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COLLEGE OF BUSINESS AND ECONOMICS
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DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND
AWARENESS: A CASE STUDY OF ETHIO TELECOM IN
ADDIS ABABA**

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ADDIS ABABA**

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MANAGEMENT**

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Addis Ababa, Ethiopia

DECLARATION

I, Abdeljebar meka, hereby declare that this thesis titled, ‘The Effect of Social Media Marketing on Brand Awareness: The case of ethio telecom is my original work. This study was carried out under the supervision of **Hailemariam Kebede (PhD)** Department of Marketing Management, Addis Ababa University. Moreover, this study has not been submitted for the award of any Degree Program in this or any other institution.

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APPROVAL SHEET

THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS: A CASE STUDY OF ETHIO TELECOM IN ADDIS ABABA

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30/06/2024

STATEMENT OF CERTIFICATION

This is to certify that Abdeljebar meka sema has carried out this thesis work on the topic entitled with “THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS: A CASE STUDY OF ETHIO TELECOM IN ADDIS ABABA” under my supervision. This work is enough for submission for the partial fulfillment for the award of masters of Art Degree in Marketing Management.

Advisor: Haile Mariam Kebede (PhD): Signature _____ Date _____

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ABSTRACT

The purpose of this study was to investigate the Effect of social media marketing on Brand awareness: The Case of Ethio Telecom in Addis Ababa. Five social media marketing components-online community, Accessibility, Credibility, Content, Interaction were used as independent variables whilst brand awareness was treated as the dependent variable. Questionnaires were distributed to ethio telecom customers who are located in Addis Ababa and responses analyzed. A descriptive statistics and inferential analysis were used to analyze the data and draw conclusions. Descriptive and explanatory research design was employed for the study. Convenience sampling techniques was used to enable the researcher to use respondents' discretion in selecting samples from the total target population. Using a total of 29 questionnaires; the primary data was collected from 365 respondents. The findings of the research indicate that the majority of the respondents' are averagely agreed by their online community, Accessibility, Credibility, Content, Interaction and brand awareness. All the five components of social media marketing were found to have a strong and positive impact on brand awareness. From the result of the analysis it was concluded that there was strong positive and significant correlation between ethio telecom social media marketing and brand awareness. Based on the findings, the researcher recommended that, Should ensure ethio telecom social media Optimize Accessibility, Maintaining Credibility and Trust, Promote interaction, Prioritize Engaging Content and develop engaging and shareable content that resonates with the target audience. This could include informative posts, interactive elements like polls or contests, and user-generated content.

Key Words: Brand Awareness, Social Media Marketing, and brand engagement

CHAPTER ONE

INTRODUCTION

This section presents the background of the study, problem statement, research objectives, and research questions, significance and scope of the study and definition of terms.

1.1. Background of the Study

The twenty-first century has seen a significant increase in social media usage. In January 2021, around 4.2 billion of the 4.66 billion people who use the internet are active on social media platforms. Hootsuite (2021): We Are Social. Growing social media usage influences how customers connect with a retailer's brand. For example, out of 100 customers who follow a brand on social media, 87 visit the company's website, 78 recommend it to friends or family, 67 spend more money with the brand, and 53 connect with it on social media (Barnhart, 2019).

In reality, the advancement of mobile technologies has fueled social media consumption in recent decades. More than 3.6 billion people have used social media this year, Statista, 2021. As a result, it is vital for brands to use social media networks to increase visibility and communicate with their target audience. It may be argued that mobile gadgets and digital technologies have become necessary in human life. (Kemp, We Are Social; Hootsuite et al.2020).

As a result, social media has enabled businesses and organizations to communicate with and manage client requirements and behaviors in new ways. Technical innovations cause constant change within social media platforms, both in the technical aspect (social media platforms developing their platforms through new features and services) and the user/consumer aspect, making it critical for businesses to keep up and capitalize on the business opportunities that social media provides (Appel et al. 2019).

Social media can be defined in a variety of ways, depending on the user's perspective. In practical terms, (Appel et al. 2019) define social media as software digital technologies that provide users/customers with a digital environment, which is typically delivered in the form of applications and websites. A more useful definition of social media for marketers is "a type of digital marketing channel that marketers can use to communicate with consumers through

advertising" (Appel et al., 2019). Furthermore, (Kim et al. 2011) describe social media as online apps, platforms, and media with the objective of facilitating interactions, collaborations, and content-sharing.

Today's approach is to attract clients by persuading them to be interested in using them through a program. One of them is utilizing social media. Several companies use social media platforms as one of their communication avenues. Dewi (2021) defines social media as an online platform site or application that allows people to engage, collaborate, or share material. With the function of social media in marketing, businesses may communicate more interactively and be creative in channeling ideas and material that can be directly exposed to other users. The goal of social media marketing is to reach out to consumers, supply them with information about brands and products, and encourage them to choose those items and brands. Furthermore, for a minimal cost, alerting customers about products and brands is very effective in terms of brand awareness, because millions of social media users will see it indirectly (Elisa et al., 2022).

