



Addis Ababa University
አዲስ አበባ ዩኒቨርሲቲ

SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY !



ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECT OF SOCIAL MEDIA MARKETING ON CUSTOMERS ATTITUDE
TOWARD THE BRAND: THE CASE OF GIFT REAL STATE**

BY: ABUBEKER MURHA

ID: GSR/8676/14

**A THESIS SUBMITTED TO THE DEPARTMENT OF MARKETING MANGMENT,
SCHOOL OF COMMERCE ADDIS ABABA UNIVERSITY IN PARTIAL FULFILMENT
OF THE REQUITMENTS FOR THE DEGREE OF MASTER OF ART MAEKETING
MANAGEMENT**

SUBMITTED TO; ANDINET WORKU (Ph.D.)

Submission date; June, 2023

ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

The Effect of Social Media Marketing on Customers Attitude toward the Brand: The Case of Gift Real State

BY: ABUBEKER MURHA

ID: GSR/8676/14

Approved By the Board of Examiners:

Advisor Signature Date:

Internal Examiner Signature Date:

External Examiner Signature Date:

Chairperson Signature Date:

DECLARATION

I, The Undersigned, declare That This Thesis work entitled the effect of social media marketing on customer's attitude toward the brand: the case of gift real state is my original work, prepared under the guidance of Andinet Worku (PhD). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

Abubeker Murha

Addis Ababa, Ethiopia June 2023.

Signature

ENDORSEMENT

This thesis has been submitted to Addis Ababa University College of business and economics
School of commerce for examination with my approval as a university advisor.

Advisor

Signature

ACKNOWLEDGEMENT

First and foremost, I want to thank the almighty God for the strength he has given me. Second, I would like to express my sincere gratitude to my adviser, Andine Worku (Ph.D.), for his guidance and assistance. Last but not least, I would like to thank my family and friends for their help.

ABSTRACT

This research has been carried out to examine the influence of social media advertising on the customer's attitude towards the brand case of gift real estate. Various literatures were used to discuss the concept of social media and consumer attitude towards the brand and to identify variables influencing brand attitude. The literature provided discusses the concept of social media advertisement and consumers' brand attitude. The research followed an explanatory method and quantitatively described factors connected to the brand attitude of gift real estate. The influence of social media advertising characteristics on the brand attitude of customers was examined mainly. The independent variable advertisement was sub-classified to understandably, to appeal for messages, memory, credibility and originality. The brand attitude 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 400 questioners were distributed and 385 were returned for analysis. All the answers were analyzed through descriptive and inferential method of statistics using SPSS software Version 29. The dependent variable correlates with the independent variables (i.e., understandability, credibility, message appeal, and memorability) in a positive way as it is indicated by the Pearson correlation coefficient. Regression analysis was also used, and the outcomes showed that the variables (Understandability, Credibility, memorability, originality and Message appeal), are significantly related to brand attitude. On the basis of the conclusions a statistical regression model had been presented and it is proposed that the factors be used in effective advertising campaign.

Key words: *social media, social media advertisement, platforms, Consumers attitude towards the brand, understandability, messages appeal, memorability, credibility and originality.*

TABLE OF CONTENTS

DECLARATION	I
ENDORSEMENT	II
ACKNOWLEDGEMENT	III
ABSTRACT	IV
TABLE OF CONTENTS	V
LIST OF FIGURES	IX
LIST OF TABLES	X
CHAPTER ONE	1
1. INTRODUCTION	1
1.1 Background of the study	1
1.2 Background of the Company.....	3
1.3 Problem Statement	4
1.4 Research Question.....	5
1.5 Objectives of the Research.....	6
1.5.1 General objective.....	6
1.5.2 Specific objective	6
1.6 Significance of the study	7
1.7 Scope of the study	7
1.8 Limitation	8

1.9 Study Organization.....	8
1.10 Definition of term.....	8
CHAPTER TWO	10
2. RELATED LITERATURE REVIEW	10
2.1 INTRODUCTION.....	10
2.2. Theoretical Review	10
2.2.1 Promotional Mix.....	10
2.2.2. Social media	12
2.2.3. The role of social media	15
2.2.4. The power and value of social networks	16
2.2.5 Brand Attitude	17
2.2.5.1 Consumers attitude towards the brand.....	17
2.2.6. Factors Affecting Consumers attitude towards the brand	18
2.3. Empirical Review.....	19
2.3.1. Consumers attitude towards the brand versus understandability of advertisement.....	22
2.3.2. consumers attitude towards the brand versus message appeal	22
2.3.3. Consumers attitude towards the brand versus memorability of advertisement	22
2.3.4. Consumers attitude towards the brand versus credibility of advertisement	23
2.3.5. Consumers attitude towards the brand versus originality of advertisement.....	23

2.4. Conceptual Framework	25
CHAPTER THREE	26
3. RESEARCH METHODOLOGY	26
3.1. Introduction	26
3.2. Design of the Research.....	26
3.3. Approach of the Research	26
3.4. Population and Sample Design	27
3.4.1. Population.....	27
3.4.2. Sampling Frame.....	27
3.5.3. Sample Size	27
3.5.4. Sampling Method/technique.....	28
3.6. Data source and Collection Procedures.....	28
3.7. Data Analysis	28
3.8. Reliability and Validity	29
3.9. Ethical Consideration	30
CHAPTER FOUR.....	31
4. RESULTS & DISCUSSIONS	31
4.1. Analysis of Demographic Characteristics of Respondents	31
4.2. Mean degree of agreement on factors affecting customer attitude of Gift real estate apartment.....	35

4.3. Analysis on the role of social media advertisements understandability on the Customer attitude and Mean degree of agreement on social media ads being simple to understand.....	36
4.4. Analysis on the role of social media advertisements Message appeal on the Customer attitude for Gift real estate apartment.....	39
4.5. Mean degree of agreement on message appears on social media advertisement.....	41
4.6. Mean degree of Memorability of social media advertisement.....	42
4.8. Correlation analysis.....	43
4.9. Parametric Statistical Assumptions Testing.....	45
4.10. Regression analysis	47
4.10.1. Multiple Regression Analysis Results.....	47
4. 11. Hypothesis Testing.....	50
CHAPTER FIVE	52
5. SUMMARY, CONCLUSION AND RECOMMENDATION.....	52
5.1. Summary of findings.....	52
5.2. Conclusions	53
5.3. Recommendations	54
5.3.1. Recommendation on study area.....	54
5.3.2. Recommendations for future study.....	55
REFERENCES	56
APPENDIX.....	63

LIST OF FIGURES

FIGURE 2.1 CONCEPTUAL FRAMEWORK.....	25
FIGURE 4.1 LINEARITY TEST	47

LIST OF TABLES

TABLE 3.0.1 RELIABILITY TEST.....	29
TABLE 4.1 RESPONDENTS CLASSIFIED BY AGE	32
TABLE 4.2 RESPONDENTS CLASSIFIED BY GENDER	32
TABLE 4.3 RESPONDENTS CLASSIFIED BY EDUCATIONAL QUALIFICATION	33
TABLE 4.4 RESPONDENTS CLASSIFIED BY OCCUPATION	33
TABLE 4.5 SOCIAL MEDIA ON REAL ESTATE ADVERTISEMENT THAT MOST AFFECTS THE CONSUMERS BRAND ATTITUDE.....	34
TABLE 4.6 PERCEPTION OF RESPONDENTS ABOUT CONSUMER’S ATTITUDE TOWARD THE BRAND OF GIFT REAL ESTATE APARTMENT.....	35
TABLE 4.7 MEAN DEGREE OF AGREEMENT ON UNDERSTANDABILITY OF SOCIAL MEDIA ADVERTISEMENT.....	36
TABLE 4.8 THE MESSAGE OF GIFT REAL ESTATE IS UNDERSTANDABLY AS A RESULT IT HELPS ME DECIDE TO BUY AN APARTMENT.....	37
TABLE 4.9 THE SOCIAL MEDIA ADS FOR GIFT REAL ESTATE IS COMPLEX	37
TABLE 4.10 THE FACT IN THE GIFT REAL ESTATE SOCIAL MEDIA ADS DO NOT CONVINC ME OF THE BENEFIT OF BUYING AN APARTMENT.....	38
TABLE 4.11 SINCE THE SOCIAL MEDIA ADS IS EXCEPTIONALLY CONFOUNDING. I COULD NOT GET WHAT THE ADVERTISEMENT IS ALL ABOUT	38
TABLE 4.12 THE ROLE OF SOCIAL MEDIA ADVERTISEMENTS MESSAGE APPEAL ON THE BRAND ATTITUDE.....	39

TABLE 4.13 MESSAGE APPEAR ON SOCIAL MEDIA ADVERTISEMENT.....	41
TABLE 4.14 MEMORABILITY OF SOCIAL MEDIA ADVERTISEMENT	42
TABLE 4.15 CORRELATION RESULTS.....	44
TABLE 4.16 ANOVA RESULT	46
TABLE 4.17 MODEL SUMMARY	47
TABLE 4.18 REGRESSION TABLE	48
TABLE 4.19 REGRESSION TABLE	49
TABLE 4.20 SUMMARY FOR THE TESTED HYPOTHESIS.....	51

CHAPTER ONE

1. INTRODUCTION

The first chapter gives an insight and understanding to what the research topic is concerned about and why it needs to be studied. The chapter begins by giving a background information on the area of study by explaining social media and proceeds to giving a brief insight into the consumers' attitude towards the brand of gift real estate in Addis Ababa. The statement of problems comes next and will be followed by the research questions and objectives of the study. Significance of the research, scope and limitation will be illustrated also in this chapter.

1.1 Background of the study

Digital marketing, social media marketing, and other technology strategies are used in modern marketing communications to engage the audience. Regular advertising strategies foster engagement with consumers in both directions. Digital marketing also enables advertisers to locate and target a bigger audience—even a global audience. Regular media advertising, according to Kotler and Keller (2009), is a type of direct marketing that employs interactive technology to electronically link buyers and vendors. With the introduction of new technology and the emergence of digital marketing, the global marketplace has undergone a paradigm change that has increased the dominance of consumer purchasing power (Korkpoe & Nyarku, 2016). People have been impacted by and are still impacted by the advent of social media and its global adoption.

The way we live and communicate is influenced and shaped by social media platforms like Facebook, YouTube, Twitter, Instagram, and Tik Tok (Hutter K, Hautz J, Dennhardt S & J, 2020). We believe that social media has a direct association with buy intent, purchase phases, and associated purchasing decisions because of the recent social media revolution and the amount of time consumers are spending on these platforms. (Hinz O, Skiera B, Barrot C, JU, 2018) It has been demonstrated. Due to the significance of social media platforms as a marketing tool, many companies are now utilizing various social media platforms as communication tools to draw in

customers and connect with both existing and new clients. Organizations in Ethiopia utilize social media.

Additionally, social media advertising has developed into a tactical communication tool that directly affects consumers' intentions to buy and therefore their behavior (Heinrichs JH, Lim JS, & KS, 2011). Overall, social media has an impact on how most businesses use marketing communications. This makes it possible for customers to interact with one another as well as with businesses (Gretzel U & A, 2013).

Consumer brand intent may be a combination of customer attitudes, intentions, preferences and choices when purchasing a product or service. Learning consumer brand attitudes can be very helpful in identifying and predicting consumer buying behavior when purchasing products (Sharma, 2014). A thorough analysis of consumer brand attitudes can help businesses understand what products and services consumers are buying and why (Kumar, 2004). Purchase intent is a conscious assessment of a consumer's willingness to purchase a product or service (Ajzen, 2004).

Purchase intent represents customer retention and is influenced by external factors such as brand image, customer satisfaction, and product quality (Hawa, Kanani, Patel, Taneja, Maru, 2014). (Swinyard (2000) and (McQuitty & Finn (2002)) analyzed the impact of purchase intent scores and their contribution to customer satisfaction (Sweeny, Soutar & Johnson (2004) found that customer satisfaction was investigated how it affects the purchase intention.

