007). The author explains that these variables may include demographic and psychographic characteristics, attitudinal and behavioral measures, or scores obtained from other scales (Refer part 1 of Appendix 1).

Construct validity addresses the question as to which construct or characteristic the scale is, in fact, measuring (Malhotra, 2007). Zikmund and Babin (2010) argue that a factor analysis can be used to establish construct validity. Factor analysis will be further discussed later in this chapter under 3.9.3.

Content validity when it comes to the validity of the questionnaire the content validity is to be considered. Content validity refers to "the extent to which the measurement questions in the questionnaire, provide adequate coverage of the investigative questions" (Saunders et al., 2009, p. 373). This study has taken survey questions for factors that are investigated, from previous studies that have been successful in proving the factors significant, to ensure content validity (See Table 3.1 and Appendix 4).

3.9 Data Analysis

Descriptive and inferential statistics are the main two methods of analyzing quantitative data obtained from surveys (Saunders et al., 2009).

3.9.1 Descriptive Analysis

Descriptive statistics summarize the data collected and allows the researchers to "provide another context, a richer picture or enhanced representation in which to examine the phenomenon of interested" (Given, 2008). Hence, to obtain a more profound understanding of the behavioral intention of the users of social media marketing, and to visualize the sample descriptive analysis was applied for the demographic information collected in the questionnaire. Inferential statistics enables the testing of hypothesis and uses the data to make inferences about the population based on the sample (Geisler, 2004). Moreover, inferential statistics was adopted, to make conclusions based on the data by testing the hypotheses. The statistical analysis software SPSS was used to conduct all the analysis in this study

3.9.2 Inferential Analysis

According to Patterson (2001), inferential analysis is to identify the relationship between the variables of the research. An inferential analysis is conducted by experienced analysts under data overload and a statistic is a numerical value that is computed from a sample.

3.9.2.1 Pearson Correlation Coefficient Test

Moreover; before conducting multiple regression analyses, the data must not suffer from multicollinearity. Multicollinearity problem occurs when the independent factors are too highly correlated with one another, which would lead to issues in understanding which independent factors affect the dependent factor (Hew et al., 2015).

This study looks into Tolerance and VIF values, as well as to conduct a Pearson Correlation Analysis to determine if the data suffers from a multicollinearity problem. Furthermore, to conduct a multiple regression analysis, it should be checked via correlation analysis that the independent variables show at least some relationship with the dependent variable (Pallant, 2007). Hence; the person correlation analysis was used to examine this.

3.9.2.2 Multiple Regressions Analysis

Regression analysis is a statistical tool for investigating the quantitative relationship between variables and can prove the relationship between an independent and dependent variable. Multiple linear regression analysis "is the technique that enables additional factors to enter the analysis separately so that the effect of each independent variable can be estimated.

It is valuable for quantifying the impact of various simultaneous influences upon a single dependent variable" (Sykes, 1993). Hankins, French & Horne (2000), in their article, give statistical guidelines for studies on the technology acceptance models stated that these models can be tested with multiple linear regressions as the influence of several independent variables can be examined on one dependent variable. Therefore; as multiple linear regressions enable the analysis of more independent variables' effect on the dependent variable, this type of regression analysis was used to examine the factors in the proposed research model, using the SPSS software. More explicitly if the independent factors (PE, EE, SI, FC) affect the dependent factor, behavioral intention to adopt social media marketing (BI).

The general form of the multiple regressions model is as follows:

$$\boldsymbol{y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + u}$$

Multiple Regressions equation for this study

$$\boldsymbol{BI = \alpha + \beta_1 PE + \beta_2 EE + \beta_3 SI + \beta_4 FC + u}$$

Where $\boldsymbol{BI}$ = behavioral intention to adopt social media marketing

$\boldsymbol{\alpha}$ =$\boldsymbol{y}$ −intercept (is a constant and represents behavioral intention to the adoption of social media marketing when every independent variable is zero)

$\boldsymbol{\beta_1}$ = beta or regression coefficient of Performance Expectancy

$\boldsymbol{EE}$= Performance Expectancy

$\boldsymbol{\beta_2}$= beta or regression coefficient of Effort Expectancy

$\boldsymbol{EE}$ = Effort Expectancy

$\boldsymbol{\beta_3}$= beta or regression coefficient of Social Influence

$\boldsymbol{SI}$ = Social Influence

$\boldsymbol{\beta_4}$= beta or regression coefficient of Facilitating Condition

$\boldsymbol{FC}$ = Facilitating Condition

$\boldsymbol{u}$ = error term

Note:-$\boldsymbol{\beta}$: Coefficient associated with each independent variable which measures the change in the value of $\boldsymbol{y}$, per unit change in their respective independent variables.

Furthermore, as part of the multiple linear regression analysis at the end of the output, the Normal Probability Plot of Regression Standardized Residual and the Residual Statistics table was requested.

The obtained Normal Probability Plot of Regression Standardized Residual should consist of points that lie reasonably straight diagonally lie from bottom left to top right (Refer figure 4.1 and Appendix 9). As this would suggest no major deviations from normality (Pallant, 2007). The Residual Statistics table indicates that if the value of Cook's distance in the Residual Statistics table is more than 1 there is a potential problem in the data (Tabachnick & Fidell, 2001). Hence, this was inspected to ensure that the results obtained from the multiple linear regression analysis are reliable (See Appendix: 9).

3.9.3 Factor Analysis

McCombs (2011) referred to factor analysis as a "technique used to identify the underlying constructs that explain the variations in the measures by reducing several observable items to a smaller number of latent variables". McCombs further explained: A factor analysis begins with deriving a communality estimate for each variable to estimate the amount of the variance that is error-free and is shared with other variables in the matrix. The estimate of the commonalities determines the proportion of the variance in a variable that is reproduced in the factor. The communality for a given variable can be interpreted as the proportion of variation in that variable explained by the factors. Researchers often use factorial analysis to analyze the weighted items or responses that create factor scores which can help determine the reliability and validity of an instrument (Laerd Statistics, 2015). Factor analyses require that "a minimum α coefficient between 0.65 and 0.8 is recommended; however, α coefficient that is less than 0.5 is usually unacceptable" (Laerd Statistics, 2015). The UTAUT instrument has been tested and confirmed by previous researchers for its reliability and validity (See Appendix 10).

3.10 Ethical Consideration

Concerns for the rights and welfare of human research subjects were the researcher main priorities. When communicating with the respondents, the researcher emphasized the benefits of this study, its voluntary nature, the assurance that the participants' personal information would not be collected, and the option that participants could exit the survey at any time. Sensitive information and collected materials are also kept confidentially. Before conducting the survey fill outs, consent is received and the purpose and intention of the data generated are well communicated with respondents. All ethical considerations are watched out.

CHAPTER FOUR: DATA ANALYSIS, PRESENTATION, AND INTERPRETATIONS

This chapter presents the empirical findings along with several quantitative data analysis. IBM SPSS version 21 software package was used to analyze the data after collocation. The main purpose of this chapter is to generate data and provides further discussion and interpretation. The results of the reliability analysis presented first, and followed by the descriptive analysis. Subsequently, correlation and multiple linear regression analysis results are portrayed. Lastly, the results of the hypothesis testing were reported and discussed.

4.1 Response Rate

In this research study, the researcher distributed 500 sets of online questionnaires to online entrepreneurs based in Ethiopia through different social media and e-mails. However, from the 500 sets of questionnaires were distributed, the researcher received 50.4% of the response rate which indicates the amount of 252 sets of questionnaires received. Besides, 2.38% of responses received were incomplete with some missing answers. Therefore; from the 500 sets were distributed, only 246 sets can be used as the research data. Richardson (2005) cited Babbie (1973,) when stating that 50% is regarded as an acceptable response rate in social research mail surveys. According to Nulty, D. D (2008), the best response rate for the online survey is more than 47%.

4.2 Reliability Analysis

Cronbach's alpha was used in this study to test the reliability and internal consistency of the individual factors of the proposed research model. If the value of the Cronbach's alpha is below 0.70 this would indicate that the reliability of the data is questionable (Tavkol & Dennic, 2011). The nearer the Cronbach's alpha coefficient value is to 1.0, the greater the internal consistency of the questions related to the factor which is tested. It is important to note that the researcher has calculated the Cronbach's alpha by taking the following rule into account. More explicitly researchers stated that it is a must to use summated questions for each factor, and not individual questions while calculating Cronbach's alpha for a factor because "Cronbach's alpha does not provide reliable estimates for single items" (Gliem, & Gliem, 2003, p.88).

Table 4.1: Reliability Analysis

No.	Factors of the Proposed Research Model	Cronbach's Alpha	Number of Items
1	PE	0.947	4
2	EE	0.873	4
3	SI	0.958	4
4	FC	0.950	4
5	BI	0.921	4
Collective Cronbach's Alpha Value		**0.891**	**20**

Source: Own Survey, 2019

In the primary data collection, 30 valid responses were collected. After carrying out the reliability analysis, the obtained values for the Cronbach's Alpha (see Appendix 5) coefficient are summarized in (Table 4.1) for each factor. The Cronbach's Alpha value for independent variables, PE is 0.947, EE is 0.873, SI is 0.958, FC is 0.950 and the dependent variable, BI is 0.921. According to (Zikmund, et al, 2010), a reliability coefficient of 0.70 or higher indicates satisfactory internal consistency. As all of the alpha values are above 0.7, therefore all the variables are consistent and reliable.

4.3 Descriptive Analysis

4.3.1 Respondent Demographic Profile

A descriptive analysis is used to calculate the frequency of the demographic information collected with the survey, such as gender, age, education level, income level, usage period, platform type, update frequency and voluntariness of social media marketing. These enable the researcher to form a more affluent understanding of social media marketing users (See Table 4.2 and Appendix 6).

Table 4.2 above below the gender and age distribution for this data set, of the 246 completed surveys, 86 (*35%*) were female while 160 (65%) were male. In terms of age distribution the above table indicates that 133 (54.1%) of respondents were between 26-35 years of age, 56 (22.8%) of respondents were below 25 years of age, 45 (18.3%) of respondents were between 36-45 years, 8 (3.3%) of respondents were between 46-55 years and only 4 (1.65 %) of respondents were above 55 years. Inferring the majority of the respondents were male and aged between 25-35 years.

Table 4.2: Demographic Profile of Respondents

Variable	Classifications	Frequency	Percent	Frequency	Percent
Gender	Male	160	65.0	160	65.0
	Female	86	35.0	246	100.0
Age Group	Below 25	56	22.8	56	22.8
	26-35	133	54.1	189	76.8
	36-45	45	18.3	234	95.1
	46-55	8	3.3	242	98.4
	Above 55	4	1.6	246	100.0
Educational Qualification	Primary	6	2.4	6	2.4
	Secondary	12	4.9	18	7.3
	Technical	38	15.4	56	22.8
	College Diploma	57	23.2	113	45.9
	Degree or Above	133	54.1	246	100.0
Monthly income (Birr):	2,001-4,000	6	2.4	6	2.4
	4,001-6,000	13	5.3	19	7.7
	6,001-8,000	20	8.1	39	15.9
	8,001-10,000	48	19.5	87	35.4
	Over 10,001	159	64.6	246	100.0
Social Media as a Marketing Tool?	Yes	100	100.0	100	100.0
	No	0	0	100	100.0
Social Media Platform Used	Facebook	246	100	246	100
	Twitter	155	63	401	163
	Telegram	155	63	556	226
	Instagram	116	47	672	273
	Google+	116	47	788	320
	Linkedin	116	47	904	367
	Youtube	103	42	1007	409
	Viber	37	36.8	1044	445.8
	Pinterest	4	1.6	1048	447.4
Experience with Social media	Above 10 Years	26	10.6	26	10.6
	10-08 Years	90	36.6	116	47.2
	7-5 Years	65	26.4	181	73.6
	4-2 Years	26	10.6	207	84.1
	Below 2 Years	39	15.9	246	100.0
Social Media Content Update	Hourly	26	10.6	26	10.6
	Daily	117	47.6	143	58.1
	Weekly	64	26.0	207	84.1
	Monthly	39	15.9	246	100.0
	Quarterly	26	10.6	26	10.6
Voluntariness of Use	Strongly Disagree	24	9.8	24	9.8
	Disagree	0	0.0	24	21.1
	Neutral	52	21.1	76	30.9
	Agree	117	47.6	193	78.5
	Strongly Agree	53	21.5	246	100.0

Source: Own Survey, 2019

Statically, there has always been a gender gap in the social media audience profile. In 2019, it was reported that males make up 67 percent of the nation's total social media population in Ethiopia (Digital, 2019).The survey data shows that females were under-represented when compared to their male counterparts. This might be owing to the characteristics of the cultural setting of Ethiopia and traditions associated with the concept of women at work. Citing Desta Solomon's desk review of studies conducted on women entrepreneurs, Jemal in his study described that women entrepreneurs in Ethiopia suffer from gender discrimination in society due to socio-cultural barriers, multiple responsibilities, under developed enterprise culture, inadequate support system for businesses and underdeveloped markets and infrastructure. (Jemal, 2013). It is possible that recent attention paid to the development of different enterprise sector has contributed to boost women-led entrepreneurial projects in a field that had seen lower levels of female participation for many years. The results may lend some support to the fact that recent policies to promote Ethiopia business women have had an effect on the participation of them, helping them to become an important segment of the Ethiopian business community (Jemal, 2013).According to Digital (2019) report, 49 % of the total Ethiopian social media audience profile is between the age of 25-34, suggesting a relatively young working-age population (Tradingeconomics, 2016).

When the respondents are viewed in terms of their educational qualification, majority of the respondents which consists 133 (54.1%) were degree and above holders, 57 (23.2%) had college diploma, 38 (15.4%) were technical level, 12 (4.9%) were secondary education level holders and only 6 (2.4 %) of total respondents were from primary education level. In terms of income level, majority of the respondent's which have 159(64.6%) earn over 10,001 birr, 48(19.5%) earn between 8,001-10,000 birr, 20 (8.1%) make between 6,001-8,000 birr, 13(5.3%) get between 4,001-6,000 birr and only 6 (2.4%) respondents earn an income between 2,001-4,000 birr. Overall, the data show that about three-quarters of respondents had some kind of college-level qualification. Interestingly, of the women in the sample, slightly more than 80% had completed at least a college-level qualification. This may imply that women tend to start businesses after the completion of their studies compared to men who the data may suggest are more likely to run a business before the completion of college-level qualification.

On the other hand, from the above table, it is understood that all of the respondents use the Facebook platform to sell or promote their product which consists of 246 respondents (100%). The second highest in the 155 (63%) respondents each who use Twitter and Telegram respectively, followed by those who use Instagram, LinkedIn and Google^{+} platform, which consist of the same number of 116(47%) respondents each, next; 103 (42%) of respondents use YouTube. Finally, 37 (36.8%) and 4(1.6%) respondents use Viber and Pinterest respectively to market their products. With regards to social media marketing experience 90 (36.6%) of the participants indicated that they have 8-10 years of experience with social media as a marketing tools, 65 participants (26.4%) indicated 7-5 years, 39 participants (15.9%) indicated having below two years, finally; 26 (10.6%) participants indicated having 4-2 years and above ten years of experience each with social media as a marketing tools. The data suggests that Facebook is most popular social media platforms adopted by business owners in Ethiopia to communicate about their business for promotion and advertising through which to create awareness among consumers, and majority of them have years of experience with Facebook for marketing activities.

As far as the frequency of social media content update is concerned those who update daily comprise the highest respondents 117 (47.6%), those who update weekly consists of 64 respondents (26%), those who update the information monthly consists of 39 respondents (15.9%).Moreover; respondents who update hourly consists of 26 respondents (10.6%). Additionally; when the respondents were viewed in terms of their voluntariness of social media marketing use (47.6%) respondents agreed that the use of these tools is voluntary, 53 (21.5%) respondents strongly agree and 52 (21.2%) respondents indicated that their use of social media marketing tools is neutral. Finally, 24 (9.8%) respondents indicated that they strongly disagree using social media marketing tools at their business is voluntary. According to the data, most of them update about their product or service daily to customers via social media and the use of those social media are voluntary.

4.3.2. Descriptive Statistics of the Variables

The mean and standard deviations for all the questions under each construct are presented for all detail and overall summary of items in Table 4.3 and 4.4 respectively.

