



**THE EFFECT OF SOCIAL MEDIA MARKETING ON
CONSUMER PURCHASE INTENTION: THE CASE OF
KIDAME BEER**

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Table of Contents

ACKNOWLEDGEMENT	2
Tables List.....	6
Figures List	7
Acronyms List.....	8
ABSTRACT.....	9
CHAPTER ONE	10
1. INTRODUCTION.....	10
1.1 Study Background.....	10
1.2 Problem Statement	11
1.3 Research Question	13
1.4 Objectives of the Research.....	14
1.4.1 General objective.....	14
1.4.2 Specific objective	14
1.5 Study Significance	14
1.6 Scope.....	15
1.7 Limitation.....	15
1.8 Term Definition	16
1.9 Study Organization	16
CHAPTER TWO	17
2. LITERATURE REVIEW.....	17
2.2.1. Consumers' Buying Behaviour.....	18
2.2.2. Advertisement platforms.....	18
2.2.3. Social media.....	19
2.2.3.1. Facebook	20
2.2.3.2. Twitter.....	20
2.2.3.3. YouTube	21
2.2.3.4. LinkedIn.....	21
2.2.3.5. Tik Tok.....	22
2.2.3.6. Instagram.....	22
2.2.4. The role of social media Networks	23
2.2.5. The power and value of social networks.....	24
2.2.5.1. Sarnoff's Law.....	24

2.2.5.2.	Metcalfé’s Law	25
2.2.5.3.	Reed’s Law	25
2.2.6.	Purchase Intention.....	26
2.2.7.	Factors Affecting Consumer Purchase Intensions	27
2.3.	Empirical Review.....	28
2.4.	Conceptual Framework	31
2.4.1.	Hypotheses	31
CHAPTER THREE	33
3. RESEARCH METHODOLOGY	33
3.1.	Introduction.....	33
3.2.	Research Area	34
3.3.	Design of the Research	34
3.4.	Approach of the Research.....	34
3.5.	Population and Sample Design	34
3.5.1.	Population	34
3.5.2.	Sampling Frame	34
3.5.3.	Sample Size.....	35
3.5.4.	Sampling Method/technique	35
3.6.	Measures	36
3.7.	Data source and Collection Procedures.....	36
3.8.	Data Analysis	36
3.9.	Reliability and Validity.....	36
3.10.	Ethical Consideration.....	37
3.11.	Summary	38
CHAPTER FOUR	38
4. RESULTS & DISCUSSIONS	38
4.1.	Analysis of Demographic Characteristics of Respondents	39
4.2.	Mean degree of agreement on factors affecting purchase intention of Kidame Beer	42
4.3.	Analysis on the role of social media advertisements understandability on the purchase intentions and Mean degree of agreement on social media ads being simple to understand	43
4.4.	Analysis on the role of social media advertisements Message appeal on the purchase intentions of a product.	45
4.5.	Mean degree of agreement on Memorability of social media advertisement	46

4.6.	Mean degree of agreement on credibility of social media advertisement.....	47
4.7.	Analysis on the role of social media advertisements originality on the purchase intentions of a product.	48
4.8.	Correlation analysis	49
4.9.	Regression analysis.....	51
4.9.1.	Multiple Regression Analysis Results	51
4.10.	Dedicated discussion.....	52
CHAPTER FIVE		55
5.	SUMMARY, CONCLUSIONS AND RECOMMENDATIONS.....	55
5.1.	Introduction.....	55
5.2.	Summary of the major findings	55
5.3.	Conclusions.....	56
5.4.	Recommendations.....	57
References.....		59
APPENDEX A.....		63
APPENDEX B		4

Tables List

Table 3.1 Reliability Statistics

Table 4.1 Respondents classified by age group

Table 4.2 Respondents classified by gender

Table 4.3 Respondents classified by educational qualification

Table 4.4 Respondents classified by their occupation

Table 4.5 social media beer advertisement that most influence the purchase intention a brand

Table 4.6 Perception of respondents about purchase intentions of Kidame beer

Table 4.7 The Role of social media advertisements understandability on the purchase intentions of a product.

Table 4.8 The Role of social media advertisements Message appeal on the purchase intentions of a product.

Table 4.9 Summary of Descriptive statistics of social media advertisement being memorable

Table 4.10 Summary of Descriptive statistics of social media advertisement being credible

Table 4.11 The Role of social media advertisements originality on the purchase intentions of a product.

Table 4.12 Pearson's Correlation Matrix

Table 4.13 Summary of Hypotheses Testing

Figures List

Figure 2.1: A network representative of Sarnoff's Law

Figure 2.2: Metcalfe's Law

Figure 2.3: Reeds Law

Figure 2.4 Conceptual Framework

Acronyms List

AD: Advertisement

FMCG: Fast Moving Consumer Goods

SPSS: Statistical Package for Social science

SM: Social Media

SMM: Social Media Marketing

B2C: Business to Customers

B2B: Business to Business

HTML: Hypertext Markup Language

B2B: Business to Business

MIT: Institute of Technology

NBC: National Broadcasting Company

ABSTRACT

This research has been carried out to examine the influence of social media advertising on the purchase intention of Kidame Beer consumers. Various literatures were used to discuss the concept of social media and consumer purchase intention and to identify variables influencing purchase intention. The literature provided discusses the concept of social media advertisement and consumers' buying behavior. The research followed an explanatory method and quantitatively described factors connected to the intention of buying Kidame beer. The influence of social media advertising characteristics on the purchasing intention of customers was examined mainly. The independent variable advertisement was sub-classified to understandably, to appeal for messages, memory, credibility and originality. The intention to buy has been established as the variable of dependence. Primary data have been acquired from diverse sources utilizing a 5-point Likert scale questionnaire. A total of 384 questioners were distributed and 327 were returned for analysis. All the answers were analyzed through descriptive and inferential method of statistics using SPSS software Version 20. The dependent variable correlates with the independent variables in a positive way as it is indicated by the Pearson correlation coefficient. Regression analysis was also used, and the outcomes showed that all the above-mentioned variables are substantial. On the basis of the conclusions, a statistical regression model had been presented and it is proposed that the factors be used in an effective advertising campaign. This research therefore contributes to the advertising sector a new dimension.

Key words: *social media, Social media advertisement, platforms, Consumer Purchase intention, understandability, messages appeal, memorability, credibility and originality.*

CHAPTER ONE

1. INTRODUCTION

1.1 Study Background

The contemporary marketing communication uses different digitalized methods like online marketing, social media marketing, and lots of more to interact with their audience. Digital marketing techniques create a two-way interaction and engagement with consumers. Additionally, with digital marketing, marketers are ready to identify and target a bigger audience and even a universal audience. According to (Kotler and Keller, 2009) digital media marketing is a sort of direct marketing that uses interactive technologies to connect customers and dealers electronically. The introduction of digital marketing has resulted within the paradigm shift in global markets and increased dominance of consumer purchasing power, as a result of the implementation of the new technology have created tougher business competition (Korkpoe & Nyarku, 2013).

The start of social media and its spread everywhere in the world has affected and it's still affecting people in terms of behavior. Nowadays, people are spending far more time on different activities online and specially on social media than before, thanks to the changes of people's lifestyle. (Khang H, Ki EJ, & L, 2012)

Social media platforms like Facebook, YouTube, Twitter, Instagram, and Tik Tok are new media platforms that have affected our lives, our ways of communication and determined our choices (Hutter K, Hautz J, Dennhardt S, & J, 2013). With the revolution of social media recently and bearing in mind that folks spend tons of their time on these platforms, Social media has proven to possess an immediate relationship with the purchase intent, purchase stages and therefore the purchase decision accordingly (Hinz O, Skiera B, Barrot C, & JU, 2011). Thanks to the importance of social media platforms as a marketing medium, many organizations are currently using different social media platforms as a communication tool to succeed in winning their customer attention and communicate with their current and potential customers.

Organizations in Ethiopia are utilizing the social media platforms and a few of them have a robust presence on a minimum of one or two of those platforms to speak with their customers. Moreover, the utilization of social media advertising has become a strategic communication tool to directly

influence the buying intention and in return, the buying behavior (Heinrichs JH, Lim JS, & KS, 2011). Overall, social media is influencing the marketing communication environment in most of the organizations. Not only allowing interacting between customers and the organization, but also among customers themselves (Gretzel U & A, 2013).

Consumer buying behavior may be a combination of customer's attitudes, intentions, preferences and decisions while purchasing a product or service. Learning about consumer buying behavior helps tons in identification and prediction of purchasing behavior of consumers in purchasing a product (Sharma, 2014). Thorough analysis of consumer buying behavior helps companies to know what product or service consumer is purchasing also because the reason of that purchase (Kumar, 2004). Purchase intention is deliberate evaluation of consumer's willingness to buy a product or service (Ajzen, 1991). Basically, a consumer's thinking regarding purchasing goods or service represents his purchase intention (Blackwell, Miniard, & Engel, 2001).

Purchase intention represents customer retention and is influenced by extrinsic factors like brand image, customer satisfaction, product quality and lots of more (Hawa, Kanani, Patel, Taneja, & Maru, 2014). (Swinyard, 1993) and (McQuitty & Finn, 2000) analyzed effect of purchase intention values and involvement in customer satisfaction. (Sweeny, Soutar, & Johnson, 1999) studied how customer satisfaction influenced purchase intention of a consumer.

When used efficiently, social media advertising can raise awareness within the target consumers regarding the products and create and build a brand. The aim of this study was to see the impact on customer purchase intentions of social media marketing, with a focus on Kidame beer.

1.2 Problem Statement

A few years back the Ethiopian brewing business sector used to be characterized by a small number of market participants, the first brewery in Ethiopia was established in 1922 by St. George Beer. The majority of the breweries were state-owned; brands like Meta, Harar and Bedele are also older brands in Ethiopia but have since been acquired by foreign companies and re-branded. The Beer industry in Ethiopia has gone through tremendous growth in the last two decades.

Competition for trade and market share had been less difficult, as the sales volume used to generate more from outskirts areas and regions where the factories were found. After the entrance of

international breweries to the market, most government owned breweries are purchased by global breweries and the rise of global and capable organizations producing beer products altered the structure, operation, and strategy of the industry in a considerable way, in particular the way the companies communicate to their target consumers is transformed significantly (Netsanet, 2017).

Social media has become one among the crucial tools within the communication strategy in brewing industry. Most of the brewing companies have included social media as one of their marketing communications tools, to get more engagement and robust reputation through different activities that are posted on their social media channels. Developing a plan for the social media is vital so as to strengthen the connection with customers and increase market share. Social media plays an important role as a key communication channel (Xiang Z, Wöber K, & DR, 2008). Since customers can create an expectation level from a service provider through its online communication and specially the social media, it is more likely that social media can play a crucial role in influencing the various stages of purchase (Gretzel U & A, 2013).