For at least two reasons, attitudes are a prominent research topic in studies of advertising and marketing: A number of theoretical frameworks for the study of attitudes are available from social psychology researchers (see Eagly and Chaiken 1993), thereby aiding research on this crucial construct. First, they are helpful in predicting consumer behavior (Mitchell and Olson 1981). The annual conference on attitudes that the American Marketing Association has sponsored since 1970 and the widespread application of models of the hierarchy of effects that are based on attitudes both demonstrate how popular attitudes are. Attitude toward the brand, or Ab, and purchasing intentions (PI), or personal action inclinations related to the brand (Bagozzi et al. 1979; Ostrom 1969), appear to be two attitudinal constructs that are particularly well-liked.

When used effectively, social media advertising may help develop a brand and increase product awareness among the target audience. With an emphasis on Gift Real Estate, the goal of this study will be to see the effect of social media marketing on the customers attitude toward the brand, with a focus on gift real estate.

1.2 Background of the Company

Gift Real Estate Plc was founded by Ato Gebreyesus Igata, a dynamic and talented local entrepreneur with a vision to bring about a better world by providing decent housing and living standards for people. Recognizing the fundamental need for planned development and growth across the residential and commercial sectors of the real estate industry, Ate Gebreyesus Igata is committed to making everyone's dream of owning a residential or commercial property a reality. Founded a company. The aim was to find solutions that combine cutting-edge technology, design and aesthetics to meet customer wants and expectations through superior performance and service standards.

Gift Real Estate PLC is wholly committed to helping its clients achieve their goals by offering them a large variety of properties across the country. The company is currently growing into additional East African countries using the knowledge and skills they have already acquired. The company's human capital is made up of exceptional people with a range of educational and professional backgrounds who work effectively together to meet client expectations and achieve the company's overarching goal.

Gift Real Estate aims to become the number one real estate developer in East Africa by focusing on the consumer. By integrating cutting-edge technologies, the company aims to create all kinds of solutions that provide customers with high quality service, convenience and cost performance. Under the idea of green marketing, the company hopes to provide residents of the Ethiopian capital and other cities with economically rational, functionally high quality and aesthetically pleasing residential and commercial properties.

Relentlessly pursuing perfection in providing high quality residential and commercial solutions, Gift aims to meet the housing needs of a growing population by improving and setting standards

for better residential and commercial facilities. Gift also focuses on long-term growth strategies and strives to promote customer centricity and customer relationships.

1.3 Problem Statement

Only a few years ago, Ethiopia's real estate sector was characterized by few market participants, but in 1997 Ayat Real Estate established its first real estate branch in Ethiopia.

Social media has become one of the key tools in the communication strategy of the real estate industry. Most real estate companies have integrated social media as one of their marketing communication tools in order to gain more engagement and reputation through various activities published on social media channels. Developing a social media plan is critical to increasing customer engagement and increasing market share. Social media plays an important role as a central communication channel (Xiang Z, Wöber K, & DR, 2018). As customers can raise their expectations of service providers through online communication, especially social media, social media is likely to play an important role in influencing different stages of the purchase (Gretzel U&A, 2016).

Social media has completely changed the activities associated with the purchasing process. Consumers are now searching for products and reading reviews online through social media platforms. This trend highlights the benefits of a strong social media presence (Renu & Bansal, 2019). Consumers' online search via social media shows that marketers are missing out on many benefits of existing in traditional markets. Social media has opened up new ways for businesses to reach and engage with current and potential customers. With the variety of options available to consumers and the ever-changing nature of the market, gaining insight into customer attitudes toward brands is critical for businesses to adjust strategies and meet customer expectations.

As social media marketing is a new and still progressive marketing tool, many researchers in Ethiopia and abroad have conducted studies on social media advertising on brand awareness. Therefore, given the importance and unavoidable driving influence of social media on marketing communications, the study primarily focuses on the impact of social media on brands, attitudes towards social media, and real estate marketing and marketing throughout the purchase decision-

making process. Focused on management. Teams can decide if a social media marketing strategy is beneficial to their business, or if other methods and strategies can be explored.

In traditional marketing, there is a gap between buyers and suppliers. There are many costly and ineffective approaches to attracting buyers' attention. These social media can be used as a bridge between buyers and sellers. Social media, especially Facebook, are used by many people across the country to communicate with each other.

A strong social media strategy aligned with your overall brand marketing goals is essential for social media marketing to influence consumer attitudes towards your company. Building a strong brand presence on all relevant social media platforms such as Facebook, Twitter, Instagram and LinkedIn should also be part of this plan. Creating compelling content and sharing relevant updates, promotions and news is key to building brand awareness and encouraging people to interact with your company. Interacting directly with customers on social media sites, responding quickly to customer comments, and carefully considering criticism can have a significant impact on how customers perceive your company. Finally, brands benefit from continuous analysis of social media metrics such as reach, engagement, and sentiment.

The results of this study will help giftware and other real estate companies launch marketing campaigns by providing accurate information about the elements of social media advertising that have the greatest impact on customer attitudes toward their brands. This study will also serve as a basis for future research on consumer attitudes towards real estate markets and brands.

Since social media is currently the most cost-effective and efficient way to reach the target audience for marketing, marketers should leverage factors such as memory, authenticity, and originality to you need to understand how to draw attention to your content and influence consumer attitudes towards your brand. Use the unreliable one.

1.4 Research Question

Given the above background, the research question of this study can be formulated as evaluating the effect of social media advertising on consumer attitudes towards brands. This study helps

answer the main research question. “How do social media ads affect consumer attitudes towards Gift Real Estate brands?

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

- What is the effect of understandability of social media ads on customers’ attitude towards the brand?
- How message appeal of social media ads affects customer’s attitude towards the brand?
- What is the effect of memorability of social media ads affects customer’s attitude towards the brand?
- How credibility of social media ads affects customer’s attitude towards the brand?
- How originality of social media ads affects customer’s attitude towards the brand?

1.5 Objectives of the Research

1.5.1 General objective

To analyze the effect of social media advertising on consumers' attitude toward the brand of Gift Real Estate.

1.5.2 Specific objective

- To examine the effect of understandability on social media ads on the consumer attitude towards the brand.
- To assess the effect of message appeal on social media ads on the consumer attitude towards the brand.
- To examine the effect of memorability on social media ads on consumer attitude towards the brand.
- To investigate the effect of the credibility on social media ads on the consumer attitude towards the brand.

· To examine the effect of the originality on social media ads on the consumer attitude towards the brand.

1.6 Significance of the study

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 real estates 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 real estate industries in general and gift real estate marketers would benefit from this study. When beginning their marketing campaigns, gift and other real estate companies can benefit from the conclusions of this study by having correct information about the social media ad components that has the greatest impact on consumers' attitudes toward a brand. 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 attitude. Finally, it would provide academics with a foundation for further research.

1.7 Scope of the study

Although it could have been important to study consumers of gift real estate in all regions of Ethiopia, due to time and cost, the study will be limited to Addis Ababa at the selected outlets like green area, parking, clubs, and supermarket upon their permission to take part. The result of the study was limited to investigate how social media advertisement affects consumer attitude towards the brand, which are the first stage and one part of sales. Besides, this study not assessed the effect 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 selected area. These designs are chosen because they have a good benefit that comes from getting an answer from many people.

1.8 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 gift real estate who live in Addis Ababa, with internet access. Accordingly, this might affect the representativeness of the study across all customers of the brand. 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.

1.9 Study Organization

The research is classified into five chapters, 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.

1.10 Definition of term

- **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, 2017).
- **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, 2015).

- **Brand attitude:** Brand attitude is the basis of customers' activities, and it is a good or unfavorable personal evaluation, emotional sensation, and behavior propensity that an individual preserves. (metchel and oslon 2000).
- **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, 2018).

CHAPTER TWO

2. RELATED LITERATURE REVIEW

2.1 INTRODUCTION

The first step is to review theory and literature on advertising in social media and consumer attitude towards the brand. Therefore, this chapter examines related literature. Finally, this chapter present the conceptual framework and hypotheses for the study.

2.2. Theoretical Review

The quick development of social media platforms has altered how many customers connect with brands and one another. As a result, how firms draw in and keep customers has evolved (Leung, Bai, & Stahura, 2015). Social media has permanently altered marketing communications by altering how customers select, distribute, and assess content.

Because digital interactive advertising is expected to reach \$138 billion in 2014, up nearly 15% from 2013, marketers are raising their social media expenses as a result (eMarketer, "Digital ad spending worldwide to hit \$137.53 billion in 2014", 2014a). Furthermore, according to eMarketer's "Social ad spending per user remains highest in North America", 2014c, the Middle East and Africa will see the biggest rise in social media advertising spend (64%) in 2014. According to eMarketer's report, "Global B2C ecommerce sales to hit \$1.5 trillion this year driven by growth in emerging markets", 2014b, business-to-consumer (B2C) ecommerce revenue is predicted to reach \$1.5 trillion in 2014 (an increase of 20%), with growth predominantly coming from emerging markets.

2.2.1 Promotional Mix

Promotional mix refers to marketing communications mix. Promotion is a tool that service providers use to engage, encourage, and remind consumers (Lovelock et al., 2017). such as advertising, public relations, direct marketing, sales promotions and personal selling.

A. Advertising

According to Belch et al. (2018), advertising is a kind of compensated, impersonal communication about businesses and their goods and services. This most well-known method of promotion encompasses a variety of advertising media, including print with magazines and newspapers, broadcast with TV and radio, and 12 many other outdoor media, including posters, billboards, electronic message boards, transits, etc. (Lovelock et al. 2017, 196).

According to Belch et al. (2018), advertising is a form of non-personal, paid communication that promotes brands and their goods/services. This most well-known method of promotion covers a wide range of advertising media, such as broadcast with TV and radio, print with magazines and newspapers, and 12 many other types of outdoor media, such as posters, billboards, electronic message boards, transits, etc. (Lovelock et al. 2017, 196).

Advertising is typically utilized to draw in a sizable number of people. The most pertinent benefit of this form of mass media is its ability to rapidly and purposefully establish the brand image and symbolic appeal of particular goods and services (Belch et al. 2018, 15). The need to create an advertisement that stands out and doesn't cause people to feel inundated has been increased by the fact that thousands of advertisements are produced every day.

B. Public Relations

Public relations include news releases, press conferences, articles, photographs, etc. which are about the company, its products/services, and its employees, mainly concerning the credibility. In some cases, companies can gain the publicity by getting the media to cover a favorable story on its offerings to affect the awareness, knowledge, opinions and behaviors (Belch et al. 2018, 22). Furthermore, sponsorship and other special events such as fundraising, community activities, etc. are also listed in the public relations techniques.

C. Direct Marketing

Direct marketing is a promotional tool in which companies communicate directly with their target customers in the attempt to receive a response or generate a transaction (Belch et al. 2018, 17).

This form of promotion consists of mailings, e-mails, mail-order catalogs, telemarketing and direct response ads. Using this tool, companies are required to have a sufficient database of information about customers (Lovelock et al. 2017, 195). In return, customer relationship is built up quickly and effectively thanks to the reach of direct marketing since the lifestyle of people has been changing. They do not have time for in-store shopping but always need updating.

D. Sales Promotion

Sales promotion is a marketing activity which provides extra values or incentives to sales force, distributors or consumers. The increase in sales volume or the profit gain after sales promotion 13 campaign can be stimulated quickly (Belch et al. 2018, 21). Sales promotion normally comes in form on samples, coupons, discounts, gifts and competitions with prizes (Lovelock et al. 2017, 198). The purpose of these forms is to generate immediate purchase with customers or increase the volume in each purchase and in frequency of using.