Table 4.3: Each Items Descriptive Statistics of the Variables

Rank	Statements	Variables	Mean	SD
1	17) I intend to continue using online social media on my business in the future.	BI	4.47	0.5
2	1) I find online social media useful in setting up a business.	PE	4.41	0.494
3	19) I plan to use online social media on my business more frequently.	BI	4.26	0.638
4	2) Using the online social media would enable me to accomplish tasks more quickly.	PE	4.15	0.813
5	3) Using online social media increases the quality of my output at minimal effort.	PE	4.1	0.789
6	18) I will always try to use online social media in my daily life.	BI	4.1	0.853
7	13) I have the resources necessary (computer, internet connection) to use the online social media.	FC	4.08	0.909
8	4) Using online social media increases the effective use of time in managing my tasks.	PE	4.05	0.76
9	8) Learning to operate social media is easy for me.	EE	4.02	0.8
10	7) I would find social media easy to use.	EE	3.98	0.838
11	14) I have the knowledge necessary to use the online social media.	FC	3.97	0.979
12	12) The business trend encourages the use of online social media.	SI	3.96	0.979
13	6) It would be easy for me to become skillful at using social media.	EE	3.84	0.758
14	11) Peers/colleague is helpful in the use of online social media.	SI	3.8	0.828
15	15) Guidance is available to me to use online social media effectively.	FC	3.7	1.121
16	9) People who are important to me think that I should use online social media.	SI	3.68	0.797
17	10) People who influence my behavior think that I should use online social media.	SI	3.68	0.861
18	20) I always aim to use online social media to sell my product instead of selling in a physical store.	BI	3.59	0.925
19	5) My interaction with social media would be clear and understandable.	EE	3.47	0.831
20	16) A specific person (or group) is available for assistance with ystem difficulties.	FC	3.29	1.086

Note: Responses as numeric values results in:

Means

1.00 - 1.80 = 'Strongly Disagree'
1.81 - 2.60 = 'Disagree'
2.61 - 3.40 = 'Neutral'
3.41 - 4.20 = 'Agree'
4.21 - 5.00 = 'Strongly Agree'

Source: Own Survey, 2019

As can be seen from Table 4.3, responses range from a low of 3.29 to a high, for Statement 17 ' *I intend to continue using online social media on my business in the future'*, of 4.47. The mean response to this statement has a particularly low standard deviation; in other words, the entrepreneurs were in high agreement on this point: they planned to keep run social media in their future business activities.

The two lowest- ranked items relate to facilitating conditions and effort expectancy, statement 16 '*A specific person (or group) is available for assistance with system difficulties'* and Statement 5 '*My interaction with social media would be clear and understandable*'. In general, the items that are related with Social influence and facilitating conditions were frequently appeared at the bottom half of the agreement scales.

Table 4.4: Overall Descriptive Statistics of the Variables

Rank	Variables	N	Minimum	Maximum	Mean	SD
1	Performance Expectancy	246	3	5	4.1799	0.5628
2	Behavioral Intention	246	3	4.75	4.1067	0.36707
3	Effort Expectancy	246	3	4.5	3.8293	0.36536
4	Social Influence	246	2.75	5	3.7795	0.60178
5	Facilitating Condition	246	2.25	5	3.7612	0.55662

Note: Responses as numeric values results in:

Means

1.00-1.80 = 'Strongly Disagree'
1.81-2.60 =' Disagree'
2.61-3.40 = 'Neutral'
3.41-4.20 = 'Agree'
4.21-5.00 = 'Strongly Agree'

Source: Own Survey, 2019

The above table depicts the overall arithmetic mean and standard deviation of dependent and independent variables as responded by the respondents. The finding of this study indicates that most of the entrepreneurs were agreed with performance expectancy with a mean value of 4.18 and 0.563 standard deviation, effort expectancy with a cumulative mean value of 3.83 and 0.365 standard deviation, social influence scored a mean value of 3.78 and 0.602 standard deviation and facilitating conditions with a cumulative mean value of 3.76 and 0.557 standard deviation. This indicates that entrepreneurs should maintain their strength in performance expectancy, effort expectancy, Social Influence, and Facilitating Condition to have an improved behavioral intention. However, as it was discussed above the mean of social influence and facilitating condition variables are the smallest mean out of the five variables studied in this research, this implies that entrepreneurs have to work on social influence and facilitating conditions. The mean and standard deviation for all items are shown in (Appendix7).

4.4 Inferential Analysis

In this section, the result of inferential analysis employed in the study supported on Pearson correlation coefficient and multiple regressions were elaborated.

4.4.1 Pearson Correlation Analysis

A Pearson Correlation Analysis was conducted in SPSS to check if there is a linear relationship between the independent and dependent variables. A Pearson Correlation Coefficient is a measure of the linear correlation between two variables, where 1 denotes total positive correlation, 0 means no correlation, and −1 is a total negative correlation. According to McDaniel and Gates (2006), a value of correlation coefficient between 0.1 and 0.29 indicates the association among the items is poor. A correlation coefficient between 0.3 and 0.49 implies there is a moderate relationship correlation coefficient greater than 0.5 implies a strong relationship between two variables.

As you can see from the table 4.4, which displays the results obtained from the Pearson Correlation Coefficient Analysis (see Appendix 7), all of our independent variables have a relationship with the dependent variable, as the value of the correlation is different from 0. This indicates that between independent and dependent variables the linear relationship required is present to proceed with multiple linear regression analysis. Also, the Pearson correlation coefficient is positive in all the cases except EE, which indicates that there is a positive and negative relationship between the independent factors and the dependent factor. SI attains the highest positive association with IV (r=0.720), followed by PE (r=0.576), FC (r=0.401), and EE attains negative (r=-0.271). The p-values which are exhibited in Table 4.4 clarify all the developed hypotheses in this research are accepted.

Table 4.5: Pearson correlation table (Correlation Matrix with Dependent Variables).

	BI (DV)	**PE (IV1)**	**EE (IV2)**	**SI (IV3)**	**FC (IV4)**
PE(IV1)	**0.576****	1.000			
EE (IV2)	**-0.271****	-0.335	1.000		
SI (IV3)	**0.720****	0.647	-0.420	1.000	
FC (IV4)	**0.401****	0.297	-0.348	0.298	1.000

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

Source: Own Survey, 2019

The result in table 4.4 indicates that there is a significant positive correlation between social influence and behavioral intention with a correlation coefficient r=0.720 and sig. (2-tailed) is 0.000, which is <0.05, therefore; there is a strong and statistically significant relationship at 5% significance level. Performance expectancy is positively related to behavioral intention with a Pearson correlation coefficient r=0.576 and sig. (2-tailed) is 0.000, which is <0.05, therefore; there is strong and statistically significant relationship at 5% significance level. The correlation coefficient between facilitating conditions and the behavioral intention is r=0.401 and sign. (2-tailed) 0.000, this implies moderate, positive and statistically significant relationship at 5% significance levels. On the other hand, the correlation coefficient between effort expectancy and behavioral intention is -0.271 and sig. (2-tailed) 0.000, this indicates poor, negative association and statistically significant at 5% significance level.

4.4.2 Assumptions and Diagnostic tests of Classical Linear Regression Model (CLRM)

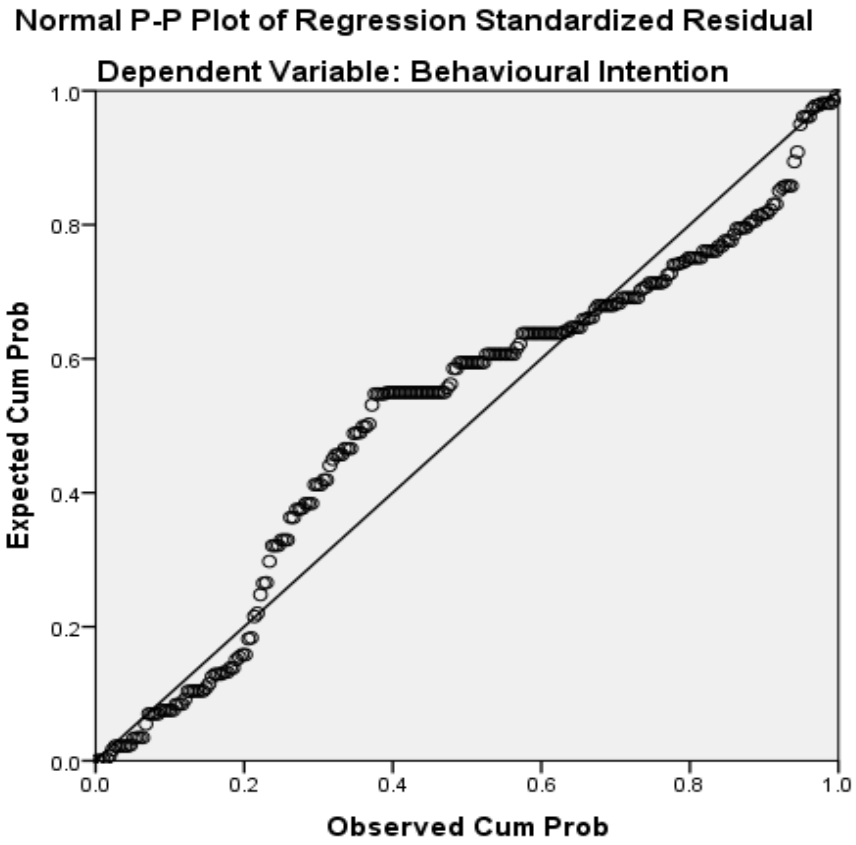
The five assumptions tests of CLRM (I.e. linearity, homoscedasticity, autocorrelation**,** multicollinearity, and normality) were conducted and discussed below to ensure the appropriateness of data to assumptions of regression analysis to test factors influencing entrepreneurs' behavioral intention to adopt social media marketing.

4.4.2.1 Linearity Test

Linearity is one of the assumptions which justify the use of linear regression models for prediction. It is the degree to which the change in the dependent variable is related to the change in the independent variables. The linearity of the relationship between dependent and independent variables is most evident in a plot of residuals versus predicted values of the part of standard regression output. The relationship between the IVs and the DV can be characterized by a straight line.

Figure 4.1 below shows the plot of standards regression output of the study indicating linearity of the relationship between behavioral intentions to adopt social media marketing (Dependent variable) and performance expectancy, effort expectancy, social influence and facilitating condition (Independent variables). You can see that the relationship between the independent and the dependent could be modeled by a straight line suggesting that the relationship between these variables is linear.

Figure 4.1: Linearity Test Plot



Source; Own Survey, 2019

4.4.2.2 Multicollinearity Test

Multicollinearity is a condition that occurs when some predictor variables in the model are correlated with other predictor variables (Ramadan et al., 2017). To measure multicollinearity, we can examine the variance inflation factors (VIF). VIF measures how much the variance of an estimated regression coefficient increases if predictors are correlated. As a rule of thumb, if any of the VIF values are between 5 and 10, it implies that the associated regression coefficients are poorly estimated because of multicollinearity. The correlation between Table 4.5 of multicollinearity statistics of the study output shows that all VIF measures of each predictor variable do not fall between 5 and 10, indicating there is no exact relationship between them, indicating there is no problem of multicollinearity, thus enhanced the reliability of regression analysis. Therefore, all the variables were retained for use in the estimation.

Table 4.6: VIF and Tolerance Statistics for Multicollinearity

Variables	Tolerance	VIF
Performance Expectancy	.567	1.762
Effort Expectancy	.766	1.305
Social Influence	.532	1.880
Facilitating Condition	.838	1.194

Source: Own Survey, 2019

Table 4.5 above indicates the VIF values for the independent variables used in this study. Accordingly; the VIF value for the predictors in the multiple regression was 1.762, 1.305 1.880 and 1.194 with a tolerance value of 0.567, 0.766, 0.532 and 0.838 for performance expectancy, effort expectancy, social influence and facilitating condition respectively. The results of the above table indicate that no multicollinearity problem exists among the predictor variables given that all the VIF values are below 10 and all the tolerance values are above 0.10 for the above model.

4.4.2.3 Autocorrelation Test

Autocorrelation is a characteristic of data in which the correlation between the values of the same variables is based on related objects. Autocorrelation occurs when the residual is not independent of each other. The linear regression model for autocorrelations can be tested with the Durbin-Watson test. A rule of thumb is that test statistic values between 1.5 <d<2.5 are relatively normal and show that there is no autocorrelation in the data. Field (2009) suggests that values under 1 or more than 3 are a definite cause for concern. Table 4.6 of the model summary shows the Durbin-Watson value of the study output as 1.753 indicating there is no autocorrelation in the data.

Table 4.7: Durbin Watson Test Result

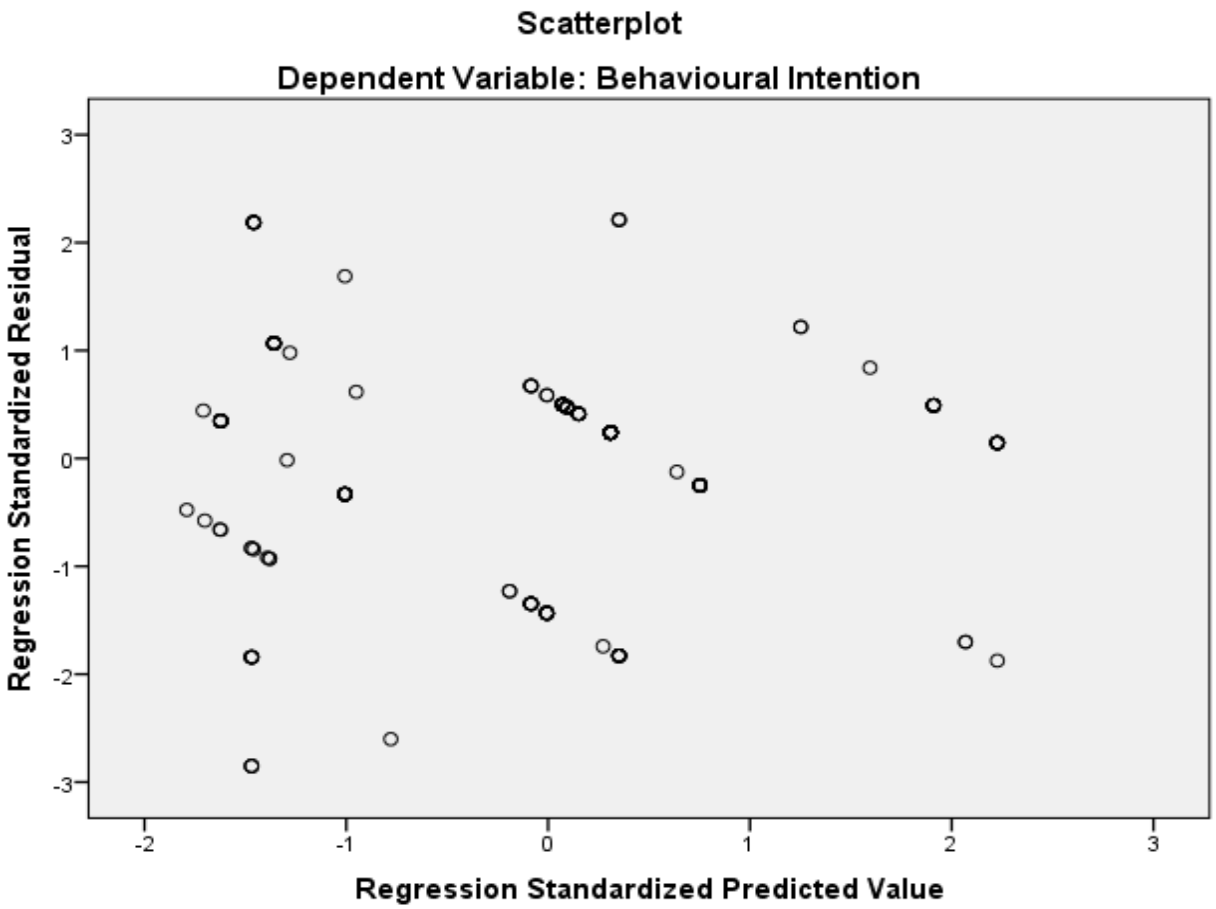
Model	Durbin-Watson
1	1.753

Source: Own Survey, 2019

4.4.2.4 Homoscedasticity Test

The classical linear regression model assumes the variance of the error term is constant, this is known as homoscedasticity. If the variance of the error term is not the same, they are said to be heteroscedastic. To check the violation of this assumption the research used scatter plot technique. The result plots the standardized residual, against standardized predicted value. If the plots have a pattern it implies the presence of heteroscedasticity. Conversely, if the plots depict a pattern there is no evidence for the presence of heteroscedasticity. As illustrated in figure, 4.2, below the graph looks like a random array dots or the plots have no pattern. So, the homoscedasticity assumption is not violated.