Social Media has completely transformed the activities associated with buying process. Now a days, consumers started to search for products and see their reviews online through social media platforms and this trend depicts the benefits of having a strong social media presence (Renu & Bansal, 2019). The online search by consumers via social networks demonstrates that marketers miss a lot of advantages by being present in the conventional marketplace. Social Media has brought new opportunities for companies to reach and interact with their current as well as potential customers. With the various options available to consumers and ever-changing nature of market, its crucial for companies to urge insight about customer purchase intention so as to align their strategies and to live up to customer's expectations.

Since social media marketing is a new and still advancing tool of marketing, both in Ethiopia and internationally many researchers conducted their study in the area of social media advertisement on brand awareness. Therefore, considering its importance and the inevitable leading effect it's playing for marketing communication, the research mainly specialized on the social media influence on the buyer throughout their purchase decision-making process, their attitudes towards Social Media, so that Kidame beer marketing and management team would be able to decide whether social media marketing strategies stand good for the business, or whether to look for other methods and strategies.

The impact of advertisements on consumers behavior needs to be examined by marketers before formulating advertising strategy (K. Rama Mohan Rao & Rao, 2012). In research conducted by (Netsanet, 2017) on the” Impact of Advertising on Consumer Purchase intention of the Beer Market”, advertisement factors such as message appeals, advertisement media and source factor were identified as independent variables to predict purchase intentions. Among these factors message appeal found to be the most predictor for purchase intention of beer.

In traditional marketing, a gap exists between buyer and supplier. There are hundreds of ways to reach to the buyer which are very expensive and inefficient. This social media can be used as a bridge between the buyer and seller. In addition, because of this platform, customers have power. Many individuals throughout the country are interacting with each other through social media, mainly Facebook.

Alcohol or beer companies, more than any other industry, spend a lot of money on advertising, relying on various types of media to spread awareness about their goods and improve sales. The broadcasting media and advertising firms have struggled to survive and maintain their operations since the alcoholic advertisement prohibition was implemented and the social networking platforms are being used to connect buyers and sellers. Customers also have power as a result of this platform. Many people use social media, mostly Facebook, to communicate with one another throughout the country. Keeping this in mind the research would try to minimize the gap and contribute to the academic world by answering how social media marketing can often be used to enhance consumer purchase intention in Ethiopia.

1.3 Research Question

The research problem of this study can be formulated as to assess the effect of social media advertising on consumer purchase intention. Within the context of the above background discussed, this study helps to answer the main question of the research. “What is the effect of social media advertising on purchase intention of Kidame beer?”

In addition to its main question, the research attempts to answer the following fundamental sub questions:

- How understandability of social media ads of Kidame beer affect towards the purchase intention of consumers?

- How message appeal of social media ads of Kidame beer affect towards the purchase intention of consumers?
- How memorability of social media ads of Kidame beer affect towards the purchase intention of consumers?
- How credibility of social media ads of Kidame beer affect towards the purchase intention of consumers?
- How originality of social media ads of Kidame beer affect towards the purchase intention of consumers?

1.4 Objectives of the Research

1.4.1 General objective

To analyze the effect of social media advertising on consumers' purchase intention of Kidame beer.

1.4.2 Specific objective

- To assess the effect of understandability of social media ads of Kidame beer on the purchase intention of consumers.
- To assess the effect of message appeal of social media ads of Kidame beer on the purchase intention of consumers.
- To examine the effect of memorability of social media ads of Kidame beer on purchase intention of consumers.
- To investigate the effect of the credibility of social media ads of Kidame beer on the purchase intention of consumers.
- To describe and measure the effect of the originality of social media ads of Kidame beer on the purchase intention of consumers.

1.5 Study Significance

The social media world already attracted a substantial interest by most groups of the societies. It seems that everything is becoming digital and majority of the people especially in the cities have something to do with the digital media. A study in this direction would be highly beneficial for businesses since the focus of the consumers is shifting to the digital world. Also, this study helps businesses other than breweries in using digital media marketing methods and strategies to obtain

competitive advantages in the short- or long run. In addition, any marketer who works in the brewery sector in general and Kidame beer marketing department staffs and managers in particular would benefit from this study. Also, this research would have an implication in the country's marketing operations as a whole, since businesses in the country are able to interact effectively with both new and existing customers through digital media techniques. In addition, the study's results would enhance existing literature and knowledge on the links between advertisement in social media and consumer intentions. Finally, it would provide academics with a foundation for further research.

1.6 Scope

Although it could have been important to study consumers of Kidame beer in all regions of Ethiopia, due to time and cost, the study was limited to Addis Ababa at the selected outlets like restaurants, bars, clubs, and groceries upon their permission to take part.

The result of the study was limited to investigate how social media advertisement affects consumer purchase intentions, which are the first stage and one part of sales. Besides, this study not assessed the impact of social media advertising on other aspects like service quality and brand awareness. As indicated previously there are different types of social media platforms used for delivering advertisement messages, however, the current study focuses only on Facebook and Instagram.

The research design for this study was an explanatory research design in one particular area. These designs are chosen because they have a good benefit that comes from getting an answer from many people.

1.7 Limitation

In this study, the method of sampling is convenience sampling, which may have a limit on its population representation. In addition to this, the research was only incorporating a limited number of customers of Kidame beer who live in Addis Ababa, with internet access. Accordingly, this might affect the representativeness of the study across all customers of the product. When it comes to an online survey it is known that the respondent rate of response tends to be lower. This was elongate data collection time and the accuracy of data to be collected.

1.8 Term Definition

- **Social media:** is web-based services that allow individuals to develop public or semi-public profiles, communicate with a bunch of other users of the platform and share different things in the system (Boyd, Danah M, & Ellison, N. B, 2007).
- **Advertising:** A management tool defined in its expressly as paid promotion which differentiated from other communication fields such as PR and direct sales, corporate communication and sales promotion tactics. Also, it is considered to be a part of the promotional mix (Hackly, 2005).
- **Purchase intention-** The keenness to buy a certain things (Kotler & Armstrong, 1991).
- **Social media marketing:** (Nisha Anupama Jayasuriya, 2018) quoting Mathew & Muniz and Rishi & Sharma define Social media marketing as the process that empowers the promotion of websites, products, and services via online social channels.
- **Effective advertisement:** It is a paid. It helps to express a message that is persuasive, informative, and innovative, with the goal of influencing purchase behavior or thought patterns and achieving the objectives set out. (Russell & Colley, 1984)

1.9 Study Organization

The research is classified into five sections, each with its own theme. The first chapter deals with introduction of the study and in this part the backdrop of the study, the significance and scope of the research, the research objectives, the problem statement, the research questions, and the research limitations are covered. The second chapter presents a review of relevant literatures that includes both a theoretical and empirical analysis. It also includes the current study's conceptual foundation. The third chapter discusses the population, sample type, and study methods design. It also describes the data sources, data collection processes, and ethical considerations, as well as demonstrating data analysis with the study's reliability and validity. Data presentation, analysis, and interpretation are all covered in the fourth chapter. The study's findings are reviewed once the proposed hypotheses have been validated. Finally, chapter five contains summaries of the study's principal results, conclusions, and suggestions.

CHAPTER TWO

2. LITERATURE REVIEW

2.1. INTRODUCTION

Several steps were taken to answer the research questions. The first step is to review theory and literature on advertising in social media and purchase intention. Therefore, this chapter examines related literature. It was organized by organized under three themes. Finally, this chapter present the conceptual framework and hypotheses for the study.

2.2. Theoretical Review

The rapid growth of social media platforms has permanently altered the way that numerous consumers interact with each other and with businesses. Hence, this has changed the way that organizations attract and retain prospective consumers (Leung, Bai, & Stahura, 2015). Previously, marketers would create captivating advertising messages and purchase space in the mass media with a hope that consumers would become aware of and develop a preference to and purchase the brand. Social media has irrevocably altered marketing communications by shifting ways in which consumers select, share and appraise information. With the advent of social media, traditional media such as television and newspapers have lost uninterrupted viewership, and their influence as advertising channels may have been weakened. The speed of online communication and numerous information sources make advertising on traditional sources less relevant. Furthermore, marketers quickly realized the influence of social community in terms of interactivity that comprises of personalized sections, shopping experiences, greater convenience and widespread information search (Chandra, Goswami, & Chouhan, 2012) (Patino, Pitta, & Quinones, 2012) (He & Zha, 2014).

Consequently, marketers are increasing their social media budgets with digital interactive advertising forecasted to reach \$138 billion in 2014, a growth rate of nearly 15 per cent in comparison to 2013 (eMarketer, "Digital ad spending worldwide to hit \$137.53 billion in 2014", 2014a). Furthermore, the Middle East and Africa are predicted to have the highest social media advertising spend growth (64 per cent) in 2014 (eMarketer, "Social ad spending per user remains highest in North America", 2014c). Business-to-consumer (B2C) ecommerce revenue is expected to reach \$1.5 trillion in 2014 (an increase of 20 per cent), with growth primarily coming from

emerging markets (eMarketer, “Global B2C ecommerce sales to hit \$1.5 trillion this year driven by growth in emerging markets”, 2014b). Current figures reveal that the largest online social medium in the world is Facebook, with 1.32 billion active members, and it is also the largest social commerce site that accounts for 85 per cent of all orders from social media (Facebook, “Company info”, 2014a); (Shopify, 2014). The aforementioned evidence necessitates research into behavioral attitudes towards Facebook in an emerging country, namely, SA, which will be of interest to managers and their organizations.

2.2.1. Consumers’ Buying Behaviour

It is worth noting that consumer buying behaviour is studied as a part of the marketing and its main objective is to learn the way how the individuals, groups or organizations choose, buy use and dispose the goods and the factors such as their previous experience, taste, price and branding on which the consumers base their purchasing decisions (Kotler and Keller, 2012).

Researchers involved in studying the buying intentions of consumers said, although there is similar product type, consumers have a differentiated buying intention in contrary to following trends set in market and “me too” types of products. Consumers are in need of products that shows their different personality and lifestyle. (Zaltman’s 2003)

In return, drives the market to evolve by segmentation of the larger heterogeneous consumers into smallest homogeneous groups so that it is easier to develop a persuasive marketing mix. Products now a day also use positioning techniques to differentiate their proposition to satisfy the specific needs of specific groups of people or segment. (Bearden, 1999)

2.2.2. Advertisement platforms

According to Morden (1991), advertisement medias can be classified into four classes: broadcasting or electronic, print, OOH (out of home), and other media advertising. Depending on their significance to the case, a couple of advertising medias are reviewed below.

a) Broadcast Media Advertising (Electronic Media)

Television, radio, video, motion graphics or motion pictures, and internet are classified among electronic media. The radio appeals only to human ears or it has meaning for human sense of sound. When compared to urban regions, radio communications are more efficient in rural areas.

Television is more attractive and effective than radio due to it is an audio-visual character and appealing to both the senses of sight and sound (eyes and ears).

b) Print Media

Journals, newspapers, magazines, and Handbills are among the main types of print media. Every newspaper and journal can't survive without getting advertisement revenue. Print media advertising continues to be popular form of advertisement media and revenue generated from print media from advertising has been progressively increasing year after year.

