



SCHOOL OF COMMERCE

**THE EFFECT OF SOCIAL MEDIA MARKETING ON CONSUMERS'
PURCHASE INTENTIONS: THE CASE OF META BEER**

**A Thesis Submitted to Addis Ababa University School of Commerce
for the Partial Fulfilment of the Requirement for Master of Arts
Degree in Marketing Management**

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STATEMENT OF DECLARATION

This Thesis titled “The Effect of Social Media Advertising on Consumers’ Purchase Intentions: The Case of Meta Beer” is my own work, which I, Lia Mesai, officially proclaim. All sources of reference materials were properly credited. Furthermore, this research has not been submitted to any other school for degree or diploma program accreditation.

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Date: _____

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This is to certify that the thesis work titled "The Effect of Social Media Advertising on Consumers' Purchase Intentions: The Case of Meta Beer," which was submitted to Addis Ababa University School of Commerce in partial fulfillment of the requirements for a Master of Arts in Marketing Management, is her original work and has been approved for submission for the certificate of a master's degree in Marketing Management.

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APPROVAL BY BOARD OF EXAMINERS

Members of the board of examiners agree that Lia Mesai's research project, "The Effect of Social Media Advertising on Consumers' Purchase Intentions: The Case of Meta Beer," meets the requirements for the Master of Arts in Marketing Management degree and is acceptable in terms of the University's standards and regulations.

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ABSTRACT

This research was carried out to investigate the effect of social media advertising on consumers' purchase intentions. Competition is very stiff in the beer industry and since the implementation of a prohibition on all broadcast media advertisements for alcoholic beverages, beer firms are investing more on social media advertising, and into designing strategic ways of managing their social media for the purpose of gaining consumers' purchase intention.. Hence, the need to investigate the effects social media marketing has on consumers' purchase intentions using 5 selected independent variables which are understandability, memorability, credibility, originality, and message appeal of social media ads and a dependent variable of consumers' purchase intention. An explanatory approach was used, and the researcher evaluated several characteristics using a questionnaire with a 5-point Likert scale to collect primary data from a variety of sources. The results of the regression analysis revealed that there is statistically significant connection between the five autonomous and purchase intention of consumers. The Pearson correlation coefficient was used to indicate a positive relationship between the dependent and independent variables. The results provide insights for Meta beer marketing team as well as any marketer who works in the beer industry and uses social media advertising to be able to decide whether their social media marketing strategies stand good for the growth of their business, or to look for alternative methods and strategies. In addition, the beer industry will have a study to support advertising strategies.

Key words: social media advertising, consumers' purchase intention, beer industry, understandability, memorability, credibility, originality, message appeal.

LIST OF ACRONYMS

AD: Advertisement

ANOVA- Analysis of Variance

SPSS: Statistical Package for Social science

SNS (social networking sites)

POP (Point of Purchase)

SM: Social media

SMM: Social Media Marketing

B2C: Business to Customers

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CHAPTER ONE INTRODUCTION

1. Introduction

Below is the first chapter of the research. It tries to establish the study's groundwork. It begins by describing the study's background and the researched company's origin. It's then followed with the statement of the research problem, the research questions, and the different objectives of the study. This chapter also discusses the study's relevance, as well as its extent and restrictions.

1.1. Background of the study

Technology plays a significant part in our everyday lives in the present era (De Mooij, 2019). One of the most important aspects of technology is the internet. The internet provides a platform for people, businesses, and other individuals to connect, as well as for businesses to advertise their products or services in order to grow their market share (Chaffey & Ellis-Chadwick, 2019).

The concept of internet advertising can serve a multitude of different purposes, according to Priyanka (2012). One of it is by employing one-of-a-kind tracking links that connect to both the affiliate's website and the product or service's page, where the affiliates have the opportunity to earn commissions for each visitor they send to a specific website. The other is the practice of online marketers promoting their goods and services by placing advertising banners on third-party websites is known as display advertising. When it comes to search engine marketing, one strategy involves search engines like Google displaying ads that are relevant to the user's requests on their search results page. There's also email advertising, which's a type of advertising in which marketers use email lists provided by publishers to deliver emails containing their advertisements contents. And finally, there's advertising on social media networks, which can only be seen on such networks, much as display advertising can only be seen on websites.

Social media refers to the internet tools and platforms that anyone can use to communicate their thoughts, feelings, and experiences with others, with different contents such as images, videos, music, observations, and impressions (Turban et al.2009). Many people may post their material online and discuss various types of information with the general public as well as their families and friends.

As social media grows in popularity specially among today's youth, businesses will have more opportunity to use it as a powerful marketing tool. Marketing that employs social networking websites as a marketing medium is known as social media marketing (Kujur & Singh, 2017). Social media is a critical instrument for economic growth since it allows for two-way communication and low-cost marketing to get information, interact with customers, and build relationships (Irfan et al., 2019). Social media marketing is the newest marketing trend, and business owners want to know how it may help them create awareness of their products and services, generate revenue in their company and increasing their market share.

Advertising and promotion frequently emphasize psychological, emotional, and social variables that have an impact on consumers' and customers' behavior, all of which must be considered in technology-based marketing (Quelch & Jocz, 2008). Rather of focusing on short-term promotion through technology, forward-thinking businesses are incorporating social media methods to strengthen long-term relationships with viewers and users of their social media page. Businesses frequently concentrate their product marketing and branding efforts on three of the most widely used social media platforms: Facebook, YouTube, and Twitter (Muntinga, Moorman, & Smit, 2011; Shi, Rui, & Whinston, 2014).

Researchers are becoming more conscious of the relevance of brand connections in generating value and influencing customer behavior (Hutter, Hautz, Denhardt, & Fuller, 2013). Consumer purchase intentions have long been a major marketing subject that has been thoroughly researched, argued, and mentioned in today's textbooks. Consumers still go through a typical set of stages when making purchase decisions, even in the face of changing social media mechanisms and increased use of technology (Hutter, Hautz, Denhardt, & Fuller, 2013). The customer first gains awareness and information about a product, then develops favorable or negative attitudes regarding the product, and lastly acts by buying and utilizing or rejecting and avoiding the product," according to the study (Hutter, Hautz, Denhardt, & Fuller, 2013, p. 344).

Because social media marketing has yet to develop and grow specially in Ethiopia, just a few studies have been conducted to date to examine social media in a marketing setting. Over the last few years, the beer business has been seeing substantial growth with new entrants getting in the market and competition rising. As a result, the beer industry is among the top users of social media for brand communication. The researcher was able to observe good practices in this industry when looking at different breweries social media pages, hence the beer industry was selected for this

study. Meta beer will be the subject of this study to determine how social media advertising influences consumer's purchase intentions.

1.2. Background of the company

Meta Beer enjoys a long history in Ethiopia, being part of the beer landscape since 1967. Meta Abo Breweries S.C. was first established as a public corporation. But was then bought by Diageo PLC, the world's biggest premium beverages company in 2012. Diageo PLC operates in 180 countries and territories worldwide. Meta Abo Breweries S.C. now has a variety of alcoholic and non-alcoholic beverages such as Malta Guinness and Azmera Beer. Diageo provides a large range of worldwide whiskey, gin, and vodka brands as well.

Since then, the category and the brewing business has evolved significantly and today is a dynamic and competitive environment with new entrants getting in the industry frequently. St. George Brewery was Ethiopia's first brewery followed by Meta Abo Brewery S.C and other state-owned breweries, such as Harar and Bedele were also present at the time but have since been bought by a global company called Heineken PLC and rebranded. There are also new entrants such as Walia and Habesha beer, presented in long neck bottles and offering relevant value propositions and consumer stories, repositioning established brands such as Meta as somewhat dated. As a result of this and coupled with inconsistent product quality the brand has lost share and brand strength over time.

In order to rectify these, numerous corrective actions have been taken on Meta including addressing product quality, introducing a new pack design and repositioning the brand into the "friendship" territory with the refreshed purpose being expressed as: "Meta creates and celebrates moments of true friendship".

1.3. Statement of the problem

Marketplaces are becoming more competitive as a result of shifting markets, globalization, and creative technology, all of which have drastically altered the corporate world. The Beer industry in Ethiopia has been growing massively in recent years. A few years back the sector was characterized by a few numbers of market participants. Many new rivals have entered the market in the previous ten years, making the brewing sector extremely competitive.

The competition for market share wasn't as intense because the factories' sales volume was known to be higher in the locations where they were established. However, after international breweries started purchasing government-owned companies and joining the industry, the rise of more capable organizations significantly altered the industry; and since then, what companies stood for and how they communicated with their target consumers completely shifted (Netsanet, 2017). Ethiopian breweries are increasingly competing with one another. As a result, a variety of tactics are being developed to keep customers by improving the quality of advertising.

Beer firms invest more on advertising than any other sector, relying on various forms of media to raise awareness and generate trial of their goods, enhance sales, and eventually get a larger market share. In the primary communication channels, social media plays a significant role (Xiang Z, Wöber K, & DR, 2008). In the brewing sector, social media has become one of the most important elements in the marketing strategy. Since the implementation of a prohibition on all broadcast media advertisements for alcoholic beverages in May 2019, digital advertising has become the only form of ATL that may be used to reach a mass audience.

Majority of the brewing firms use social media as a means of communication in Marketing and are investing both their financial and material resources into designing strategic ways in managing their social media for the purpose of gaining consumers' attention. Without an efficient advertising management structure in place, media campaigns are ineffective, and the entire marketing process is thrown into chaos. The impact of advertisements on consumer's behavior and purchase intention needs to be questioned and assessed by marketers before constructing advertising strategy (K. Rama Mohan Rao & Rao, 2012).