Figure 4.2: Heteroscedasticity Test

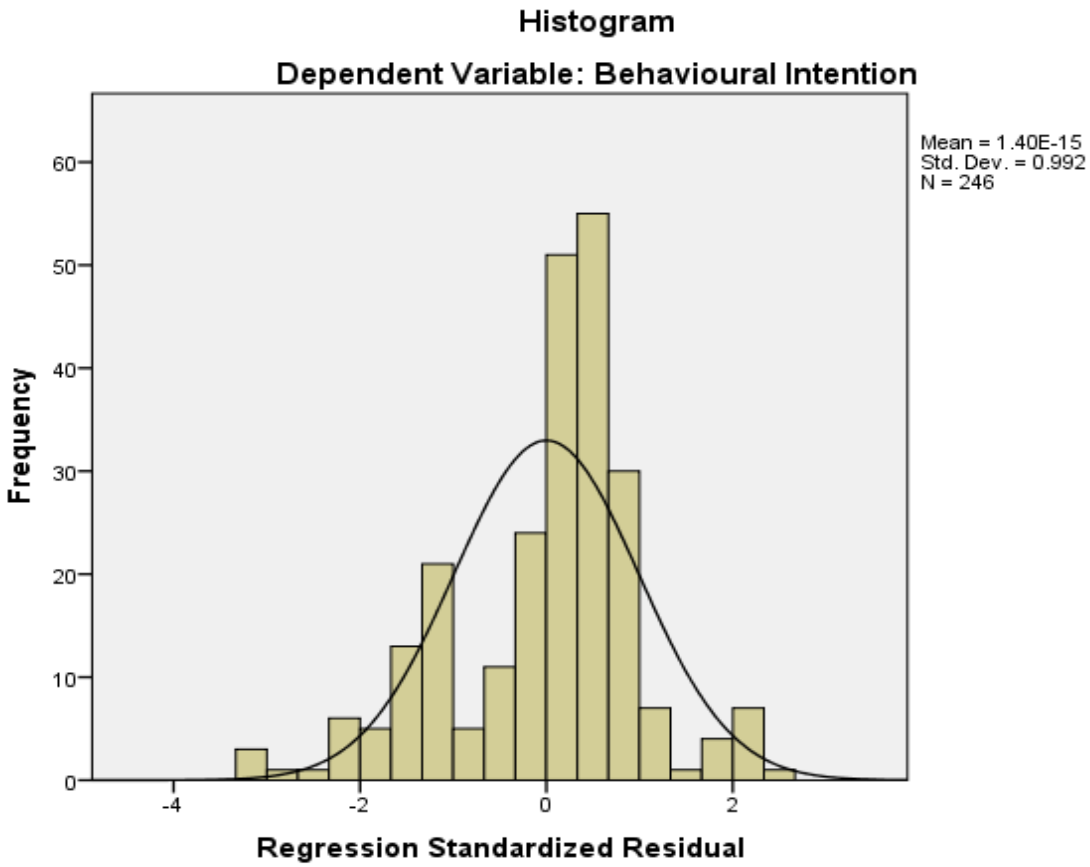


Source: Own Survey, 2019

4.4.2.5 Normality Test

To conduct a hypothesis test about the model parameter, the normality assumption must be fulfilled. The normality assumption is about the mean of the residuals is zero (normality of the error distribution). In this study, the normality of the data was checked and as shown in figure 4.3, the histogram is bell-shaped, which leads to infer that the residuals are normally distributed meaning the residual mean is zero and standard deviation approaches zero. Thus, no violations of the assumption normally distributed error term.

Figure 4.3: Normality Test



Source; Own Survey, 2019

4.4.3. Analysis of Variance (ANOVA)

Analysis of variance was also done to establish the overall significance of the model. ANOVA also tells whether the overall effect of the four independent variables on behavioral intention to adopt social media is significant.

As depicted in table 4.7, at 95%confidence intervals, a significant P-value of 0.000 and an F-value of 83.085 was recorded. If the p-value is smaller than 0.05 (which is the most common alpha value used in research), the model can significantly predict the dependent variable. In the ANOVA table, the p-value is 0.000, which is lower than 0.05, and lower than 0.01. This directs that there is strong evidence that the model of this study has explanatory power and that the independent variables help to predict the depended variable.

Table 4.8: Analysis of Variance (ANOVA)

ANOVA						
Model		**Sum of Squares**	**Df**	**Mean Square**	**F**	**Sig.**
1	Regression	19.135	4	4.784	83.085	.000[b]
	Residual	13.876	241	.058		
	Total	33.011	245			

a. Dependent Variable: Behavioral Intention

b. Predictors: (Constant), Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition.

Source; Own Survey, 2019

4.4.4 Multiple Linear Regression Analysis

The results of the questionnaire were imported to Excel, and then from Excel to SPSS. First, the sum of the different groups of questions related to each factor of the research model was computed. Then, the multiple linear regression analysis was run though SPSS with the computed values. After the multiple linear regression tests, the outputs were obtained and shown below table 4.9 below and in the appendix 9.

Multiple regression analysis was determined to reveal the value of the coefficient included in the model. Accordingly, the table below depicts the result of a regression model that examines the effect of explanatory variables on behavioral intention. Hence, behavioral intention is explained variable whereas performance expectancy, effort expectancy, social influence and facilitating condition are explanatory variables.

Table 4.9: Coefficients of Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.340	.289		4.642	.000
	Performance Expectancy	.106	.036	.163	2.938	.004
	Effort Expectancy	.109	.048	.109	2.281	.023
	Social Influence	.364	.035	.597	10.427	.000
	Facilitating Condition	.140	.030	.212	4.656	.000

Dependent Variable: Behavioral Intention

Source; Own Survey, 2019

Thus, the model applied in this study was the ordinary least square method. The regression equation can be stated as:

Behavioral Intention (BI) =1.340 + 0.106 (PE) + 0.364 (SI) + 0.140 (FC) + 0.109 (EE) +μ

4.4.4.1 Interpretation of Regression Result

In this part of the study, the relationship between the dependent variable and the independent variable was discussed. The dependent variable was behavioral intention whereas independent variables were performance expectancy, effort expectancy, social influence and facilitating condition. In regression output, the unstandardized coefficients of determination were used to replace the unknown beta value of the regression model. Beta indicates that the level of influence of each the predictor variable on dependent variable: as well it indicates the direction of the relationship. Positive beta coefficient indicates the variable has a positive effect on dependent variable whereas negative beta coefficient the variable has negative effect on dependent variable and it tells that on average when meaning score value of independent variable increase by one unit mean score value of dependent variable increase or decrease by beta amount if the variable is statistically significant. The significance value (p-value) implies the statistical significance of the relationship. The constant term of the model indicates the value of behavioral intention if all explanatory variables held constant.

Table 4.8 displays and summarizes the most important results from the (Appendix 8 Coefficients). If the Sig. the value of the independent variable is smaller than 0.05 than it can be used to predict the dependent variable. By looking at Table 4.8 above, we can see that the Sig value, is lower than 0.05 for PE, EE, SI, and FC. Hence, each of these factors has a significant predictive ability for the dependent variable and has an impact on the dependent variable.

B coefficient means the increment in the dependent variable when a change is given to the independent variable, and all the other variables are held constant. Moreover, it expresses the relative importance of each independent variable in predicting the dependent variable. SI, followed by FC has the highest B coefficient value among all the other factors, 0.364, and 0.140, respectively. Therefore these two factors have the strongest impact on the behavioral intention to adopt social media marketing.

Moreover, the value of the B coefficient also indicates if the independent variable is positively or negatively affects the dependent variable. Table 4.8 above indicates that the B coefficient values of all the significant factors are positive; therefore there is a positive relationship with the behavioral intention to adopt social media marketing and the independent variables (PE; SI; FC; EE).

Table 4.10: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.761[a]	.580	.573	.23995	1.753

a. Predictors: (Constant), Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Condition

b. Dependent Variable: Behavioral Intention

Source; Own Survey, 2019

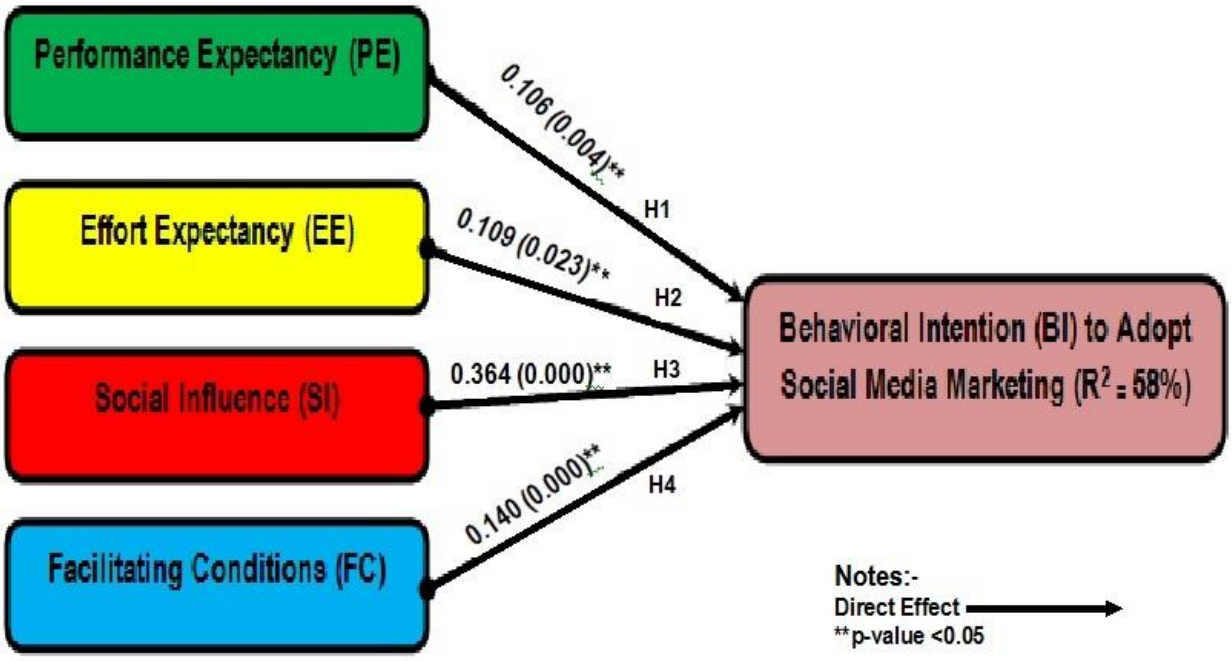
4.4.4.2 Interpretation of R-square and Adjusted R-square

R-squared indicates the proportion of the variance in the dependent factor that is predicted from the independent factor (Saunders et al., 2009). R-squared value range from 0 to 1and commonly stated as a percentage from 0% to 100%.

However, "for multiple regression analysis, the quotation of R^2 is not a measure of the adequacy of the model: adjusted R^2 is the more "honest" measure of explained variance" (Hankins et al., 2000).In multiple linear regression analysis it is important to report the Adjusted R-squared. The adjusted R-squared is a version of R-squared that is adjusted for the number of predictors in the model; it increases only if the predictor improves the model more than it would be expected by chance (Unwin, 2013). In other words, the adjusted R^2 measures the proportion of the total variability in the dependent variable (BI), which is explained by the independent variables of the model. In Table 4.8 and Appendix 9 Model Summary, the value of the adjusted R^2 is 0.573, converted into percentages, 57%. This shows that 57% of the variability in the behavioral intention to adopt social media marketing is explained by the model's independent factors. Therefore, the model of this study is useful to explain the factors that affect the behavioral intention to adopt social media marketing. Durbin Watson statistics are the most celebrating tests for detecting the existence of serial correlation. If there is no serial correlation (of the first order), it is expected to be about 2. Therefore, the value of Durbin Watson statistics in this model is 1.753 which shows there is no serial correlation problem.

4.5 Hypotheses Testing

Figure 4.4: Proposed Research Model after Hypotheses Testing



Source: Developed for the research.

Table 4.11: Summary of Significant Factors

Variables	B-coefficients	Sig.
Performance Expectancy	0.106	0.004
Effort Expectancy	0.109	0.023
Social Influence	0.364	0.000
Facilitating Condition	0.140	0.000

Source; Own Survey, 2019

***Note**: **B** coefficient is the increment in Behavioral Intention to adopt social media marketing for a change in a corresponding independent factor, when all the others independent factors are held constant; **Sig.** is the indicator that tells which factor has a significant impact on Behavioral Intention to adopt social media marketing (if the Sig. value is less than 0.05, then the factor has a significant impact).*

$H_0$1: There is no significant relationship between performance expectancy and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.

The p-value of PE is 0.004, which is lower than 0.05, and 0.01, hence there is a significant linear relationship between performance expectancy and the entrepreneur's behavioral intention to adopt social media marketing. Therefore, the B coefficient of PE (0.106) is statistically significant different from 0 and affects the behavioral intention to adopt social media marketing positively. Thus, this null hypothesis is rejected.

$H_0$2: There is no significant relationship between effort expectancy and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.

The p-value of EE is 0.023, which is lower than 0.05, hence there is a significant linear relationship between effort expectancy and the entrepreneur's behavioral intention to adopt social media marketing. Therefore, the B coefficient of EE (0.109) is statistically significant different from 0 and affects the behavioral intention to adopt social media marketing positively. Thus, this null hypothesis is rejected.

$H_0$3: There is no significant relationship between social influence and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.

The p-value of SI is 0.000, which is lower than 0.05, and 0.01, hence there is a significant linear relationship between effort expectancy and the entrepreneur's behavioral intention to adopt social media marketing.

Therefore, the B coefficient of SI (0.364) is statistically significant different from 0 and affects the behavioral intention to adopt social media marketing positively. Thus, this null hypothesis is rejected.

$H_0$4: There is no significant relationship between facilitation conditions and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.

The p-value of FC is 0.000, which is lower than 0.05, and 0.01, hence there is a significant linear relationship between effort expectancy and the entrepreneur's behavioral intention to adopt social media marketing. Therefore, the B coefficient of FC (0.140) is statistically significant different from 0 and affects the behavioral intention to adopt social media marketing positively. Thus, this null hypothesis is rejected.

Table 4.12: Summary of Results of Hypotheses Testing

Hypothesis	Result
$H_0$1: There is no significant relationship between performance expectancy and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.	Rejected
$H_0$2: There is no significant relationship between effort expectancy and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.	Rejected
$H_0$3: There is no significant relationship between social influence and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.	Rejected
$H_0$4: There is no significant relationship between facilitation condition and Ethiopian entrepreneur's behavioral intention to adopt social media marketing.	Rejected

(Source: Developed for the Research)

4.6 Discussion of Results

This study has proposed four hypotheses based on conducting a literature review. By statistically analyzing the collected data of all the four hypotheses were rejected and proved to affect the behavioral intention to adopt social media marketing. The factors that were found to affect the behavioral intention are Social Influence, Facilitating Conditions, Effort Expectancy, and Performance Expectancy.

All the factors that have been proven in this study to significantly affect the behavioral intention to adopt social media marketing, have a positive influence on behavioral intention, which in accordance with technology acceptance theories (Venkatesh al., 2012; Venkatesh et al., 2003; Davis et al., 1989; Ajzen et al., 1985).

4.6.1 Performance Expectancy

Likewise, performance expectancy significantly affects the behavioral intention to adopt asocial media marketing which is in alignment with (Davis, 1989; Park et al., 2007, Venkatesh, 1999). It is established that there is a positive relationship between performance expectancy and Ethiopian entrepreneurs' behavioral intention to adopt social media marketing. According to Banbersta (2010), PE is the main factor influencing the use of social networking sites to undergo entrepreneurial activities. Besides, PE is a vital determinant to predict behavioral intention towards the adoption of any IT system as long as users perceived relative advantages by using it (Y, 2012). Therefore, PE is crucial to increase behavioral intention among entrepreneurs in order to enhance the usage of social media marketing in entrepreneurial activities.

4.6.2 Effort Expectancy

Effort Expectancy was found to have a significant effect on the entrepreneurs' behavioral intention to adopt social media marketing in Ethiopia, which is consistent with prior technology acceptance studies and models (Chong, 2013; Venkatesh et al., 2012; Davis et al., 1989, Park et al., 2007; Cha, 2010; Kuo and Yen, 2009; Fidani, 2011). According to Kuo and Yen (2009) and Fidani (2011), higher perceived ease of use leads to higher perceived usefulness and it has a significant positive effect on user attitude. The study mentioned that convenience and saving time believed to influence entrepreneurs to adopt a new marketing strategy (Lin, 2007).

4.6.3 Social Influence

Among all the other factors that affect behavioral intention, this study's results indicate that Social Influence is the factor that has the strongest influence on behavioral intention and hence is the strongest predictor of the behavioral intention to adopt social media marketing.