2.2.3. Social media

Social media has gained a lot of popularity over the past few years and as a result of this popularity, other traditional Media have experienced decline in both business and popularity. (Palmer & Lewis:, 2009) argued that the mainstream media channels have faced many challenges in recent times that have led to closure with TV facing downturn in their profit's levels. Palmer and Lewis are correlating the performance of these traditional channels to the rise of social media in marketing and brand management. As a result of completion and tough economic environment, companies have tightened their budgets especially advertising budgets which have shifted to online channels. According to Forrester research study (2011) by Ernst.J, David M. and Cooperstein, Dernoga M, found that companies (brands) are gradually shifting their advertising priorities to align better with today's buyers. Today's buyers are tech savvy and social media maniacs.

Therefore, it is the proliferation of the social media network services in brand management and marketing that bring us to the attention of social media networks. First, the researcher will define social media and then outline those networks that are driving the debate.

In the last couple of years, different kind of social media networking services have emerged and currently there are innumerable social media channels that connect people to each other. The most popular social network sites that are widely used are Face book, Twitter, YouTube, LinkedIn, and Flickr. In fact, Facebook, twitter, and YouTube are the most common channels companies use in their online marketing for creating brand awareness or just engaging with the customers.

Though LinkedIn is also widely used by companies, it mainly targets to establish relationship on a professional perspective and slowly becoming B2B channel compared to other three networking

sites mentioned above. However, for the purpose of this study, only five most popular social networking services are reviewed.

2.2.3.1. Facebook

Facebook was introduced in 2004 and has over 800 million active users, of whom 350 million users have access to Facebook on mobile devices (active in September 2011). An average Facebook user has at least 130 friends and 80 community pages, groups, and events. The site is available in over 70 languages. Its main purpose is to establish and maintain relations between family and friends in working situations, in political affiliations. (<http://www.facebook.com/press/info.php?statistics>). Facebook is adding different features that are suitable for doing marketing and advertisement jobs and it becomes a useful tool for marketers. In April 2011, the company launched an online platform that enables salesmen and creative design agencies to build brands on Facebook. This is a form of online platform. Facebook now plays Google's direct role in advertising, which made possible the creation of dynamic commercial graphics or advertising by companies such as the Financial Times and ABC News. (Facebook, Facebook flotation, 2011).

2.2.3.2. Twitter

Twitter was created in March 2006 by Jack Dorsey and launched that same year in July. Unlike Facebook where one can have friends to share different things, with twitter one has to get connected to the latest information on what they find interesting. One has to find the public stream that interests them and follow in the conversations. Each tweet is 140 characters in length. One can still follow the tweets regardless of whether they do not tweet at all, and also there is no limit as to how many tweets one can send within a given day. (Twitter.com, 2011).

Through Twitter businesses now share their information or news faster to a large audience online following the company, and from a strategic standpoint, this has helped companies that uses Twitter to position their brands and also gather business insight through feedback to boost their market intelligence in order to accurately target customers with relevant services and products or enhance business relationships. Twitter has helped lift brands, enhance customer relationship marketing and also improved direct sales by reaching out directly to the engaged audience on the platform (<http://twitter.com/about>, 2012).

2.2.3.3.YouTube

In February 2005, Youtube was developed as a website for video shared users to download, view and share videos informatively and inspired by others worldwide. It employs a wide variety of user-generated Video content using Adobe Flash Video and HTML5 technology. YouTube acts as a platform in which creators and advertisers can distribute content. More than 3 billion videos are viewed daily and over 400 million views per day are available on mobile devices (2011). More than 800 million people are estimated to be visiting YouTube to watch and share their content each month. (John Paul II, J.C.).

Just as the adage goes a picture is worth a thousand words, pictures have an impact in creating an image in the mind of a person. This has given YouTube a competitive advantage in online marketing; all in all, more businesses are now using YouTube for their marketing advertising campaigns. Various companies with outstanding video campaigns have had their breakthroughs in this form of brand marketing, especially when the videos have gone viral. Most of these viral successes can be attributed to expertise and creativity of the brand marketer to entertain the audience hence making the public share the videos with others.

2.2.3.4.LinkedIn

LinkedIn started in 2002 but was officially launched on May 5, 2003. Many professionals have joined LinkedIn in recent years to share knowledge and insight in more than one million LinkedIn groups. The company operates the world's largest professional network on the internet with more than 135 million members in over 200 countries and territories. It is estimated that more than 2 million companies have LinkedIn Company Pages (as of November 2011). There are 14 languages currently available: French, Germany, Italian, Japanese, Korean, Portuguese, Romanian, Russian, Spanish, Swedish, English and Turkish. (Linkedin, 2012).

In LinkedIn, companies have access to a wealth of information that are mostly user provided through their profile data i.e., company name, job title, size of the company and LinkedIn uses this information for advertising targeted to towards members. Companies pay some fees to advertise their products and services to particular LinkedIn members or affiliation groups on LinkedIn. The classic example is the success of Cathay Pacific Airway through their LinkedIn company page sends messages to the people who are following their company on LinkedIn asking them to

recommend the company. Through this, the company has been able to increase its brand awareness among target market segment (marketing.linkedin.com, 2012).

2.2.3.5.Tik Tok

Tik Tok is the combination of advantages of product positioning and product uniqueness (Chen, 2017). Firstly, from the perspective of product positioning, the app market is becoming younger. Therefore, the target users in the early stage of Tik Tok are young users between 18 and 38 years old. In terms of product features, the interface design is divided into recommendation and attention which is simple and easy to operate thus attracting more target users (Hui, 2017). In summary, Tik Tok achieves an advantageous combination through the optimization of product positioning's internal factors. It embodies the complexity of the 4P's principle that there are some secondary factors in product positioning and the optimization of sub-elements can promote the realization of marketing strategies (Zhi, 2018).

Secondly, the product uniqueness is also the key point of the combination of internal factors (Li, 2017). The main characteristic of Tik Tok is music which is different from other short video apps. The analysis of big data can recommend the content that users are interested in according to their preferences, and the video time is mostly 15 seconds which increases users' stickiness through the use of user fragmented time (Jia, 2017).

2.2.3.6.Instagram

Instagram was created by Kevin Systrom and Mike Krieger and was launched in October 2010 as a free mobile app, although it can also be managed through an Internet browser (Kotler, P., Hollensen, S., & Opresnik, M., 2019). In January 2019, the number of active users amounted to 1 billion.

The main purpose of this app is the dissemination of photo/video-sharing content either to a public or a private audience. This social network is highly used by brands as it not only enables to publish creative pictures and videos, but also to interact with their followers through live broadcast and streaming. Besides the aforementioned, Instagram has built a major community based on the lifestyle and individual interests (fashion, animals, shopping, care and beauty, food, music, celebrities, entertainment, sports, travel, among hundreds more). (Instagram, 2019)

The ease of its use, due to its mobile nature, allows the audience to have a more spontaneous, quick, and natural interaction with the brand. Instagram as a connection tool uses the #hashtag which is the mix of # with keywords. Hashtags work both ways. It can help the target audience to find a brand and relate to it. On the other hand, marketers can use them to find the target audience by searching on specific hashtags categories (Kotler, P., Hollensen, S., & Opresnik, M., 2019).

2.2.4. The role of social media Networks

Social media network are applications that allow users to build personal web sites accessible to other users for exchange of personal content and communication (Palmer & Lewis:, 2009). Social media according to Palmer and Lewis can be characterized as: online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content.

(Fauser.S.G, J, & M, 2011) argue that though communication is the core dimension of social media networks, not all platform categories are equally suitable for all marketing objectives because most of the platforms are not equally well suited for information, collaboration, and even for cultivating relationships (Fauser.S.G, J, & M, 2011). The purpose of social networks is primarily for communication and exchange of ideas of interest among peer groups or communities. According to (Gummesson.E, Total Relationship Marketing, Marketing Management, relationship strategy and CRM Approaches for the Network Economy, 2002) however, it is through frequent communication initiated by the marketer on the interactive social networks that a long term friendship can be developed and maintained between the business and the customer (Gummesson.E, Total Relationship Marketing, Marketing Management, relationship strategy and CRM Approaches for the Network Economy, 2002). (Janal.D.S, 1998) on the other hand, insinuates that the information provider (marketer) are the ones creating their own communities with their social network constructs, hence staffers and vocal members of these constructs lead discussion. Furthermore, the vocal members become the opinion leaders (Janal 1998: 214-215). In this way a collaboration between the marketer and the online consumer/or prospect is developed. This means that without information flow within the communities and the brand which in this case is the business, they would be no serious engagement amongst the online communities.

2.2.5. The power and value of social networks

Networks are a set of relationships which can grow into enormously complex patterns (Gummesson.E, otal Relationship Marketing, Marketing Management, relationship strategy and CRM Approaches for the Network Economy, 2002). Therefore, for this kind of relationship to be established on a B2C level, an interaction between the online marketer and the customer must be built on the social media platforms which are suitable. There are various reasons why a company may decide to go online; it can either be to build or establish a brand, grow contacts, build sales or to save money by implementing other processes that cut existing costs the company is currently incurring. Whatever the reason for company going online, the role and value of the network is fundamentally important to apprehend.

Below are three value-governance laws that apply to social networks and communities. These laws draw the importance of having enormous complex patterns on a relationship. Even though the Sarnoff's law and Metcalfe's law were not coined by the inventors specifically for the social media networks, they have equally been embraced because of the semblance they bear with the social media networking structure.

2.2.5.1.Sarnoff's Law

This law is credited to David Sarnoff, who was an American businessman and pioneer of American commercial radio and television networks. He was the founder of National Broadcasting Company (NBC). Sarnoff law was coined to relate to the value of a radio station to the number of listeners. In its view the value of network increases in direct proportion to the number on listeners on that network. Therefore, a network with 100 members is considered to be 10 times more valuable in terms of reachability contrary to a network with only 10 members (Evans.D, 2008). In social network perspective this theory equally implies that the more people are connected to a brand through social network, the more the effect. The figure below is an evidence of how this law applies to networking of individuals.

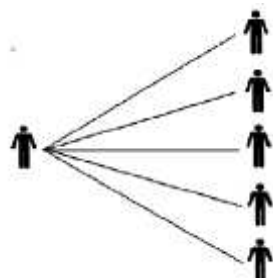


Figure 2.1: A network representative of Sarnoff's Law; socialmediaonline.com

2.2.5.2.Metcalfé's Law

This law is attributed to Robert Metcalfe, a Massachusetts Institute of Technology (MIT) graduate; one of the inventors of the Ethernet and founders of the networking firm 3com. The network characterizes many of the network's effects of communication technologies and networks such as the social network, internet and the World Wide Web. The law stipulates that, the greater number of users with the service, the more valuable the service becomes to the community. Therefore, this law taken on a social network context, may denote that every new accepted or added member on the networking site makes the user's profile more valuable in terms of the law. (Evans 2008: 51). Most people associate with the things they love and get value from; they also tend to talk about the cherished things to friends and relatives. It is through the sharing, which in this case can be done on the social networking site that the chain of connectivity is expanded further to others. This can imply to marketer that the increase is as a result of the satisfaction derived from their products and services. The figure 2 below supports the theory; the increase on network chain has an impact on how far the message can reach.