This research mainly focuses on the influence social media advertising has on the buyer throughout their purchase decision-making process, with the goal of contributing to the academic community by addressing how social media advertising can be used and which pillars to focus on in order to improve consumer purchase intention in Ethiopia.

It will also benefit the Meta beer marketing and management team as well as any marketer who works in the brewery sector or any other sector and uses social media advertising to be able to decide whether their social media marketing strategies stand good for the growth of their business, or whether to look for alternative methods and strategies.

1.4. Research Questions

1.4.1. Main research question

This study's research problem aims to determine the impact of social media advertising on customer purchase intent. Within the framework of the previously described foundation, this study contributes to the resolution of the research's core topic. "What is the effect of social media advertising on consumer's purchase intention of Meta beer?"

1.4.2. Sub research questions

The research seeks to address the following basic sub questions in addition to its primary topic:

- How does understandability of social media ads of Meta beer affect the purchase intention of consumers?
- How does memorability of social media ads of Meta beer affect the purchase intention of consumers?
- To what extent does that credibility of social media ads of Meta beer affect the purchase intention of consumers?
- How does the originality of social media ads of Meta beer affect the purchase intention of consumers?
- To what extent does the message appeal of social media ads of Meta beer affect the purchase intention of consumers?

1.5. Objectives of the study

1.5.1. General objective

The goal of this study was to see how social media marketing effects customers' purchase intentions for Meta beer.

1.5.2. Specific objectives

- To assess the effect of understandability of social media ads of Meta beer on the purchase intention of consumers.
- To assess the effect of memorability of social media ads of Meta beer on purchase intention of consumers.
- To assess the effect of the credibility of social media ads of Meta beer on the purchase intention of consumers.
- To assess the effect of the originality of social media ads of Meta beer on the purchase intention of consumers.

- To assess the effect of message appeal of social media ads of Meta beer on the purchase intention of consumers.

1.6. Significance of the study

Nowadays the beer industry is growing significantly, and beer consuming consumers are having less loyalty and are very much infused by different forms of advertising platforms and strategies companies use. Companies' main objectives are to create awareness, generate trial and sell more hectoliters of beers to ultimately increase market share and become more profitable. The social media realm has already piqued the interest of majority of consumers' subgroups. Majority of consumers specially in urban areas are on one or two platforms on social media. The beer industry might greatly benefit from research in this area because consumers' attention is migrating to the digital realm. In addition, this study enables firms other than breweries to use social media marketing approaches to gain competitive advantages. And lastly, this study would serve as a basis for future study as the findings will add to the body of knowledge already available about the relationship between social media advertising and consumer intentions.

1.7. Delimitation/ Scope of the study

1.7.1. Geographical scope

Bars, Lounges, and groceries in Addis Ababa were selected and used as a test site for the purpose of this research where questionnaires were delivered, and data was collected. In addition, consumers that drink Meta Beer and have internet access are the primary focus/ target population of this study. The outlets have been chosen to be studied during the research period where it's believed to have consumer traffic and the consumers' have access to the internet.

Even though, as it is well known that Meta Brewery S.C. serves different regions in Ethiopia, the research will only investigate Addis Ababa as there is time and money restrictions.

1.7.2. Conceptual scope

The variables under this study were limited to the effect of social media advertising on consumers' purchase intention of Meta beer. The influence of social media advertising on other components of the brand, such as brand awareness and reducing marketing cost, was not examined in this study.

1.7.3. Methodological scope

This study employed a quantitative methodology. A well-designed, structured questionnaire was provided to Meta Beer consumers, who were selected on a purposeful sample basis for their convenience in achieving the study's objectives. Despite the fact that there are a variety of social media channels for delivering targeted ads, the present study solely looks at Facebook and Instagram.

1.8. Term Definition

- **Social media:** refers to a wide range of new online information sources developed and utilized by individuals who want to exchange information and knowledge about any relevant topic with the person of concern. (Kohli, Suri, & Kapoor, 2014, p. 1).
- **Marketing:** Marketing is the practice of increasing awareness, consideration, purchase/repurchase and preference for a product or service through consumer-driven benefits, advertising, packaging, placement, pricing, and promotions. (Robin Korman).
- **Purchase intention-** is a plan to buy certain goods or services in the future (Warshaw & Davis, 1985).
- **Social media advertising:** (Nisha Anupama Jayasuriya, 2018) defines social media marketing as the technique of promoting sites, items, and services using online social networks, citing Mathew & Muniz and Rishi & Sharma.

1.9. Study Organization

There are five distinct portions in the study, each with a different focus. Introduction, importance, and scope of the research, aim of the research and issue statement, research queries, and restrictions are all included in this first chapter of the study. The second chapter offers a theoretical and empirical survey of relevant literatures. It also contains the theoretical underpinnings of the current investigation. Study methodology and population characteristics are discussed in detail in chapter three. Fourth-chapter topics include data collection, preparation, analysis, and presentation. Upon validation of the hypotheses, the study's findings are examined. The report concludes with a summary of the study's key results, conclusions, and recommendations in Chapter 5.

CHAPTER TWO

LITERATURE REVIEW

2. Introduction

To address the research questions, various procedures were done. The first task is to understand the theory and literature on social media advertising and buying intent. As a result, this chapter explores relevant literature, which includes a theoretical and empirical evaluation of experts' earlier work. Finally, this chapter lays forth the study's conceptual framework and assumptions.

2.1.Theoretical Review

The rapid expansion of social media platforms has had an irreversible influence on many individuals' connections with one another and with businesses. As a result, firms have forced to rethink their customer acquisition and retention strategies (Leung, Bai, & Stahura, 2015). Prior to digital advertising, marketers depended on innovative advertising messages and media buys to draw potential customers' attention to their products and persuade them to purchase their brands.

The rise of social media has profoundly changed consumers' techniques of obtaining, sharing, and assessing information. Traditional media such as television and newspapers may have lost their advertising strength because of the rise of social media. Traditional media advertising is becoming less relevant because of the quickness of internet communication and the volume of information available. Marketers quickly recognized that social communities had a huge influence on interactivity, which featured unique locations for customers to purchase, as well as greater convenience and widespread information search, according to Patino, Pitta, and Quinones (2012). (He & Zha, 2014).

2.1.1. Advertising

Advertising is the process of promoting a company's products and services via various means to generate sales. It works by raising consumer awareness of the product and emphasizing on the customer's desire to purchase it. Advertising has become an integral aspect of the business world on a global scale. As a result, businesses devote a significant portion of their money to advertising. Advertising also helps to establish the product's brand, which helps to increase sales.

2.1.2. Classification of Advertising

Companies can utilize a variety of advertising channels or sorts of advertising. Below are the different types of advertising which can be used by the companies.

a) Print Advertising

For a long time, print media has been utilized for advertising. Newspapers and magazines are widely used forms of advertising for a variety of businesses all around the world. Companies can also use print media to sell their products, such as brochures and leaflets. Advertising space is sold by newspapers and magazines, and the price is determined by several criteria. The cost of an advertising is determined by the amount of space, the number of pages in the magazine, and the kind of paper used. As a result, an ad on the front page would be more expensive than one on the internal pages. Similarly, an ad in the glossy supplement of a newspaper would cost more than one in a low-quality publication.

b) Outdoor Advertising

Outdoor advertising employs a variety of techniques to capture the attention of potential customers. Billboards, kiosks, events, and tradeshow are all excellent ways to get the company's message out. Billboards may be seen all over the city, but the material must be such that it draws the customer's attention. Kiosks are convenient places to sell things and provide information to the public. Organizing events such as trade shows and exhibits to promote a product or service is also a kind of advertising. As a result, outdoor advertising is a powerful marketing.

c) Covert Advertising

This is a one-of-a-kind kind of advertising in which a product or message is quietly included into a film or television series. There is no genuine advertisement, only a reference to the product in the film. In the film *Minority Report*, Tom Cruise, for example, utilized a Nokia phone.

d) Public Service Advertising

As the label implies, such advertising is for public good reasons. There are a slew of significant issues, such as AIDS, political integrity, energy conservation, illiteracy, poverty, and so on, that require more public awareness. This sort of advertising has grown in popularity in recent years and is an efficient means of communicating a message.

e) Broadcast Advertising

This form of marketing is quite popular all around the world. It comprises of advertisements on

television, radio, and the Internet. Television commercials have a wide audience and are quite popular. The cost of an advertisement is determined by the length of the ad and the period it will display. Prime time commercials, for example, would be more expensive than normal ads. Although radio advertising is no longer as popular as it once was due to the arrival of television and the Internet, it still has a dedicated following. Radio jingles are popular in some parts of society and aid in product sales. Broadcast advertising can be of two kinds, traditional advertising and digital advertising. Traditional advertising and digital advertising (advertising on social media), according to Tuunainen and Rossi, are vastly different in several keyways (2012). Traditional advertising is associated with "mass media" such as television, radio, print, or outdoor advertising; on social media, advertising may take the form of one-to-one advertising via permissioned and targeted communications, or it may take the form of mass coverage via a display ad. Television, radio, print, and outdoor advertising are all examples of traditional advertising.

2.1.3. Social media Advertising

One approach to characterize social media is as a set of internet-based apps that build on the conceptual and technological origins of web 2.0 and enable the creation and sharing of user-generated content (Kaplan & Haenlein, 2010, p.61). Once these behaviors and the user's persona (image and/or name) are integrated in the ad content, the following advertising is shown (Interactive Advertising Bureau, 2009).

For any and all sorts of firms, advertising should be regarded an essential component of any marketing strategy. The phrase "unidirectional" can refer to any type of communication that occurs via mass media. It's the act of businesses, nonprofit organizations, governments, and private individuals purchasing time or space in the media in order to broadcast announcements and persuasive messages in an effort to reach and influence a specific target market or audience about their goods, services, organizations, or ideas," according to the American Marketing Association (American Marketing Association) (Interactive Advertising Bureau, 2009).