This finding is consistent with the research done by (Cheung et al., 2010; Brocke et al., 2009; Kim et al., 2010), their aim was to find the most important factors that affect user's intention to deploy online social networks (ONS) for social communications and interactions, their investigation concluded that social influence is the strongest determinant of user's intentions to adopt the technologies.

According to Braun (2011), social media's influence on revolution is a hot issue in the press and also among young people. Recently, when the ruling Ethiopian People's Revolutionary Democratic Front, EPRDF, lost a war of information and was forced to reform in the wake of social media activism and unrelenting protests. Most hot, burning national issues and announcements have been come out on Facebook and Twitter, but not on television or in a press conference (Abdur Rahman, 2019). Other studies show that friends are influenced by their friends or family members when making purchase decisions (Hughes, 2010), likewise (Oliveira et al., 2016) discovered that social influence has a positive relationship with Facebook usage and engagement. Hence, social influence is seen as an important factor that affects behavioral intention. According to Eze (2009), social influence has a positive influence on the entrepreneurs' behavioral intention to adopt social media marketing. They were attracted and expected to adopt using social media due to others that are using it. In other word, social influence can help entrepreneurs influence customers' behavior when there has integration between sellers to buyers or buyers to buyers in Ethiopia. Social influence intent to create a cultural characteristic which give strong relationship between social influence and behavioral intention to use social media by several type of generation as long as they have knowledge in using online technology.

4.6.2 Facilitating Conditions

After social influence, this study reveals that facilitating conditions are the second most important factor in predicting the entrepreneurs' behavioral intention to adopt social media marketing. Facilitating conditions have been proven to statistically significantly affect the behavioral intention to adopt social media marketing, which is consistent with previous work done by Chong (2013), Venkatesh et al. (2012).

Kijsanayotin, Pannarunothai, and Speedie (2009) approve that facilitating conditions (FC) has played an important role in the positive effect of the Information Technology used. Mazman et al. (2010) addressed that facilitating conditions to have a positive relationship with the user's intention to adopt ONS. The positive relationship arises between the Ethiopian entrepreneur's behavioral intention and FC is supported. According to Joshua and Koshy (2011), the more respondents' access to the computer and the Internet, the more usage of computers and the Internet, this shows a superior adoption ratio of respondents using social media marketing. This implies that entrepreneurs find it important to have the necessary support and help while using social media marketing, and the more support, and guidelines they have the more they are willing to use social media marketing. Therefore, the government body and successful cyber entrepreneurs' can motivate other and new entrepreneurs in setting up business via social media since they might be lacking knowledge and encouragement in doing so.

CHAPTER FIVE: SUMMARY, CONCLUSIONS, AND RECOMMENDATIONS

In this last chapter, the researcher provides an overall summary of the data research presented in the previous chapter and the managerial and theoretical implications were discussed to find out the researcher's contribution. Lastly, the strengths and weaknesses of the study and recommendations were discussed in this chapter.

5.1 Summary of Findings

The purpose of this research was to investigate and identify the factors influencing entrepreneurs' behavioral intention to adopt social media marketing in Ethiopia. Factors like; performance expectancy, effort expectancy, social influence and facilitating conditions were taken to investigate the relationship and impact between these variables with behavioral intention. To answer the research question and to achieve this objective a conceptual model was developed based on theoretical and empirical review of the research.

Quantitative research approach and deductive type of reasoning were used for this study. The study is Explanatory research design in nature due to it is conducted to identify the extent and nature of cause-and-effect relationships that is independents and dependent variable. As data collection methodology, Internet-mediated self-administered questionnaire via Google forms was distributed to the representative of the study. The researcher able to collect 246 questionnaires from the total 385 sample size and the collected responses were inserted into SPSS, and analyzed by using both descriptive and inferential statistics.

Before going into hypothesis testing, reliability and validity measures like cronbach alpha, criterion validity, construct validity, factor analysis, content validity, person correlation coefficient test, diagnostic test of CLRM, significance of the model, model adequacy and multiple regression analysis have adequately dealt with it. Apparently, all calculated values in this study meet the recommended threshold values. In conclusion, the statistical analyses obtained here are suggesting that the model exhibits adequate validity and reliability.

Finally, the research findings are presented as follows:

- The major demographic results were 65% of the respondents were Male, 54.1% of respondent found between the age of 26-35, 54.1% of the respondents have a bachelor's degree or above qualification; 64.6% of the respondents earn a monthly income of over 10,001 birr; 100% of the respondents uses Facebook as their social media platform to market products; 36.6% of the respondents have 8-10 years of social media experience; 47.6% of the respondents update their social media content daily. Moreover; 47.6% of respondents agreed that their use of social media tools is voluntary.

- The finding of this study indicates that most of the entrepreneurs were sufficiently agreed with performance expectancy with a mean value of 4.18 and 0.563 standard deviations, effort expectancy with a cumulative mean value of 3.83 and 0.365 standard deviation, social influence scored a mean value of 3.78 and 0.602 standard deviation and facilitating condition with a cumulative mean value of 3.76 and 0.557 standard deviation.

- From the results of the Pearson Correlation Analysis test, all independent variables show the relationship with the dependent variable. SI is largest related with BI (0.720), followed by PE (0.576), FC (0.401) and whereas the EE (-0.271) is the smallest related with to BI. In addition, the p-value among the independent variables is less than 0.0001 indicates all independent variables have a significant relationship with BI.
- Refer to the ANOVA, the F-value is 83.085 with a significant level of < 0.0001. This directs that there is strong evidence that the model of this study has explanatory power and that the independent variables help to predict the depended variable.
- Based on model summary, R^2 is 0.580 and indicates that 58% of behavioral intention to the adoption of social media marketing in entrepreneurs can be explained by the independent variables.
- The regression result demonstrates that there is a positive and significant liner relationship between four elements these are performance expectancy, effort expectancy, social influence and facilitating conditions, and behavioral intention dependent variable.
- Based the hypothesis testing results, all null hypotheses are rejected.

5.2 Conclusions

The main objective of this study was to investigate and identify the factors that influence entrepreneurs' behavioral intention to adopt social media marketing in Ethiopia based on the UTAUT technology acceptance model. The results show that performance expectancy, effort expectancy, social influence and facilitating conditions are influence entrepreneurs' behavioral intention to adopt social media marketing in Ethiopian. Moreover, results indicate that Social Influence has the strongest influence on entrepreneurs' behavioral intention to adopt social media marketing**.** The second strongest factor that affects the behavioral intention to adopt social media marketing is Facilitating Conditions. The third most influential factor is Effort Expectancy, and lastly, Performance Expectancy. Furthermore, the study concluded that performance expectancy, effort expectancy, social influence and facilitating conditions, all affect positively the behavioral intention to adopt social media marketing. The study finally concludes that Ethiopian entrepreneurs are willing to adopt social media marketing.

5.3 Implication of the Study

5.3.1 Managerial Implications

Today, the phenomenal of digital world have emerged the revolution of the conventional way of conducting business. There are increasing numbers of click-and-mortar stores and even pure-play online stores exist in Ethiopia. In addition, the advancement of Web 2.0 enables people to communicate and share information online in a perceived new ways encourages the entrepreneurial activities via Internet. Thus, there are more researches regarding the deployment of information technology in business.

In term of social science context, social influence is proven to be the influencing factor for entrepreneurs' behavioral intention to adopt social media marketing. A business can better improve if company able to collect data about the social trend, and use those data to create topic that can attract awareness. The social influence can be a success factor if entrepreneur able to implement strategy that can generate topic that encourage customers give word of mouth constantly.

Result shows that facilitating conditions has also a strong positive effect towards adoption of social media marketing by entrepreneurs. This was agreed by the entrepreneurs who have the knowledge and skills to use the social media platform to support them in the electronic market.

The entrepreneur should increase their budget in investing in the company's internet or on the business website. They can equip fiber optic to have a smoother and faster connection to the internet.

Effort Expectancy has positive relationship with enterprise's behavioral intention in adopting social media marketing (Terry, 2008). Nowadays, enterprises need a system that is easy to use to provide information and communicate with customers. Service provider for social network marketers should focus in providing a convenient platforms and mechanism by avoiding complication for people to use social media marketing. Besides, a person would pleasurably perceive that their entrepreneurial goal and objective can be achieved easily with the convenient and appropriate features in publishing a social media. Normally, an enterprise uses social media marketing to update their latest information and to ease in sharing information with customer. Social media should be designed to meet entrepreneur's needs.

Based on the result developed, performance expectancy tends to have a positive effect toward adoption of social media marketing by entrepreneurs if they found out that social media marketing are useful and can enhance their performance. Besides, the entrepreneurs will market their product through social media to facilitating and boosting their works. Hence, service providers should always improve and update the functionality of social media in order to fit the goal of entrepreneurial activities which is by completing their tasks in the most effective and efficient ways.

5.3.2 Theoretical Implications

There were numbers of research that previously done on need of social media and entrepreneurs' behavioral intention in other countries but no research was done in Ethiopia. Therefore, these studies provide useful information for future researchers as a reference. Result in this study is beneficial to peoples that are interested on similar field of study.

This study proposed a model for measuring the behavioral intention to use adopt social media marketing based on the UTAUT. By conducing reliability analysis, testing the proposed research model empirically, it has been proved that the model is valid and reliable for social media marketing.

Therefore the research model of this study could be applied to investigate the factors that affect the behavioral intention to adopt other social media marketing and for future studies on social media marketing as it was verified and tested through Statistical Package for the Social Sciences (SPSS). In addition, the result of findings from this research able focus on the determinants of social media marketing adoption by entrepreneurs in Ethiopia with more facts to support.

5.4 Strengths and Weaknesses of the Research

This research work contributes to a theoretical understanding of the factors that drive the intention to use social media marketing. Therefore the purpose of this study has been fulfilled. Some of the strengths of this study are that the multiple linear regression analysis (See Table 4.8 and Appendix 8 Model Summary) showed that 58% (adjusted R^2=0.580) of the total variability in the behavioral intention to adopt social media marketing is explained by the independent factors in the research model. This indicates that the model of this study is useful, and has good predictive value for the behavioral intention to adopt social media marketing from an entrepreneur's perspective. Therefore the model of this study can be applied for further studies on social media marketing. Also, other social media marketing studies could make use of this research's model for future research.

Moreover, this study identified four factors that affect the behavioral intention to adopt social media marketing in Ethiopia. And the results indicate that social influence is the factor that has the strongest influence on the behavioral intention to adopt social media marketing. Another advantage of this study is that it examined social media marketing technology acceptance, which is a context that the research has not previously addressed despite that social media now more than ever plays an important part in our everyday life (Kim, et al., 2014). Likewise, the study was conducted by applying the UTAUT model developed by Venkatesh et al. (2003) as a base for the proposed research model, while previous technology acceptance studies applied older technology acceptance models. Moreover this research provides implications for management, and future research.

However, there are also some weaknesses present in the study. The study used non-probability sampling or convenience, which is an inferior method compared to probability sampling. This method however was perceived as necessary for the researcher due to the population of the study being unknown, and a limited time frame that the primary data collection had to be gathered.

This method enabled the authors to conduct the study on social media marketing and collect the necessary sample size. The collection of the questionnaire was extremely challenging because to access the entrepreneurs of social media marketing in Ethiopia took a lot of time.

Even though 246 surveys have been collected, if more surveys were collected the credibility of the findings could have been increased further. Moreover the predictability of the research model could have been increased if more independent factors have been proposed in the research model to affect the behavioral intention to adopt social media marketing. However, more factors would make the questionnaire longer and made the respondents less willing to answer the questionnaire making the primary data collection less manageable.

5.5 Recommendations of the Study

The purpose of this study is to demonstrate how entrepreneurs can improve their performance by understanding the relationships among factors performance expectancy, effort expectancy, social influence and facilitating conditions towards behavioral intention to social media marketing. In this research, performance expectancy, effort expectancy, social influence and facilitating conditions are found to care about performance expectancy, effort expectancy, social influence and facilitating conditions towards the adoption of social media marketing. They are good indicators for the adoption of social media marketing. Service providers should not overlook these basic elements of day-to-day operation. Furthermore, service providers and policy makers need to apply better peer pressure and competition strategies of social media marketing product and service to better motivate entrepreneurs in adopting social media marketing. Also, service providers and government should establish technological infrastructure within the nation and provide the necessary support and help while entrepreneurs using social media marketing and should develop policies to promoting cyber entrepreneurship. Besides; Social media service providers should design sites that fit and user friendly to entrepreneurs. Moreover; social network service providers should relentlessly updating and improving the functionality of social media sites to fit the purpose of entrepreneurial activities.

5.6 Recommendations for Future Researches

This study sheds light upon the factors that affect the behavioral intention to adopt social media marketing in Ethiopia; hence it is recommended to explore the proposed research model and results in other cultural contexts.

Furthermore, researchers could study the acceptance of same technology in different countries to explain the role that the factor of national culture plays in the acceptance of technology. Future research could address how factors that affect the behavioral intention to adopt social media marketing differ for different age, gender and experience groups. Likewise, it would be interesting to address the investigation of how the acceptance of technology differs among users and non-users of a certain technology.

Likewise, future studies should strive to optimize the UTAUT model by expanding it with additional variables that either directly or indirectly impact the behavioral intention to use a technology or are moderating variables. More factors that affect the acceptance of social media marketing should be developed and tested. It would be useful that future studies would interview the users of social media marketing, to develop additional factors that affect their acceptance.

5.7 Contribution

The findings of the this study have significant contributions that can be categorized under contribution to the body of knowledge, to the practitioners and stakeholders to regulate their business strategies more accurately in developing a better social media platform, as well as the contribution to the policy makers and regulators to motivate other and new entrepreneurs in setting up business via social media since they might be lacking knowledge and encouragement in doing so. This research serves to offer valuable contributions to existing literature as there are few or no relevant studies. First, this study has contributed to theoretically better understand the dynamics of social media marketing adoption by entrepreneurs in Ethiopian context. The current study is based on UTAUT framework, whereby its amalgamated eight dominant frameworks with better variance on the dependent variable can be explained. The current findings demonstrate that social influence is primarily important in social media marketing adoption process than the other explanatory variables. Finally, the study recommends additional variables that could explain additional variance in behavioral intention that future studies need to investigate.

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APPENDICES

Appendix 1: Questionnaire

I'm Siraj Sigo, a postgraduate student at Addis Ababa University College of Business and Economics, MBA programme. Currently; I am conducting research on "Factors influencing the adoption of social media marketing in Ethiopia". Therefore this is kindly requested to participate in this research by filling this questionnaire. The information you provided in this study is only used for academic research purpose and remains confidential. In addition, you are not required to write your name or other identifiers and your honest responses are valuable for accurate results.

Thank you for your cooperation in advance!

The purpose of this survey is concerning to factors that influence the adoption of social media marketing in Ethiopia. (E.g.: Selling, Promoting and Advertising).

Instructions:

1. There are **two** parts of the questionnaire. Please answer **all** questions in **all** parts.

2. The content of the questionnaire will be reserved strictly confidential.

3. Filling this form will take you approximately 10 to 15 minutes.

Part 1.General Information

In this part, we are interested in your background in short. Please tick (√) your answer.

1: Gender: ☐ Female ☐ Male

2: Age group: ☐ Below 25 ☐ 26-35 ☐ 36-45 ☐ 46 -55 ☐ Above 56

3: Highest education completed: ☐ Primary ☐ Secondary ☐ Technical School ☐ College Diploma ☐ University Degree or above

4: Monthly income (Birr): ☐ Below 2,000 ☐ 2, 0001-4,000 ☐ 4,001-6,000 ☐ 6,001-8,000 ☐ 8,001-10,000 ☐ Over 10,001

5:Do you use social media as a marketing tool? ☐ Yes ☐ No

6: Which platforms you use the most to sell/promote your product. (You may choose more than one):

☐ Facebook ☐ Twitter ☐ Instagram ☐ Viber ☐ Google+

☐ Youtube ☐ Telegram ☐ Pinterest ☐ Linkedin ☐ Other, _____

7. How long have you been using it? ☐ Above 10 Yrs ☐ 10-8Yrs ☐ 7-5Yrs ☐ 4-2 Yrs ☐ Below 2 Yrs

8: How often do you update your social media content?

☐ Hourly ☐ Daily ☐ Weekly ☐ Monthly ☐ Quarterly ☐ Other, _____

9: My use of social media as marketing tool is voluntarily:

☐ Strongly Disagree ☐ Disagree ☐ Neutral ☐ Agree ☐ Strongly Agree.