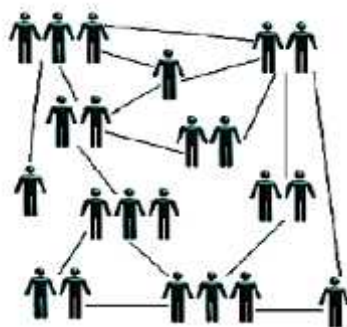


Figure 2.2: Metcalfe's Law; Source: (Metcalfé's Law and network effects on Feedback., 2012)

2.2.5.3.Reed's Law

According to Reed's law, the function of large network can increase highly with the size of the network. Reed's law was formed by David P. Reed, a computer scientist at Massachusetts Institute

of technology (MIT), working in the area of computer networking. This law applies to the social networks in use. The law emphasizes on the impact on network value by recognizing and supporting groups of members. A well-connected network encourages the formation of strong subgroups and flow of communication that put more emphasis on relevant and important information within the networks (Evans 2008: 52). The supporting group of the members can be built by creating opportunity to each person added to the network to also be in a position to connect with each other. To every addition of a new person, the number of new connections is also expanded and hence the formation of more subgroup. Below is figure 3 showing the connectivity within networks.

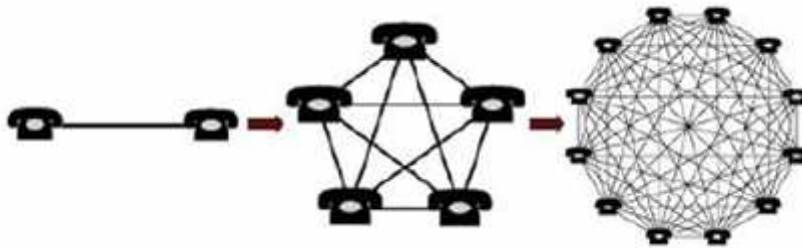


Figure 2.3: Reeds Law: Source; socialmediaonline.com

2.2.6. Purchase Intention

Purchase intentions can be defined as the conscious plan of an individual to try and buy a brand. The intention of purchase is an important consumer assessment index. It reflects the extent to which the customer is willing to purchase. Intention to buy may measure the consumer's ability to buy a product and the greater the intention, the greater the willingness of a consumer to buy a product. Consumers are more likely to be more willing to purchase a product if they react to a publicity about the product (Haley & Baldinger, 2000) (Mackenzie & Lutz, 1989).

Purchase intention indicates the marketers what consumer would buy. The buyer's intention is their prediction of which product they will purchase. (Raney, Arpan, Pashupati, & Brill, 2003) and (Brown & Stayman, 1992) described Purchase Intentions as a key indicator of the success of online advertisements. While it indicates that this attitude relates positively to purchase intentions, the factors that mediate the relationship between attitudes and intentions are unclear. Many researches

considered the attitude toward the advertising had the significant effect on consumer's purchase intention.

2.2.7. Factors Affecting Consumer Purchase Intentions

Understandability

Companies advertising message should be crystal clear and understandable. It shouldn't be complex and dazzling to consumers. The clarity of the communication or advertisement has an effect on consumers, allowing them to be informed and make an informed decision. (Mewal, 2015).

Advertisement in times can consist complex tools. Consequently, it is vital that the advertiser knows its target group. Advertisers must be aware that people interpret and comprehend messages differently depending on their background, demographics, religion, and beliefs. As a result, the message should be clear and simple to comprehend. (Johanseenet.al 2010).

Message appeal

Kotler et al., according to the study, advertisers must understand the type of communication they send to their target audience or consumers in order to elicit the desired response. Similarly, various studies have shown that advertising and marketing messaging techniques can be classified as either informational or transformational.

Memorability

It is considered that advertisement memorability has a bigger impact. When consumers are exposed to a friendly brand advertisement, the advertisement must be easily recognized, memorized, and recalled at the time and location of consumption. Furthermore, incongruent advertising will make a well-known brand simpler to recall. (Lange and Dahlan, 2003)

Credibility

The degree to which a consumer believes promises made about a brand in an advertisement are true and believable is defined as advertising credibility. It relates to a consumer's opinion of how credible an advertisement's message is and how much they trust the source of the advertisement. (According to Lutz, 1985)

Originality

Advertising unique concepts has a big impact on how people react to ads and, as a result, how well they achieve their goals. The concept of originality is that no one has ever thought in that way before. (Chernkova 2012)

2.3. Empirical Review

The purpose of advertising is to disseminate information over long distances. It's also utilized to target a large, dispersed audience. Advertising has a significant impact on sales volume. It has shown to be a crucial element in increasing brand sales. Advertisement is inextricably tied to product sales. (Abiodun, 2011)

Customers' intents are shaped by marketing, which urge them to purchase certain things. Customers are more likely to recall and acquire the product if it is repeated throughout the commercial, according to the researchers. (Pope, 2009)

Kumar (2011) conducted a study on the impact of advertising on consumer buying intentions with special reference to Nestle Limited in India. He found that advertising and sales promotion together with the image of the company influence the consumer buying decision. He also found that the quality and price of product also influence consumer purchase of goods.

Taylor and Weiserbs (1972) conducted a study on the relationship between advertising and expenditure and aggregate consumption in America. They found that there is a simultaneous relationship between advertising and consumption but not in a unidirectional. They concluded that advertising and consumption seem to work on each other.

Sharma and Sharma (2009) conducted a study on the impact of advertising on consumer intentions in India. They studied 134 companies using fixed effect model of panel data analysis. They discovered that in addition to advertising, reputation of the organization, brand of the organization, and the equity of brand affect transactions of the organization.

Ayanwale et al (2005) performed a research on the influence of advertisement of Bournvita on consumer buying intentions in Nigeria. They found that advertising has major influence on consumers' likeliness for Bounvita food drink.

Adelaar et al (2003) conducted a study on online compact discs shopping intentions of consumers through emotional advertising in Asia. He found that impulse behavior is preceded by consumer's intention to buy impulsively the products.

Associated chambers of commerce and Industry (2013) in India, conducted a study on the impact of advertising on consumer buying intentions. They found that high increase in consumption of cosmetics goods as a result of advertising. They also found that men on average spend more on cosmetic products than their female counterparts and attributed this increase to awareness created by the product/ Ghulan, Javana, Burham and Ahmed (2012) conducted a study on the impact of advertising on consumer buying intentions in Pakistan. They examined the relationship between environmental response and consumer buying intentions. They found that moderate relationship exists between the independent variables and the dependent variable. The result showed that consumers buy those brands from which they are emotionally attached.

Nawazish and Ahmed (2015) conducted a study on the effect of advertising on consumer buying intentions in Pakistan. They inspected how emotional replies are made, after viewing real advertisement they persuaded consumers purchasing intentions and they found that the environmental response and sensory stimulated activities represented in the advertisement has influence and can even change the buying intentions of consumers. They found that emotional and environmental responses have significant impact on consumer buying intentions.

2.3.1. Purchase intention versus understandability of advertisement

The advertising message of a company should be straightforward and easy to comprehend. The ease with which the promotion is carried out has an impact on the data customers, ensuring that they are well-informed and capable of making an excellent decision (Mewal, 2015).

Because there are several ways for people to interpret a message, promotion frequently includes sophisticated gadgets; the target audience should struggle to understand the message. It is therefore important for the sender to be informed about the target group. Sponsors should be aware of the different interpretations of messages based on the age, sex, religion, culture and convictions that have been previously involved. As a result, the message must be clear and concise. (Johanseenet.al 2010).

Tahkur also stated in his study titled "the influence of advertising on client buying behavior of personal care goods" that promotion emphasizes understandability as a vital aspect, with 52 percent of respondents agreeing that it has an impact on their purchasing decision. As a result, promotion understandability has a significant impact on purchase intent.

2.3.2. Purchase intention versus memorability of advertisement

If a target audience is unable to keep the message of an advertisement, the marketer effort becomes largely a waste of money, time, and resource. Dholakia & Usitalo (2002) advised that the promotion of the watchmaker should take precedence in order to be successful. With a good promotion, the watch should be able to examine clearly what happened during the ad, and what item is promoted more vitally. This revision is a compelling mark of a notice.

Lange and Dahlan (2003) thought that memorability of advertising had two consequences. If customers for a recognizable brand are found in normal advertising, the ad should be easy to identify and store in your memory to be easily recoverable from construction. Inconsistent advertisements have also made it less demanding to consider recognizable brands. Customers are more carefully processed by the Advertisement and the output is taken away from the brand pattern.

2.3.3. Purchase intention versus credibility of advertisement

Credit on the advertising is characterized to be honest, trustworthy, by the extent to which the customer sees the claims made around the brand (Lutz, 1985). It refers to the buyer's perception of the level of confidence of the message of the ad and the extent to which the expenses trust the source. In its expansion, Zineyemba and Manase (2015) examined advertising components and discovered that convincing messages are significant to buyers. Therefore, advertising credibility affects purchase intentions.

2.3.4. Purchase intention versus originality of advertisement

One of the measures for inventive advertising is creativity. An original advertisement includes components that are unusual, astonishing or absent from the usual place. The focus is on the uniqueness of the ideas or the highlights of the publicity (Reinartz & Saffert 2013).

It is considered an imperative figure to promote the original idea which affects the message reaction of customers and, in turn, promotes feasibility. The essence of the first thought is that nobody else recently thought this way (Chernkova 2012). This consideration has uncovered the inventiveness of unique thought, humor and music.

They approached creativity using both conventional and non-traditional media in Maniu's and Zahire's (2014) research. They examined the importance of creativity & message, and the application of this to attitudes towards publicity, by considering what inventiveness would provide.

2.4. Conceptual Framework

The conceptual framework could be a kind of intermediate theory attempting to interface all aspects of study. Conceptual frameworks can act as a framework that gives the experimental research coherence. Because the conceptual framework may be so close to the experimental question, it takes distinguishing form depending on the address or problem. This study is aimed at determining the impact on the intention to buy Kidame beer from social media advertising. It assesses the types of social media advertising and its impact on the process of buying consumer goods.