The internet's and online world's development, particularly in the form of social media platforms, has resulted in substantial modifications in the capabilities and roles that advertising may play. According to Tuunainen and Rossi, these recent developments need the development of a completely new theoretical framework (2012).

Indeed, advertising has always been described as something that demands monetary recompense.

Despite the fact that certain forms of social media advertising are completely free and unpaid, other forms of social media advertising, such as paid direct sales on Facebook and other types of social network advertising, may give some form of indirect remuneration (Dugan, 2012).

Another key transformation brought about by web 2.0 is the ability for businesses and customers to engage in one-way, two-way, or even multi-way conversations. This trend may be seen in social media advertising as well as regular web advertising. Traditional advertising has long been seen to be a one-way discussion between advertisers and the people they're seeking to reach via a range of traditional media. Traditional advertising relied on the concept of interrupting consumers' lives as a consequence; yet, people were ready to suffer this disruption on occasion since ads shown on television or radio provided a free way to learn about firms (Kaplan & Haenlein, 2010).

Traditional media advertising can't reach as many people as social media advertising. According to (Palmer & Lewis: 2009), television earnings have declined, forcing the closure of a number of significant media institutions. According to Palmer and Lewis, the growth of social media in marketing and brand management is linked to the performance of these traditional channels.

2.1.4. Types of social media advertisings

The discussion over the various classifications of social media, according to Dugan (2012), comprises five main forms of social media outlets: social networking sites, social news, media sharing, blogs, and microblogging. Each of these social media platforms has its own set of benefits and drawbacks. Each of these social media platforms has brought something new to the table in terms of functionality and user experience for all parties involved, such as businesses, their consumers, individuals, and organizations.

Users of social networking sites (SNSs) such as Facebook and MySpace can form virtual friendships with one another. Users can establish profiles that are not only interactive but also fully or partially public, depending on their preferences, within a limited system. They can also read and traverse their connection list and a list of suggested "friends" with whom they have a connection is also available if they have a connection with that individual (Boyd & Ellison, 2007).

A number of social bookmarking and social news websites have emerged in recent years. Digg, Reddit, and Scoop.it are some instances of these sites. Users of Social News can upload content from anywhere on the internet, create their own news feeds, and vote on other people's articles.

However, the capacity for users to save and retrieve items that they have previously determined to be of interest to them is the fundamental benefit of this latter capability. (Zarrella, et al., 2010).

Users can learn about websites that have previously been discovered by many people by visiting these websites. Within the sphere of video-sharing platforms like YouTube and Flickr, everyone has the opportunity to provide other users access to their digital media assets. Photographs, films, and audio files are examples of these materials. These social media platforms have proven to be a stronghold for online communities because they allow users to produce podcasts using relatively low-cost technology and promote their identical "channels" through subscriptions, there are a variety of ways for users to interact with these websites. As one of the key components of these online sermons, the tag is heavily emphasized. Businesses must be aware of the relevance of search keywords on search engines since a "tag" is a phrase that is allocated to a piece of material in order to define it.

Different types of social media networking services have evolved in recent years, and there are now many social media channels that connect individuals to one another. Facebook, Instagram, LinkedIn, Twitter, Pinterest, and YouTube are the six best social media platforms for businesses, according to Sherman S's Lyfe Marketing blog (2020).

The majority of alcohol advertising makes drinking appear to be enjoyable and thrilling. Meta Abo Brewery S.C. launched official Facebook and Instagram pages in recent years. The material is both interactive and shareable. Meta Beer also pays for sponsored alcohol adverts that 'pop up' in their target audience's newsfeeds or articles.

For the purpose of this study, the research targeted two social media platforms namely Facebook and Instagram where Meta Abo Brewery S.C is currently advertising on.

- I. **Facebook** – is an American online social networking platform that was launched in 2005 by Mark Zuckerberg and a group of college students. It is now the world's most popular social networking site for finding and connecting with friends, new and old acquaintances, coworkers, and family. Clapperton (2009) claims that Facebook was the catalyst for social networking to take off. It was founded around the same time as the social media revolution and is now the most popular social networking site on the internet. It also contains the most capabilities that social media marketers would find beneficial. (2010, Zarrella) Facebook marketing allows businesses to reach and engage their target audiences, enhance online visibility, create brand recognition,

track activities and measure results, and ultimately generate or increase online sales.

Facebook had 2.8 billion monthly active users as of 2020, placing it fourth in global internet use. Facebook may be accessed from any device that has internet connection, including computers, tablets, and smartphones. According to social media statistics from May 2022, Facebook is Ethiopia's most popular social media with 64.21 percent of the vote. In January 2021, Ethiopia has 6.8 million Facebook users. Meta Beer has almost 100,000 Facebook fans. The majority of Facebook users are in the same age bracket as beer drinkers.

II. Instagram - is a social networking website for sharing photos and videos that was created in 2010 in the United States by Kevin Systrom and Mike Krieger and was launched in October 2010 as a free mobile app. The primary goal of this software is to distribute photo/video-sharing material to a public or private audience. This social media platform is popular among businesses since it allows them to not only share creative images and videos, but also connect with their followers via live broadcasting and streaming. In addition, Instagram has grown a substantial community centered on lifestyle and personal hobbies such as fashion, animals, shopping, care and beauty, food, music, celebrities, entertainment, sports, and travel, to name a few (2019, Instagram). Due to its mobile nature, it is simple to utilize and enables for a more spontaneous, rapid, and natural contact with the brand.

Instagram grew quickly, with one million users signing up in two months, ten million in a year, and one billion by June 2018. Users may post photos and videos that can be modified with filters and categorized using hashtags and geotagging. In January 2021, there were 494,500 Instagram users in Ethiopia. The most frequent users were between the ages of 25 and 34.

2.1.5. Consumer Purchase Intention

Consumers' purchase intention can be defined as the conscious plan of an individual to try and buy a brand. It is critical to comprehend different elements in order to influence buyers' purchasing intentions. Customer behavior, according to Kardes (2011), refers to "all acts involved with the purchase, use, and disposal of products and services." This comprises "the consumer's emotional, mental, and behavioral responses before or after these activities." Cultural, social, personal, and psychological elements all have the potential to affect customer behavior.

Marketers research customer purchasing habits to determine where, what, and why people buy. However, determining why a customer purchases a certain product is difficult since the answer is hidden deep within the buyer's head. (Kardes et al. (2011), p. 8; Kotler&Armstrong (2010), p. 160.) Individual and organizational consumers are the two types of customers. Individual consumers strive to meet their own needs and desires by purchasing for themselves, or they try to meet the needs of others by purchasing for others. Individual customers might come from a variety of histories, ages, and phases of life. (Kardes et al., 2011, p.)

2.1.6. Factors Affecting Consumer Purchase Intentions

Understandability

At all times, a company's advertising message should be crystal clear and understood. Its intricacy should not be a deterrent to consumers. Because of the clarity of the message or marketing, consumers are able to make an informed decision. It's a (Mewal 2015).

In today's environment, advertising can take a variety of forms. Consequently, identifying the target audience is crucial for the marketer. Advertisers must remember that people's origins, nationalities, faiths, and beliefs all have an impact on how they perceive and interpret messages.... The message should be simple to comprehend in this manner. In the year 2010, (Johanseenet.al).

Memorability

The memorability of an advertisement is thought to have a greater impact. When customers see a beautiful brand commercial, they must be able to recognize, understand, and recall it fast.. Furthermore, when commercials are out of character, consumers are more likely to recall a well-known brand. Lang and Dahlan (2003) reference this source.

Credibility

The degree to which a client believes the statements stated in an advertising are genuine and credible is described as accuracy. The credibility and trustworthiness of an advertising are intimately tied in the eyes of the consumer. (According to Lutz, 1985).

Originality

The effectiveness of an advertisement is determined by how people react to it and how well it achieves its goals. The term "originality" refers to a point of view that has never been stated before. According to Chernkova (2012), (as of this writing).

Message appeal

According to the study by Kotler et al., in order to provoke the right response, advertisers must understand the sort of information they deliver to their target demographics. According to various research, advertising and marketing communications tactics may be classified as either informational or transformational.

2.2. Empirical Review

A variety of issues have been studied, including consumer buying preferences and social media marketing. Consumer decision-making has been influenced by social media, according to the findings of Lee's (2013) research. In May of 2013, residents of Turku, Finland, were issued surveys. People utilize social media more actively than conventional media in their hunt for information, according to the research. However, the data also reveal that the information people do obtain is selective and impacted by their personal preferences as they receive it.

Furthermore, Yasmeen and Khalid (2016) aimed to look at the effect of internet advertising on consumer behavior from the perspective of university students. Only one of the investigation's five components was a determinant; the other four were independent variables. To make a conclusion, the data obtained from 300 participants was analyzed using SPSS utilizing the multiple regression approach. Independent variables such as online advertising, according to the study, have a considerable influence on client buying behavior, changing it by 56.4 percent.

Jashari (2017) provided an overview of how consumers utilize social media at various phases of the decision-making process, as well as the psychographic aspects that impact their behaviors, in a separate piece of study. Pristina people were chosen at random from the city's population and questioned to get insight into how social media affects their daily lives and how it influences the purchases they make. Sixty-one percent of those who took part in the survey said they had made a purchase based on information they obtained on the Internet, and 61 percent said they had been influenced by their friends' opinions expressed on social media.