Part 2.Factors Influence on Adopting Social Media Marketing

This part is looking for your opinion regarding the factors that influence your intention to adopt social media marketing (Eg: Selling, Promoting and Advertising). Respondents are inquired to show the level to which they agreed or disagreed with each statement using five Likert scale

[(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree]

No.	Questions	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
PERFORMANCE EXPECTANCY (PE)						
PE1	I find online social media useful in setting up a business.					
PE2	Using the online social media would enable me to accomplish tasks more quickly.					
PE3	Using online social media increases the quality of my output at minimal effort.					
PE4	Using online social media increases the effective use of time in managing my tasks.					
EFFORT EXPECTANCY (EE)						
EE1	My interaction with social media would be clear and understandable.					
EE2	It would be easy for me to become skillful at using social media.					
EE3	I would find social media easy to use.					
EE4	Learning to operate social media is easy for me.					
SOCIAL INFLUENCE (SI)						
SI1	People who are important to me think that I should use online social media.					
SI2	People who influence my behavior think that I should use online social media.					
SI3	Peers/colleague is helpful in the use of online social media.					
SI4	The business trend encourages the use of online social media.					
FACILITATING CONDITIONS (FC)						
FC1	I have the resources necessary (computer, internet connection) to use the online social media.					
FC2	I have the knowledge necessary to use the online social media.					
FC3	Guidance is available to me to use online social media effectively.					
FC4	A specific person (or group) is available for assistance with system difficulties.					
BEHAVIOR INTENTION (BI)						
BI1	I intend to continue using online social media on my business in the future.					
BI2	I will always try to use online social media in my daily life.					
BI3	I plan to use online social media on my business more frequently.					
BI4	I always aim to use online social media to sell my product instead of selling in a physical store.					

Appendix 2: Formulation of the Unified Theory of Acceptance and Use of Technology (UTAUT)

Developed by Venkatesh et al. (2003)

Table 1 Performance Expectancy: Root Constructs, Definitions, and Scales

Construct	Definition	Items
Perceived Usefulness (Davis 1989; Davis et al. 1989)	The degree to which a person believes that using a particular system would enhance his or her job performance.	1. Using the system in my job would enable me to accomplish tasks more quickly. 2. Using the system would improve my job performance. 3. Using the system in my job would increase my productivity. 4. Using the system would enhance my effectiveness on the job. 5. Using the system would make it easier to do my job. 6. I would find the system useful in my job.
Extrinsic Motivation (Davis et al. 1992)	The perception that users will want to perform an activity because it is perceived to be instrumental in achieving valued outcomes that are distinct from the activity itself, such as improved job performance, pay, or promotions	Extrinsic motivation is operationalized using the same items as perceived usefulness from TAM (items 1 through 6 above).
Job-fit (Thompson et al. 1991)	How the capabilities of a system enhance an individual's job performance.	1. Use of the system will have no effect on the performance of my job (reverse scored). 2. Use of the system can decrease the time needed for my important job responsibilities. 3. Use of the system can significantly increase the quality of output on my job. 4. Use of the system can increase the effectiveness of performing job tasks. 5. Use can increase the quantity of output for the same amount of effort. 6. Considering all tasks, the general extent to which use of the system could assist on the job. (different scale used for this item).

Table 1 Performance Expectancy: Root Constructs, Definitions, and Scales (Continued)

Construct	Definition	Items
Relative Advantage (Moore and Benbasat 1991)	The degree to which using an innovation is perceived as being better than using its precursor.	1. Using the system enables me to accomplish tasks more quickly. 2. Using the system improves the quality of the work I do. 3. Using the system makes it easier to do my job. 4. Using the system enhances my effectiveness on the job. 5. Using the system increases my productivity.
Outcome Expectations (Compeau and Higgins 1995b; Compeau et al. 1999)	Outcome expectations relate to the consequences of the behavior. Based on empirical evidence, they were separated into performance expectations (job-related) and personal expectations (individual goals). For pragmatic reasons, four of the highest loading items from the performance expectations and three of the highest loading items from the personal expectations were chosen from Compeau and Higgins (1995b) and Compeau et al. (1999) for inclusion in the current research. However, our factor analysis showed the two dimensions to load on a single factor.	If I use the system... 1. I will increase my effectiveness on the job. 2. I will spend less time on routine job tasks. 3. I will increase the quality of output of my job. 4. I will increase the quantity of output for the same amount of effort. 5. My coworkers will perceive me as competent. 6. I will increase my chances of obtaining a promotion. 7. I will increase my chances of getting a raise.

Table 2. Effort Expectancy: Root Constructs, Definitions, and Scales

Construct	Definition	Items
Perceived Ease of Use (Davis 1989; Davis et al. 1989)	The degree to which a person believes that using a system would be free of effort.	1. Learning to operate the system would be easy for me. 2. I would find it easy to get the system to do what I want it to do. 3. My interaction with the system would be clear and understandable. 4. I would find the system to be flexible to interact with. 5. It would be easy for me to become skillful at using the system. 6. I would find the system easy to use.
Complexity (Thompson et al. 1991)	The degree to which a system is perceived as relatively difficult to understand and use.	1. Using the system takes too much time from my normal duties. 2. Working with the system is so complicated, it is difficult to understand what is going on. 3. Using the system involves too much time doing mechanical operations (e.g., data input). 4. It takes too long to learn how to use the system to make it worth the effort.
Ease of Use (Moore and Benbasat 1991)	The degree to which using an innovation is perceived as being difficult to use.	1. My interaction with the system is clear and understandable. 2. I believe that it is easy to get the system to do what I want it to do. 3. Overall, I believe that the system is easy to use. 4. Learning to operate the system is easy for me.

Table 3. Social Influence: Root Constructs, Definitions, and Scales

Construct	Definition	Items
Subjective Norm (Ajzen 1991; Davis et al. 1989; Fishbein and Azjen 1975; Mathieson 1991; Taylor and Todd 1995a, 1995b)	The person's perception that most people who are important to him think he should or should not perform the behavior in question.	1. People who influence my behavior think that I should use the system. 2. People who are important to me think that I should use the system.
Social Factors (Thompson et al. 1991)	The individual's internalization of the reference group's subjective culture, and specific interpersonal agreements that the individual has made with others, in specific social situations.	1. I use the system because of the proportion of coworkers who use the system. 2. The senior management of this business has been helpful in the use of the system. 3. My supervisor is very supportive of the use of the system for my job. 4. In general, the organization has supported the use of the system.
Image (Moore and Benbasat 1991)	The degree to which use of an innovation is perceived to enhance one's image or status in one's social system.	1. People in my organization who use the system have more prestige than those who do not. 2. People in my organization who use the system have a high profile. 3. Having the system is a status symbol in my organization.

Table 4 Facilitating Conditions: Root Constructs, Definitions, and Scales		
Construct	**Definition**	**Items**
Perceived Behavioral Control (Ajzen 1991; Taylor and Todd 1995a, 1995b)	Reflects perceptions of internal and external constraints on behavior and encompasses self-efficacy, resource facilitating conditions, and technology facilitating conditions.	1. I have control over using the system. 2. I have the resources necessary to use the system. 3. I have the knowledge necessary to use the system. 4. Given the resources, opportunities and knowledge it takes to use the system, it would be easy for me to use the system. 5. The system is not compatible with other systems I use.
Facilitating Conditions (Thompson et al. 1991)	Objective factors in the environment that observers agree make an act easy to do, including the provision of computer support.	1. Guidance was available to me in the selection of the system. 2. Specialized instruction concerning the system was available to me. 3. A specific person (or group) is available for assistance with system difficulties.
Compatibility (Moore and Benbasat 1991)	The degree to which an innovation is perceived as being consistent with existing values, needs, and experiences of potential adopters.	1. Using the system is compatible with all aspects of my work. 2. I think that using the system fits well with the way I like to work. 3. Using the system fits into my work style.

Appendix 3: Summary of Past Empirical Studies

Studies	Country	Data	Major Findings
1. Performance Expectancy (PE)			
Abedniya & Mahmouei, 2010	Malaysia	Online survey was distributed to 150 students enrolled in major Malaysia universities.	Perceived usefulness has a significant positive effect on rapid diffusion of online social networking sites to facilitate viral marketing
Barbensta, 2011	Dutch	Questionnaire was distributed to 135 students aged between 17 and 29.	Performance expectancy plays a role in usage frequency of Twitter users and it is the most important factor in testing the users' intention to adopt Twitter
Mazman & Usluel, 2010	Turkey	Online questionnaire was responded by 606 Facebook users.	Perceived usefulness has a positive relationship with Facebook adoption and it is the most dominant elements in predicting Facebook adoption.
Plummer, 2010	United States	Online survey was gathered from 490 registered users of career services databases managed by 2 universities.	Performance expectancy and privacy concerns are the most influential drivers in predicting individual's use of social networking sites in job application.
2. Effort Expectancy (EE)			
Cha, 2009	United States	Survey was done with 167 students enrolled in two large introductory mass communication courses.	Perceived ease of use is positively associated with the attitude towards shopping for both virtual items and real items in social networking sites.

Studies	Country	Data	Major Findings
2.Effort Expectancy (EE) (…continued)			
Hartshone & Ajjan, 2008	United States	423 undergraduates were approached to conduct a survey.	Perceived ease of use is modified as a component to attitude had positively influenced the adoption of Web 2.0 that comprise of online social networks.
Sánchez-Franco, 2010	Spain	431 students ranging from 19 to 26 were invited to answer the questionnaire.	Perceived ease of use does not positively affect the user's behavioural intention on adoption of Web-based technologies.
Sledgianowski & Kulviwat, 2008	United States	Online survey to 322 students aged between 18 and 30.	Perceived ease of use has significant positive effect on intention to use social networking sites.
3. Social Influence (SI)			
Brocke, Ritcher, & Riemer, 2009	Germany	Questionnaire was completed 433 students aging from 20 to 30.	Social motive for students to keep contact with their peers is a current trend for the usage of social networking sites.
Kim, Kim, & Kim, 2010	United States	Online survey was done with 250 internet users.	Social influence appeared as a dominant determinant in influencing the Internet users' extent of adopting social media and ONS for information sharing behaviours.
Mohamed Haneefa & Sumitha, 2011	India	Structured questionnaire was distributed to 150 students.	Majority youngsters use social networking sites for friendly communication with friends and relatives.
Pardamean & Susanto, 2012	Indonesia	Data were gathered from a blog system for almost 2 months to view student's activity. Survey was conducted with 49 students at the last session of each class.	Perceived ease of use has a direct positive influence on intention of elderly people to use social networking sites.

Studies	Country	Data	Major Findings
4. Facilitating Conditions (FC)			
Ariyachandra & Bertaux, 2010	United States	Qualitative open-ended questionnaire was conducted on 208 students.	Web experience as facilitating conditions has positive relationship on the use of online social networking.
Ismail, 2010	Malaysia	Online questionnaire was directed to 120 international students enrolled in an international private university.	Facilitating conditions is positively associated with the student's intention to deploy blogs as learning tools
Keoy, Hafeez, & Jawed, 2006	Malaysia and United Kingdom	Survey was done to 351 SMEs which 208 from Malaysia and 143 from United Kingdom.	Government support and organizational resources play an important role in promoting the adoption of new information technology by business.
Mazman & Usluel, 2010	Turkey	Online questionnaire was responded by 606 Facebook users.	Facilitating conditions to have positive relationship with the user's intention to adopt Facebook in education field.
Tulaboev & Oxley, (2010)	Malaysia	3 groups of student in English class were chosen for tentative pedagogy. Survey was done with those participants as well.	The reliance of web technologies' adoption to enhance academic writing skills on facilitating conditions.

Appendix 4: Variables and Scale Measurement Table

Item	Questions	Number of Items	Scale Measurement	Source(s)
	PERFORMANCE EXPECTANCY (PE)			
PE1	I find online social media useful in setting up a business.	4	Interval Scale (5 Point Likert Scale)	• Venkatesh, (2003) • Mandal & McQueen (2012) • Choudrie et al., (2014)
PE2	Using the online social media would enable me to accomplish tasks more quickly.			
PE3	Using online social media increases the quality of my output at minimal effort.			
PE4	Using online social media increases the effective use of time in managing my tasks.			
	EFFORT EXPECTANCY (EE)			
EE1	My interaction with social media would be clear and understandable.	4	Interval Scale (5 Point Likert Scale)	• Venkatesh,(2003) • Venkatesh et al., (2012)
EE2	It would be easy for me to become skillful at using social media.			
EE3	I would find social media easy to use.			
EE4	Learning to operate social media is easy for me.			
	SOCIAL INFLUENCE (SI)			
SI1	People who are important to me think that I should use online social media.	4	Interval Scale (5 Point Likert Scale)	• Venkatesh,(2003) • Kripanont, (2007) • Kholoud, (2009)
SI2	People who influence my behavior think that I should use online social media.			
SI3	Peers/colleague is helpful in the use of online social media.			
SI4	The business trend encourages the use of online social media.			
	FACILITATING CONDITIONS (FC)			
FC1	I have the resources necessary (computer, internet connection) to use the online social media.	4	Interval Scale (5 Point Likert Scale)	• Venkatesh,(2003) • Venkatesh et al., (2012)
FC2	I have the knowledge necessary to use the online social media.			
FC3	Guidance is available to me to use online social media effectively.			
FC4	A specific person (or group) is available for assistance with system difficulties.			
	BEHAVIOR INTENTION (BI)			
BI1	I intend to continue using online social media on my business in the future.	4	Interval Scale (5 Point Likert Scale)	• Venkatesh,(2003) • Venkatesh et al., (2012)
BI2	I will always try to use online social media in my daily life.			
BI3	I plan to use online social media on my business more frequently.			
BI4	I always aim to use online social media to sell my product instead of selling in a physical store.			

Appendix 5: Reliability Statistics

Performance Expectancy Reliability Statistics

Cronbach's Alpha	N of Items
.947	4

Effort Expectancy Reliability Statistics

Cronbach's Alpha	N of Items
.873	4

Social Influence Reliability Statistics

Cronbach's Alpha	N of Items
.958	4

Facilitating Condition Reliability Statistics

Cronbach's Alpha	N of Items
.950	4

Behavioral Intention Reliability Statistics

Cronbach's Alpha	N of Items
.921	4

Appendix 6: Demographic Profile Frequency Distribution Tables of the Respondents

1. Gender Distribution

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	86	35.0	35.0	35.0
	Male	160	65.0	65.0	100.0
	Total	246	100.0	100.0	

2. Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 25	56	22.8	22.8	22.8
	26-35	133	54.1	54.1	76.8
	36-45	45	18.3	18.3	95.1
	46-55	8	3.3	3.3	98.4
	Above 55	4	1.6	1.6	100.0
	Total	246	100.0	100.0	

3. Education Level

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	6	2.4	2.4	2.4
	Secondary	12	4.9	4.9	7.3
	Technical	38	15.4	15.4	22.8
	College Diploma	57	23.2	23.2	45.9
	Uni. Degree or Above	133	54.1	54.1	100.0
	Total	246	100.0	100.0	

4. Monthly Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	2001-4000	6	2.4	2.4	2.4
	4001-6000	13	5.3	5.3	7.7
	6001-8000	20	8.1	8.1	15.9
	8001-10000	48	19.5	19.5	35.4
	Over 10,001	159	64.6	64.6	100.0
	Total	246	100.0	100.0	

5. Uses of Social Media Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	246	100.0	100.0	100.0

6. Social Media Platform Used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Facebook	246	100	100	100
	Twitter	155	63	163	163
	Telegram	155	63	226	226
	Instagram	116	47	273	273
	Google+	116	47	320	320
	Linkedin	116	47	367	367
	Youtube	103	42	409	409
	Viber	37	36.8	445.8	445.8
	Pinterest	4	1.6	447.4	447.4
	TOTAL	1048	447.4		

7. Years of Experience Social Media Marketing

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Above 10 Years	26	10.6	10.6	10.6
	10-08 Years	90	36.6	36.6	47.2
	7-5 Years	65	26.4	26.4	73.6
	4-2 Years	26	10.6	10.6	84.1
	Below 2 Years	39	15.9	15.9	100.0
	Total	246	100.0	100.0	

8. Frequency of Social Media Content Update

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hourly	26	10.6	10.6	10.6
	Daily	117	47.6	47.6	58.1
	Weekly	64	26.0	26.0	84.1
	Monthly	39	15.9	15.9	100.0
	Total	246	100.0	100.0	

9. Voluntariness of Use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	24	9.8	9.8	9.8
	Neutral	52	21.1	21.1	30.9
	Agree	117	47.6	47.6	78.5
	Strongly Agree	53	21.5	21.5	100.0
	Total	246	100.0	100.0	

Appendix 7: Descriptive Statistics

Overall Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.Deviation
Performance Expectancy	**246**	**3.00**	**5.00**	**4.1799**	**.56280**
Social Influence	**246**	**2.75**	**5.00**	**3.7795**	**.60178**
Behavioral Intention	**246**	**3.00**	**4.75**	**4.1067**	**.36707**
Facilitating Condition	**246**	**2.25**	**5.00**	**3.7612**	**.55662**
Effort Expectancy	**246**	**3.00**	**4.50**	**3.8293**	**.36536**
Valid N (listwise)	**246**				