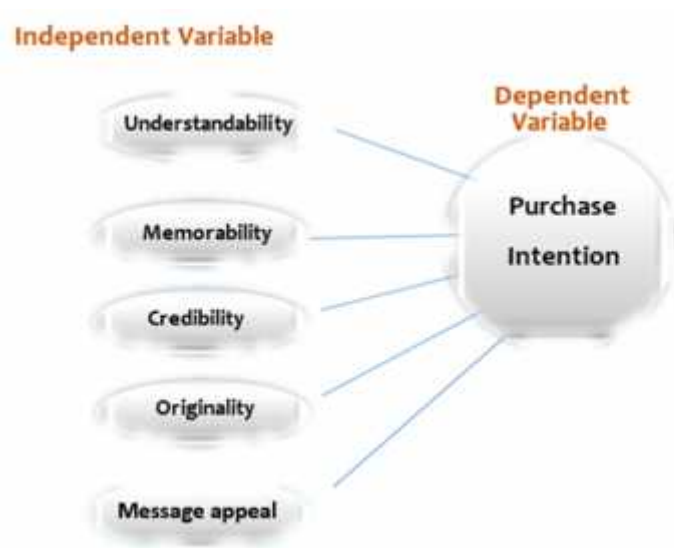


Figure 2.4 Conceptual Framework

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

2.4.1. Hypotheses

The below hypotheses for the research questions are come from the above extensive literature review as well as the researcher's intuition.

H1: The understandability of social media advertisement has a major effect on the purchase intention of consumers for Kidame beer.

Advertising message shall be easily understandable. The simplicity of the advertisement leads to the consumer being informed and can make a positive decision (Mewal, 2015). The simpler the message, the easier to make conclusions about the data. The more complex of marketing message is, the more likely it is to be ignored. This is not because people are dumb. It is because people simply do not have the motivation to become invested in what the company are saying or trying to get across to the customer. Marketing message should be very easy to read, and a simplistic digital marketing message is going to be easy to read.

H2: The message appeal of social media ads has a major effect on the purchase intention of consumers for Kidame beer.

H3: The memorability of social media ads has a major effect on the purchase intention of consumers for Kidame beer.

On the off chance that a target audience can not keep in mind a marketer's message, publicizing to a great extent gets to be a squander of time, cash, and asset. Dholakia & Usitalo (2002) proposed that, in arrange to be compelling; a promotion must be paramount for the watcher. With a workable message, the watchman should be able to examine clearly and more vitally what happened with the advertisement. This review is a successful trademark.

H4: The credibility of social media ads has a major effect on the purchase intention of consumers for Kidame beer.

According to Lutz (1985), the credibility of advertising is explained as to how true and credible the consumer sees claims made about the market in advertising. It refers to the consumer's perception of how convincing the message of ads is, and to how confident the consumer is in the source publicity.

H5: The originality of social media ads has a significant effect on the purchase intention of consumers for Kidame beer.

Originality is one aspects of creative advertising. An original advertisement has a couple of elements that are rare or that move away from the man. The focus is on the uniqueness of ideas or feature contained on the Advertisement (Reinartz & Saffert 2013).

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Introduction

This chapter presents the research methodologies which are used to carry out this thesis; the research approaches, research designs, sources of data, methods of data gathering and sampling

techniques. In addition it describes how these methods would be implemented to find answers for the purpose of the research. Issues related to reliability and validity was discussed.

3.2. Research Area

Area of the study is Habesha Breweries S.C particularly Kidame beer brand and its practice of social media marketing impact on consumers' purchase intention in Addis Ababa.

3.3. Design of the Research

In this study, the student researcher used an explanatory research method that describes the causal links between independent and dependent variables that relates to the research objective. Since the intention of this study is to evaluate the effect of the independent variables over the dependent variable, the method is suitable and helpful in examining the relationship.

3.4. Approach of the Research

The researcher used quantitative method of a research to justify the effect on the consumers of social media advertising on buying intent by collecting quantitative data from Kidame beer consumers. The effect of independent variables on the dependent variable is also measured quantitatively.

3.5. Population and Sample Design

3.5.1. Population

This study has undefined total population as the exact numbers of social media users are unknown.

3.5.2. Sampling Frame

The sampling frame is a list of all population units from which the sample will be drawn. Because there is no statistical data that lists or even estimates the number of beer drinkers in Addis Ababa, the sample frames for this research are limitless or undefined, and it is difficult to identify and list from this research viewpoint. As a result, the target participant for this study is those who drink Kidame Beer in Addis Ababa.

3.5.3. Sample Size

With the study title in Ethiopian context, to work out the estimate of p and q, Corbetta (2003), with a 95% confidence interval and 5% samples error, used the researcher's recommendation in the determination of a standard deviation.

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

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 ($\pm 5\%$)

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

Each participating customer was consented to know the aim of the study and questionnaire are going to be administered.

To illustrate this, an over-dimensional population was supposed to be unknown to us in the proportion that the practice took.

Hence, Supposed to p=.5 (maximum variability).

Moreover, the confidence level of 95% and accuracy of $\pm 5\%$ is desired.

3.5.4. Sampling Method/technique

The convenience sampling method was used for the selection of population elements within the sample to support the convenience of access or to select respondents because they happened to be at the right location at the right time. The researcher contacted the target element who lives in Addis Ababa and those who expressed their willingness to engage.

3.6. Measures

The process of observing and recording the observations made as part of a research project is known as measurement. There are two primary concerns that were addressed in this paper. Survey research includes the design and implementation of questionnaires. Scaling involves consideration of the major methods of developing and implementing a scale.

3.7. Data source and Collection Procedures

Primary data was used as a main source for this study. Customer surveys were used to obtain primary data. The primary data were collected from primary sources using questionnaires because the investigator was aimed at investigating the effect of social media advertising on consumer intentions and secondary data was obtained from journals, the research assessed papers, E-sources, research papers related to the topic, internet for better understanding of the topic area.

3.8. Data Analysis

The data gathered from the questionnaire was entered and all the analysis was made by using SPSS software version 20. The demographic data of the respondents were organized and resumed by descriptive analyses. The relationship between the independent and the dependent variable was seen by using a correlation analysis. To understand how much the experimental variable has influenced the dependent variable, multivariate analysis was used in addition to the correlation analysis.

3.9. Reliability and Validity

Research reliability refers to the degree to which research method produces stable and consistent results. A specific measure is considered to be reliable if it provides a consistent result. In this study, Cronbach's alpha () was used to test the reliability of the measure.

Based on this criterion, Cronbach's Alpha reliability coefficient was calculated to estimate the reliability of the data collection instrument and results are given table below. The average Cronbach's Alpha reliability coefficient for all variables was 0.829 as indicated in Table 3.1, which is good. Appendix B displayed the entire reliability test of the questionnaire. Therefore, for

this research, the data collection instrument was a reliable measure of the effect of advertisement on consumers buying behavior.

Table 3.1 Reliability Statistics

Cronbach's Alpha	N of Items
.829	26

Source: Own Survey, 2021

Hence, by computing the respondents' data using the reliability statistics and obtained 0.829 from the total questions. This means 82.9% of the data collected by the respondents is reliable. It is greater than the average 0.7 coefficient correlation values. After making corrections on the questions of the questionnaire, it was distributed in person and online.

Validity is how the strength of our conclusions, inferences or propositions are. It involves the degree to which we are measuring what we are supposed to, more simply, the accuracy of our measurement (John et al, 2010). The questionnaire items were adopted from previous research (Sharma, K. & Das, S. 2017) & (Ali, S.; Magati, A.; Dosari, M.; Mandil, F., 2018) and rephrased to suit the study.

3.10. Ethical Consideration

The data collected was only be used to understand the impact of social media ads on the purchase of intentions by consumers. In addition, the researcher is exclusively responsible for conducting the entire research process and adheres to all organization and university policies. The study is based on trustworthy university standards, procedures and policies.

The means of an honorable model, system of data collecting, evaluation, and correct distribution are the four steps of integrity in undertaking research. The research's prior goals and reason would be revealed. The data collected from the organization must not be misconstrued or abused. The consent of each participant/sample unit was obtained before data collection is commenced. The researcher was undertaken to guard the rights of the respondents by confirming that all collected data used solely for the academic study purpose and kept confidential. Also, the respondents were

informed to participate with non-forced act, by clearly informing all respondents the rational and purpose of the research. The respondents were not required to reveal their names to keep the confidentiality of the data given. The researcher was also informed the respondents that they have the right to withdraw their consent at any time. The information that was given by respondents was analyzed without any alter by the analyst. In addition, the works used as a basis for this research were properly quoted as the researcher complies with the work of other researchers.

3.11. Summary

The research followed an explanatory method and quantitatively described factors connected to the intention of buying Kidame beer. The intention to buy has been established as the variable of dependence. The total population for this study is unknown since it is very difficult to determine the total number. Primary data have been acquired from diverse sources utilizing a 5-point likert scale questionnaire and secondary data was also obtained. The researcher plans to use a convenience sampling. A total of 384 questioners were distributed. All the answers were analyzed through descriptive and inferential statistics using SPSS software Version 20.

CHAPTER FOUR

4. RESULTS & DISCUSSIONS

This chapter deals with presentation and analysis of the data which have been obtained through questionnaire that involves the effect of social media advertisements in customers choice of the product, customers' perception of media advertisement influencing their choice of the product and how social media advertisement on quality products influence customers buying decision. This chapter presents the main body of the paper. To achieve each specific objective of the study and test the established hypotheses, the data obtained from the survey are analyzed using different methods of analysis. Descriptive statistics is used mainly to demographic characteristics, to examine how social media advertisement on quality of products influences customers buying decision and Customers' perception of social media advertisement influencing their choice of a

product but, a combination of both descriptive and inferential statistics is used to identify the effect of social media advertisements influences on customers buying behavior.

As it was already mentioned in the research methodology part, questionnaire is used as primary data collection method. The data was collected from customers of Kidame Beer.

Out of 384 questionnaires distributed to the respondents a total of 327 were collected which accounted 85.15% of response rate. Among the questionnaires distributed, 57 (14.84%) of the respondents fail to return the questionnaire. With the demand of increasing the representativeness of the sample for the total population, the uncollected questionnaires were replaced from the questionnaires distributed as a contingency.

4.1. Analysis of Demographic Characteristics of Respondents

The initial section of the questionnaire solicited the respondents about their general demographic data (gender, age, educational qualification, and occupation of the respondents). Accordingly, the response of the respondents is depicted on the table 4.1.

As indicated on the below table 4.1, the age group has been categorized into four classes. As its shown in the previous table, the majority of the respondents fall in the 25-34 year age group 189 (57.8%) followed by those in the 35-44 year age group 63 (19.3%) and in the 21-24 year age groups 57 (17.4%) respectively. The remaining 15 (4.6%) of the respondents are under the age category of 45 and above years. From this, one may deduce that Kidame Beer in Addis Ababa city have a majority of young consumers.

Table 4.1 Respondents classified by age group

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21 – 24	57	17.4	17.6	17.6
	25 – 34	189	57.8	58.3	75.9
	35 - 44	63	19.3	19.4	95.4
	45 and above	15	4.6	4.6	100.0
	Total	324	99.1	100.0	
Missing	System	3	.9		
Total		327	100.0		

Source: Own Survey, 2021

Male respondents are more numerous than female respondents. Male respondents account for about 51.4% and female respondents account for about 47.7% of the total number of respondents. From this data, it can easily be inferred that most of the consumers of Kidame Beer products in Addis Ababa city are males.