Promotions have affected customers' purchase decisions for a long time, according to Muhammad and Alkubise (2012). The powerful combination of technology advancements and customers' distorted views of the worth of commodities has the potential to prove lethal. There were 200 young individuals in their research, both males and females, who utilized a variety of various kinds of cosmetic care products. The goal of their research was to see how notice affected participants'

buying decisions while they were thinking about and creating affirmations. The finding of the link between these components was made possible through the use of affiliation and a dive into sin analysis. The research led to the invention of a more effective technique for coordinating authorities in order to build a fair system for presenting medical products. According to these findings, while significant progress has been made in terms of catching a big audience's attention, it has not been successful in leaving a long-lasting impression on customers' minds. If there is a favorable association between these aspects, such as customer care and buyer recognition, a consumer will purchase an irrefutable item.

According to Nianzi, the two goals of social media advertising are to raise brand awareness and promote companies (2011a). It might be difficult to know how effective advertising is in attracting new customers. The goal of their study was to see how commercial exposure affects customers' purchase decisions for fast-moving consumer goods (FMCGs). After completing field evaluation, 250 respondents were distributed throughout five urban regions in southern Punjab, and 231 completed questionnaires were received. It was possible to construct a system that could execute calculations with the help of the Kirkpatrick display, which comprised of one dependent component and five independent variables. Many other measuring procedures were applied to categorize the data, including unmistakable measurement, connection investigation, and relapse evaluation. Given the evidence that advertising has a significant impact on consumer purchasing behavior and choices, the research's implications are significant and should not be neglected.

Vinerean et al. conducted study to examine the extent to which publicizing effects customer purchase decisions in and around Bangalore's Nagarabhavi neighborhood (2013). They discovered that advertising, along with other criteria such as brand quality and other people's recommendations about the item, influenced the costs individuals are prepared to pay for cosmetics. A total of 100 people took part in the study, the majority of them were young. They worked on the assumption that advertising would meet not just the needs of the firm, but also the needs of potential customers. What advertising achieves is impossible to achieve by any other method. The results of the above research lead to the conclusion that in order to be successful, businesses must plan ahead and know where and when to sell their products and services. Furthermore, customers must be taught about the products; unless this occurs, corporate results will simply sit in shops, creating no interest.

Fatima and Lodhi (2015) explored the manner in which advertisements on social media impact

users' purchasing decisions. Advertisements that appear on social media platforms have affected customers' shopping decisions for a lot of years. According to the study's findings, marketing on social media may assist customers become more educated and familiar with cosmetic items, which is a powerful combination that can influence consumers' purchasing decisions.

This study looked at the shopping decisions and views of 200 young people who used a variety of cosmetics to determine if social media advertising had an impact on their purchasing decisions. Male and female individuals took part in the study. Correlation and regression analyses were used to determine the nature of the relationship that exists between these variables. Based on the findings, managers may now build a new marketing plan for beauty items. These studies show that while social media commercials are effective at raising public awareness, they are not as effective at making long-lasting impressions on consumers as traditional advertising. The possibility of a customer making a purchase based on consumer awareness or consumer perceptions is significantly connected with other factors, such as the likelihood of making a buy based on the other aspect.

Nirmala and Pais investigated the influence of advertising on social media platforms on consumer buying behavior in 2016. According to the study's findings, social media advertising, and more especially social media advertising, is a potent tool for disseminating information to huge groups of people. As a result of mass manufacturing, social media advertising is becoming increasingly necessary and important. When it comes to a company's overall strategy, the components of advertising, marketing, and promotion of the company's product are the most important. The goal of this research project is to look at the influence of social media advertising on customers' intentions to purchase healthcare items in Bangalore. Researchers want to learn more about the elements that drive consumer purchasing decisions as well as how social media marketing for healthcare items might influence those decisions. This study, which included a total of one hundred participants, employed a descriptive research design with the convenience sampling approach. According to the findings of this study, which used a variety of statistical methodologies to analyse the data, the influence of advertisements on social media may have both a positive and negative impact on customer purchase decisions. According to the data, social media marketing frequently leads users in the wrong path when making purchases.

2.3. Conceptual Framework

The purpose of this study was to see how social media advertising affected customer purchase

intent. It examines the many pillars of social media advertising and the influence they have on customers' decisions about whether a product is suitable for them to buy or not. In this respect, the dependent variable purchase intention is influenced by independent factors such as understandability, memorability, credibility, originality, and message appeal of different social media advertising, as shown in the conceptual framework of this study.

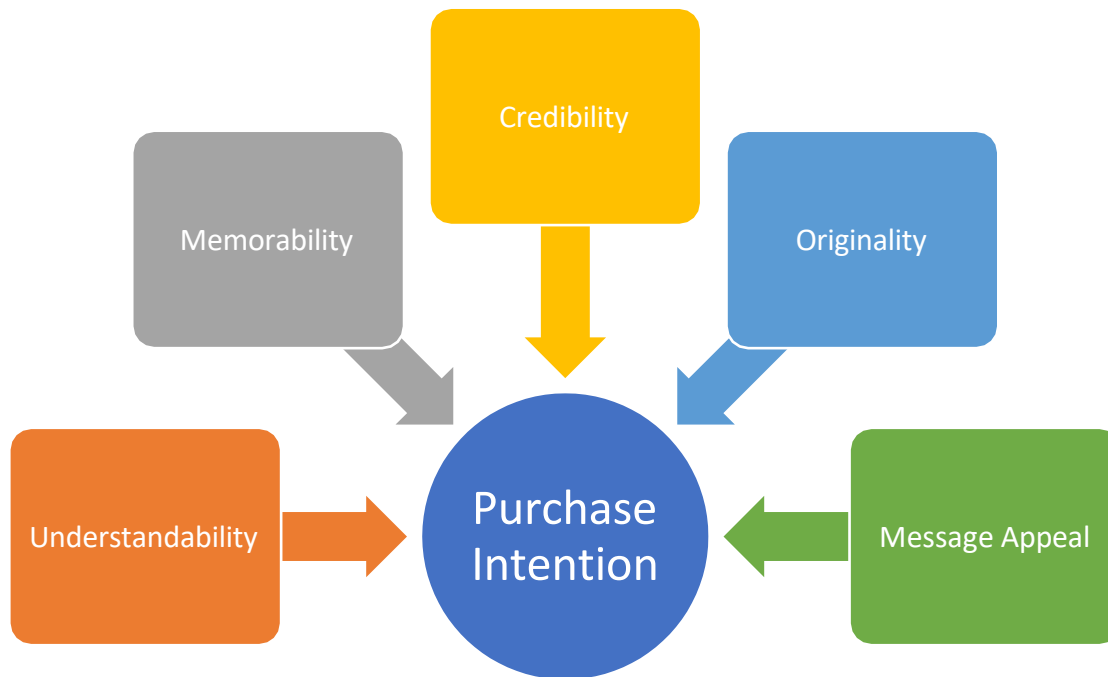


Figure 2.3. Conceptual Framework

Source: Adopted from Mewal N, (2015), Mainu & Zahir (2014), Reinartz & Saffert (2013).

2.4. Hypotheses

H1: Consumers' understandability of social media ads of Meta Beer influences their purchase intention.

Because of the advertisement's simplicity, it's simple for the consumer to make a wise decision (Mewal, 2015). Consumers have a lot on their plates and don't want to waste time trying to understand an advertisement; therefore, they won't pay attention to it. Overly intricate marketing communications are more likely to be ignored.

H2: Consumers' memorability of social media ads of Meta Beer influences their purchase intention.

Advertising becomes a waste of time, money, and resources if a target consumer does not remember and recall a marketer's message at the point of purchase. The spectator must feel that

they are a part of a promotion, according to Dholakia (2002), for an arrangement to be fascinating. If the message is viable, the customer should be able to examine the advertisement more closely and critically.

H3: Consumers' credibility of social media ads of Meta Beer influences their purchase intention.

Lutz (1985) defines advertisement credibility as the degree to which a buyer thinks advertising assertions about a product are real and trustworthy. It's a metric for how successfully a social media ad persuades customers that it's not overblown and that the product's return on investment is precisely as described in the ad.

H4: Consumers' originality of social media ads of Meta Beer influences their purchase intention.

Advertising creativity involves an emphasis on originality, among other factors. It's not unusual for a creative ad to include a few aspects that set it apart from the competition. The emphasis is on the uniqueness of the thoughts or elements that appear in the advertisement (Reinartz & Saffert 2013).

H5: The message appeal of social media ads of Meta Beer influences consumers' purchase intention.

According to Belch & Belch (1998), advertising appeal is employed to attract potential clients' attention. The advertising appeal of a product or service aims to affect the consumer's attitude and emotional response to it.

CHAPTER THREE RESEARCH METHODOLOGY

3. Introduction

To perform a successful research project, it is necessary to design a suitable approach. As a result, the focus of this chapter is on the research strategy employed by the author. In this regard, the next sections detail the research design, sampling, method of collecting, and data analysis.

3.1. Research Approach

The researcher is particularly interested in making predictions about possible links between social media marketing and purchase intent. To assure objectivity, a quantitative research approach was applied. A quantitative technique examines the relationship between different variables in order to evaluate objective hypotheses. The numerical data may then be examined using statistical methods and these variables can be tracked utilizing tools (Creswell, 2008).

3.2. Research Design

The research design refers to the structure of an inquiry. We must construct the data we collect in order for it to be as clear as possible in answering our questions or testing our views.

This study employed a cross-sectional research technique, which means the researcher collected data from a large number of people at the same time. The major purpose of this study is to do explanatory research on how social media advertising influences purchase intent in the case of Meta Beer. The goal of the experiment is to figure out how strong and what kind of correlation exists between the two variables.

To acquire quantitative primary data from beer consumers in Addis Ababa, close-ended structured questionnaires will be distributed.

3.3. Source of data

The research was based on original sources. The word "primary data" refers to data that has been collected for the first time and hence is unique (Ohtari, 2004:95). Secondary data sources are ones that have been obtained and processed by someone else before, i.e. data that has been made publicly available (Ohtari, 2004).