Overall Descriptive Statistics

Rank	Variables	N	Minimum	Maximum	Mean	SD
1	Performance Expectancy	246	3	5	4.1799	0.5628
2	Behavioral Intention	246	3	4.75	4.1067	0.36707
3	Effort Expectancy	246	3	4.5	3.8293	0.36536
4	Social Influence	246	2.75	5	3.7795	0.60178
5	Facilitating Condition	246	2.25	5	3.7612	0.55662

Note: Responses as numeric values results in:

Means

1.00-1.80 = 'Strongly Disagree'
1.81-2.60 =' Disagree'
2.61-3.40 = 'Neutral'
3.41-4.20 = 'Agree'
4.21-5.00 = 'Strongly Agree'

Each Items Descriptive Statistics

Statements	N	Minimum	Maximum	Mean	SD
I find online social media useful in setting up a business.	246	4	5	4.41	.494
Using the online social media would enable me to accomplish tasks more quickly.	246	2	5	4.15	.813
Using online social media increases the quality of my output at minimal effort.	246	2	5	4.10	.789
Using online social media increases the effective use of time in managing my tasks.	246	2	5	4.05	.760
My interaction with social media would be clear and understandable.	246	1	5	3.47	.831
It would be easy for me to become skillful at using social media.	246	2	5	3.84	.758
I would find social media easy to use.	246	2	5	3.98	.838
Learning to operate social media is easy for me.	246	2	5	4.02	.800
People who are important to me think that I should use online social media.	246	2	5	3.68	.797
People who influence my behavior think that I should use online social media.	246	2	5	3.68	.861
Peers/colleague is helpful in the use of online social media.	246	2	5	3.80	.828
The business trend encourages the use of online social media.	246	1	5	3.96	.979
I have the resources necessary (computer, internet connection) to use the online social media.	246	1	5	4.08	.909
I have the knowledge necessary to use the online social media.	246	1	5	3.97	.979
Guidance is available to me to use online social media effectively.	246	1	5	3.70	1.121
A specific person (or group) is available for assistance with system difficulties.	246	1	5	3.29	1.086
I intend to continue using online social media on my business in the future.	246	4	5	4.47	.500
I will always try to use online social media in my daily life.	246	2	5	4.10	.853
I plan to use online social media on my business more frequently.	246	3	5	4.26	.638
I always aim to use online social media to sell my product instead of selling in a physical store.	246	1	5	3.59	.925
Valid N (listwise)	246				

Each Items Descriptive Statistics

Rank	Statements	Variables	Mean	SD
1	17) I intend to continue using online social media on my business in the future.	BI	4.47	0.5
2	1) I find online social media useful in setting up a business.	PE	4.41	0.494
3	19) I plan to use online social media on my business more frequently.	BI	4.26	0.638
4	2) Using the online social media would enable me to accomplish tasks more quickly.	PE	4.15	0.813
5	3) Using online social media increases the quality of my output at minimal effort.	PE	4.1	0.789
6	18) I will always try to use online social media in my daily life.	BI	4.1	0.853
7	13) I have the resources necessary (computer, internet connection) to use the online social media.	FC	4.08	0.909
8	4) Using online social media increases the effective use of time in managing my tasks.	PE	4.05	0.76
9	8) Learning to operate social media is easy for me.	EE	4.02	0.8
10	7) I would find social media easy to use.	EE	3.98	0.838
11	14) I have the knowledge necessary to use the online social media.	FC	3.97	0.979
12	12) The business trend encourages the use of online social media.	SI	3.96	0.979
13	6) It would be easy for me to become skillful at using social media.	EE	3.84	0.758
14	11) Peers/colleague is helpful in the use of online social media.	SI	3.8	0.828
15	15) Guidance is available to me to use online social media effectively.	FC	3.7	1.121
16	9) People who are important to me think that I should use online social media.	SI	3.68	0.797
17	10) People who influence my behavior think that I should use online social media.	SI	3.68	0.861
18	20) I always aim to use online social media to sell my product instead of selling in a physical store.	BI	3.59	0.925
19	5) My interaction with social media would be clear and understandable.	EE	3.47	0.831
20	16) A specific person (or group) is available for assistance with system difficulties.	FC	3.29	1.086

Note: Responses as numeric values results in:

Means

1.00 - 1.80 = ‘Strongly Disagree’
1.81 - 2.60 = ’Disagree’
2.61 - 3.40 = ‘Neutral’
3.41 - 4.20 = ‘Agree’
4.21 - 5.00 = ‘Strongly Agree’

Appendix 8: Pearson Correlation Analysis

Correlations

		Behavioral Intention	Social Influence	Performance Expectancy	Facilitating Condition	Effort Expectancy
Behavioral Intention	Pearson Correlation	1	.720**	.576**	.401**	-.271**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	246	246	246	246	246
Social Influence	Pearson Correlation	.720**	1	.647**	.298**	-.420**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	246	246	246	246	246
Performance Expectancy	Pearson Correlation	.576**	.647**	1	.297**	-.335**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	246	246	246	246	246
Facilitating Condition	Pearson Correlation	.401**	.298**	.297**	1	-.348**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	246	246	246	246	246
Effort Expectancy	Pearson Correlation	-.271**	-.420**	-.335**	-.348**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	246	246	246	246	246

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

Appendix 9: Regression Analysis Outputs

1. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.761[a]	.580	.573	.23995	1.753
a. Predictors: (Constant), Performance Expectancy, Effort Expectancy, Social Influence and Facilitating Condition					
b. Dependent Variable: Behavioral Intention					

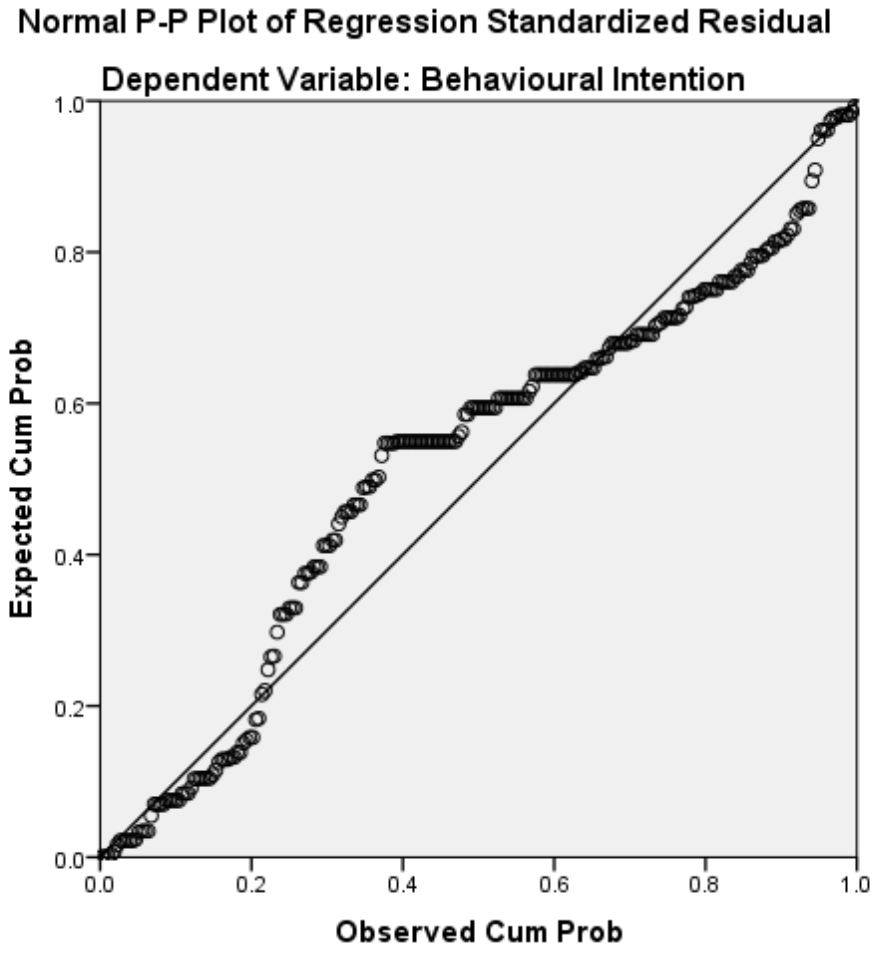
2. ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	19.135	4	4.784	83.085	.000[b]
	Residual	13.876	241	.058		
	Total	33.011	245			
a. Dependent Variable: Behavioral Intention						
b. Predictors: (Constant), Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Condition.						

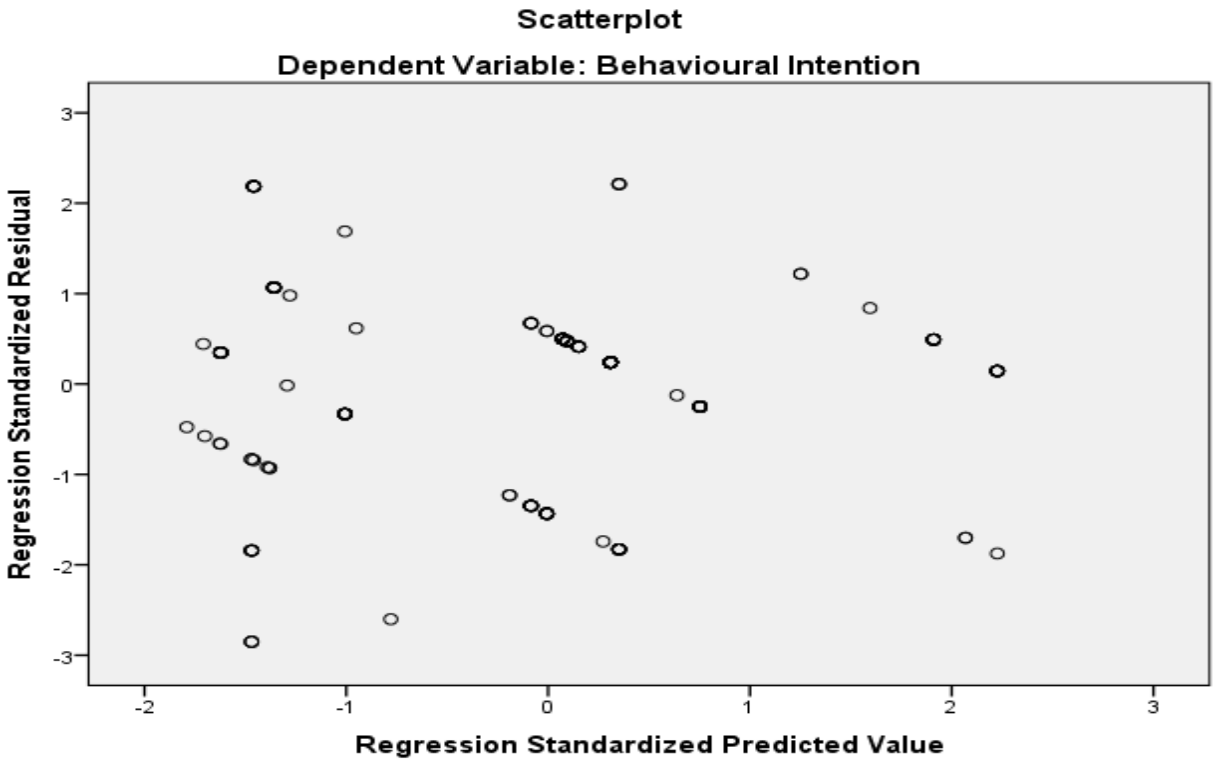
3. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.340	.289		4.642	.000
	Performance Expectancy	.106	.036	.163	2.938	.004
	Social Influence	.364	.035	.597	10.427	.000
	Facilitating Condition	.140	.030	.212	4.656	.000
	Effort Expectancy	.109	.048	.109	2.281	.023
Dependent Variable: Behavioral Intention						

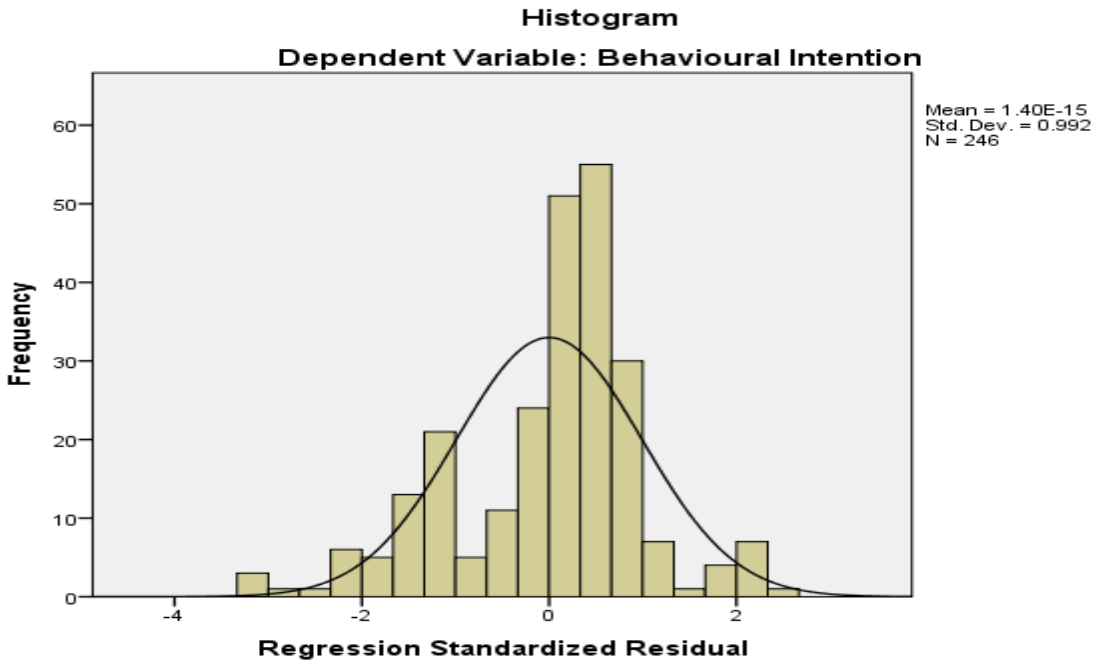
4. Normal P-P Plot of Regression Standardized Residual



5. Scatter plot



6. Histogram



7 Residuals Statistics

Residuals Statistics[a]