E. Personal Selling

Personal selling is set up in the attempt to educate customers and promote preference for a particular brand or products (Lovelock et al. 2017, 199). This marketing activity helps to enhance customer satisfaction which is the main focus of relationship building between companies and their customers. Moreover, personal selling offers advantages over other forms of marketing communication in such situations where customers need more explanations to certain complex information. However, this marketing activity can reach a small number of customers and would be expensive from the labor extension aspect (Cant et al. 2004, 24).

2.2.2. Social media

Social media has grown in popularity in recent years, and as a result of its popularity, other traditional media have also declined in both business and popularity.

(Palmer and Lewis: 2019) argued that mainstream media channels have recently faced a number of challenges leading to closures, while television faces declining profits.

Palmer and Lewis relate the power of these traditional channels to the rise of social media in marketing and brand management. In his Forrester research study (2011), and Cooper stein, Der Nougá M, found that companies (brands) are gradually changing their advertising priorities to better serve today`s shoppers.

Therefore, the prevalence of social media network services in brand management and marketing draws our attention to social media networks. This study first defines social media and then outlines the networks that drive discussion. The most popular and widespread social networks are Facebook, Twitter, YouTube, LinkedIn and Flickr. In fact, Facebook, Twitter, and YouTube are the most used channels in online marketing for businesses to build brand awareness and connect with customers.

2.2.2.1. Facebook

As of September 2011, Facebook had over 800 million active members, 350 million of whom used mobile devices to access the site. The typical Facebook user has 80 local pages, organizations, and events in addition to at least 130 friends. The business debuted its web platform in April 2011 so that retailers and creative design firms could create Facebook brands. This is a specific kind of online hub. As a result of Facebook's recent takeover of Google's direct advertising position, organizations like the Financial Times and ABC News are now able to produce dynamic commercial graphics and commercials. (Facebook, 2018 Facebook IPO).

2.2.2.2. Twitter

Unlike Facebook, where you can share things with your friends, Twitter should keep you up to date on what your friends are interested in. You need to find public streams they`re interested in and follow their conversations (Twiter.com, 2018).

From a strategic perspective, this means that companies using Twitter can position their brands, gather business insights through feedback, improve market intelligence, and target customers with relevant services and products. Twitter has also helped empower brands, improve customer relationship marketing, and improve direct sales by directly targeting interested audiences on the platform (<http://twitter.com/about>, 2019).

2.2.2.3. YouTube

In February 2005, YouTube was developed as a website for video sharers to download, watch, and get information and inspiration from people around the world. Over 3 billion videos are watched daily, and mobile devices allow him over 400 million views per day (2011). It's estimated that over 800 million people visit YouTube each month to watch and share content.

Overall, more and more businesses are using YouTube for their marketing advertising campaigns. Most of these viral successes are due to the expertise and creativity of his marketers, brands that entertain audiences and get videos shared by the public.

2.2.2.4. LinkedIn

LinkedIn started in 2002, but officially launched on May 5, 2003. 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 over 2 million businesses have his LinkedIn company page (as of November 2011).

LinkedIn gives businesses access to a wealth of information, including: Much of it is provided through user profile data. Company name, job title, company size, LinkedIn uses this information for targeted advertising to members (marketing.linkedin.com, 2019).

2.2.2.5. Tik Tok

First, from a product positioning perspective, the app market is getting younger. In summary, Tik Tok achieves a profitable combination by optimizing the internal factors of product positioning. This embodies the complexity of the 4P principle that product positioning has several secondary elements and sub-item optimization can drive marketing strategy implementation (Zhi, 2018).

Big data analysis can recommend interesting content according to user preferences, most of the video time is his 15 seconds, and using the user's fragmentary time improves the user retention rate (Jia , 2017).

2.2.2.6. Instagram

Instagram was created by Kevin Systrom and Mike Krieger and released as a free mobile app in October 2010, but can also be managed through an internet browser (Kotler, P., Hollensen, S., 2019).

The main purpose of this app is to distribute photo/video sharing content to public or private audience. Additionally, Instagram builds massive communities based on lifestyles and personal interests (fashion, animals, shopping, grooming and beauty, food, music, celebrities, entertainment, sports, travel and hundreds more) (Instagram, 2019).

This helps your target audience find and recognize your brand. Marketers, on the other hand, can use it to find their target audience by searching for specific hashtag categories. (Kotler, P., Hollensen, S., &Opresnik, M., 2019).

2.2.3. The role of social media

Networks Social media networks are applications that allow users to create personal websites where other users can share and communicate with personal content (Palmer & Lewis:, 2019). According to Palmer and Lewis, social media can be characterized as: Online applications, platforms and media designed to facilitate interaction, collaboration and content sharing.

(S. G, J, & M, 2019) argued that while communication is a core aspect of social media networks, most platforms rely on information, collaboration, and even to maintain relationships (Fauser.

E, Total Relationship Marketing, Marketing Management, Relationship Strategy and CRM Approaches for the Network Economy, 2002), marketers who initiate frequent communication on interactive social networks can build good friendships. Enterprises and customers are developed and maintained (Gummeson.E, Total Relationship Marketing, Marketing Management, Relationship Strategy and CRM Approaches for the Network Economy, 2002).

D. S, 2004) argued that informants (marketers) use social network structures to create their own communities, so that collaborators and vocal members of these structures can engage in discussion.

This means that without the flow of information within the community and, in this case, the brand that represents the company, there is no real engagement in an online community.

2.2.4. The power and value of social networks

A network is a set of relationships that can evolve into very complex patterns (Gummesson). To establish such a relationship at her B2C level, dialogue between online marketers and customers must be established on appropriate social media platforms. There are many reasons why companies decide to go online.

Below are three values and governance laws that apply to social networks and communities. These laws emphasize the importance of having very complex patterns in relationships. Sarnoff's Law and Metcalfe's Law were not invented by the inventors specifically for social networks, but have been adopted as well because of their similarities to the structure of social networks.

2.2.4.1. Sarnoff's Law

The law dates back to David Sarnoff, an American businessman and pioneer of American commercial radio and television broadcasting. Sarnoff's Law was created to determine the value of a radio station according to the number of listeners. In his view, the value of a network increases in direct proportion to the number of listeners in that network (Evans.D, 2008).

2.2.4.2. Metcalfe's Law

Networks characterize many of the network effects of communication technologies and networks such as social networks, the Internet, and the World Wide Web. The law dictates that the more users use a service, the more valuable it is to the community. In the context of social networks, this law could therefore mean that each new approved or added member on a network site makes a user's profile more valuable for the purposes of the law. Sharing can be done on social networking sites in this case, further extending the chain of connections with other users. For marketers, this could mean that this increase is due to satisfaction with their products and services (Evans 2008: 51).

2.2.4.3. Reed's Law

According to Reed's law, the capabilities of large networks can increase significantly with network size. Reed's law was developed by David P. Reed, a computer scientist working in the field of computers and his networks at the Massachusetts Institute of Technology (MIT). This law applies to the social network used. The law emphasizes the impact on network value through recognition and support of member groups. Well-connected networks foster strong subgroup formation and communication flows that place greater emphasis on relevant and important information within the network (Evans 2008:52). A group of supporting members can be built by allowing each person added to the network to network with each other. Each time a new person is added, the number of new connections increases and further subgroups are formed accordingly.

2.2.5 Brand Attitude

Brand attitudes are the basis of customer activity, the good or bad personal evaluations, feelings and behavioral tendencies held by individuals. This refers to the consumer's overall opinion of the branded product. Brand attitude is an important mindset for both customers and companies. Businesses can benefit from building a positive brand image with their customers. (Mitchellen and Oslo, 2004).

- To enhance sales: Higher customer attraction to the brand results in increased sales.
- Growth: It promotes the brand's long-term growth.
- To take competitive advantages: It is simple to gain an advantage by emphasizing the brand among the competitor brands.
- Market expansion opportunities: a growing suite of products and enthusiastic consumers create a winning formula for success.

2.2.5.1 Consumers attitude towards the brand

A brand's attitude is the basis for customer behavior. According to Reham (2013), this variable is determined by the level of importance and the association between brand attributes and benefits.

Therefore, marketers should create activities that generate positive attitudes towards the brand. Muyiwa (2011) found that consumer satisfaction initiatives aim to generate attitudinal loyalty. He also found that loyalty to attitude was a result of high levels of job satisfaction. A positive consumer attitude towards a brand is a valuable asset for a company. This positive attitude helps consumers forget about mistakes that brands may have inadvertently made.

2.2.6. Factors Affecting Consumers attitude towards the brand

Consumers' attitudes towards a brand are influenced by several factors, including understandability, originality, credibility, message appeal, and authenticity (mewal 2015). Firstly, understandability of a brand's message is crucial in shaping the consumer's perception of the brand.

If the message is clear and easy to understand, the consumer is more likely to trust the brand. Secondly, originality and creativity in a brand's message can differentiate it from its competitors and make it stand out in the market. Thirdly, credibility is key in building trust between the consumer and the brand. If a brand is seen as reliable and trustworthy, the consumer is more likely to be loyal to that brand. Fourthly, message appeal is a crucial factor in attracting and retaining customers. A brand's message should be able to appeal to the target audience and evoke positive emotions. Lastly, authenticity is vital in building a genuine connection with the consumer.

If a brand is seen as authentic and true to its values, the consumer is more likely to develop a positive attitude towards the brand. In conclusion, these factors play a pivotal role in shaping a consumer's attitude towards a brand, and a brand should strive to excel in all these aspects to stand out in the market.

Understandability

A company's advertising message should be very clear. And understandable. It should not be complicated and overwhelming for the consumer. Clarity in communications and advertising influences consumers, enabling them to be informed and make informed choices. (Meval, 2015).

Advertisements may consist of complex tools. Therefore, it is important for advertisers to know their target group. Advertisers should recognize that people will interpret and understand their

messages differently depending on their background, demographic, religion and beliefs. Therefore, your message should be clear and easy to understand. (Johanseenet.al 2010).

Message appeal

Kotler et al. According to this research, advertisers need to understand the types of communications they are sending to their target audiences and consumers in order to elicit the desired response. Similarly, various studies have shown that advertising and marketing messaging techniques can be categorized as either informational or transformational communication.

Memorability

It is believed that the memorable effect of the advertisement is greater. When consumers are exposed to familiar brand advertising, it should be easy to see, remember and remember at the time and place of consumption. In addition, inconsistent ads can make famous brands more memorable. (Lange and Dahlan, 2003).

Credibility

The degree to which consumers believe that the promises about a brand in an ad are true and trustworthy is called ad credibility. It concerns consumers' opinions of how trustworthy the message of an ad is and how much they trust the source of the ad. (Lutz, 2004).

Originality

Promoting your own concept can have a big impact on how people react to your ad and how well you can reach your goals. The concept of originality states that no one has ever thought of it this way. (Cherunkova, 2012).

2.3. Empirical Review

Previous research has explored the relationship between customer attitude and brand outlook. According to a study by Aaker (1991), customer attitudes towards a brand can have a significant impact on the brand's overall outlook. The study found that positive attitudes towards a brand can

lead to increased loyalty, repeat purchases, and positive word-of-mouth recommendations. Conversely, negative attitudes can lead to decreased sales, customer churn, and negative reviews. The study also found that customer attitudes are influenced by several factors, including brand personality, quality, and perceived value.

Another study by Kim and Kim (2010) examined the impact of customer attitudes on brand equity. The study found that customer attitudes towards a brand can affect brand equity, which is the value associated with a brand's name and reputation. The study also found that customer attitudes are a significant predictor of brand equity, and that positive attitudes can lead to increased brand equity. The study identified several factors that influence customer attitudes, including brand awareness, perceived quality, brand loyalty, and brand image. Overall, these studies suggest that customer attitudes play a crucial role in shaping a brand's outlook and should be carefully monitored and managed to ensure a positive brand image and reputation.