A structured questionnaire was used to collect primary data from the participants. There are several closed-ended questions in it.

3.4. Population of the study

We must select a small percentage of a much bigger population if we wish to make broad statements about an entire community (Leedy, 1989; pp. 158). The target audience for this study is Consumers of beer or potential consumers of Meta beer in Addis Ababa who have access to the internet. The constituent elements of a population are referred to as sampling units. Sampling units are the components of the target population from which samples might be taken. Therefore, the option was made with that in mind.

3.5. Sampling's techniques & procedures

Because of the large number of sample units, time and cost restrictions, and the fact that the sample is drawn from the population, non-probability sampling was adopted. A specified set of universe units is used in this sampling approach to produce a sample that is representative of the universe (Kothari, 2004). The demographic elements in the study were discovered utilizing the convenience non-probability sampling approach, which involved sharing the questionnaire at handy bars, lounges, and grocery stores.

3.6. Sample size determination

The sample size was calculated using the infinite population sampling formula shown below. Z value at 95% confidence interval, for example: $z=1,96$, where Z is the sample size CI Uncertainty factor (0,5) $q - Q=1 - p$ is the formula (0,5) the desired degree of precision (5%) is given as e . If the required level of confidence, say 95%, can be calculated by taking Z^2 (the abscissa of the normal curve), then n_0 is the sample size, and e is the desired level of confidence.

If you're looking for Z , you may find it in the area under the normal curve statistics. It was assumed that $p=.5$ since the researcher did not know the range of variation in proportion of area under normal curve for a large population (maximum variability).

$$n_0 = \frac{Z^2 pq}{e^2}, \text{ where}$$

n_0 -Sample size

Z – z value at specified confidence interval, e.g. z=1.96 at 95% CI

p – Degree of variability (0.5)

q – Q=1-p (0.5)

e – Desired level of precision ($\pm 5\%$)

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 384.16 \approx 384 \text{ respondents}$$

3.7. Methods of Data Analysis

The information was acquired, the data was checked, and the completed questionnaires were located. The variables and questions that were chosen were then coded using SPSS (statistical programming). The data was analyzed using descriptive and inferential statistics. SPSS statistics software, version 20 will be used to analyze the data (Statistical Package for Social Scientists).

3.7.1. Descriptive statistical Analysis

The final demographic report was built using central tendency measurements (frequency and frequency distribution, valid & cumulative percentage and comparison of mean). SPSS was also used to provide tabular interpretations of the data.

3.7.2. Inferential statistical Analysis

Inferential statistical analysis, which uses correlation and multiple linear regression, was performed using the statistical package for social sciences (SPSS) software. More information on these statistical tools and presentation styles may be found below.

Responses were tallied on a Likert scale of 1 to 5, with 1 indicating "strongly agree," 2 indicating "agree," 3 indicating "neutral," and 5 indicating "strongly disagree." The Likert scale was created to make it easier for respondents to reply to inquiries. This research tool will also make the use of statistics more efficient.

The survey is divided into two parts. The first component of the survey requested information on the respondents' gender, age, and marital status. On the second portion, we gathered information on the relationship between social media advertising and Meta Beer users' purchasing intentions.

3.8. Validity Test

If the research equipment used in the study is of high quality, the findings will be scientifically sound. All reasonable efforts will be taken to ensure that the data collection instruments are understandable by the respondents in order to maximize the dependability of the final findings.

3.9. Reliability Test

In its most basic form, instrument dependability refers to how well an instrument performs the tasks for which it was created. Cronbach's alpha is a commonly used inter-item consistency dependability test.

Cronbach's alpha reliability coefficient (α) generally runs from 0 to 1, as per Joseph and Rosemary (2003). A Cronbach's alpha coefficient closer to 1.0, according to these writers, suggests a higher level of internal consistency.

By George and Mallery's (2003, p. 231) rule of thumb, "Excellent," "Excellent," "Acceptable," "Questionable," "Poor," and "Unacceptable" are all regarded "good."

3.10. Ethics of Research

Inquirers will be notified of the study's goal and prompted to consent to participate. The information obtained will not be used for any other purpose than this study. The study findings, on the other hand, will be shared with both the graduating school and the firm. Before each interview, applicants and replies will be informed of the meeting's goal in order to protect their own and the group's interests. You want your data collection procedures and analytic approaches to be as dependable as possible as a researcher. There are several alternative perspectives on this topic, and this is only one of them. Internal consistency is assessed using the reliability metric, which is widely used in questionnaire design.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION OF RESULTS

4. Introduction

This chapter contains in-depth analysis and interpretations of the data on the influence of social media on customer purchase intent.

The acquired survey data was examined using the SPSS statistics (statistical package for social scientists). Prior to making any assumptions about the connection between the dependent and independent variables, different tests were conducted. The profiles of the participants and their views on social media advertising was studied using descriptive statistical methods. Followed by the description of the scales used, as well as their dependability and normality, for better clarity. Finally, the results of the correlation, multiple regression, and one-way ANOVA analyses are shown.

The response rate/ completion rate is the percentage of respondents who complete the survey out of the total number of respondents (Leroy, 2012). A total of 384 questionnaires were distributed, 379 were returned (95.05%), 14 invalid questionnaires were removed. Hence, there were 365 legitimate surveys (response rate of 96.3%).

4.1. Assumption Tests

Prior to making any assumptions about the connection between the dependent and independent factors, a few tests were acted to fulfill the crucial recurrent examination concerns in regard to including the linearity of dispersion, collinearity statics (the level of relationship among the free factors themselves) and the dependability of the gathered information and the outcome is introduced as follows:

4.1.1. Linearity

The linearity of the association between the reliant and free factor tends to see how much the change of the reliant variable is connected with the free variable (Hair et al., 1998). A basic aspect of linearity could be the ability to drop the data as it will not be usable for recurrent examination

(Malhotra, 2007). The distributed plot of standardized residuals vs the fitted characteristics was verified evidently to pick linearity in this survey, and as shown on the dissipate plot diagram (figure 2), the site of appropriation is along the line of linearity.

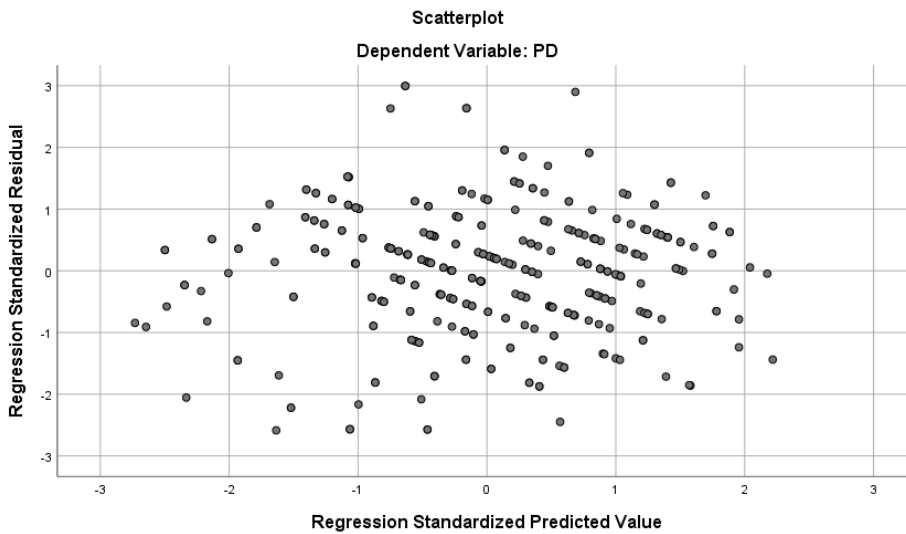


Figure 4.1: scatter plot analysis result

4.1.2. Normality

Concerning the trial of ordinarity, the researcher utilized KS test and the consequence of sig level was $P \text{ esteem} < 0.05$, with this respect, it was continued with ordinal recurring investigation with the trial of the remaining assumptions. As displayed in the below mentioned Table 4.1, all the P values under the Kolmogorov Smirnov test is > 0.05 , which tells us that the result of the data is normally distributed.

Table 4.1. Normality test

	Kolmogorov-Smirnov			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	df	Sig.
Consumer-purchase intention	.181	365	.817	.918	435	.784

Source own survey 2022

4.1.3. Reliability

A reliability test was performed once the data had been processed and loaded into SPSS. The degree to which a measurement can be repeated and provide the same results is referred to as its reliability.

Table 4.2. Reliability test result

Variables	No of items	Cronbach's Alpha (α)
Understandability	4	0.737
Message Appeal	4	0.717
Memorability	4	0.692
Credibility	4	0.887
Originality	4	0.688

Source own survey 2022

A Cronbach's alpha coefficient closer to 1.0 suggests a higher level of internal consistency. Memorability & Originality have lower scores of 0.6, it will still be acceptable because any measure having an intra-class correlation coefficient of at least 0.6 is still at the minimum acceptable level of reliability. The Cronbach's alpha in this study tested 20 items concluding that all the scales used in this study were reliable.