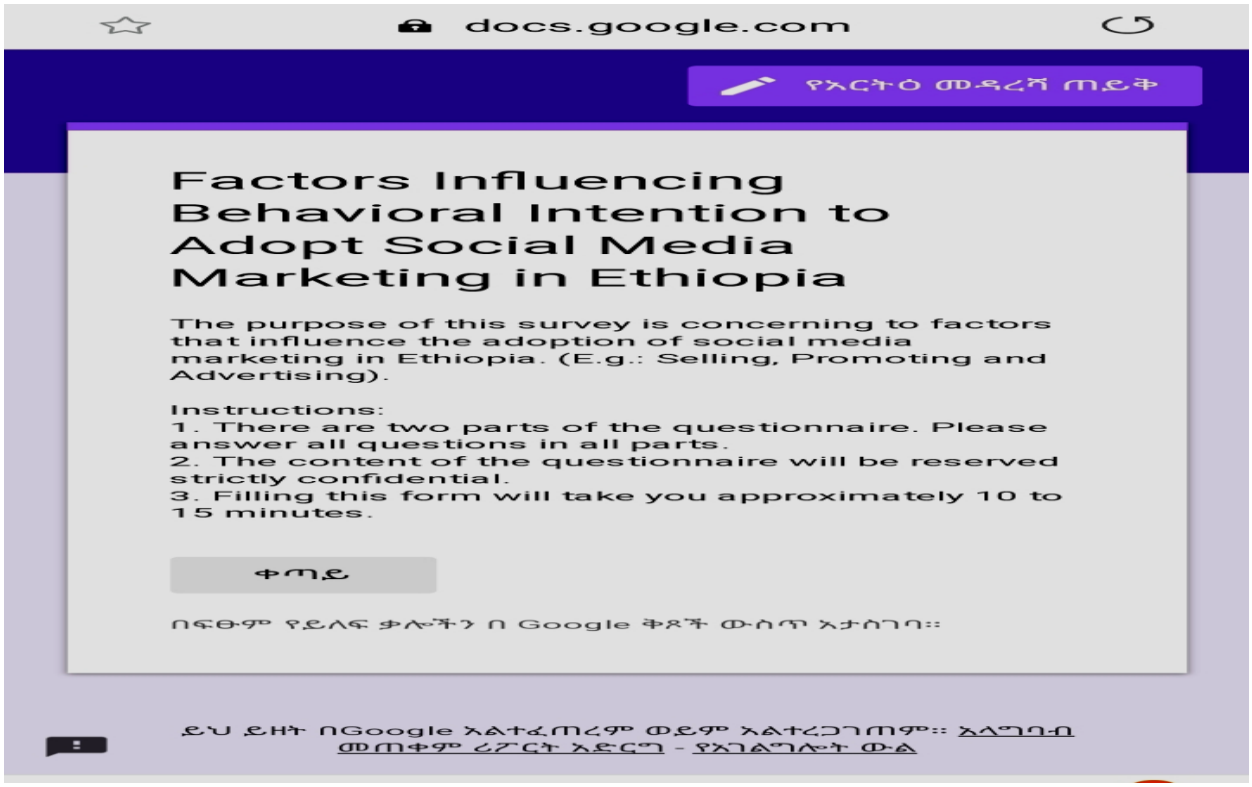
	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	3.6275	4.8307	4.1067	.27947	246
Std. Predicted Value	-1.715	2.590	.000	1.000	246
Standard Error of Predicted Value	.018	.060	.033	.009	246
Adjusted Predicted Value	3.6262	4.8601	4.1072	.27978	246
Residual	-.76075	.58743	.00000	.23799	246
Std. Residual	-3.170	2.448	.000	.992	246
Stud. Residual	-3.208	2.468	-.001	1.003	246
Deleted Residual	-.77905	.59716	-.00053	.24348	246
Stud. Deleted Residual	-3.272	2.495	-.002	1.009	246
Mahal. Distance	.385	14.174	3.984	2.747	246
Cook's Distance	.000	.062	.005	.008	246
Centered Leverage Value	.002	.058	.016	.011	246

a. Dependent Variable: Behavioral Intention

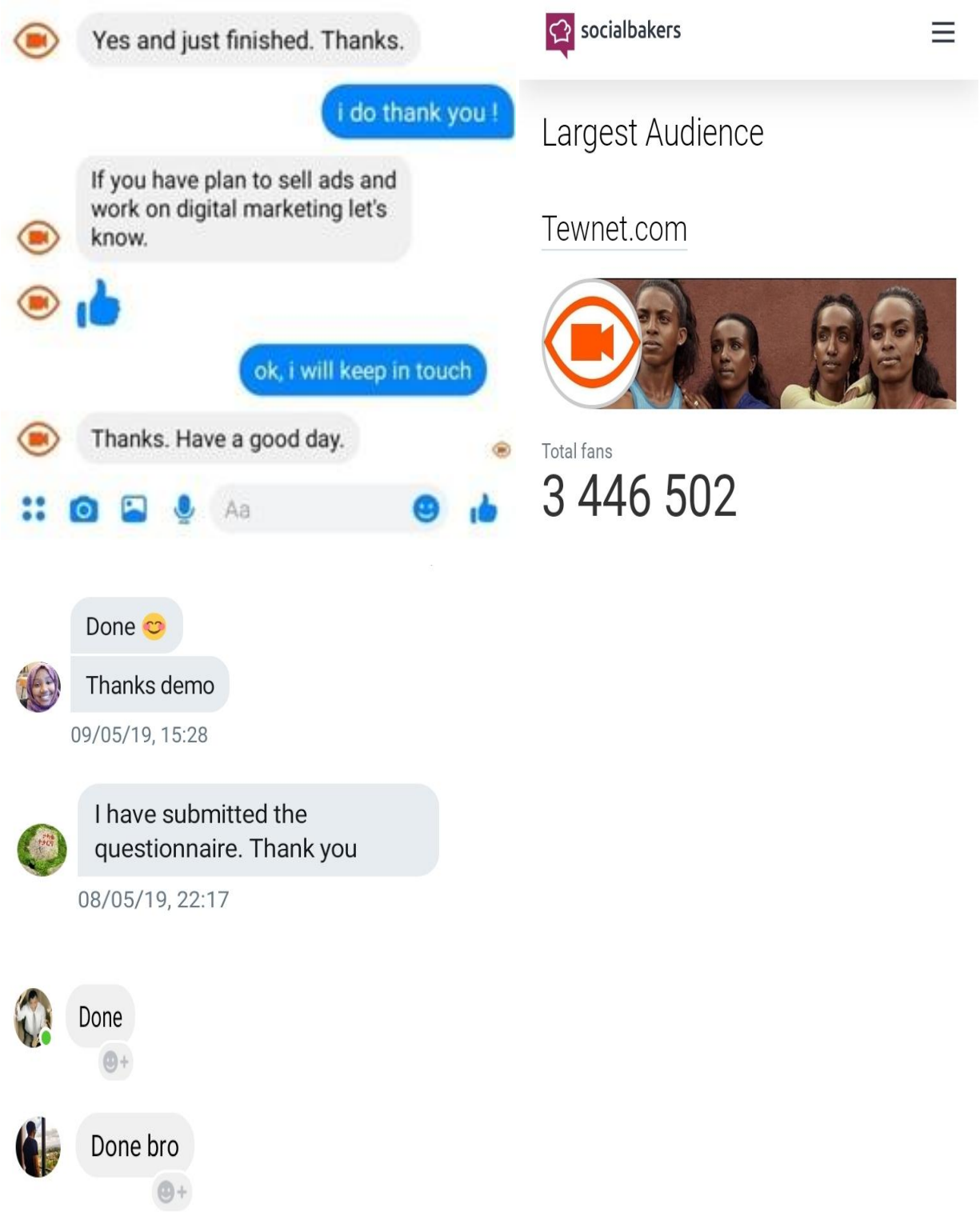
Appendix 10: Factor Analysis

	Item	Factor loading
	PERFORMANCE EXPECTANCY (PE)	
PE1	I find online social media useful in setting up a business.	**.867**
PE2	Using the online social media would enable me to accomplish tasks more quickly.	**.691**
PE3	Using online social media increases the quality of my output at minimal effort.	**.819**
PE4	Using online social media increases the effective use of time in managing my tasks.	**.734**
	EFFORT EXPECTANCY (EE)	
EE1	My interaction with social media would be clear and understandable.	**.592**
EE2	It would be easy for me to become skillful at using social media.	**.713**
EE3	I would find social media easy to use.	**.733**
EE4	Learning to operate social media is easy for me.	**.605**
	SOCIAL INFLUENCE (SI)	
SI1	People who are important to me think that I should use online social media.	**.862**
SI2	People who influence my behavior think that I should use online social media.	**.822**
SI3	Peers/colleague is helpful in the use of online social media.	**.819**
SI4	The business trend encourages the use of online social media.	**.822**
	FACILITATING CONDITIONS(FC)	
FC1	I have the resources necessary (computer, internet connection) to use the online social media.	**.731**
FC2	I have the knowledge necessary to use the online social media.	**.605**
FC3	Guidance is available to me to use online social media effectively.	**.879**
FC4	A specific person (or group) is available for assistance with system difficulties.	**.592**
	BEHAVIOR INTENTION (BI)	
BI1	I intend to continue using online social media on my business in the future.	**.898**
BI2	I will always try to use online social media in my daily life.	**.770**
BI3	I plan to use online social media on my business more frequently.	**.752**
BI4	I always aim to use online social media to sell my product instead of selling in a physical store.	**.788**

Appendix 11: Survey Questionnaire in Facebook Format



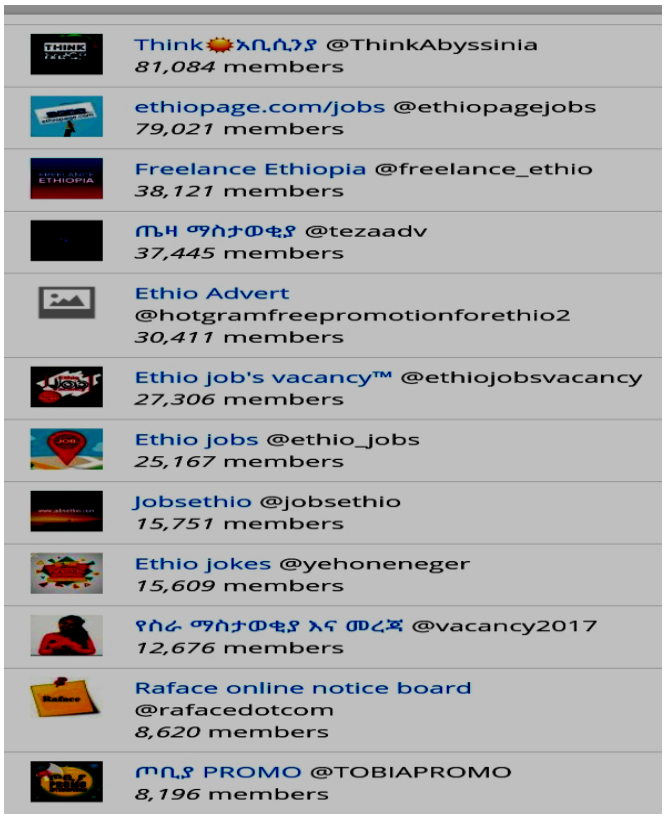
Appendix 12: Sample Respondent's Feedback

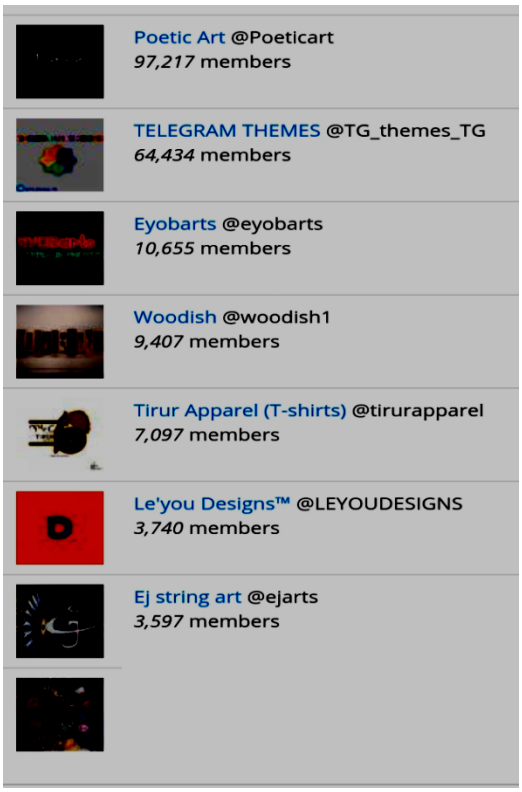


Appendix 13: List of sample business names that operating using social media in Ethiopia

Abyssinia Bet	Jumia(Kaymu) Deals
Addis Gebeya	Kemisd.com
Addis mercato	Kikuu Ethiopia
Addis online shopping	Maraki Brand
Afro Tie–Ethiopia	Mekina Zone
ArifSocial	Mekina.net
Atawq	Mereb.net.et
Awtar	Merkato Online
Betoch.com	Mulex Car sells & buy
Car Gebeya	Nesiha Collection
Delala.Com	Onemore Ethiopia Online Shopping
Easy Transport	Online Shopping Ethiopia
Eatsafe	Orion sell & buy anything in Ethiopia
Etherbal	Pick Pick
Ethio Amazon	Polo Trip
Ethiopia Online Market	Qefira
Ethiopia Online Shopping	Real Ethio: Real Estate
Ethiosuq	Ride
Events Ethiopia	Sheba Shopping
GoGebeya	Sheger.net
Gulit.com	Shegeriye
Guresha: Ethiopian Recipes App	Sheromeda.com
Guzo Mart	Taxiye
Hab Mart	Teyyet Express
Habesha betting	Teza Advertising
Habesha Mobile and Laptop market	Think Abyssinia
Habesha Pages	Yegna Brand
Habesha Spot	Yenepay
Halal Auto Market	Yeroof.com
Hulusport betting	ZayRide
Infinity Telecom	Ze- lucy

Appendix 14: List of sample business names that operating using Telegram channels in Ethiopia





RideAddis @rideaddis
13,790 members

Obani Online Car sale and rent
@Obanicar
7,637 members

www.mekina.net @mekinanet
2,871 members

Events Ethiopia @eventsethiopia
5,560 members

Ethio events @ethioeventspromoters
478 members

Mayas' Bridal & Event Organizing!
@Mayaevent
222 members

ሎሚ-Nesiha-collection Nesiha_collection
159,636 members

Jobs™ @uniconjob
22,428 members

Bit coin network company
@ethiopian_bitcoin_miningg
16,237 members

Long Live Ethio™ @realkana1
13,120 members

Sheger Business @shegerbusiness
3,591 members

💰MAKE MONEY ETHIO💰
@ethiomakemoney
3,219 members

We sell @sellforgud2
2,363 members

ሀበሻ መሚስ habesha mames
@habeshan_memis
334 members

ethiobusiness @ethbusiness
241 members

$AWS Capital-ETHIOPIA @ethiopiavacancy
177 members

ኑ..ሮን በምሳሌ @ethio_mot
158 members

💯ማራኪ ብራንዶ🔱 @Marakibrand
136,868 members

የኛ Brand / yegnabrand @yegnabrand
52,941 members

Da MODA online shopping/Ethiopia
@DaMODAEthiopia
11,634 members

Habeshan_hotties 🇪🇹🇪🇹🇪🇹
@habeshan_hotties1
9,620 members

Honey nail💅&makeup💄
@honeynailandmakeup
5,057 members

🌲Glam_notes 📝 @Glam_notes
4,270 members

Choice online market @fashionlandd
3,695 members

ሽቅርቅር ፋሽን @Shekerekergroups
2,537 members

Meroid fashion 💕💕 @samiethiopia
2,506 members

Enzenet Fashion & Brand💯 @enzenet
2,494 members

Makeup by Semi @semimakeup
1,714 members

Honey nail💅&makeup💄
@honeynailandmakeup
5,057 members

🌲Glam_notes 📝 @Glam_notes
4,270 members

Choice online market @fashionlandd
3,695 members

ሽቅርቅር ፋሽን @Shekerekergroups
2,537 members

Meroid fashion 💕💕 @samiethiopia
2,506 members

Enzenet Fashion & Brand💯 @enzenet
2,494 members

Makeup by Semi @semimakeup
1,714 members

Sheger Gebeta @shegergebeta
92,008 members

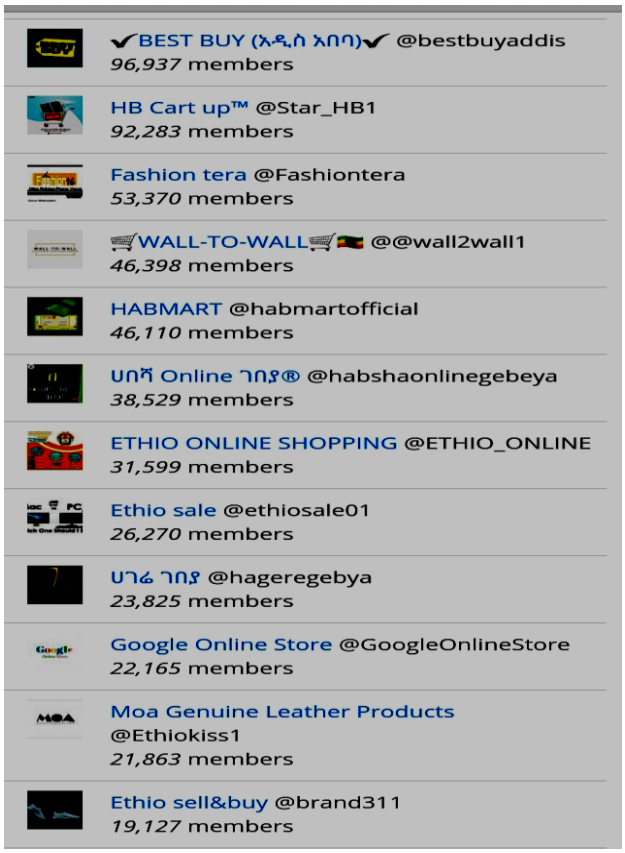
Hawassa ማዕድ 🍟
@HAWASSAFOOD_N_DRINKS
3,819 members