The purpose of advertising is to disseminate information over long distances. It is also used to target large distributed audiences. Advertising has a big impact on sales volume. It has proven to be a key factor in increasing brand sales. Advertising is closely related to product sales. (Abiodan, 2011).

Customer intent is shaped by marketing that encourages them to buy a particular thing. Researchers found that customers are more likely to remember and purchase a product when the product is repeated throughout the commercial. (Pope, 2009).

Kumar (2011) conducted a study on the impact of advertising on consumer attitudes towards brands, with particular reference to Nestle Limited in India. He found that advertising and promotion, along with corporate image, influence consumer brand decisions.

Taylor and Weiserbs (1972) conducted a study of the relationship between advertising, spending and aggregate consumption in the United States. They found that there is a simultaneous but not unidirectional connection between advertising and consumption. They came to the conclusion that advertising and consumption appear to interact.

Sharma and Sharma (2009) conducted a study on the influence of advertising on brand orientation of Indian consumers. They examined his 134 firms using a fixed effects model of panel data analysis. They found that, in addition to advertising, an organization's reputation, its brand, and its brand assets also influence an organization's transactions.

Ayanweer et al. (2005) investigated the impact of his Bournvita advertisements on brand intentions of Nigerian consumers. They found that advertising has a significant impact on consumer preferences for brands. Adler et al. (2003) conducted a survey of consumers' online CD purchase intentions through emotional advertising in Asia.

The Indian Chamber of Commerce (2013) conducted a study on the impact of advertising on consumer brand orientation. They found that the consumption of cosmetics increased exponentially as a result of advertising. They also found that men, on average, spend more money on cosmetics than women, and attributed this increase to the awareness generated by the products. Ghulan, Javana, Burham, and Ahmed (2012) conducted his 2012 study on the impact of advertising on consumer brand orientation in Pakistan. They explored the link between environmental responsiveness and consumer brand intent. They found moderate relationships between independent and dependent variables. The results show that consumers buy brands with which they have an emotional connection.

Nawazish and Ahmed (2015) conducted a study on the impact of advertising on consumer brand orientation in Pakistan. They studied how emotional responses are generated. After seeing the actual advertisement, they convince consumers of their purchase intentions, and the environmental responses and sensory-stimulating activities depicted in the advertisements can influence and even change consumers' brand intentions. I discovered that I have a gender. They found that emotional and environmental responses greatly influence consumer attitudes towards brands.

2.3.1. Consumers attitude towards the brand versus understandability of advertisement

A company's advertising message should be simple and easy to understand. Ease of advertising execution influences data consumers, enabling them to make better informed decisions (Mewal, 2015).

Because messages can be interpreted differently by different people, advertising often uses sophisticated gadgets. Your target audience should have difficulty understanding your message. Therefore, it is important to provide senders with information about their target group. Sponsors should recognize that messages are interpreted differently based on age, gender, religion, culture, and pre-existing beliefs. Therefore, your message should be clear and concise. (Johanseenet.al 2010).

H1: the understandability of social media advertisement has a significant effect on consumer's attitude towards the brand of gift real estate.

2.3.2. consumers attitude towards the brand versus message appeal

According to Kotler et al. (2012), advertisers need to understand the type of communication they are sending 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 categorized as either informational or transformational communication.

H2: The message appeal of social media ads has a significant effect on consumer's attitude towards the brand of gift real estate.

2.3.3. Consumers attitude towards the brand versus memorability of advertisement

Most of a marketer's efforts are wasted money, time, and resources if the audience can't remember the message of the ad. Dholakia & Usitalo (2002) advised that promotion should be a priority for watchmakers to succeed. A good ad should give the watch a clear picture of what happened during the ad and which products were being promoted more heavily. This revision is a mandatory notice.

Lange and Dahlan (2003) hypothesize that there are two effects on ad memorability. If a customer is found in a recurring ad for a recognizable brand, that ad should be easy to identify and remember so that it can be easily restored from the design. It also makes it difficult to consider recognizable brands due to inconsistent advertising. The customer is treated more carefully by the advertisement, and the output deviates from the brand pattern.

H3: The memorability of social media ads has a significant effect on consumer's attitude towards the brand of gift real estate.

2.3.4. Consumers attitude towards the brand versus credibility of advertisement

Advertisement credibility is characterized by the fact that the advertisement is honest and trustworthy, and the extent to which customers see what they say about the brand (Lutz, 1985). It has to do with the level of trust in the advertising message and the buyer's perception of how much they trust the source of their spending. By extension, Zineyemba and Manase (2015) explored the advertising component and found that compelling messages are important to shoppers. Advertising credibility therefore influences consumer attitudes toward brands.

H4: The credibility of social media ads has a significant effect on consumer attitude towards the brand of gift real estate.

2.3.5. Consumers attitude towards the brand versus originality of advertisement

One of the measures of imaginative advertising is creativity. Original ads contain elements that are unusual, amazing, or not found in regular places. The focus is on the originality of the idea and the highlights of the advertisement (Reinartz & Saffert 2013).

Driving the original idea is considered essential, which influences the response of the customer message and in turn drives feasibility. The gist of the first thought is that no one has thought that way recently (Chernkova 2012). This reflection has highlighted the unique ideas, humor and originality of the music.

A study by Manu and Zahire (2014) approached creativity using both traditional and non-traditional media. They explored the importance of creativity and message, and their application to attitudes towards advertising, reflecting the possibilities that ingenuity offers.

H5: The originality of social media ads has a significant effect on consumer attitude towards the brand of gift real estate.

2.4. Conceptual Framework

The term conceptual framework represents the relationship of the dependent variable with that of independent variables. Dependent variable is a variable, which is influenced by independent variable while independent variable is a variable, which is influence or affect the dependent variable. Therefore, for this study, dependent variable is consumers brand attitude and the independent variables are understandability, message appeal, memorability, credibility, originality. Therefore, to show the effect of independent variable such as understandability, message appeal, memorability, credibility and originality over the dependent variable consumers

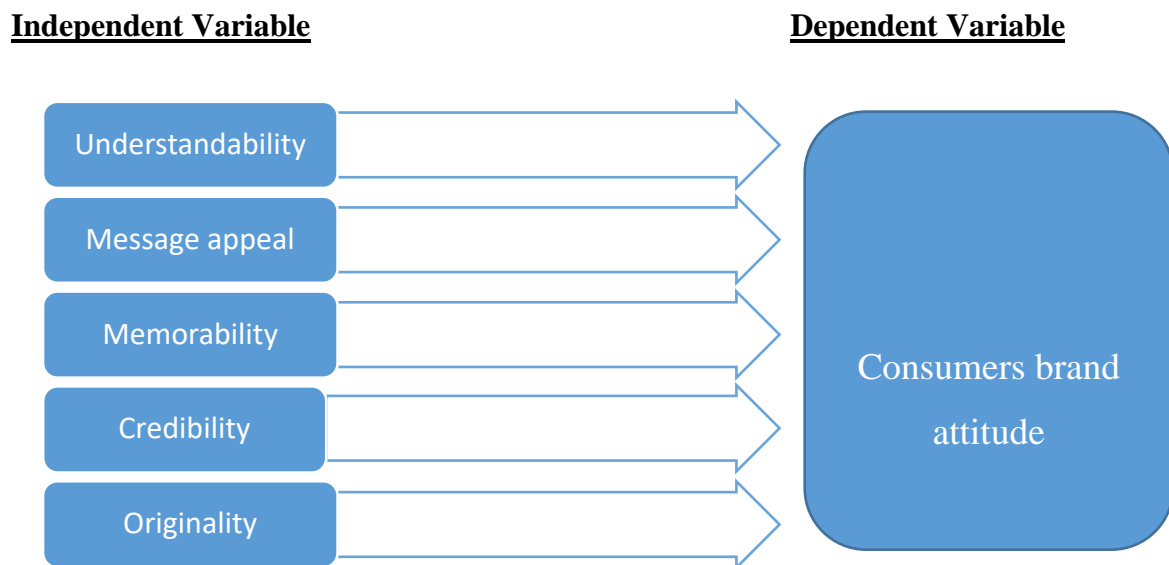


Figure 2.4 conceptual framework

Source: Adopted from Li,M(2017) AND Muwima (2011)

CHAPTER THREE

3. RESEARCH METHODOLOGY

3.1. Introduction

This third chapter deals with explaining the research methodology that was implemented for the purpose of this study. It explains the research approach, design and methods of the study. It has also presented the population and sampling technique that was used followed by the reliability and validity tests that was used to test the accuracy of results. Lastly, it has stated the ethical considerations to be followed while carrying out the research.

3.2. Design of the Research

In this study, researchers used explanatory studies to explain causal relationships between independent and dependent variables relevant to the study objectives. Since the purpose of this study is to assess the influence of the independent variable on the dependent variable, this method is suitable and useful for examining associations.

3.3. Approach of the Research

There are two basic type of research approach Kothari,c.(2004). These are deductive and inductive research approach. Reasoning deductive means testing these theories. Formulate a hypothesis based on existing theory, collect the data to test the hypothesis, analyze the results; does the data reject or support the hypothesis. While inductive research approach are applies when there is little to no existing literature on topic, it common to perform inductive research because there is no theory to test. Its stage are; observation, observe pattern and develop a theory (streefkerk 2019). Therefore, for this study, the researcher uses deductive research approach to test hypothesis.

3.4. Population and Sample Design

3.4.1. Population

The subject of this study consisted of guests of lodgings found in Addis Ababa, who began visiting and receiving services from these lodgings. Therefore, the study includes an infinite population as the exact number of social media users is unknown.

3.4.2. Sampling Frame

A sampling frame is a list of all population units from which a sample was drawn. As Addis Ababa does not have statistical data to list or estimate the number of properties, the sampling frame for this study is unrestricted and undefined and cannot be specified and listed in terms of this study. is difficult. Therefore, the target group for this study is customers of gift establishments in Addis Ababa.

3.5.3. Sample Size

Corbetta (2003) relates the study title to Ethiopia and uses the researcher's recommendations to determine the standard deviations that make estimates of p and q with 95% confidence intervals and 5% sampling error.

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

Where:

n = required sample size

z = Degree of confidence (i.e., 1.96)²

p = Probability of positive response (0.5)

q = Probability of negative response (0.5)

e = Tolerable error (0.05)

Therefore:

$$n = (1.96)^2 * 0.5 * 0.5 / (0.05)^2$$

$$n = 3.8416 * 0.25 / 0.0025$$

$$n = 384 \text{ Respondents}$$

3.5.4. Sampling Method/technique

Convenience sampling was used to choose samples for the study. Convenience sampling were used because it's an easy and low-cost method of selecting samples. Convenience sampling allow the researcher to gather data easily. The questioner was sent to those who expressed their willingness to engage.

3.6. Data source and Collection Procedures

Primary data served as the main source of information for this study. A customer questionnaire was used to obtain primary data. Primary data were collected using questionnaires from primary sources, as the researchers wanted to study the impact of social media advertising on consumer attitudes towards brands. Secondary data were obtained from journals, research-evaluated papers, electronic sources, and relevant research papers on the subject, the Internet, to gain a deeper understanding of the subject area.

3.7. Data Analysis

Data collected from questionnaires were entered and all analyzes were performed using SPSS software version 29. Respondent demographics were organized and aggregated by descriptive analysis. Relationships between independent and dependent variables were determined using correlation analysis. Multivariate analysis is used in addition to correlation analysis to understand how much the experimental variables influence the dependent variable.

3.8. Reliability and Validity

Research reliability is the degree to which a research method produces stable and consistent results. A given measurement is considered reliable if it produces consistent results. In this study, Cronbach's alpha (α) was used to test the reliability of the measurements.

Cronbach's alpha is most commonly used to assess the reliability and internal consistency of a study and is expressed as a number between 0 and 1. In general, Cronbach alpha values below 0.60 are considered poor, values in the range 0.70 are considered acceptable, and values above 0.80 are considered good (Skaran and Bogie, 2016).