Table 4.2 Respondents classified by gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	168	51.4	51.9	51.9
	Female	156	47.7	48.1	100.0
	Total	324	99.1	100.0	
Missing	System	3	.9		
Total		327	100.0		

Source: Own Survey, 2021

As far as their educational status is concerned, the table 4.3 below shows that, 33 (10.1%) of the respondents are high school complete or TVET, 75 (22.9%) are diploma holders, 72 (22.0%) of the respondents are Master's Degree holders, whereas the remaining and the majority of the respondents that weight 132 (40.4 %) have Bachelor degree.

Table 4.3 Respondents classified by educational qualification

		Educational Qualification			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	12 and below	12	3.7	3.7	3.7
	TVET.	33	10.1	10.2	13.9
	Diploma	75	22.9	23.1	37.0
	Bachelor	132	40.4	40.7	77.8
	Masters	72	22.0	22.2	100.0
	Total	324	99.1	100.0	
Missing	System	3	.9		
Total		327	100.0		

Source: Own Survey, 2021

Regarding to employment of the respondent, the majority of the respondents are private company employee (46.8% of the respondents), followed by self-employee 20.2%, government employees 13.8%, NGO employees 12.8% and others such as mother wife and unemployed are 4.6%.

Table 4.4 Respondents classified by their occupation

		Occupation			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Government employee	45	13.8	14.0	14.0
	Private employee	153	46.8	47.7	61.7
	NGO employee	42	12.8	13.1	74.8
	Self-employee	66	20.2	20.6	95.3
	Other	15	4.6	4.7	100.0
	Total	321	98.2	100.0	
Missing	System	6	1.8		
Total		327	100.0		

Source: Own Survey, 2021

The below table shows the customers preference level on the influence of social media beer advertisement in which the Kidame beer is advertised. As it can be clearly seen in the above figure majority of the customers which accounts (32.6%) prefer Habesha Beer based on their advertisements that are transmitted through social media. Kidame beer is their second best preference which accounts (22.3%) next to Habesha.

Table 4.5 social media beer advertisement that most influence the purchase intention a brand

Name of the beer	Valid Percent
Habesha beer	32.6%
Kidame beer	22.6%
St. Goerge beer	14.6%
Meta beer	15.3%
Walia beer	14.6%
Others	0.3%

Source: Own Survey, 2021)

4.2. Mean degree of agreement on factors affecting purchase intention of Kidame Beer

Table 4.6 Perception of respondents about purchase intentions of Kidame beer

Descriptive Statistics			
	N	Mean	Std. Deviation
Family and friends influence the Purchase intention for Kidame beer.	324	2.61	1.225
Overall the beer advertisement influences the purchase intention for Kidame beer.	324	2.75	1.272
Sales person influence the purchase intention for Kidame beer.	324	2.53	1.260
Considering switching from one to another beer brands due to product quality than an advertisement	321	3.32	1.420
Consider switching from one to another beer brands due to price discount than advertisement	324	2.55	1.259
Valid N (listwise)	321		

Source: Own Survey, 2021

As can be concluded in Table 4.6, respondents agree (mean value 3.32 that the shift from one beer to another brand is influenced by the quality of the product rather than by advertising, which is followed up by overall beer advertising. (mean value of 2.75 and 2.61).

4.3. Analysis on the role of social media advertisements understandability on the purchase intentions and Mean degree of agreement on social media ads being simple to understand

From the gathered data, respondents indifferent (mean = 3.04) that the Kidame beer social media ads are casual about to make respondents purchase the advertised product. On the other hand the respondents disagrees (mean = 2.60, mean = 2.74 and mean = 2.76) that the Kidame beer brand social media ads are not convincing or confusing respectively.

Table 4.7 Mean degree of agreement on Understandability of social media advertisement

Descriptive Statistics			
	N	Mean	Std. Deviation
The message of Kidame beer is understandable as a result it helps decide to buy the product.	324	2.74	1.032
The social media ad for Kidame beer is complex.	321	2.60	.957
The facts in the Kidame beer social media ad don't convince the benefits of the product.	324	3.04	1.241
Since the social media ad is very confusing, users cannot understand what the ad is all about.	324	2.76	1.115
Valid N (listwise)	321		

Source: Own Survey, 2021

Table 4.8 The Role of social media advertisements understandability on the purchase intentions of a product.

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
The message of Kidame beer is understandable as a result it helps decide to buy the product.	27	8.3	123	37.6	102	31.2	51	15.6	21	6.4
The social media ad for Kidame beer is complex.	36	11	120	36.7	111	33.9	45	13.8	9	2.8
The facts in the Kidame beer social media ad don't convince the benefits of the product.	24	7.3	114	34.9	69	21.1	60	18.3	57	17.4
Since the social media ad is very confusing, users cannot understand what the ad is all about.	36	11	114	34.9	93	28.4	54	16.5	27	8.3

Source: Own Survey, 2021

The first item that asks about a message from the social media ad for Kidame beer is understandable and helps to choose the product, reveals that majority of the respondents 123 (37.6%) and 102 (31.2%) disagree and neutral with that the message of Kidame beer social media ad is understandable.

The second item measures the social media ad for Kidame beer complexity. The finding reveals that from the total participants majority of them 120 (36.7%) and 111 (33.9%) able to understand from the social media advertisements and neutral about the clarification of the ad. 45 (13.8%) and 9 (2.8%) are agree about the item which they get confused by the ad of the beer. Whereas the remaining 36 (11%) strongly disagree. From the interpretation it is clear that there is association between purchase intension with the social media ad clarification. So, the company needs to consider the understandability of the ad.

The third item focuses on the facts in the Kidame beer social media ad don't convince the benefits of the product. As it can be seen in the above table item three, majority of the sample respondents 114 (34.9%) disagree with the item three. 69 (21.1%) of the respondents were found to be neutral. Whereas 60 (18.3%) and 57 (17.4%) show their agreement and strong agreement regarding the social media ad don't convince the benefits of the product. The finding can be a good proof regarding the matter of product brand to be preferred by consumers.

This last item on the Social Media ad is very confusing, so it's not possible for users to understand the meaning of the advertisement. The finding shows that 54 (16.5%) and 27 (8.3%) agree and strongly agree respectively regarding with the social media ad confusing. 93 (28.4%) are indifferent regarding with the social media ad confusing.

4.4. Analysis on the role of social media advertisements Message appeal on the purchase intentions of a product.

Table 4.8 The Role of social media advertisements Message appeal on the purchase intentions of a product.

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Social media commercials that utilize jingle to transmit the brand message impact me more.	45	13.8	96	29.4	69	21.1	72	22.0	42	12.8
Social media commercials that utilize comedy to transmit the brand message impact me more.	27	8.3	81	24.8	69	21.1	34	10.4	60	18.3
Social media ad message which emphasizes the benefit of the beer influence more	33	10.1	87	26.6	87	26.6	66	20.2	48	14.7
Social media commercial message which highlights on quality of the beer impact more.	33	10.1	87	26.6	84	25.7	48	14.7	72	22.0

Source: Own Survey, 2021

The first item deals with the Social media ad which uses music to transmit the message influence more on the purchase intention. The finding shows that from the total participants 96 (29.4%) and 45 (13.8%) said that social media ad which uses music to transmit the message doesn't influence more on the purchase intention they choose a beer. 69 (21.1%) are impartial regarding the Social media ad which uses music to transmit the message influence more on the purchase intention. Whereas the remaining 72 (22.0%) and 42 (12.8%) does consider the social media ad which uses music to transmit the message influence more on the purchase intention of Kidame Beer. The finding shows that most of the sample respondents are not sensitive regarding to the social media ad which uses music to transmit the message influence more on the purchase intention.

The second item focuses on Social media commercials that utilize comedy to transmit the brand message impact me more.. From the finding in the above table 69 (21.1%) are impartial regarding on Social media commercials that utilize comedy to transmit the brand message impact me more. Whereas 84 (25.7%) and 60 (18.3) consider the Social media commercials that utilize comedy to transmit the brand message impact me more.. And 81 (24.8%) and 27 (8.3%) doesn't care the Social media commercials that utilize comedy to transmit the brand message impact me more.

The third item deals with social media ad message which emphasizes the benefit of the beer influence more on the purchase intension. The finding shows that majority of the respondents 87 (26.6%) are neutral and doesn't consider regarding with social media ad message which emphasizes the benefit of the beer influence more on the purchase intension. This shows that respondents' selection of the beer is not determined by the social media ad message which emphasizes the benefit of the beer.

The forth item that tries to examine the Social media commercial message which highlights on quality of the beer impact more.. From this it can be concluded that consumers are not influenced to select the beer with the factors the social media ad message which emphasizes the quality of the beer.

4.5.Mean degree of agreement on Memorability of social media advertisement

As illustrated in Table 4.9, respondents disagree that memories of the social media message influence them in their Kidame beer purchasing decision, that the message is weak and does not stay long.

Table 4.9 Summary of Descriptive statistics of social media advertisement being memorable

Descriptive Statistics			
	N	Mean	Std. Deviation
Kidame beer's social media ad message is unforgettable, which means it influences the decision to buy the product.	324	2.75	1.012
The Social media commercials of Kidame beer get me up to date to the brand's advertised communication.	324	2.98	1.124
Since Social media advertisements are so frail, they <u>don't</u> adhere within the brain for a long time.	324	2.75	1.048
Mostly I discuss the <u>Social</u> media ad message with my friends after viewing it.	324	2.53	1.160
Valid N (listwise)	324		

Source: Own Survey, 2021

4.6. Mean degree of agreement on credibility of social media advertisement

For source credibility, the effect of credibility in social media advertising had a mean value of 3.12. The respondents approve that their intention of buying is influenced by credibility in social media advertising. They also believe that advertising is an honest and realistic source of information.

Table 4.10 Summary of Descriptive statistics of social media advertisement being credible

Descriptive Statistics			
	N	Mean	Std. Deviation
The message of social media is credible, it affects the decision to purchase the product.	321	3.03	1.221
When the advertising Kidame beer produced by individuals who are credible, it enhances its credibility.	324	3.12	1.305
I believe that <u>Social</u> media advertisements of Kidame beer are exaggerated.	324	2.75	1.012
Since Social media ads are always unrealistic, I cannot consider them as an honest information source.	324	2.98	1.124
Valid N (listwise)	321		

4.7. Analysis on the role of social media advertisements originality on the purchase intentions of a product.

Table 4.11 The Role of social media advertisements originality on the purchase intentions of a product.