4.2. Demographic profile of the respondents

Table 4.3. demographic profile of the respondents

Demographic profile	Response	Frequency	Percentage %
Gender	Male	193	52.9%
	Female	172	47.1%
	21-29	142	38.9%
	30-39	155	42.4%

Age	40-49	37	10.1%
	>50	31	8.4%
Level of income per month	Less than 5,000	115	31.5%
	5,000-10,000	138	37.8%
	10,000-15,000	70	19.2%
	Above 15,000	42	11.5%
Occupation	Self employed	47	12.8%
	Government employee	118	32.3%
	Private employee	167	45.8%
	Other	33	9.0%
Educational level	Certificate or below	28	7.7%
	Diploma	105	28.8%
	Bachelor's degree	126	34.5%
	Masters and above	106	29.0%
Social media use	To get different types of information	246	67.4%
	Networking	78	21.4%
	Recreation/ Entertainment	41	11.2%
	Facebook	122	33.4%

Most used social media	Twitter	34	9.3%
	Instagram	74	20.3%
	Tiktok	36	9.9%
	Youtube	99	27.1%

Source: own survey

- Regarding gender, 52.9% of the 365 legitimate responders were male, whereas 47.1% were female. This suggests that male and female respondents were about equal in number, despite the slightly greater number of male respondents.
- Regarding the age, all participants in the study were over the age of 21 at the time of participation. Almost half (42.4%) of the eligible 365 responses were within the 30-39 age brackets. Followed by ages 21-29 which accounted for 38.9% of the respondents, this suggests that the vast majority of those included in the study were under the age of 39.
- With respect to level of income, the result of analysis shows 37.8% of respondents earns an average monthly income of ETB 5,000-10,000, followed by 31.5% who earns less than ETB 5,000, which tells us that more than half of the respondents earn a level of income upto 10,000 ETB per month.
- Among the 365 respondents, 45.8% of respondents work in the private sector, 32.3% work in the public sector, 12.9% work in business, and the remaining 9% stated that they were working in other sectors that were not listed on the questionnaire. As a result, it's safe to say that the vast majority of those who took part in this survey are employed.
- When we look at the respondents' educational backgrounds, it indicates that the majority (34.5%) possess a first degree. Individuals with a postgraduate degree or higher were the second-highest responder group. There were 28.8% of those with diplomas (28.8%). Finally, there were 28 Meta Beer drinkers (7.7 %) who held a certificate or less in schooling.
- When asked why the respondents use social media, they were prompted to provide specific examples. Table 4.2 reveals that of the total respondents, 67.4% said that they use the internet to gain knowledge/ get different types of information, 21.4% claimed that they use

it for networking with families and friends, and 11.2% reported that they use it for entertainment/ enjoyment when one is not working.

- The result of analysis regarding the most viewed social media platform shows that majority (33.4%) of the respondents mostly use Facebook, followed by 27.1% who use Youtube and 20.3% who use Instagram. The remaining 19.2% use Tiktok and Twitter. Majority of the respondents use social media on a regular basis, according to this data. This is beneficial to the study since the respondents to the questionnaire have a high level of internet access experience.

4.3. Descriptive statistics for variables of the research

Variable items addressing their respective concerns were totaled and mean was applied as a measure of central tendency, which showed that all factors were over their midpoint level (3.00) as shown in Table 4.4. It provides an overall picture of the information before immersing in the details. The five independent variables i.e. Understandability, Message Appeal, Memorability, Credibility, Originality - have mean values of $M = 3.74$, $M = 3.89$, $M = 4.15$, $M = 4.1$ and $M = 4.24$ respectively. The dependent variable (consumer purchase decision) has a mean value is $M = 3.95$. The spreading of the data, as calculated using standard deviation values, is between 0.786 and 1.04, indicating that the mean attributes are within the range of 3 to 5-point Likert scale (Table 4.4).

Table 4.4. descriptive statistics of study items

Variable	Mean	SD
Understandability	3.74	0.978
Memorability	4.06	0.786
Credibility	3.95	0.947
Originality	4.07	0.786
Message Appeal	3.8	1.00
Purchase decision	3.95	1.04

Source: own survey

4.4. Study variable analysis

4.4.1. Response on Understandability

This segment of the survey tried the disposition perspectives about understandability of web-based entertainment ads. A progression of four proclamations were introduced to respondents and they were approached to rate their degree of concurrence with every assertion.

The information represented on table 4.3 shows that respondents have concurred about the message of Meta beer being comprehensible with mean score of 3.71, respondents were requested in regard to straightforwardness from web-based entertainment ads, and they have concurred with mean score of 3.73. They likewise have concurring disposition that current realities in the Meta lager web-based entertainment promotion represents the personality of the item and causes them to find out about the item with mean score of 3.70. Furthermore, respondents show concurring degree of discernment that they for the most part have similar understandings of the message with their companions with mean score of 3.81. The general mean for the discernment in regard to understandability of web-based entertainment advertisements is 3.74 demonstrating that greater part of the respondents is towards concurring level concurrence with the assertions determined in the review.

Table 4.5. Response on Understandability

	Mean	Std. Deviation
I can easily understand the message Meta beer transmits on its social media ads & it influences me to buy the product.	3.71	1.052
The social media ads for Meta beer are simple and I don't need to rewatch it to completely understand the message.	3.73	.812
The details in the Meta beer social media ad explain the product's identity and frequently cause me to learn about the product.	3.70	.965
The social media ads for Meta beer are understandable and and my friends and I typically perceive the message in the same way.	3.81	1.084

Source: Survey Result (2022)

4.4.2 Respondents' perception on Memorability

The information represented on table 4.4 shows that respondents have concurring degree of memory on the messages of Meta lager as being significant and subsequently impacts them to choose to buy the brand with a mean score of 4.09. What's more, respondents concur that they can relate with the

web-based entertainment advertisements of Meta lager and subsequently review the promotions effectively with mean score of 4.07. Respondents additionally concur that Meta lager's web-based entertainment advertisements are invariable and along these lines significant with mean score of 4.00. In addition, they concur that they talk through the web-based entertainment promotion message with their companions and that impacts them to buy the item at POP with a mean score of 4.09. The general mean for memorability is 4.06, demonstrating that greater part of the respondents lean towards concurring level with the assertions determined in the review.

Table 4.6: Perception on Memorability

	Mean	Std. Deviation
The social media ads of Meta beer are memorable hence influences me to buy the product at point of purchase.	4.09	.724
I can recognize and relate with the social media ads of Meta beer so I can easily recall the ads.	4.07	.764
Meta beer's social media advertisements are so consistent that they linger with me for a long time.	4.00	.802
I discuss the social media ad message of Meta beer with my friends after viewing it, which influences us to buy the product at POP.	4.09	.857

Source: Survey Result (2022)

4.4.3 Respondents’ perception on Credibility

According to the illustrated data on table 4.5, regarding the perception of respondents agreeing towards the social media ad messages of Meta beer as believable and hence it influences their decision to buy the product with mean score of 4.09. Respondents agree that the ads credibility is enhanced when advertised by individuals who are credible with mean score of 4.14. Respondents also agree that they often recommend Meta beer products to their friends/families as they believe the ads are credible with a mean score of 3.68. With a mean score of 3.90, the majority of respondents also feel that social media advertisements may be trusted as a source of accurate information. The statements on credibility were agreed by most of respondents making the overall mean for the perception on credibility to 3.95, suggesting that the majority of respondents had a semi-agreeable degree of agreement with the study's assertions.

Table 4.7: Perception on credibility

	Mean	Std. Deviation
Meta beer's social media advertising message is believable, and hence motivates me to purchase the product.	4.09	.888
When Meta beer ads are advertised by individuals who are credible, it enhances its credibility.	4.14	.728
I often recommend Meta beer products to friends/families as I believe the ads are credible.	3.68	1.240
Because Meta Beer's social media ads are largely realistic, I consider them to be reliable sources of information.	3.90	.935

Source: Survey Result (2022)

4.4.4. Respondents' perception on Originality

This segment of the survey tried the disposition and perspectives about inventiveness of Meta lager web-based entertainment commercials. The information represented on table 4.6 shows that respondents have strong degree of settlement on Meta lager web-based entertainment advertisements inventiveness and that impacts them to purchase the item with mean score of 4.06. They have concurring disposition toward Meta lager web-based entertainment promotions challenge the status quo with a mean score of 4.07. They likewise have concurring disposition toward Meta lager web-based entertainment promotions leaving from the cliché thinking and consequently snatches consideration with a mean score of 3.96. What's more, most have concurred that the web-based entertainment advertisements of Meta lager are one of a kind, and it leaves to them with mean score of 4.19. The general mean for the discernment on driver is 4.07, demonstrating that greater part of the respondents are towards supporting degree of concurrence with the assertions determined in the review.

Table 4.8: Perception on Originality

	Mean	Std. Deviation
I feel Meta beer social media commercials are unique and unlike any other ad, which motivates me to purchase the product.	4.06	.730
I believe out of ordinary ideas in Meta beer social media ads are common.	4.07	.814

When the social media ads of Meta beer depart from stereotypical thinking, it grabs my attention.	3.96	.951
When Meta beer social media ad ideas are original, they remain with me.	4.19	.649

Source: Survey Result (2022)

4.4.5. Respondents' perception on Message Appeal

This section of the poll tested consumers' temperament and thoughts on Meta beer ads message appeal. The information represented in table 4.7 shows that respondents have concurring disposition about web-based entertainment promotion which involves music as being engaging with mean score of 3.85. They likewise have concurring level via web-based entertainment promotion which utilizes humor as being engaging with mean score of 3.90. Furthermore, respondents concur that advertisements that focuses on the visuals of the ad are more engaging with mean score of 3.96. Respondents additionally call attention to those advertisements that accentuate the nature of the lager to be more engaging with mean score of 3.68. The general mean for the impression of utilization is 3.84, demonstrating that greater part of the respondents are towards the concurring degree of concurrence with the assertions determined in the review.