Therefore, Cronbach's alpha coefficient measurements for each variable used to measure client attitudes ranged from 0.723 to 0.898, a good indication of the reliability of each configuration. The Cronbach's alpha for the model or the entire items is .938 which is in the excellent range.

Table 3.0.1 Reliability test

For Individual Variables			
Variables	Cronbach's Alpha	Std. Deviation	N
Understandability	.632	1.022	385
Message appeal	.520	.869	385
Memorability	.503	.998	385
Credibility	.502	.884	385
Originality	.510	.911	385
Brand attitude	.893	1.092	385

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).

3.9. Ethical Consideration

In any given situation ethical considerations should be followed appropriately to maintain the integrity of the study as well as the population of the study. The respondents were informed of the study's objective and for their privacy, they are not required to disclose their names. Every respondent was able to take part in the survey of their own free will. The researcher was making sure to receive the participant's informed consent. Furthermore, the researcher was avoiding misleading or deceptive statements in the questionnaire. Every response collected was presented without any adjustments or changes to keep the integrity of the study. The purpose of this study is purely educational and researchers must not misuse the data in any way.

CHAPTER FOUR

4. RESULTS & DISCUSSIONS

This chapter describes the display and analysis of data obtained through surveys. The impact of social media advertising on customer attitudes toward real estate brands, how customer perceptions of media advertising influence brand attitudes toward real estate, and how social media advertising and high-quality media presentation influence customers' brand choices. Focus on how you make an impact.

In this chapter, the main parts of the work are introduced. Data obtained from surveys are analyzed using a variety of analytical methods to achieve each specific objective of the study and to test hypotheses made.

Descriptive statistics is used mainly to demographic characteristics, to examine how social media advertisement on quality of apartment's affects customer's attitude towards the brand and Customers' perception of social media advertisement affecting their choice of an apartment but, a combination of both descriptive and inferential statistics is used to identify the effect of social media advertisements influences on customers attitude towards the brand. As it was already mentioned in the research methodology part, questionnaire is used as primary data collection method. The data was collected from respondents that happened to be at the right location at the right time, as well as those who expressed their willingness to engage in the research.

4.1. Analysis of Demographic Characteristics of Respondents

The first section of the questionnaire asked respondents about their general demographics (their gender, age, education, and occupation).

The age groups were divided into four classes, as shown in Table 4.1 below. The majority of respondents were from the 25-34-year-old group (128 people) (33.2%), followed by the 21-24-year-old group (106 people) (27.5%) and the 35-44-year-old group. 88 (22.9%). Of the remaining 63 of her respondents (16.4%) he is under the age of 45 or older.

Table 4.1 Respondents classified by Age

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-24	106	27.5	27.5	27.5
	25-34	128	33.2	33.2	60.8
	35-44	88	22.9	22.9	83.6
	45 and above	63	16.4	16.4	100.0
	Total	385	100.0	100.0	

Source: own survey (2023)

The number of male respondents outnumbered female respondents. Male respondents accounted for approximately 51.2% of the total number of respondents, and female respondents approximately 48.8% (see Table 4.2). From this data, it is easy to infer that most of the study participants were male.

Table 4.2 Respondents classified by Gender

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	188	48.8	48.8	48.8
	Male	197	51.2	51.2	100.0
	Total	385	100.0	100.0	

Source: own survey (2023)

Regarding educational background, Table 4.3 below shows that 24 (6.2%) of the respondents had a high school diploma or vocational training, 48 (12.5%) had a graduate degree, and 69 (17.9%) indicates that you have a master's degree. While the majority of respondents, 219 in total (56.5%),

have a bachelor's degree, the remaining two respondents (0.5%) were reluctant to disclose their educational background.

Table 4.3 Respondents classified by educational qualification

Educational qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	missing value	2	.5	.5	.5
	12 and below	23	6.0	6.0	6.5
	Bachelor	219	56.9	56.9	63.4
	DIPLOMA	48	12.5	12.5	75.8
	Masters and above	69	17.9	17.9	93.8
	TVET	24	6.2	6.2	100.0
	Total	385	100.0	100.0	

Source: own survey (2023)

Regarding to employment of the respondent, the majority of the respondents are private company employee (30.4% of the respondents), followed by self-employee 26.2%, government employees 20.0%, NGO employees 13.8%, Student 3.1% and others such as House wife 1.3 % and unemployed are 1.0% (see table 4.4).

Table 4.4 Respondents classified by occupation

Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Missing value	8	2.1	2.1	2.1
	Foreign company	4	1.0	1.0	3.1
	Government employee	77	20.0	20.0	23.1
	House wife	5	1.3	1.3	24.4
	NGO employee	53	13.8	13.8	38.2

	Private employee	117	30.4	30.4	68.6
	Self-employee	101	26.2	26.2	94.8
	Student	12	3.1	3.1	97.9
	Unemployed	4	1.0	1.0	99.0
	University student	4	1.0	1.0	100.0
	Total	385	100.0	100.0	

Source: own survey (2023)

Table 4.5 below shows respondents' preference for the impact of social media real estate advertising in which gift real estate is promoted. As evident from the chart above, the majority of respondents (33.5%) prefer accommodation in Ayatt based on advertisements sent via social media. Gifted properties ranked second with 28.6%, followed by Noah properties with 20.0% (20.0%), metropolitan properties and Jenbelou properties with 8.3% and 5.5% respectively.

Table 4.5 social media on real estate advertisement that most affects the consumers brand attitude

The social media advertisement of real estate that most affect your brand attitude.					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Others	4	1.0	1.0	1.0
	Ayat real estate	129	33.5	33.5	34.5
	Flintstone homes	4	1.0	1.0	35.6
	Gift real estate	110	28.6	28.6	64.2
	Jambo real estate	4	1.0	1.0	65.2
	Jemborow real estate	21	5.5	5.5	70.6
	Metropolitan real estate	32	8.3	8.3	79.0
	Noah real estate	77	20.0	20.0	99.0
	Tsehay real state	4	1.0	1.0	100.0
	Total	385	100.0	100.0	

Source: own survey (2023)

4.2. Mean degree of agreement on factors affecting customer attitude of Gift real estate apartment

Table 4.6 Perception of respondents about consumer's attitude toward the brand of Gift real estate apartment

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Family and friends influence my brand attitude for gift real estate	385	1.00	5.00	3.1684	1.22175
Overall the real estate advertisement influences my brand attitude for gift real estate.	385	1.00	5.00	3.3368	1.06424
My brand attitude for gift real estate is influenced by its sales person.	385	1.00	5.00	3.2211	1.10866
I consider switching from one to another real estate due to quality than advertisement.	385	1.00	5.00	3.6316	1.22520
I consider switching from one to another real estate due to price discount than advertisement.	385	1.00	5.00	3.6316	1.11696
Valid N (listwise)	385				

Source: own survey (2023)

As shown in Table 4.6 above, for the survey question 'Family and friends influence my brand attitude for gift real estate' the mean is 3.1684. for the survey question 'Overall the real estate advertisement influences my brand attitude for gift real estate' the mean is 3.3368. For the third survey question 'My brand attitude for gift real estate is influenced by its sales person' the mean is 3.2211. While the mean of 'I consider switching from one to another real estate due to quality than advertisement' is 3.6316 and the mean of 'I consider switching from one to another real estate

due to price discount than advertisement' is also 3.6316. From this it can be understand that the shift of customers is the case of price discount and quality of product as compared to advertising.

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

According to the data collected, respondents were indifferent that Gift Real Estate's messages were understandably not casually aimed at persuading respondents to purchase the advertised product. (mean = 3.1474). Respondents, on the other hand, disagreed that real estate brand Gift's social media ads were unconvincing, confusing, or even complicated (average = 2.5789, average = 2.9158, average = 2.8421).

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

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The message of Gift Real Estate is not understandably as a result it does not helps me decide to buy an apartment.	85	1.00	5.00	3.1474	.90735
The social media ads for Gift Real Estate is complex.	385	1.00	5.00	2.5789	.94845
The fact in the Gift Real Estate social media ads do not convince me of the benefit of buying an apartment.	385	1.00	5.00	2.9158	1.05480
Since the social media ads is exceptionally confounding. I could not get what the advertisement is all about.	385	1.00	5.00	2.8421	1.04122
Valid N (listwise)	385				

Source: own survey (2023)

As it can be shown in Table 4.8 below, the first item that asks about a message from the social media ad for Gift real estate is understandable and helps to choose the brand, reveals that majority of the respondents 145 (37.7%) are neutral and 137 (35.6%) Agree with that the message of Gift real estate social media ad is understandable.

Table 4.8 The message of Gift Real Estate is understandably as a result it helps me decide to buy an apartment

Opinion	Frequency	Percent
Strongly disagree	17	4.4%
Disagree	73	19.0%
Neutral	145	37.7%
Agree	137	35.6%
Strongly Agree	13	3.4%
Total	385	100.0%

Source: own survey (2023)

The second item measures the social media ad for Gift real estate complexity. The remaining 17 (4.4%) strongly dis agree, 73 (19.0%) dis agree and the remaining 13 (3.4%) strongly agree.

From the finding as indicated in Table 4.9 below, it reveals that from the total participant's majority of them 177 (46.0%) and 105 (27.3%) dis agree and neutral respectively. This means the social media does not confuse them. While the 33 (8.6%) of the respondents strongly dis agree (The social media ads for Gift Real Estate is not complex for them). The remaining 57 (14.8%) and 13 (3.4%) of the respondents agree and strongly agree respectively. This indicates the social media ads for Gift Real Estate is complex for these respondents.

Table 4.9 The social media ads for Gift Real Estate is complex

Opinion	Frequency	Percent
Strongly disagree	33	8.6%
Disagree	177	46.0%
Neutral	105	27.3%

Agree	57	14.8%
Strongly Agree	13	3.4%
Total	385	100.0%

Source: own survey (2023)

As it can be seen in the above Table 4.10 below item three, majority of the sample respondents 129 (33.5%) disagree with the survey question ‘The fact in the Gift Real Estate social media ads do not convince me of the benefit of buying an apartment’.

Table 4.10 The fact in the Gift Real Estate social media ads do not convince me of the benefit of buying an apartment

Opinion	Frequency	Percent
Strongly disagree	25	6.5%
Disagree	129	33.5%
Neutral	113	29.4%
Agree	89	23.1%
Strongly Agree	29	7.5%
Total	385	100.0%

Source: own survey (2023)

113 (29.4%) of the respondents were found to be neutral. Whereas 89 (23.1%) and 29 (7.5%) show their agreement and strong agreement regarding the social media ad don’t convince the benefits of the product. The remaining 25 (6.5%) of the respondents strongly disagree with the same survey question.

Table 4.11 Since the social media ads is exceptionally confounding. I could not get what the advertisement is all about

Opinion	Frequency	Percent
Strongly disagree	33	8.6%
Disagree	121	31.4%
Neutral	129	33.5%
Agree	77	20.0%

Strongly Agree	25	6.5%
Total	385	100.0%

Source: own survey (2023)

From the Table 4.11 above, the 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 majority of the sample respondents being neutral 129(33.5%), 121 (31.4%) dis agree, and the 33 (8.6%) of the respondents strongly dis agree. the remaining 77 (20.0%) and 25 (6.5%) of the respondents agree and strongly dis agree respectively.

4.4. Analysis on the role of social media advertisements Message appeal on the Customer attitude for Gift real estate apartment.