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Originality in Kidame beer <u>Social media</u> advertisement influences to decide to buy the product.	48	14.7	96	29.4	126	38.5	42	12.8	12	3.7
I believe Out of ordinary ideas in Kidame beer <u>Social media</u> advertising is irrelevant.	45	13.8	123	37.6	90	27.5	30	9.2	33	10.1
When Social media advertising of Kidame beer departs from stereotypical thinking, it grabs my attention	30	9.2	84	25.7	120	36.7	66	20.2	24	7.3
When Kidame beer <u>Social media</u> ads are unique, it sticks my mind.	60	18.3	90	27.5	66	20.2	66	20.2	42	12.8

Source: Own Survey, 2021

The first item which asks the originality in Kidame beer social media advertisement influences to decide to buy the product, reveals that majority of the respondents 126 (38.5%) and 96 (29.4%) neutral and disagree with that the originality in Kidame beer social media advertisement influences to decide to buy the product.

The second item measures the ordinary ideas in Kidame beer social media advertising is irrelevant. The finding reveals that from the total participants majority of them 123 (37.6%) doesn't believe out of ordinary ideas in Kidame beer social media advertising is irrelevant.

The third item focuses on the social media advertising of Kidame beer departs from stereotypical thinking, it grabs an attention. As it can be seen in the above table item three, majority of the sample respondents 120 (36.7%) were found to be neutral with the item three. 84 (25.7%) were found to be disagree. Whereas 66 (20.2%) and 24 (7.3%) show their agreement and strong

agreement regarding the social media advertising of Kidame beer departs from stereotypical thinking, it grabs an attention.

The last item of this section deals with the Kidame beer social media ads uniqueness and it sticks on mind. The finding shows that 66 (20.2%) and 42 (12.8%) agree and strongly agree respectively regarding with the social media ads uniqueness. 90 (27.5%) are disagree regarding with the Kidame beer social media ads uniqueness and it sticks on mind.

4.8. Correlation analysis

The magnitude and direction of the relation between two variables is expressed quantitatively by the correlation coefficient. It is an effect dimension and so the strength of the correlation can be described verbally. Coefficients for correlation vary between +1.0 and -1.0. The coefficient sign indicates if the relationship is good or bad. .00-.19 — all weak flow, .20-.39 —weak flow, .40-.59 —moderate flow, —strong flow, and .80-1.0 —very strong flow. The following coefficients are suggested by Evans (1996): — very weak flowing. This guide was used to interpret the results of the correlation analysis as follows.

As indicated in the matrix, the person correlation coefficient shows that originality, understandability and memorability has a weak flow correlation with purchase intention with a coefficient of $r=.212$, $r=.215$ and $r=.206$ respectively. Credibility in advertisement and message appeal has all weak flow correlation with a coefficient of $r=.179$ and $r=.102$ respectively.

Each independent variable correlates perfectly with itself with a coefficient of $r=1$. Therefore all independent variables have a strong and positive correlation with the dependent variable at a significant level of $p=.000$ except message appeal.

Table 4.12 Pearson's Correlation Matrix

Correlations

		Understandability	Message appeal	Memorability	credibility	originality	Purchase Intension
Understandability	Pearson Correlation	1	.246**	.258**	-.009	.179**	.215**
	Sig. (2-tailed)		.000	.000	.869	.001	.000
	N	324	324	324	321	324	324
Message appeal	Pearson Correlation	.246**	1	.047	.353**	-.021	.102
	Sig. (2-tailed)	.000		.396	.000	.705	.066
	N	324	324	324	321	324	324
Memorability	Pearson Correlation	.258**	.047	1	.128*	.332**	.206**
	Sig. (2-tailed)	.000	.396		.022	.000	.000
	N	324	324	324	321	324	324
credibility	Pearson Correlation	-.009	.353**	.128*	1	.024	.179**
	Sig. (2-tailed)	.869	.000	.022		.667	.001
	N	321	321	321	321	321	321
originality	Pearson Correlation	.179**	-.021	.332**	.024	1	.212**
	Sig. (2-tailed)	.001	.705	.000	.667		.000
	N	324	324	324	321	324	324
Purchase Intension	Pearson Correlation	.215**	.102	.206**	.179**	.212**	1
	Sig. (2-tailed)	.000	.066	.000	.001	.000	
	N	324	324	324	321	324	324

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Own Survey, 2021

4.9. Regression analysis

4.9.1. Multiple Regression Analysis Results

The multiple regression equation is $Y' = A + B_1X_1 + B_2X_2 + \dots + B_nX_n$

where Y' = the predicted dependent variable

A = constant

B = Unstandardized regression coefficient

X = Value of the predicted coefficient

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.332 ^a	.110	.102	1.072

a. Predictors: (Constant), The message of Kidame beer is understandable as a result it helps decide to buy the product., The Social media ad message is credible, it influences to decision to buy the product., Originality in Kidame beer social media advertisement influences to decide to buy the product.

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	45.105	3	15.035	13.095	.000 ^b
	Residual	363.961	317	1.148		
	Total	409.065	320			

a. Dependent Variable: My purchase intention to drink a Kidame beer is influenced by social media beer advertisements

b. Predictors: (Constant), The message of Kidame beer is understandable as a result it helps decide to buy the product. The Social media ad message is credible, it influences to decision to buy the product. Originality in Kidame beer social media advertisement influences to decide to buy the product.

Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.000	.257		3.895	.000
	The Social media advertisement message is credible, it influences to decision to buy the product.	.158	.048	.174	3.282	.001
	Originality in Kidame beer Social media advertisement influences to decide to buy the product.	.188	.060	.169	3.128	.002
	The message of Kidame beer is understandable as a result it helps decide to buy the product.	.214	.059	.195	3.628	.000

a. Dependent Variable: My purchase intention to drink a Kidame beer is influenced by social media beer advertisements

4.10. Dedicated discussion

The first hypotheses tested is that the understandability of social media ads has a significant effect on the purchase intention of consumers for Kidame beer. The independent variable in this case is understandability of the social media ad and purchase intention is dependent variable. The hypotheses is accepted, and it can be seen that understandability of social media ads has a huge impact on the purchase intention. If the ad is complications, then it might miss its objective and the target audience might not be intimidated to buy the product.

The second hypotheses tested is that the message appeal of social media ads has a significant effect on the purchase intention of consumers for Kidame beer. The independent variable is message appeal and purchase intention is the dependent variable. The hypotheses found to be wrong. According to the literature review message appeal has a positive impact on purchase intention. When an ad has an appealing message, it can catch the attention of its target audiences then influence their decisions. However, this doesn't work for Kidame beer as its consumers doesn't give attention for the message appeal of its social media ads rather it will be good to focus on the understandability of the ad.

The third hypotheses tested is the memorability of social media advertisements has a substantial impact on the purchase intention of consumers for Kidame beer. The independent variable is memorability of the ad and purchase intention is the dependent variable. The hypotheses was found to be accepted. According to the literature review, Ad memory has two effects. When consumers are exposed to the typical ad for a familiar brand, the publicity should be easily recognized and stored in memory and easily recovered from the schema when consumers are in the position to make a purchase decision. Hence, Kidame beer needs to give the proper attention to memorability of its social media ads by using concepts and visuals that has the ability to stick to the target audience's mind.

The fourth hypotheses tested is the credibility of social media ads has a substantial impact on the purchase intention of consumers for Kidame beer. The independent variable is credibility of the ad and purchase intention is the dependent variable. The hypotheses was found to be accepted. When social media ads are credible the consumer perceive the ad to be believable and they know that they can trust its source. When the extent of the credibility increases consumers tend to buy that product. And Kidame consumers find its social media advertising credible. This helps the brand in influencing the purchase decision of the target consumers and in return it increases its sales volume. The brand needs to work more to be benefited from the credibility of the ad.

The fifth hypotheses tested is the originality of social media ads has a substantial impact on the purchase intention of consumers for Kidame beer. The independent variable is originality of the ad and purchase intention is the dependent variable. The hypotheses was found to be accepted. As indicated on the literature review, advertising original ideas is a vital factor that influences consumers reaction to the ad and impact its effectiveness. According to the above analysis it is

seen that the original idea were what respondents notice in an ad. Thus, as originality has a huge influence on consumers purchase intention, Kidame beer needs to focus on using original ideas, visuals, and other ingredients in its social media advertising.

CHAPTER FIVE

5. SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

Following the presentation of the study findings and discussion in the previous chapter, the summary of findings is now examined in the context of the preceding chapter. There is a summary of the findings, as well as conclusions and recommendations. This chapter also discusses the implications for the future.

5.2. Summary of the major findings

Most responses fell in age groups between 25 and 34 years 189 (57.8%), followed by age groups between 35 and 44 years 63 (19.3%), and age group 57 (17.4%) between 21 and 24 years. The remaining 15 (4.6 percent) responders are between the ages of 45 and 65.

Around 51.4% of the male respondents, whereas approximately 47.7% of the overall number of respondents.

The most of responders are employees at private companies, with a 46.8% staffing, followed by a 20.2% self-employee, a 13.8% staff staff, NGO 12.8% and a 4.6% staffing, including Mother Wife and the jobless.

Perception of people about Kidame Beer purchases has an average value of 3.32, which means that a change from one beer to another brand is determined instead of by advertising and by the quality of the beer.

Majority of the respondents 123 (37.6%) and 102 (31.2%) disagree and neutral with that the message of Kidame beer social media ad is understandable.

The social media advertising effect of credibility had a mean value of 3.12. The respondents agree that trustworthiness in social media advertising influences their intention to buy.

Respondents disagree that memories of the social media message influence them in their Kidame beer purchasing decision, that the message is weak and does not stay long.

Independent variables correlates perfectly with itself with a coefficient of $r=1$. Therefore all independent variables have a strong and positive correlation with the dependent variable at a significant level of $p=.000$ except message appeal.

5.3. Conclusions

The key cause that initiates the concept of this study was the significantly expanding social media advertisement campaign conducted by brewery firms to grab and increase a highest share in the constantly developing and competitive industry.

This research was carried out on Habesha Breweries Share Company, especially on Kidame Beer, in Addis Ababa city with aiming the consequences of social media advertising for the purchase of consumer goods. In particular, the researcher sought to identify the effects of social media advertising on the products selection of customizes, explain the understandability, the message appeal, the reliability, the reliability and the originality of social media advertising that impact their choice of the products.

Consumers' evaluation of Kidame Beer's purchases found that consumers agree that advertising in social media affects the purchase of their judgment and the effect of seller and friend. Another aspect which should be considered in developing consumers' preference is product expansion, NPD and price discounts.

Findings of this study also showed that regarding the influence of social media advertisement on quality on customers' choice of the beer, customers of the beer favour quality of products than price of it, this reveals how customers are in need quality products and their willingness to pay a price to quality products that can give them the necessary pleasure that can be grabbed from consuming a beer.

In relation to the goals of the research, it was found that all the study variables had a substantial impact on consumer buying intention, by investigating the effects of understandability, message appeal, memorability, credibility and originality of social media advertisements.

The discoveries and results in the last chapter show that comprehensibility is more closely connected to purchasing intention. Originality is the second most correlated variable. Promotion memorability is in line, while credibility and message reminder have demonstrated a lower

coefficient of correlation. All subordinate to invariable relationships were found to be significant on a level of 0.01, with the exception of message appeal.