Table 4.9: perception on Message Appeal

	Mean	Std. Deviation
I am more influenced by social media advertisements that employ music to convey their message.	3.85	.877
Social media advertisements that employ comedy to convey their message have a greater impact on me.	3.90	.935
I am more influenced by social media marketing messages that focuses on graphical ads on the brand.	3.96	.951
Social media ad message which emphasizes the quality of the beer influence me more.	3.68	1.249

Source: Survey Result (2022)

4.5. Correlation analysis

The Pearson correlation table below displays the amount, direction, and strength of the link between free variables (message appeal, understandability, memorability, credibility and originality) and the reliant variable (consumer buying intent). The Pearson's relationship

coefficient falls between - 1.0 and +1.0. The Pearson’s relationship exhibits the strength and the degree of connection between two variables. (Field, 2005). A perfect positive correlation (1) is when one variable shifts, the others shift in the same way, a perfect negative correlation (-1) - When one variable shifts, the others shift in the opposite way and a zero correlation (0) is when there is no relationship between the variables.

Connection test is coordinated to sort out the presence and level of connection between factors. According to Marczyk, Dematteo and Festinger (2005) general guidelines correlations, the strength of the relationship can be summarized as below:

- A coefficient somewhere in the range of 0.01 - 0.30 – small.
- A coefficient somewhere in the range of 0.30 - 0.70 – moderate.
- A coefficient somewhere in the range of 0.70 - 0.90 – large.
- A coefficient somewhere in the range of 0.90 - 1.00 – very large.

Table 4.10: Pearson’s relationship coefficient

		Message Appeal	Understandability	Memorability	Credibility	Originality	Purchase intention
Message Appeal	Pearson Correlation	1	.342**	.417**	.442**	.237**	.569**
	Sig. (2-tailed)		0	0	0	0	0
	N	365	365	365	365	365	365
Understandability	Pearson Correlation	.342**	1	.334**	.227**	.285**	.594**
	Sig. (2-tailed)	0		0	0	0	0
	N	365	365	365	365	365	365
Memorability	Pearson Correlation	.417**	.334**	1	.475**	.526**	.499**
	Sig. (2-tailed)	0	0		0	0	0
	N	365	365	365	365	365	365
Credibility	Pearson Correlation	.442**	.227**	.475**	1	.503**	.361**
	Sig. (2-tailed)	0	0	0		0	0
	N	365	365	365	365	365	365
Originality	Pearson Correlation	.237**	.285**	.526**	.503**	1	.352**

	Sig. (2-tailed)	0	0	0	0		0
	N	365	365	365	365	365	365
Purchase intention	Pearson Correlation	.569**	.594**	.499**	.361**	.352**	1
	Sig. (2-tailed)	0	0	0	0	0	
	N	365	365	365	365	365	365

Source own survey 2022

The table shows the amount, direction, and strength of the link between independent variables and dependent variable. The highest correlation is 0.594 between understandability and purchase intention whereas the lowest correlation is 0.352 between originality and purchase intention. All of the independent variables tested have a coefficient of lesser than 0.6. Therefore, this indicates that there is no multicollinearity problem in this research.

4.6. Multiple regression analysis

The researcher directed a multilinear regression investigation in the wake of forecasting a range of outcomes in a scenario where the coefficient values of numerous variables can fluctuate.

Table 4.11 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	.df2	Sig F change
1	.797 ^a	.679	.565	.42042	.279	20.225	7	365	.000

Table 4.11 above gives summary of the model. By conducting multiple regression analysis, relationships among a set of variables and a set of responses will be determined while accounting for correlations among the responses. The table above shows that the R², or the coefficient of determination, was found to be 67.9%, indicating that independent variables (message appeal, understandability, memorability, credibility, and originality) affects 67.9% of the variation in consumers' purchase intention, while 32.1% is determined by variables not included in this survey.

4.7. Analysis of Variance (ANOVA)

Table 4.12: ANOVA test results

Correlation Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.113	.194		.581	.534		
Message Appeal	.298	.044	.394	6.723	.000	.651	1.646
Understandability	.295	.040	.379	4.347	.000	.658	2.496
Memorability	.286	.046	.266	1.420	.000	.477	2.587
Credibility	.143	.039	.195	1.173	.0089	.568	1.797
Originality	.141	.043	.154	1.040	.0095	.572	2.095

Source own survey 2022

- The above table checks the effect of a unit change of the independent variable in the dependent variable - for every unit increase in the understandability of social media ads, there is a predicted increase of 0.379 unit in consumers' purchase intention. The standardized coefficients are useful to know which of the different independent variables is more important. As indicated in table, message appeal has the highest standardized coefficient (0.394) followed by understandability (0.379), then memorability (0.266), credibility (0.154) and finally originality (.154). All variables are found to be statistically significant (p-value < 0.05).

4.6. Hypothesis test

As indicated by table 4.12, there is statistically significant connection between the five autonomous factors of enhancement (Understandability, Message Appeal, Memorability, Credibility, and Originality) and purchase expectation. The Sig consequence of every hypothesis test is under 0.05. The test result shows moderate to strong and positive relationship was found between Understandability and purchase intention (B=.379, $p < .05$), Message Appeal and purchase

intention ($B = .394, p < .05$), Memorability and purchase intention ($B = .266, p < .05$) Credibility and purchase intention ($B = .195, p < 0.05$) and Originality and purchase intention ($B = .154, p < .05$) which are statistically significant at 95% confidence interval. Therefore, below are the findings:

- Understandability has a positive and statistically significant effect on purchase intention.
- Memorability has a positive and statistically significant effect on purchase intention.
- Originality has a positive and statistically significant effect effect on purchase intention
- Credibility has a positive and statistically significant effect on purchase intention
- Message Appeal has a positive and statistically significant effect on purchase intention.

Based on the results, all the hypothesizes are accepted!

4.7. Discussion

The primary assumptions examined that the understandability of virtual entertainment promotions fundamentally affects the buying aim of shoppers for Meta brew. The free variable for this situation is understandability of the virtual entertainment promotion and buying aim is reliant variable. The theories were confirmed to be correct, and it tends to be seen that understandability of virtual entertainment promotions massively affects the buying aim. On the off chance that the promotion is complicated, it could miss its goal and the main interest group probably won't be motivated to purchase the product.

The subsequent assumption examined is the memorability of virtual entertainment promotions has a significant influence on the buy aim of shoppers for meta brew. The free variable is memorability of the promotion and buy aim is the reliant variable. The theories were confirmed to be correct. According to the assessment of studies, when consumers are

exposed to a typical commercial for a familiar brand, the advertisement should be quickly recognized, stored in memory, and retrieved at point of purchase. Consequently, meta brew requirements to concentrate on memorability of its virtual entertainment promotions by utilizing ideas and visuals that are memorable to the target audience.

The third assumption examined is the believability of web-based entertainment promotions significantly affects the buy goal of purchasers for meta brew. The free variable is believability of the promotion and buy goal is the reliant variable. The theories were confirmed to be correct. At the point when virtual entertainment promotions are trustworthy, the buyer see the advertisement to be reasonable and they realize that they can trust its source. At the point when the degree of the credibility increments, purchasers will generally purchase that item. What's more, meta lager buyers find its virtual entertainment publicizing believable. This helps the brand in affecting the buying choice of the purchasers.

The fourth assumption examined is the innovation of web-based entertainment promotions considerably affects the buy expectation of customers for meta brew. The free variable is inventiveness of the promotion and buy expectation is the reliant variable. The theories were confirmed to be correct. According to the literature assessment, showcasing unique ideas is a critical component that impacts individuals' responses to advertisements to have an impact on their success. According to the above analysis, it has been observed that the original concept is what responders notice in an advertisement. As a result of the importance of individuality, Meta beer should emphasize on employing creative concepts to impact customer purchasing intention.

The final assumption examined is that the message attractiveness of virtual entertainment promotions altogether affects the buy goal of customers for Meta lager. The free variable is message attractiveness and buy goal is the reliant variable. As indicated in the literature assessment, Message attractiveness has a beneficial influence on purchase intention. At the point when a promotion has an engaging message, it can grab the eye of its ideal interest groups then, at the point of purchase, impact their brand choices.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5. Introduction

The goal of this chapter is to synthesize the data and offer conclusions on the effects of social media advertising on consumers' purchasing intentions. This chapter begins with a brief discussion of the key results, followed by recommendations and future areas of research.

5.1. Summary of Major Findings

It is well understood that social media is an important marketing tool that allows businesses to engage with their customers and learn about their requirements and preferences. The researcher discovered that companies and brewery firms are focusing and investing more on their social media advertising strategies, particularly since the ban on any broadcast media advertisement on alcoholic beverages was implemented, to win consumers and increase market share in the most competitive industry.

This examination was completed on Meta Beer in Addis Ababa, Ethiopia. Specifically, the researcher looked to distinguish the impacts of web-based entertainment on the buying desire of purchasers, the research recognized five elements which are understandability, credibility, reliability, originality, and the message appeal as the independent variable. The review utilized a quantitative and explanatory methodology, the sample size was taken from Addis Ababa individuals who consume Meta lager and explore the web. 365 surveys were utilized for the investigation. Below are the significant discoveries recovered from the survey that was conducted:

- According to the study's objectives, it was discovered that all the independent variables had a considerable impact on consumers' purchasing intention.
- Mean was applied as a measure of central tendency, and it showed that both that all the independent variables were over their midpoint level (3.00).
- As indicated by the discoveries of the means, the originality or inventiveness of web-based entertainment advertisements addressed the most noteworthy mean score (mean= 4.24) followed by memorability (mean= 4.15) then credibility, message appeal and understandability respectively.