Table 4.12 The role of social media advertisements Message appeal on the brand attitude

	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.	24	6.2	49	12.7	157	40.8	122	31.7	13	3.4
Social media ads which use humor to transmit the message influences me more.	20	5.2	74	19.2	97	25.2	142	36.9	36	9.4
Social media	20	5.2	33	8.6	122	31.7	132	34.3	62	16.1

commercials messages which highlight the enjoyment part of the real estate impacts me more.										
Social media ads message which emphasizes the quality of the real estate influence me more.	16	4.2	32	8.3	74	19.2	153	39.7	94	24.4

Source: own survey (2023)

The first point concerns social media promotion, where jingles are used to convey messages about a brand's attitude. Of all participants, 49 (6.2%) and 24 (12.7%), respectively, found that social media ads using jingles to convey messages had a significant impact on brand attitudes when choosing a property. I understand that you answered that it does not affect you. 157 companies (40.8%) believe that social media advertising is fair because the jingle that conveys the message has a significant impact on the attitude of the brand. Meanwhile, the remaining 122 (31.7%) and 13 (3.4%) believe that social media ads that use jingles to convey their message have a greater impact on customer attitudes toward gift property brands. increase. The results show that most of the respondents in our sample are not sensitive to social media ads that use jingles to convey messages and have a significant impact on brand attitudes.

The second point is a social media commercial that conveys a more memorable brand message with humor. From the results in the table above (Table 4.10), it can be seen that 97 (25.2%) of the respondents are unbiased regarding the fact that social media commercials that use humor to convey a brand's message have more impact. understand. myself.

On the other hand, 142 (36.9%) and 36 (9.4%) believe social media ads that use humor to convey brand messages are more impactful. Also, 74 (19.2%) and 20 (5.2%) don't mind social media commercials that use humor to convey brand messages affect me more.

The third point concerns social media promotional messages, placing more emphasis on the usefulness of real estate influence on brand attitudes. The results showed that a majority of respondents, 132 (34.3%) and his 122 (31.7%), agreed with his message on social media promotions, indicating that they were neutral, indicating that real estate impacts on brand attitudes. Usefulness was further emphasized. This suggests that respondents' property choices are not driven by advertising messages on social media that emphasize the usefulness of real estate agents.

A fourth point is to consider advertising messages on social media that focus on the quality of real estate impact. From this, we can conclude that consumers are influenced in their real estate choices by social media advertising messages that emphasize real estate quality.

4.5. Mean degree of agreement on message appears on social media advertisement

As illustrated in Table 4.14 below, the survey question ‘Social media ads message which emphasizes the quality of the real estate influence me more’ with a mean of 3.7053. The next item with a mean of 3.4211 is for the survey question ‘Social media commercials messages which highlights the enjoyment part of the real estate impacts me more’. ‘Social media ads which use humor to transmit the message influences me more’ indicates a mean of 3.2421. The last item with the smallest mean of 3.0842 is for the survey question ‘Social media commercials that utilize jingle to transmit the brand message impact me more’.

Table 4.13 Message appear on social media advertisement

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
Social media commercials that utilize jingle to transmit the brand message	385	1.00	5.00	3.0842	.92687

impact me more					
Social media ads which use humor to transmit the message influences me more	385	1.00	5.00	3.2421	1.06529
Social media commercials messages which highlight the enjoyment part of the real estate impacts me more	385	1.00	5.00	3.4211	1.08361
Social media ads message which emphasizes the quality of the real estate influence me more	385	1.00	5.00	3.7053	1.09616
Valid N (listwise)	385				

Source: own survey (2023)

4.6. Mean degree of Memorability of social media advertisement

From the analysis result shown in Table 4.14 below, the mean of the respondent's answers with 'Mostly I discuss the social media ad message with my friends after viewing it' influences most of the respondents to buy an apartment with a mean value of 3.4842. The survey question 'The social media ad message of gift real estate is memorable as result it influences me to decide to buy an apartment' scores a mean of 3.0526.

Table 4.14 Memorability of social media advertisement

Descriptive Statistics					
Memorability of social media advertisement	N	Minimum	Maximum	Mean	Std. Deviation
The social media ad message of gift real estate is memorable as result it influences me to decide to buy an apartment	385	1.00	5.00	3.0526	1.00037
The social media commercial of gift real estate gets me up to	385	1.00	5.00	3.1684	1.10364

date to the brands advertised communication					
As social media ads are so weak, for a long time they haven't stayed in my brain	385	1.00	5.00	2.8526	1.18055
Mostly I discuss the social media ad message with my friends after viewing it	385	1.00	5.00	3.4842	1.09605
Valid N (listwise)	385				

Source: own survey (2023)

A mean of 3.1684 is scored by 'The social media commercial of gift real estate gets me up to date to the brands advertised communication'. The remaining factor 'As social media ads are so weak, for a long time they haven't stayed in my brain' scored a mean of 2.8526. From this it can be understood that discussion with friends in social media is the most influential in buying an apartment.

4.8. Correlation analysis

The magnitude and direction of the relationship between two variables are quantified by the correlation coefficient. Since this is the dimension of influence, we can verbally describe the strength of the correlation. Correlation coefficients vary between +1.0 and -1.0. The sign of the coefficient indicates whether the relationship is good or bad. The correlation nearest to +1 indicates good correlation, and the value close to -1 indicates bad correlation. as indicated in the Table 4.15 below, the correlation of the variables is positive and almost nearest to +1. Therefore, it can be said the relation between the items is good. The level of significance is good also as shown in the Table which is 0.000 less than 0.001.

Table 4.15 Correlation results

Correlations							
		Understandability	Message appeal	Memorability	Credibility	Originality	Customers brand attitude
Understandability	Pearson Correlation	1	.444**	.448**	.317**	.208**	.471**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	385	385	385	385	385	385
Message appeal	Pearson Correlation	.444**	1	.313**	.428**	.345**	.351**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	385	385	385	385	385	385
Memorability	Pearson Correlation	-.448**	.313**	1	.384**	.194**	.345**
	Sig. (2-tailed)	.000	.000		.000	.001	.000
	N	385	385	385	385	385	385
Credibility	Pearson Correlation	.317**	.428**	.348**	1	.495**	.1
	Sig. (2-tailed)	.000	.000	.000		.000	
	N	385	385	385	385	385	1
Originality	Pearson Correlation	-.208**	.345**	.194**	.495**	1	.371**

	Sig. (2-tailed)	.000	.000	.001	.000		1
	N	385	385	385	385	385	385
Customers brand attitude	Pearson Correlation	.208**	.345**	.194**	.495**	0.495	1
	Sig. (2-tailed)	.000	.000	.001	.000		1
	N	385	385	385	385	385	385
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: own survey (2023)

4.9. Parametric Statistical Assumptions Testing

Some of the basic assumptions that are required to provide valid results in regression are presented as follows:

Assumption 1 - Normality Test

One of the basic assumptions about the reliability of most parametric tests is that the data are approximately normally distributed. Common tests for checking sanity are skewness and kurtosis. Skewness refers to the symmetry of the distribution and kurtosis refers to the peaks of the distribution. According to Garson (2012), skewness and kurtosis should be in the range -2 to +2 for data to be normally distributed. Table 4.10 shows that both numbers are within the normal range and therefore the distribution can be considered normal.

Table 4.16 Skewness and Kurtosis of Variables

Descriptive Statistics						
	N	Mean	Skewness		Kurtosis	
	Statistic	Std. Error	Statistic	Std. Error	Statistic	Std. Error
understandably	385	.046	-.366	.124	-.266	.248
Message appeal	385	.056	-.529	.124	-.483	.248
Memorability	385	.044	-.603	.124	1.465	.248
Credibility	385	.045	-.529	.124	-.483	.248
Originality	385	.052	.369	.124	-.465	.248
Valid N (listwise)	385					

Source: own survey (2023)

Assumption 2 - Linearity Test

The second assumption required for valid regression results is the linearity test. It aims to determine whether the relationship between the independent and dependent variables is linear. A normal P-P plot representation of the SPSS-derived regression residuals shows that the observed cumulative distribution function of the standardized residuals is close to the expected cumulative distribution function of the normal distribution.

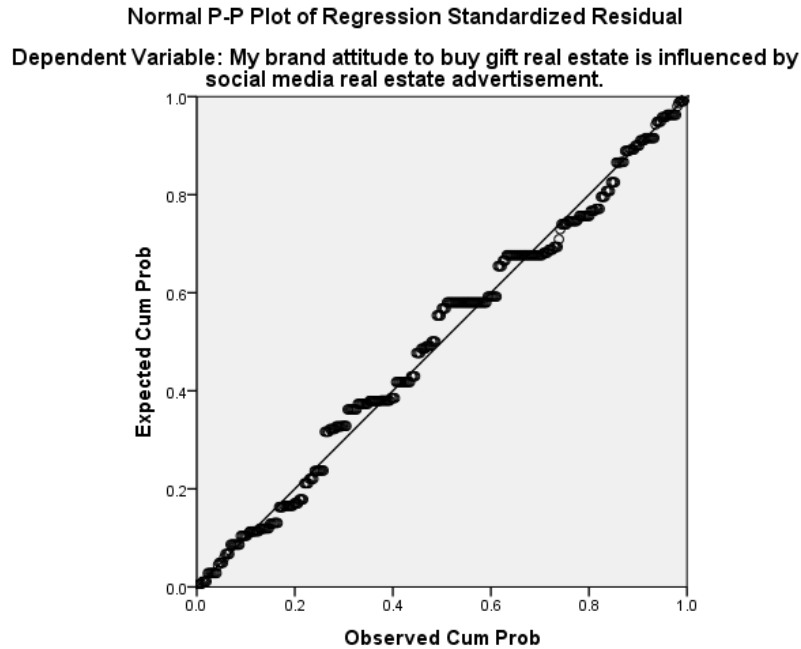


Figure 4.1 Linearity test

4.10. Regression analysis

4.10.1. Multiple Regression Analysis Results

Regression analysis was performed to test the relationship between the comprehensibility, originality, message appeal, credibility, and memorability dimensions and customer attitudes. The results of the regression analysis are important for testing the hypothesis of a study using the 0.05 or 5% significance level as criteria for accepting or rejecting the hypothesis. However, the significance of this ANOVA result is 0.000 as shown in Table 4.16 below.

Table 4.17 ANOVA result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	90.972	8	11.371	9.427	.000 ^b

	Residual	332.944	276	1.206		
	Total	423.916	284			
a. Dependent Variable: customers brand attitude						
b. Predictors: (Constant) understandability, message appeal, memorability, credibility and originality						

Source: own survey (2023)

Where, customers brand attitude = Family and friend influence my brand attitude for gift real estate, understandability=The message of Gift Real Estate is understandably as a result it helps me decide to buy an apartment, message appeal= The social media ads for Gift Real Estate is complex, memorability= The fact in the Gift Real Estate social media ads do not convince me of the benefit of buying an apartment, credibility= Since the social media ads is exceptionally confounding. I could not get what the advertisement is all about, originality = Social media commercials that utilize jingle to transmit the brand message impact me more.

Table 4.18 Model summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.533 ^a	.284	.274	1.09833
a. Predictors: (Constant), understandability, message appeal, memorability, credibility and originality				

Source: own survey (2023)

As shown in the model summary table above, R is 0.533 and R squared is 0.284. The R-squared value provides information about the goodness of fit of the independent variables in explaining the variation in the outcome variable. Similarly, the adjusted R-squared value provides a closer estimate of the true population value than the R-squared value. In this case, the R-Squared (.284) and Adjusted R-Squared (.274) values are close. The regression model fit R-squared value of 0.274 indicates that independent variables explain about 27% of the variation in customer attitudes towards brands, with the remaining 73% caused by other factors not included in these studies.