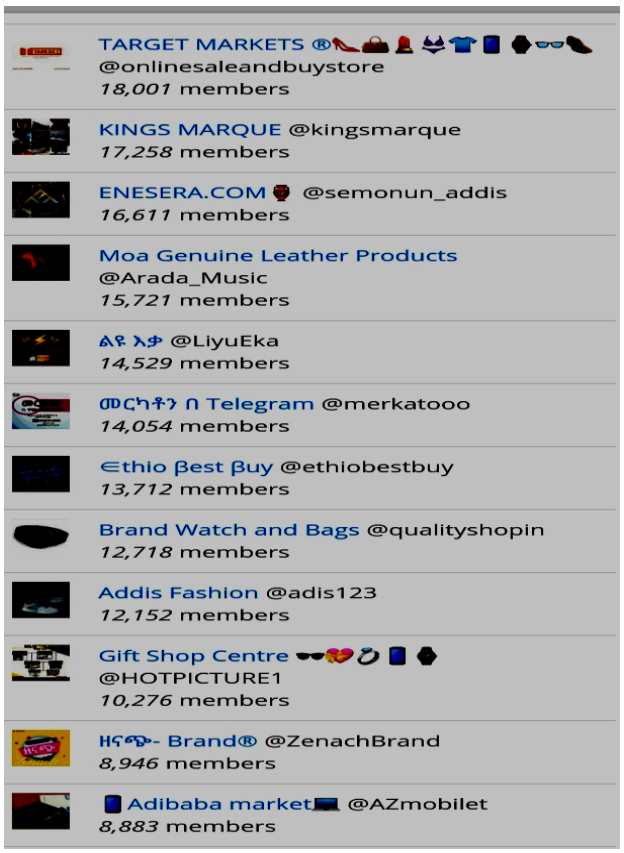
Mayas' Catering! @MayasCatering
1,002 members

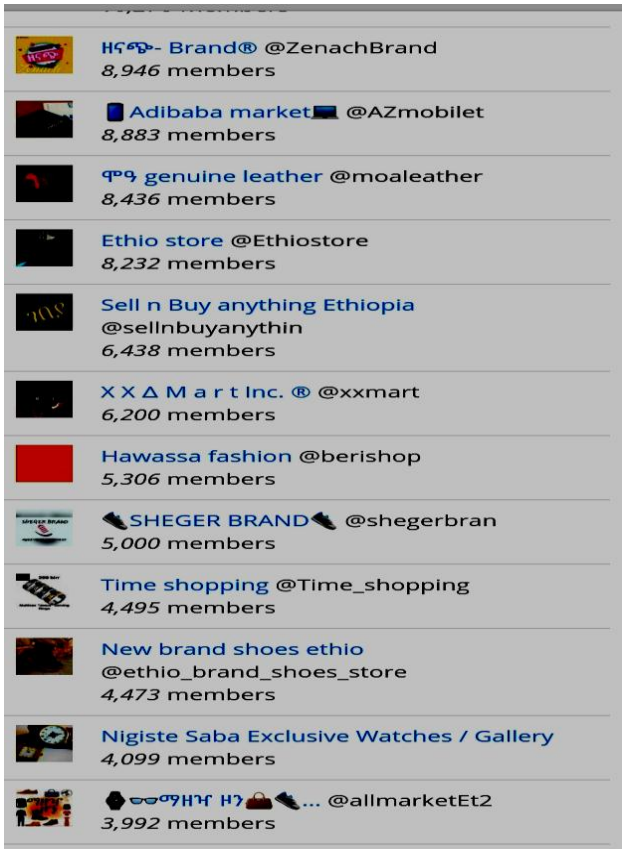
Ethio_Desserts @ethio_desserts
801 members

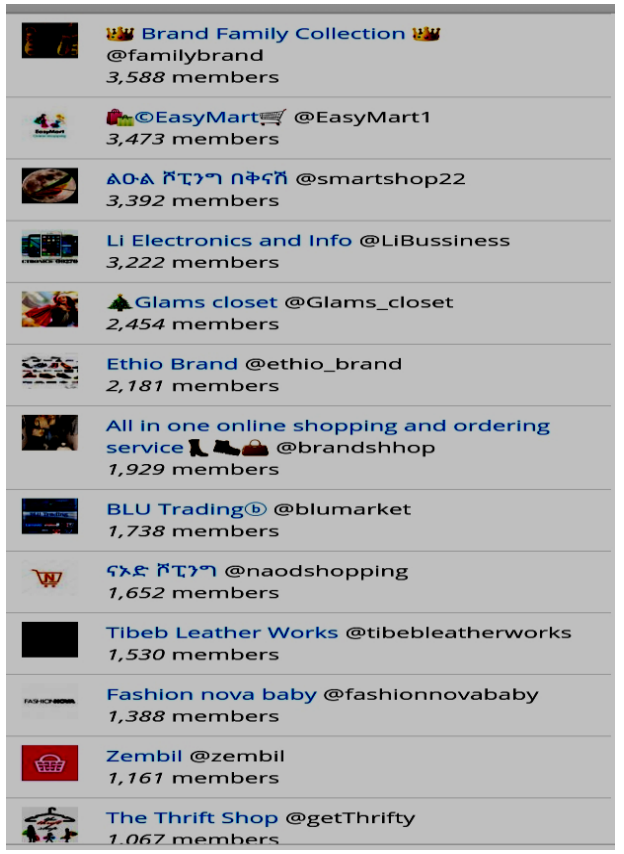
Addis Ababa Awesweet cakes
@AddisAbabaAwesweetcakes
679 members

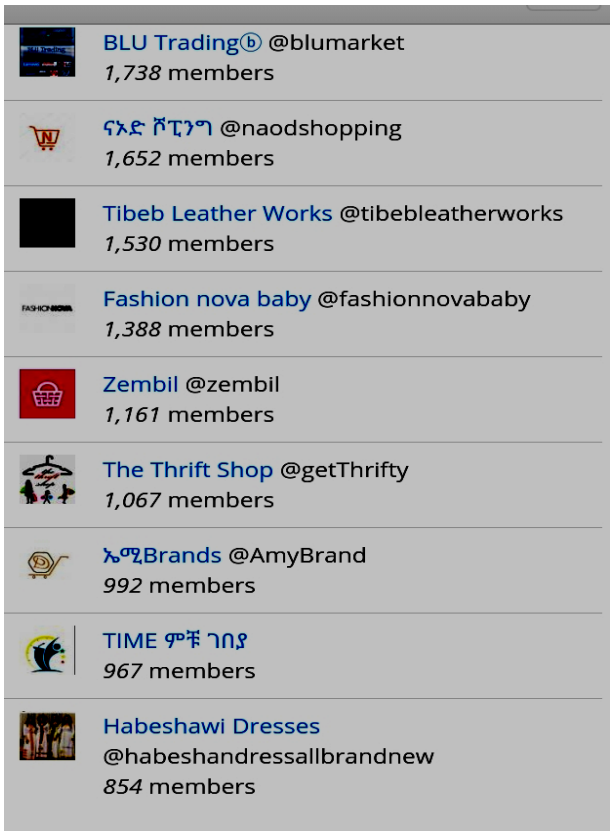
Scoop Gelato Addis @ScoopGelatoAddis
140 members

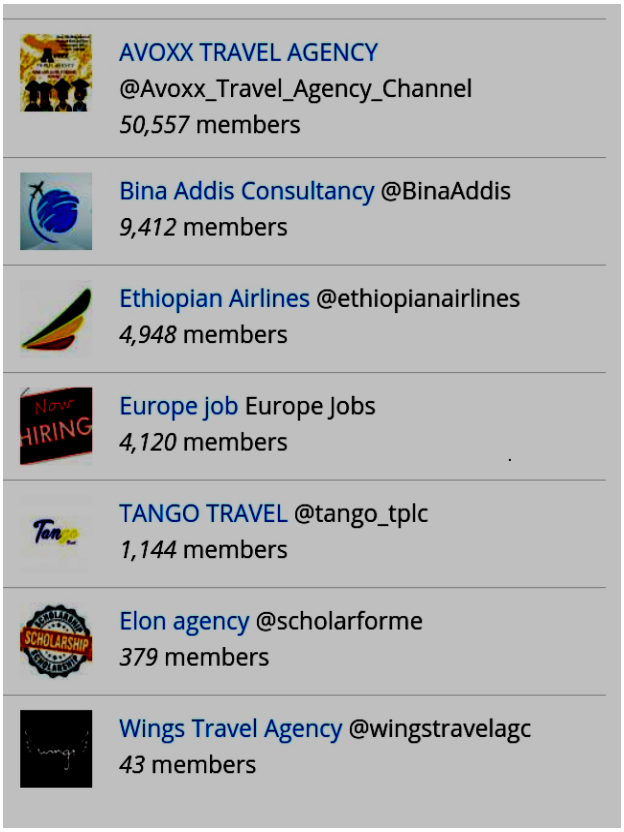

✔BEST BUY (አዲስ አበባ)✔ @bestbuyaddis
96,937 members
HB Cart up™ @Star_HB1
92,283 members
Fashion tera @Fashiontera
53,370 members
🛒WALL-TO-WALL🛒🇪🇹 @@wall2wall1
46,398 members
HABMART @habmartofficial
46,110 members
ሀበሻ Online ገበያ® @habshaonlinegebeya
38,529 members
ETHIO ONLINE SHOPPING @ETHIO_ONLINE
31,599 members
Ethio sale @ethiosale01
26,270 members
ሀገሬ ገበያ @hageregebya
23,825 members
Google Online Store @GoogleOnlineStore
22,165 members
Moa Genuine Leather Products
@Ethiokiss1
21,863 members
Ethio sell&buy @brand311
19,127 members

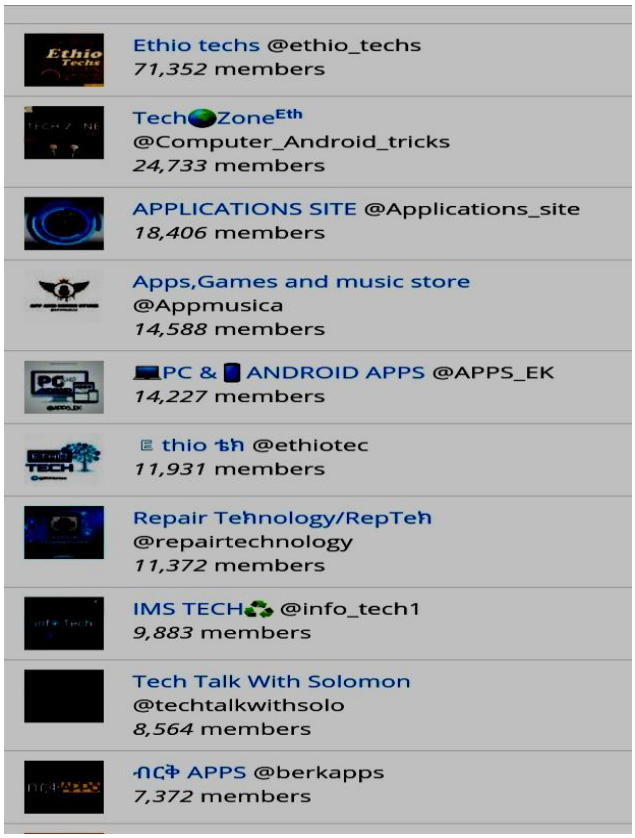

TARGET MARKETS ®
@onlinesaleandbuystore
18,001 members
KINGS MARQUE @kingsmarque
17,258 members
ENESERA.COM @semonun_addis
16,611 members
Moa Genuine Leather Products
@Arada_Music
15,721 members
ልዩ እቃ @LiyuEka
14,529 members
መርካቶን በ Telegram @merkatooo
14,054 members
∈thio βest βuy @ethiobestbuy
13,712 members
Brand Watch and Bags @qualityshopin
12,718 members
Addis Fashion @adis123
12,152 members
Gift Shop Centre
@HOTPICTURE1
10,276 members
ዘናጭ- Brand® @ZenachBrand
8,946 members
Adibaba market @AZmobilet
8,883 members

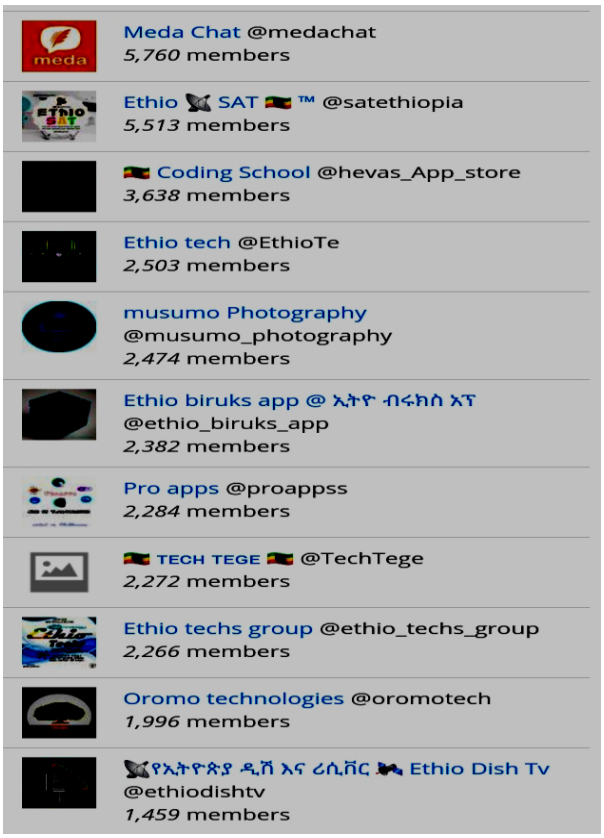

ዘናጭ- Brand® @ZenachBrand
8,946 members
Adibaba market @AZmobilet
8,883 members
ሞዓ genuine leather @moaleather
8,436 members
Ethio store @Ethiostore
8,232 members
Sell n Buy anything Ethiopia
@sellnbuyanythin
6,438 members
X X Δ M a r t Inc. ® @xxmart
6,200 members
Hawassa fashion @berishop
5,306 members
SHEGER BRAND @shegerbran
5,000 members
Time shopping @Time_shopping
4,495 members
New brand shoes ethio
@ethio_brand_shoes_store
4,473 members
Nigiste Saba Exclusive Watches / Gallery
4,099 members
@allmarketEt2
3,992 members


Brand Family Collection
@familybrand
3,588 members
©EasyMart @EasyMart1
3,473 members
ልዑል ሾፒንግ በቅናሽ @smartshop22
3,392 members
Li Electronics and Info @LiBussiness
3,222 members
Glams closet @Glams_closet
2,454 members
Ethio Brand @ethio_brand
2,181 members
All in one online shopping and ordering
service @brandshhop
1,929 members
BLU Trading @blumarket
1,738 members
ናኦድ ሾፒንግ @naodshopping
1,652 members
Tibeb Leather Works @tibebleatherworks
1,530 members
Fashion nova baby @fashionnovababy
1,388 members
Zembil @zembil
1,161 members
The Thrift Shop @getThrifty
1,067 members


BLU Trading ⓑ @blumarket
1,738 members
ናኦድ ሾፒንግ @naodshopping
1,652 members
Tibeb Leather Works @tibebleatherworks
1,530 members
Fashion nova baby @fashionnovababy
1,388 members
Zembil @zembil
1,161 members
The Thrift Shop @getThrifty
1,067 members
ኤሚBrands @AmyBrand
992 members
TIME ምቹ ገበያ
967 members
Habeshawi Dresses
@habeshandressallbrandnew
854 members


AVOXX TRAVEL AGENCY
@Avoxx_Travel_Agency_Channel
50,557 members
Bina Addis Consultancy @BinaAddis
9,412 members
Ethiopian Airlines @ethiopianairlines
4,948 members
Europe job Europe Jobs
4,120 members
TANGO TRAVEL @tango_tplc
1,144 members
Elon agency @scholarforme
379 members
Wings Travel Agency @wingstravelagc
43 members


Ethio techs @ethio_techs
71,352 members
TechZoneEth
@Computer_Android_tricks
24,733 members
APPLICATIONS SITE @Applications_site
18,406 members
Apps,Games and music store
@Appmusica
14,588 members
PC & ANDROID APPS @APPS_EK
14,227 members
thio ቴክ @ethiotec
11,931 members
Repair Technology/RepTeh
@repairtechnology
11,372 members
IMS TECH @info_tech1
9,883 members
Tech Talk With Solomon
@techtalkwithsolo
8,564 members
ብርቅ APPS @berkapps
7,372 members


Meda Chat @medachat
5,760 members
Ethio SAT ™ @satethiopia
5,513 members
Coding School @hevas_App_store
3,638 members
Ethio tech @EthioTe
2,503 members
musumo Photography
@musumo_photography
2,474 members
Ethio biruks app @ ኢትዮ ብሩክስ አፕ
@ethio_biruks_app
2,382 members
Pro apps @proappss
2,284 members
TECH TEGE @TechTege
2,272 members
Ethio techs group @ethio_techs_group
2,266 members
Oromo technologies @oromotech
1,996 members
የኢትዮጵያ ዲሽ እና ሪሲቨር Ethio Dish Tv
@ethiodishtv
1,459 members