- Regarding demographic profile of respondents, male and female respondents were about equal in number, but there's a slightly greater number of male respondents. All participants in the study were over the age of 21 and the vast majority of those included in the study were under the age of 39. In addition, vast majority of those who took part in this survey are employed and more than half of the respondents earn a level of income up to 10,000 ETB per month. When we look at the respondents' educational backgrounds, it indicates that the majority possess a first degree.
- When asked why the respondents use social media, 67.4% said that they use the internet to gain knowledge/ get different types of information and the result of analysis regarding the most viewed social media platform shows that majority of the respondents mostly use Facebook.
- The person correlation coefficient demonstrates that all the free variables have a moderate flow association with purchase intention. Relatively, the highest coefficient of connection in this examination lays between understandability and buying desire of consumers ($r=.594$) followed by message appeal and desire of consumers ($r=.569$).
- The relationship framework shows that all factors are emphatically corresponded with the reliant variable, which suggests that the increment of the free factors will likewise improve buying desire of consumers.
- The free factors i.e., Understandability, Message Appeal, Originality, Memorability and Credibility have accounted for 67.9 percent of the variation in customer buying intent, while 32.1 percent is determined by variables not included in this survey.
- The importance levels for all free factors are under 0.05, which demonstrates that there are serious areas of strength for and critical connection between the free variables (Understandability, Message Appeal, Memorability, Credibility and Originality) and reliant variable (buying intent).
- When it comes to the questions asked on one's consumer's purchase intentions, the researchers divided the responses into five categories from strongly disagree to strongly agree. Strong reactions are on the lower end of this scale, while neutral emotions are at the top. Positive responses outnumber negative ones for most questions.

Overall, social media advertising can be depicted as having a positive correlation with purchasing intention.

5.2.Conclusion

Based on the data analysis and major findings, the researcher has concluded that:

- Social media ads that consumers find easily understandable, simple where they don't have to rewatch the ad to completely understand it, ads that emphasize on the product's attributes and most of all ads where they perceive the same message with their friends are more likely to influence their purchase decision.
- Memorable social media ads that are consistent linger with consumers for them for a long time & influences them to purchase the product. In addition, the ads win which consumers can relate with hence easily recall and discuss with their friends after viewing it influences them to choose Meta beer at POP.
- Consumers rely on social media ads that are credible, believable, realistic and enhances the credibility even more when advertised by influencers that are credible, are more likely to influence their purchase decision and they even recommend it to families and friends.
- Consumers believe unique, out of the ordinary social media ads that depart from the stereotypical thinking and are original grabs their attention and motivates them to purchase the product.
- Social media ads that employ music, comedy, graphical ads and emphasizes the quality of the beer is shown to influence consumers' purchase intention.

5.3.Recommendations

The discoveries of the review discussed above showed that the free factors significantly affect the reliant variable. Following an exhaustive investigation and evaluation of the information gathered during this examination, the researcher made the following suggestion:

- ✚ When assessing the elements that impact consumers' buying decisions, a greater percentage of consumers believe that advertising influences their purchase decisions. As a result, Meta Beer's marketing strategy should emphasize both the overall beer brand (the quality of the product, graphical image of the product and its advertising approach, (the quality of the

product, graphical image of the product) and its advertising approach, with the former having the most impact on consumers' purchase intention.

- ✚ When designing their advertising strategy, it is prescribed that marketers run a research or conduct consumer focus groups on their target consumers to identify which element is more appealing to them as to include it on the message contents they share on social media. In line with this, Meta beer marketing team should exert more effort to make their social media ads more understandable to consumers and the content of the ads appealing to their target consumers in order to increase consumers' purchase intention and become successful.
- ✚ Given the study's findings, marketers should advise advertising firms/ agencies on which pillar to prioritize rather than depending on their own gadgets to reach consumers. According to research, the content of the social media ads and how it is presented/ message appeal as well as the stars that appear in it/ credibility are significantly important.
- ✚ Prior to broadcasting a commercial, advertisers ought to get to know their consumers and the variables that impact their purchase intention the most.
- ✚ Marketers and advertising firms are advised to consider these factors before developing or selecting a compelling commercial message and putting it into action.
- ✚ When designing commercials for this product, advertising companies should focus on logical issues. They should concentrate on uniqueness of the ad and how well consumers can remember it at POP because it is more significant than the other aspects.
- ✚ Meta Beer should have a YouTube page in addition to Facebook and Instagram, as it was analyzed that around 27% of selected respondents mostly use YouTube as a go-to social media platform.

5.4.Limitations and Future areas of research

This survey was taken from selected areas in Addis Ababa, and the sample makeup may not reflect all outlets in Ethiopia. It's also focused on only 2 selected social media platforms namely Facebook and Instagram, where Meta beer is active on. This study did not assess the impact of social media advertising on other aspects of the brand such brand awareness and reducing marketing cost. It also did not include how consistency of social media ads and their alignment with other medias such as TV and Radio can influence consumers' purchase intentions.

5.5.Future areas of research

Future researchers can study on a broader scale. It should be carried out on other beers in Ethiopia and the additional social media platforms as well. Hence, more research in Addis Ababa and other locations of the country is required to examine the assumptions. Additional study on a larger scale, incorporating all these other aspects such as brand awareness and reducing marketing cost as well as the consistency of social media ads and their alignment with other medias such as TV and Radio, is necessary.

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Annex

Questionnaire

Dear Sir/ Madam,

This questionnaire will be used to undertake research for a master's degree in marketing management at Addis Ababa University's School of Commerce.

I, Lia Mesai, am here to carry out this research study on the topic "The Effect of Social Media Marketing on Consumer Purchase Intention: The Case of Meta Beer" with the advice and support of my advisor. This Questionnaire is divided into two sections.

This Questionnaire is divided into two sections. Part one is intended to gather generic information, while Part two is intended to determine the influence of social media marketing on customer purchase intent. I respectfully urge that you reply to all questions, and please be assured that there is no right or wrong response. Your candid and complete response is critical to the study's success and accuracy. I am grateful for your time, and I want to ensure you that your response will be kept confidential and used solely for this research. Please contact me at 0978814560 or liamesai08@gmail.com.

Thank you in advance,

Part I: Basic Information

Please use a tick(x) mark to answer the below section of the Questionnaire.

Gender	Male	<input type="checkbox"/>
	Female	<input type="checkbox"/>
Age Group	21-29	<input type="checkbox"/>
	30-39	<input type="checkbox"/>
	40-49	<input type="checkbox"/>
	50 and above	<input type="checkbox"/>
Academic Qualification	Certificate and below	<input type="checkbox"/>
	Diploma	<input type="checkbox"/>
	Bachelor's degree	<input type="checkbox"/>
	Masters and above	<input type="checkbox"/>
Occupation	Self Employed	<input type="checkbox"/>
	Government	<input type="checkbox"/>
	Employee	<input type="checkbox"/>
	Private Employee	<input type="checkbox"/>
	Student	<input type="checkbox"/>
	Other	<input type="checkbox"/>
Monthly Income	<5,000	<input type="checkbox"/>
	5,000-10,000	<input type="checkbox"/>
	10,000-15,000	<input type="checkbox"/>
	>15,000	<input type="checkbox"/>
Which Social Media Site do you use? (You can choose more than one)	Facebook	<input type="checkbox"/>
	Instagram	<input type="checkbox"/>
	YouTube	<input type="checkbox"/>
	Twitter	<input type="checkbox"/>

Why do you mostly use social media?

Tiktok
If there is other,
please
mention
To get
different types
of information
Networking
Recreation/
Entertainment

Part II: Beer information Source and the degree of usage of the digital marketing elements

Please show the extent to which you agree or disagree with the statements given below. This is to assess the following on the scales of strongly disagree to strongly agree. Strongly disagree is given the least weight of 1; while strongly agree is given the highest weight of 5.

1= strongly disagree 2= Disagree 3= Neutral 4= Agree 5= strongly agree

1. Understandability	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I can easily understand the message Meta beer transmits on its social media ads & it influences me to buy the product.					
The social media ads for Meta beer are simple and I don't need to rewatch it to completely understand the message.					
The details in the Meta beer social media ad explain the product's identity and frequently cause me to learn about the product.					

The social media ads for Meta beer are very complex & and my friends and I typically perceive the message in the same way.					
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2. Memorability	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
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<p>The social media ads of Meta beer are memorable hence influences me to buy the product at point of purchase.</p>					
<p>I can recognize and relate with the social media ads of Meta beer so I can easily recall the ads.</p>					
<p>Meta beer's social media advertisements are so consistent that they linger with me for a long time.</p>					
<p>I discuss the social media ads of Meta beer with my friends after viewing it, which influences us to buy the product at POP.</p>					

3. Credibility	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Meta beer's social media advertising message is believable, and hence motivates me to purchase the product.					
When Meta beer ads are advertised by individuals who are credible, it enhances its credibility.					
I often recommend Meta beer products to friends/families as I believe the ads are credible.					
Because Meta Beer's social media ads are largely realistic, I consider them to be reliable sources of information.					

4. Originality	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I feel Meta beer social media commercials are unique and unlike any other ad, which motivates me to purchase the product.					
I believe out of ordinary ideas in Meta beer social media ads are common.					
When the social media ads of Meta beer depart from stereotypical thinking; it grabs my attention.					

When Meta beer social media ad ideas are original, they remain with me.					
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5. Message Appeal	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
I am more influenced by social media advertisements that employ music to convey their message.					
Social media advertisements that employ comedy to convey their message have a greater impact on me.					
I am more influenced by social media marketing messages that focuses on graphical ads on the brand.					
Social media ad message which emphasizes the quality of the beer influence me more.					

6. Consumer's purchase intention	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Using social media sites of Meta beer influenced my interest in buying their products.					
My purchase intention of Meta beer is influenced by my prior information or knowledge about the beer.					
The information I get from my family and friends influences my purchase intention for Meta Beer.					
My purchase intention for Meta beer is influenced by the availability of the beer at POP.					
My purchase intention of Meta beer is influenced by the quality of the beer.					
I prefer one beer from another solely due to low price/ price discount than advertisement.					