Table 4.19 Regression table

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.672	.365		4.582	.000
	Understandability	.463	.084	.344	5.519	.000
	message appeal	.028	.083	.022	.338	.000
	Memorability	-.180	.082	-.156	-2.195	.001
	Credibility	.033	.088	.028	.379	.005
	Originality	-.034	.086	-.025	-.391	.002
a. Dependent Variable; customers brand attitude						
b. significant at the 0.05 level						

$$BA = \alpha + \beta_1 \text{understandability} + \beta_2 \text{message appeal} + \beta_3 \text{memmorability} + \beta_4 \text{credibility} + \beta_5 \text{orginality}$$

$$BA = 1.672 + 0.463SM11 + 0.028SM12 - 0.180SM13 + 0.033SM14 - 0.034SM21$$

The coefficient analysis shows the contribution of each independent variable toward the prediction of the dependent variable. As indicated in the below Table 4.18, values of regression coefficient Beta for the independent variables are showing a positive and negative impact on the dependent variable. A positive sign indicates the independent variable positively affect to the dependent variable. While negative sign indicates the independent variable negatively affect to the dependent variable.

4. 11. Hypothesis Testing

H1: The understandability of social media advertisement has a significant effect on customer's attitude towards the brand of gift real estate.

The results in the coefficient table show that Understandability has a beta coefficient of 0.463 with a significance value of $p = .000$. This indicates that Understandability makes a positive, and statistically significant contribution to the prediction of brand Attitude. Following these results, **(H1) is supported.**

H2: The message appeal of social media ads has a significant effect on customer's attitude towards the brand of gift real estate

The results in the coefficient table show that Message Appeal has a beta coefficient of .028 with a significance value of $p = .000$. This indicates that Message Appeal makes a positive, statistically significant contribution to the prediction of brand' Attitude. Following these results, **(H2) is supported.**

H3: The Memorability of social media ads has a significant effect on customer's attitude towards the brand of gift real estate.

The results in the coefficient table show that customer attitude has a beta coefficient of -.180 with a significance value of $p = .001$. This indicates that Memorability does not make a significant contribution to the prediction of customers' attitude towards the brand. Following these results, **(H3) is accepted.**

H4: The credibility of social media ads has a significant effect on consumer attitude towards the brand of gift real estate.

The results in the coefficient table show that location has a beta coefficient of .033 with a significance value of $p = .005$. This indicates that Credibility makes a positive, statistically significant contribution to the prediction of customers' Attitude. Following these results, **(H4) is accepted.**

H5: The originality of social media ads has a significant effect on consumer attitude towards the brand of gift real estate.

The results in the coefficient table show that sanitation has a beta coefficient of -.034 with a significance value of 0.002. This indicates that Originality does make a statistically significant contribution to the prediction of customers' Attitude. Following these results, **(H5) is accepted.**

Table 4.20 Summary for the tested hypothesis

	Developed Hypothesis	B	Sig.	Test Result
H1	The understandability of social media advertisement has a significant effect on consumer's attitude towards the brand of gift real estate.	.463	p < .05	accepted
H2	The message appeal of social media ads has a significant effect on consumer's attitude towards the brand of gift real estate.	.028	p < .05	accepted
H3	The memorability of social media ads has a significant effect on consumer's attitude towards the brand of gift real estate.	-.180	p < .05	accepted
H4	The credibility of social media ads has a significant effect on consumer attitude towards the brand of gift real estate.	.033	p < .05	Accepted
H5	The originality of social media ads has a significant effect on consumer attitude towards the brand of gift real estate.	-.034	p < .05	accepted

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary of findings

This chapter provides a general overview of the results from which the conclusions are drawn. Finally, recommendations are sent to current and prospective property owners, along with suggestions for further research.

The primary objective of this study was to investigate the effect of social media marketing on customers' Attitudes toward the brand of Gift Real estate. In order to do this, five variables were used. These were Understandability, Originality, Message Appeal, Credibility and Memorability. For the purpose of data collection, a questionnaire using closed ended questioning systems was prepared. The questionnaire was distributed online via Google docs and data was collected from 385 respondents. The data was then inserted into SPSS for further descriptive and inferential analysis. Therefore, each variables understandability, message appeal, memorability, credibility and originality has significant effect on customers brand attitude on gift real estate.

A summary of the demographic profile collected from the respondents indicates that:

- Respondents were fairly evenly gendered, with 48.8% male and 51.2% female.
- The 24-34 age group is the highest at 33.2%.
- Regarding educational level, bachelor's graduates made up the majority with her 56.9% of all respondents.
- Regarding employment, private sector employees accounted for the majority at 30.4%.
- Regarding the defendant's real estate choice, Ayat Real Estate was the highest for him at 33.5%.
- The gender of respondents was almost evenly distributed with male being 48.8 % and female at 51.2%.
- The age group of 24-34 years accounted for the highest figure at 33.2%;
- In terms of education level, bachelor's degree holders were a majority, accounting for 56.9% of total respondents;

- With respect to occupation, private employees accounted for a majority at 30.4%;
- With respect to Real estate choice of Respondent, Ayat Real estate accounted for the highest figure at 33.5%.

5.2. Conclusions

As previously mentioned, the main aim of this study was to investigate the effect of social media marketing on customers' Attitudes toward the brand of Real estate. A total of 385 respondents using the five-point Likert scale gave their opinion to comprehend the factors that affect customer attitudes towards a brand using social media. It was found Understandability, Memorability, Credibility, Message appeal and Originality indeed have an effect on social media marketing of customers. However, not all sub-elements within an element have the same effect. At the beginning of the study, we said that the use of social media advertising has become a strategic communication tool that directly influences brand intent and, in turn, customer attitudes towards the brand. Overall, social media influences the marketing communications landscape of most companies. This enables interactions not only between customers and organizations, but also between customers.

Thus, study was be formulated as to assess the effect of social media marketing on consumer attitude toward the brand within the context of the above background discussed in the beginning of the study, this study identifies the answer to the main question of the research. "What is the effect of social media advertising on consumer attitude toward the brand of Gift Real Estate?"

The methodology used to complete this study was by using questionnaire data and inputting the acquired data into Spss software to generate the wanted information set such as the linear model, normality test, correlation table, descriptive statistics table, as well as a descriptive frequency of the data from the total respondents.

The 25-34 age group had the highest number of responses, with 128 people (33.2%), followed by the 21-24 age group with 106 people (27.5%) and the 35-44 age group with 88 people (22.9%). Of the remaining 63 (16.4%) of respondents he is under 45 or older.

Most of the respondents were employees of private companies (30.4% of respondents), followed by self-employed workers (26.2%), government workers (20.0%), NGO workers (13.8%), students (3.1%), foreign companies, university students, unemployed.

From these results, it can be concluded that, social media is an important consideration, however the aspects of social media operations play a large and significant role towards the influence of customer attitude for Real estate agencies which they need to improve in order to deliver ultimate customer satisfaction. This will increase their chances of being selected by potential new customers through different modes. It is difficult to excel on all the factors but prioritizing the important ones such as quality, Promotion, and improvement of communication towards customers is significant for the long-term success of their real estates. Therefore, each variables understandability, message appeal, memorability, credibility and originality has significant effect on consumers brand attitude on gift real estate.

5.3. Recommendations

5.3.1. Recommendation on study area

The main aim of this study was to investigate the effect of social media marketing on customers Attitude toward the brand of gift real estate. Based on the findings in Chapter 4 and the conclusions drawn from them, researchers recommend the following:

The study began with the background and motivations of researchers conducting studies on social media and brand attitudes. It's no secret that social media has become an important marketing tool for businesses around the world, allowing them to connect with their audience and learn more about their needs and demographics. Additionally, a new communication platform was created to allow users to comment and rate products and services, find the best solutions, and share brand experiences.

The amount of publicity that consumers agree influences their decision is higher when it comes to examining the factors that customers take into account when choosing a brand. As a result, the core of the marketing strategy for gift real estate should be the overall real estate brand, which is influenced by their quality when choosing a brand for gift real estate.

As the model shows, novelty has a large impact on customer buying habits. means the original advertising message. Your message should be compelling and credible, as credibility is one of the characteristics that customers believe will influence their purchasing decisions. (Easy to understand, message, easy to remember, reliability, originality).

Real estate agents should research their target market and the factors that most influence their decisions before running any commercials. It is suggested that they carry out study to find the weak points in various advertising efforts in order to achieve this goal. Real estates should instruct advertising firms on which needs to concentrate on as opposed to leaving them to their own devices. Additionally, having famous people in an advertisement does not guarantee its effectiveness; the message in the advertisement and the methods used to spread it are both crucial. Therefore, both real estate companies and advertising firms are recommended to look at these characteristics before constructing or choosing on the attractiveness of an advertisement message and applying it. Advertising companies should put a strong emphasis on rationality when creating communication messages for this specific apartment.

5.3.2. Recommendations for future study

The study was conducted to investigate effect of social media marketing on customers' attitude the brand of gift real estate in Addis Ababa. The sampling technique used was convenience sampling so it may not be an exact representation of the population of Addis. Future studies could implement random sampling to get a more exact representation of the population. Furthermore, to get more perspective into which factors are more significant on specific types of real estates? Real estates are classified into different categories such as residential, commercial, raw land and special use. Future studies should focus on segmenting the real estate types and study the factors on each type of real estates.

Moreover, because the Real estate industry is dynamic, the factors that influence consumers' Attitude selection behavior may vary over time. Future research can conduct a longitudinal study to compare changes in real estate choice factors that influence consumers' decision at different times.

REFERENCES

- Ajzen, I. (2004). The theory of planned behavior. *Organizational behavior and human decision process*, 50(2), 179-211.
- Bagozzi, Richard P. (1981), "Attitudes, Intentions, and Behavior: A Test of Some Key Hypotheses," *Journal of Personality and Social Psychology*, 41, 607-27.
- Bearden, W. O. (1999). *Handbook of Marketing Scales: Multi-Item Measures For Marketing & Consumer Behavior Research*. London:: Sage Publications, Inc.
- Belch, George E., & Belch, Michael A., (5th ed.). (2001) *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York : Irwin/McGraw-Hill.
- Blackwell, R. D., Miniard, R. D., & Engel, P. W. (2001). *Consumer behavior*. New York: Harcourt College Publishers.
- Blumberg, B., Cooper, D., & Schindler, P. S. (2008). *Business Research Methods* (3rd ed.). London: McGraw-Hill Higher Education.
- Boyd, Danah M, & Ellison, N. B. (2007). Social Network Sites: Definition, History, and Scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
- Brown, S., & Stayman, D. (1992). Antecedents and consequences of attitude toward the ad: a meta-analysis. *The Journal of consumer Research*, 19(1), 34-51.
- Cant, MC & Van, Heerden C.H. (2004). *Personal Selling*. Lansdowne : Juta and Co Ltd., 2004.
- Chandra, B., Goswami, S., & Chouhan, V. (2012). "Investigating attitude towards online advertising on social media – an empirical study", *Management Insight*, 8(1), 1-14.
- Chen, L. (2017). *Development and research of Tik Tok application*. Henan News Press.
- Churchill.G.A, J., & Lacobucci.D. (2009)). *Marketing Research* (10th ed.).

Eagly, Alice H. and Shelly Chaiken (1993), *The Psychology of Attitudes*, New York: Harcourt Brace College Publishers.

eMarketer. (2014a). "Digital ad spending worldwide to hit \$137.53 billion in 2014". Retrieved April 7, 2014

eMarketer. (2014b). "Global B2C ecommerce sales to hit \$1.5 trillion this year driven by growth in emerging markets". Retrieved April 7, 2014, from www.emarketer.com/Article/Global-B2C-Ecommerce-Sales-Hit-15-Trillion-This-Year-Driven-by-Growth-Emerging-Markets/1010575

eMarketer. (2014c). "Social ad spending per user remains highest in North America". Retrieved April 7, 2014, from www.emarketer.com/Article/Social-Ad-Spending-per-User-Remains-Highest-North- Evans.D. (2008). *Social Media Marketing-an Hour A Day*.

Facebook. (2011). Facebook flotation. Retrieved 4,27.,2012, from <http://en.wikipedia.org/wiki/Facebook>

Facebook. (2014a). "Company info". Retrieved August 6, 2014, from <https://newsroom.fb.com/company-info/>

Fausser.S.G, J, W., & M, L. (2019). an explorative study about using the social web for influencing high involvement purchase decisions.