With regard to the research objectives, it has been found that all research variables have a substantial effect on consumer intention, except the message call found at the level of 0.066, by looking at the effects of understandability, message concern, memory, credibility and originality of advertisement character in terms of Kidame beer social media advertising. The research variables include greater understanding and the less impact of message appeal. Originality, with memorability and credibility, ranks second.

The most significant effects on consumers' buying intention, which can be easier recorded or remembered, are many advertising variables which influence the buying behavior of consumers. But statistically significant is one element that is simple publicity or simplified advertising.

The clear results of the review show that the promotion of Kidame Bee was placed third in the promotions of St George Lager, fourth in the promotion of Meta Beer and last in the promotion of Walia Beer amongst social media Habesha, the most prominent of which are selected by the interviewees.

The researchers classed the answers as good, negative and neutral in relation to questions on the attitude. In this respect, neutral reactions are higher than positive and negative reactions. In addition to most queries, there are more positive answers than negative ones. However, certain negatives were perceived as being more positive on concerns about comments, ratings, information sharing on social media advertising and advertising response.

The data generally suggests that attempts by Kidame Beers to interact with consumers are less than expected.

5.4.Recommendations

After the data obtained in this study have been reviewed, evaluated and evaluated, the researcher offered the following advice.

The investigation began with the background and motivation of the researchers to do the study on the subject of social media and buying intentions. It's apparent that social media is becoming a global vital marketing tool that gives organizations the ability to interact with their markets and

know about the wants and profiles of customers. In addition, it has built a new communication platform that allows customers to share their brand experience, comment and evaluate products and services, to seek the best solutions, etc.

In terms of assessing consumers' considerations in purchasing decisions, the amount of publicity that consumers agree on in affecting their decision is higher. Therefore, the overall beer brand due to product quality influences the purchase intention for Kidame beer followed by the beer advertisement strategy should be the center of Kidame Beer's marketing plan.

As shown in the model, novelty has a greater effect on the propensity to buy from customers. This signifies an original advertising message. The message must be convincing and credible, because credibility is one of the characteristics that customers think affect their choice to buy. (Intelligibility, appeal for messages, memorability, credibility and uniqueness)

Before airing any commercial, breweries should get to know their audience and what impacts their decision best. To that purpose, it is advised that they conduct research to identify the efficacy and malfunction spots in various ad campaigns. According to the findings of the study, using song is not always effective, so breweries should direct advertising companies on which demands to focus rather than leaving them to their own gadgets. Furthermore, having celebrities alone does not make an ad effective; what is stated and the way applied to distribute the commercial are equally important. Thus, before designing or selecting on the appeal of an advertisement message and applying it, both breweries and advertising agencies are urged to examine these criteria. In generating communication messages for this particular product, advertising organizations ought to focus on logical themes. They should also concentrate on trustworthiness, as it has a greater impact than the other aspects.

Directions for Further Studies

This study has been done on the FMCG-considered Kidame beer. The effects of advertises may also be assessed on other rapidly moving consumer goods and high level of participation items.

Therefore, other willing investigators are recommended to conduct a further in-depth investigation to found and identify the unidentified advertisement variables that can influence consumers buying behavior.

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APPENDEX A
Addis Ababa University Collage of Commerce,
Department of Marketing Management

Ladies and gentlemen, Bitanya Wogdereseegn is my name. I am currently researching the effect of social media advertisement on the intention to purchase consumption: a ~~kidame~~ beer case. I kindly ask you to take a little time to complete this questionnaire. I will keep your feedback confidential and your responses will be very valuable.

There are three parts to complete in the questionnaire. Part I is a general question about your profile. Section II reflects the behavior of your shopping for Kidame beer. Section III has various advertising statements. Enclose the numbers that best reflect your consensus level in each block. You don't have to include your name when you complete the questioner. The information you request is only gathered for this investigation, and it will be anonymous, so please reply honestly. Please contact me with the following address if you have any questions about the questionnaire.

Name: Bitanya Wogdereseegn, Tel: +251-911-863-035, E-mail: Bitanyawog@gmail.com

Thank you.

I. Part One: Consumers Profile (Please encircle on one of the choices below.)

I. Age (Years)

- | | | | |
|----|---------|----|--------------|
| 1. | 21 – 24 | 3. | 35-44 |
| 2. | 25 – 34 | 4. | 45 and above |

II. Gender

1. Male
2. Female

III. Educational Qualification

- | | | | |
|----|--------------|----|----------|
| 1. | 12 and below | 4. | Bachelor |
| 2. | TVET. | 5. | Masters |
| 3. | Diploma | | |

IV. Occupation

1. Government employee
2. Private employee
3. NGO employee
4. Self-employee
5. Other

I. Section Two: General Knowledge of Consumers purchase intention.

Please indicate the social media advertisement of beer that most affect your purchase intention

Name of the beer	Rank
Kidame beer	
Habesha beer	
Walia beer	
Meta beer	
St. George beer	
Others, <u>Please specify</u>	

Please specify your level of agreement or disagreement, by ticking (X) for each specific statement, in each box

	Statements on Purchase intentions	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
<u>1</u>	Family and friends influence my Purchase intention for Kidame beer.					
<u>2</u>	<u>Overall</u> the beer advertisement influence my buying intention for Kidame beer.					
<u>3</u>	My purchase intention for Kidame beer is influenced by its <u>Sales person</u> .					
<u>4</u>	I consider switching from one to another beer brands due to product quality than advertisement					
<u>5</u>	I consider switching from one to another beer brands due to price discount than advertisement					

I. Section Three: Social Media Advertisement Impact Assessment

Please specify your level of agreement or disagreement, by ticking (X) for each specific statement, in each box

	Understandability of social media advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	The message of Kidame beer is understandability as a result it helps me decide to buy the product.					
2	The social media ad for Kidame beer is complex.					
3	The facts in the Kidame beer social media ad <u>don't</u> convince me of the benefits of the product.					
4	Since the social media advertisement is exceptionally confounding, I cannot get what the advertisement is all approximately.					

	Message appeal on social media advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	Social media commercials that utilize jingle to transmit the brand message impact me more.					
2	Social media ad which uses humor to transmit the message influence me more					
3	Social media commercial messages which <u>highlights</u> the enjoyment part of the beer impacts me more.					
4	Social media ad message which emphasizes the quality of the beer influence me more					

	Memorability of social media advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1	The social media ad message of Kidame beer is memorable as a result it influences me to decide to buy the product.					
2	The Social media commercials of Kidame beer get me up to date to the brand's advertised <u>communication</u> .					
3	As social media ads are so weak, for a long time they <u>haven't</u> stayed in my brain.					
4	Mostly I discuss the <u>Social</u> media ad message with my friends after viewing it.					

	The credibility of social media advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
<u>1</u>	The Social media ads message is credible, it influences me to decide to buy the product.					
<u>2</u>	When the advertising Kidame beer produced by individuals who are credible, it enhances its credibility.					
<u>3</u>	I believe that <u>Social</u> media advertisements of Kidame beer are exaggerated.					
<u>4</u>	I can't regard social media ads as an honest information source because they are always unrealistic.					

	The originality of social media advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
<u>1</u>	Originality in Kidame beer <u>Social</u> media advertisement influences me to decide to buy the product.					
<u>2</u>	I believe Out of ordinary ideas in Kidame beer <u>Social</u> media advertising is irrelevant.					
<u>3</u>	When Social media advertising of Kidame beer departs from stereotypical thinking, it grabs my attention					
<u>4</u>	When Kidame beer <u>Social</u> media ads are unique, it sticks in my mind.					

	Purchase Intension	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
<u>1</u>	My purchase intention to drink a Kidame beer is influenced by social media beer advertisements					
<u>2</u>	My purchase intention to drink a Kidame beer is influenced by the price of the beer					
<u>3</u>	My purchase intention to drink a Kidame beer is influenced by my prior information or knowledge about the beer					
<u>4</u>	My purchase intention to drink a Kidame beer is influenced by the availability of the <u>beer</u>					
<u>5</u>	My purchase intention to drink a Kidame beer is influenced by the quality of the <u>beer</u>					
<u>6</u>	My purchase intention to drink a Kidame beer is influenced by what I heard from people about the <u>beer</u>					

APPENDIX B

Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
The message of Kidame beer is understandable as a result it helps decide to buy the product.	71.64	160.383	.270	.827
The social media ad for Kidame beer is complex.	71.79	167.731	.002	.835
The facts in the Kidame beer social media ad don't convince the benefits of the product.	71.35	154.813	.390	.823
Since the social media ad is very confusing, users cannot understand what the ad is all about.	71.60	160.372	.245	.828
Social media ad which uses music to transmit the message influence me more	71.47	154.460	.409	.822
Social media ad which uses humor to transmit the message influence more	71.13	154.046	.427	.821
Social media ad message which emphasizes the benefit of the beer influence more	71.32	153.072	.464	.820
Social media ad message which emphasizes the quality of the beer influence more	71.23	149.998	.538	.816
The social media ad message of Kidame beer is memorable as a result it influences to decide to buy the product.	71.61	159.997	.305	.826
The Social media ad of Kidame beer familiarizes me with the specific brand advertised.	71.41	152.643	.532	.817
Since Social media ads are so weak, they don't stick in the brain for a long time.	71.64	159.202	.326	.825
Mostly I discuss the Social media ad message with my friends after viewing it.	71.88	159.212	.290	.826
The Social media ad message is credible, it influences to decision to buy the product.	71.32	153.072	.464	.820

When the advertising Kidame beer produced by individuals who are credible, it enhances its credibility.	71.23	149.998	.538	.816
I believe that Social media advertisements of Kidame beer are exaggerated.	71.61	159.997	.305	.826
Since Social media ads are always unrealistic, I cannot consider them as an honest information source.	71.41	152.643	.532	.817
Originality in Kidame beer Social media advertisement influences to decide to buy the product.	71.77	163.513	.158	.831
I believe Out of ordinary ideas in Kidame beer Social media advertising is irrelevant.	71.75	159.766	.266	.827
When Social media advertising of Kidame beer departs from stereotypical thinking, it grabs my attention	71.47	158.434	.339	.825
When Kidame beer Social media ads are unique, it sticks my mind.	71.52	150.959	.503	.818
My purchase intention to drink a Kidame beer is influenced by social media beer advertisements	71.80	161.706	.200	.830
My purchase intention to drink a Kidame beer is influenced by the price of the beer	71.75	161.300	.204	.830
My purchase intention to drink a Kidame beer is influenced by my prior information or knowledge about the beer	71.59	157.561	.365	.824
My purchase intention to drink a Kidame beer is influenced by the availability of the beer	71.60	159.015	.296	.826
My purchase intention to drink a Kidame beer is influenced by the quality of the beer	71.26	153.835	.426	.821
My purchase intention to drink a Kidame beer is influenced by what I heard from people about the beer	71.15	153.962	.450	.820