G. David Garson, 2012. *Testing Statistical Assumption*, North Carolina State University, School of Public and International Affairs

Gretzel U, & A, D. (2013). Breaking up is hard to do: why do travellers unlike travel-related organizations? In *Information and Communication Technologies in Tourism 2014*. Springer International Publishing.

Gujarati, D.N., 2004. *Basic Econometrics*. 4th Edition, Tata McGraw-Hill, New York.

Gummesson.E. (2002). Total Relationship Marketing, Marketing Management, relationship strategy and CRM Approaches for the Network Economy (Second Edition ed.). Butterworth: Heinemann publications.

Gummesson.E. (2002). Total Relationship Marketing, Marketing Management, relationship strategy and CRM Approaches for the Network Economy (2nd ed.). Butterworth: Heinemann publications.

Hackly. (2005). Advertising and Promotion. SAGE publication.

Haley, R., & Baldinger, A. (2000). The ARF copy research validity project. *Journal of Advertising Research*, 40(6), 114-135.

Hawa, S., Kanani, H., Patel, M., Taneja, N., & Maru, P. (2014). A study on consumer purchase intention towards ready to eat food in Ahmedabad. *Asian Journal of Management Research*, 5(2), 202-209.

He, W., & Zha, S. (2014). "Insights into the adoption of social media mashups". *Internet Research*, 24(2), 21-42.

Heinrichs JH, Lim JS, & KS, L. (2011). Influence of social networking site and user access method on social media evaluation. *Journal of Consumer Behavior*, 10, 347-355.

Hinz O, Skiera B, Barrot C, & JU, B. (2018). Seeding strategies for viral marketing: An empirical comparison. *Journal of Marketing*, 75, 55-71.

Hui, P. (2017). Study the transmission of teachers' tacit knowledge based on SMCR. *Teacher development BBS*(17 (01)), 67 – 79.

Hutter K, Hautz J, Dennhardt S, & J, F. (2020). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, 22, 342-351.

Janal.D.S. (1998). *Online Marketing Handbook, How to promote, advertise, and sell your products and services on the internet.* John Wiley and Sons Inc.

Jia, N. (2017). Based on Tik Tok study How to make music short social video app get. *New Media Press*, 16 (05), 56 - 67.

K. Rama Mohan Rao, & Rao, U. V. (2012). Influence of Advertisements on Consumer Behavior - An Empirical Study. *International Journal of Marketing and Business Communication*, 1(1).

Khang H, Ki EJ, & L, Y. (2018). Social media research in advertising, communication, marketing, and public relations. *Journalism and Mass Communication Quarterly*, 89, 279-298.

Kotler P. & Armstrong G. (2012). *Principles of Marketing (14th edition ed.)*. New Jersey: Princeton Hall.

KOTLER, P. ,, WONG, V. ,, SAUNDERS, J., & ARMSTRONG, G. (2000). *Principles of Marketing, Financial Times (4th ed.)*. Prentice Hall.

Kotler, P., & Armstrong, G. (1991). *Principles of Marketing*. Prentice Hall,.

Kotler, P., Hollensen, S., & Opresnik, M. (2019). *Social Media Marketing (3rd ed.)*. New York.

Kumar, R. (2011). *Research Methodology: A Step-by-Step Guide for Beginners (New Delhi ed.)*. 3rd: Sage.

Leung, X., Bai, B., & Stahura, K. (2015). The marketing effectiveness of social media in the hotel industry: a comparison of Facebook and Twitter”,. *Journal of Hospitality & Tourism Research*, , 39(2), 147- 169.

Li, M. (2017). Understanding and interactive relationship between market positioning, product positioning and brand positioning. *Journal of Chifeng University*, 17 (02), 33 – 45.

LinkedIn. (2012). Cathay Pacific Case Study. Retrieved 02 22, 2012 , from http://marketing.linkedin.com/sites/default/files/pdfs/LinkedIn_CathayPacificCaseStudy2012_0.pdf

Lovelock, Christopher & Wirtz, Jochen. (2011) Service Marketing: People, Technology, Strategy. Edinburgh : Pearson Education.

Mackenzie, S., & Lutz, R. (1989). An empirical examination of the structural antecedents of attitude toward the Ad in an advertising pretesting context. *The Journal of Marketing* , 53(2), 48-65.

MALHOTRA, N. K., & BIRKS, D. F. (2003). *Marketing Research: An Applied Approach*, Harlow. FT/Prentice Ha.

McQuitty, S., & Finn, A. a. (2000). Systematically Varying Consumer Satisfaction and its Implications for Product Choice. *Academy of Marketing Science Review*, 24(10), 116.

Metcalfe"s Law and network effects on Feedback. (2012). Retrieved 12 29, 2011 , from <http://www.mshare.net/blog/metcalfe%E2%80%99s-law-and-network-effects-on-feedback/>

Mitchell, Andrew A. and Jerry C. Olson (1981), "Are Product Beliefs the Only Mediator of Advertising Effect on Brand Attitude?" *Journal of Marketing Research*, 18 (August), 318-32.

Morden, A. (1991). *Elements of Marketing*. . London: : D.P. Publication Ltd.

Moskal, B., & Leydens, J. (2000). "Scoring Rubric Development. Validity and reliability. Practical Assessment". *Research and Evaluation*, 7(10), 67-75.

Muyiwa (2011), *The Seven Dimensions of Branding: Brand Building from the African Perspective*, Bloomington United States.

Nisha Anupama Jayasuriya. (2018). The Role of Social Media Marketing on Brand Equity-A Literature Review. *Global Journal of Management and Business Research*, 18, 31-39.

OLUWATAYO, J. (2012). Validity and reliability issues in educational research. *Journal of Educational and Social Research* , 391-400.

Pallant, J., 2010. *SPSS survival manual: A step by step guide to data analysis using the SPSS program*. 4th Edition, McGraw Hill, New York.

Palmer, & Lewis:. (2009). An experiential, social network-based approach to direct marketing, *Direct Marketing. An international journal*, 3(3), 162-176.

Patino, A., Pitta, D., & Quinones, R. (2012). “Social media’s emerging importance in market research”. *Journal of Consumer Marketing*, 29(3), 233-237.

Raney, A., Arpan, L., Pashupati, K., & Brill, D. (2003). At the movies, on the web: an investigation of the effects of entertaining and interactive web content onsite and brand evaluations,. *Journal of Interactive Marketing*, 17(4), 38-53.

Reham Shawky Ebrahim, 2013, *A Study of Brand Preference: An Experiential View*, A Thesis Submitted for the degree of Doctor of Philosophy, Brunel Business School, UK.

Renu, & Bansal, S. (2019). How to Engage your customer through Social Media. . *International Journal of Scientific Research and Review*, 7(3), 677 684.

Russell, & Colley. (2018). *Defining Advertising Goals for Measured Advertising Results*. New York: Association for National Advertisers.

Saunders, M., Lewis, P., & Thornhill, A. (2007). *Research Methods for Business Students* (4th ed.). Edinburgh Gate: Financial Times Prentice Hall.

Sharma, M. (2014). The Impact on Consumer Buying Behaviour: Cognitive Dissonance. *Global Journal of Finance and Management*, , 6(9), 833 840.

Shopify. (2014). “Facebook is no. 1 for social commerce”. Retrieved April 7 , 2014, from www.emarketer.com/Article/Facebook-No-1-Social-Commerce/1010721

Sweeny, J., Soutar, G., & Johnson, L. (1999). The role of perceived risk in the quality value relationship: a study in a retail environment. *Journal of Retailing*, 20(2), 271-280.

Swinyard, W. (1993). The effects of mood, involvement and quality of store experience on shopping intentions. *Journal of Consumer Research*, 20(2), 271-280.

Twitter.com. (2011). The fastest simplest way to stay close to everything you care about. . Retrieved 12. 23., 2011, from <http://twitter.com/about>

Xiang Z, Wöber K, & DR, F. (2018). Representation of the online tourism domain in search engines. *Journal of Travel Research*, 47, 137-150.

YouTube., A. (2011). Retrieved 2011, from http://www.youtube.com/static?hl=en-GB&template=about_youtube

Zaltman. (2003). *How Customers Think: Essential Insights Into The Mind of The Market*. Boston: Harvard Business School Press.

Zhi, J. (2018). Tik Tok app opens the second half of the national entertainment era. *Future Commercial Press*, 18 (03), 55-65.

Zikmund, W.G., Babin, B.J., Carr, J.C. and Griffin, M., 2013. *Business research methods*. Cengage learning.

APPENDIX

ADDIS ABABA UNIVERSITY COLLAGE OF COMMERECE,

DEPARTMENT OF MARKETING MANAGMENT

Ladies and gentle, Abubeker Murha, is my name. I am currently researching effect of social media marketing on customer's attitude towards the brand: in cause of gift real estate. 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 attitudes towards the brand for gift real estate. **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 question about the questionnaire.

Name: Abubeker murha , Tel :251-910-077-263, E-mail: abubekermurha37@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 attitude toward the brand.

The social media advertisement of real estate that most affect your brand attitude.

Name of the real estate	Rank
Gift real estate	
Ayat real estate	
Metropolitan real estate	
Jemborow real estate	
Noah real estate	
Others, please specify	

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

	Statement on consumer attitude toward the brand	Strongly agree	disagree	Neutral	agree	Strongly agree
1.	Family and friend influence my brand attitude for gift real estate.					
2.	Overall the real estate advertisement influences my brand attitude for gift real estate.					
3.	My brand attitude for gift real estate is influenced by its					

	sales person.					
4.	I consider switching from one to another real estate due to quality than advertisement.					
5.	I consider switching from one to another real estate due to price discount than advertisement.					

I. Section Three: Social Media Advertisement effect Assessment

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

	Understandably of social media advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The message of Gift Real Estate is understandably as a result it helps me decide to buy an apartment.					
2.	The social media ads for Gift Real Estate is complex.					
3.	The fact in the Gift Real Estate social media ads do not convince me of the benefit of buying an apartment.					

4.	Since the social media ads is exceptionally confounding. I could not get what the advertisement is all about.					
----	---	--	--	--	--	--

	Message appear 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 ads which use humor to transmit the message influences me more					
3.	Social media commercials messages which highlights the enjoyment part of the real estate impacts me more.					
4.	Social media ads message which emphasizes the quality of the real estate influence me more.					

	Memorability of social media advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The social media ad message of gift real estate is memorable as result it					

	influences me to decide to buy an apartment.					
2.	The social media commercial of gift real estate gets me up to date to the brands advertised communication.					
3.	As social media ads are so weak, for a long time they haven't stayed in my brain.					
4.	Mostly I discuss the social media ad message with my friends after viewing it.					

	The credibility of social media advertisement	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	The social media ads message is credible, it influences me to decide to buy an apartment.					
2.	When the advertising of gift real estate produced by individuals who are credible, it enhances its credibility.					
3.	I believe that social media advertisement of gift real estate is exaggerated.					
4.	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
1.	Originality in gift real estate social media advertisement influence me to decide to buy an apartment.					
2.	I believe out of ordinary ideas in gift real estate social media advertising is irrelevant.					
3.	When social media advertising of gift real estate departs from stereotypical thinking, it grabs my attention.					
4.	When gift real estate social media ads are unique, it sticks in my mind.					

	Brand attitude	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree
1.	My brand attitude to buy gift real estate is influenced by social media real estate advertisement.					

2.	My brand attitude to buy gift real estate is influenced by the price of the real estate.					
3.	My brand attitude to buy gift real estate is influenced by my prior information or knowledge about the real estate.					
4.	My brand attitude to buy gift real estate is influenced by the availability of the real estate.					
5.	My brand attitude to buy gift real estate is influenced by the quality of the real estate.					
6.	My brand attitude to buy gift real estate is influenced by what I heard from people about the real estate.					