Moeliono (2020) defines a brand as an entity that delivers meaning associated with value and is communicated by a name, phrase, sign, symbol, design, or a combination of these. A brand's objective is to differentiate and identify the products and services of an individual or group of sellers from those of its competitors. According to Moeliono et al., a brand might become capital or equity, resulting in a very powerful position. Although brands are more than simply a name or a way to distinguish oneself from competitors, they play an important function for both producers and consumers since they symbolize a company's or seller's dedication to maintaining consistency in delivering quality assurance for a good or service given. The brand is also anticipated to be strong in its market so that it may be accepted by consumers, resulting in brand loyalty. If customers believe that some brands are physically distinct from competing products, the brand image will be permanently linked, allowing them to develop loyalty to specific companies (Putri, 2021). That way, the company must build a brand in order to identify itself from competitors, because any mistakes in creating the brand would impede any value that enters the organization.

In today's digital environment, social media has emerged as an essential tool for brands seeking to communicate with their target market and raise awareness. This is especially true in developing countries such as Ethiopia, where social media platforms are an effective way to

reach a large number of people and mobile internet penetration is rapidly increasing. Because of its long history of dominance in the telecommunications business, Ethio Telecom has a well-known brand name.

However, with the web being more widely utilized and new competitors entering the market, having a well-known brand is not any longer enough in today's competitive atmosphere. A methodical approach that capitalizes on the distinguishing features. Innovative approaches are required to remain before the curve within the ever-changing telecoms business. This is often easily accomplished through the usage of social media, which provides a customized and dynamic platform for connecting a various spectrum of individuals. However, the effectiveness of those strategies depends on an understanding of how aspects like as user-generated content, linguistic diversity, real-time communication, and dedicated online communities contribute to brand awareness within the context of Ethiopian telecommunication. By examining how these variables interact and influence audience perception, the study hopes to supply practical insights for optimizing Ethio Telecom's social media initiatives and strengthening its brand position within the Ethiopian market.

1.2. Statement of the Problem

"Your customers use social media, whether your brand does or not." As reported by Hushidar Kharas and Venke Sharma in 2017. Social media has fundamentally altered the meaning of brand name management, and in other parts of the planet, the telecom sector use it as their principal channel for customer communication and brand awareness development. Despite the very fact that this strategy is extremely low-cost and amounts to little quite creating a social media account with one name in Ethiopia, they promote events, activities, and even ask comments from their guests on their experiences. Additionally, there's a scarcity of well-researched content on this subject. In traditional marketing, medium, radio, and tv dominate our lives. The disadvantages of traditional marketing include expensive costs and one-way communication. Social media increases customer involvement, and since it's online, it promotes two-way traffic. It enables a faster reaction and lower investment than traditional marketing.

Ethiopia, consistent with an online World Statistics study from June 2017, the amount of Facebook users in Ethiopia is quite 4 million, with a 4.3% penetration rate. Despite the

importance of social media marketing, insufficient research has been conducted within the Ethiopian setting, and therefore the telecom industry's strength has not been dedicated to social media marketing activities. Ethiopia has boosted its use of social media marketing, but it's still within the early stages. Some firms globally have already embraced social media. Nonetheless, there's an absence of clear, comprehensive, rigorous, and empirically-based studies on the role of social media marketing within the Ethiopian telecommunications industry context that provide important analysis and proposals for using social media as a primary cost-effective means of accelerating brand awareness. Despite being Ethiopia's major telecommunications provider.

Ethio Telecom is facing increased competition from rising mobile network operators and other communication technologies, and it's struggling to rework its market share into significant brand awareness through social media marketing. During this environment, increasing brand awareness is critical for Ethio Telecom to take care of market share and attract new consumers. While they need a large online presence, their social media initiatives appear to come short of building a definite brand identity and generating emotional ties with customers. This lack of brand name knowledge results in low customer engagement, reduces brand loyalty, and eventually jeopardizes Ethio Telecom's competitive advantage during a quickly changing digital world. Mobile First Accessibility and Content Sharing Ethiopia's expanding mobile internet usage necessitates a content strategy tailored to mobile devices. Researching the effectiveness of short-form films, interactive elements, and localized content tailored exclusively for mobile consumption might help increase content sharing and engagement. Furthermore, investigating the potential of offline community activations and partnerships to market online content sharing among less tech-savvy audiences can bridge the digital divide and expand brand reach. Despite having a big client base and a lively social media presence, the efficiency of their social media activities to boost brand recognition is debatable. Limited awareness can impede client involvement, loyalty, and, ultimately, market competitiveness. Research is required to work out how Ethio Telecom might establish brand trust within the Ethiopian cultural setting. This might include assessing the success of localized material, collaborating with local influencers, and recognizing cultural sensitivities in online communication. A crucial research gap exists in understanding the synergistic influence of those variables on brand awareness, instead of merely their individual contributions.

Research is required to research how localized content, culturally relevant influencer collaborations, and interactive community interactions work together to make a unified brand narrative and generate strong emotional connections with Ethio Telecom's broad customer base. By addressing this significant research gap, Ethio Telecom can design a comprehensive social media strategy that develops a robust, culturally resonant brand identity and drives meaningful brand recognition within the Ethiopian market. By that specialize in these specific areas, researchers can gain valuable insights into how Ethio Telecom can optimize its social media marketing efforts to raised connect with its audience and build stronger brand awareness within the Ethiopian market.

1.3. Research Question

- What is the effect of online communities on social media on the brand awareness of Ethio Telecom?
- What effect does social media ad engagement/interaction with followers have on Ethio Telecom?
- How sharing the content of the product on social media gives a significant impact on the brand awareness of Ethio Telecom?
- In what way social media accessibility have a significant impact on the brand Awareness of Ethio Telecom?
- To what extent social media credibility have a significant impact on the brand awareness of Ethio Telecom?

1.4. Research Objective

1.4.1. General Objective

The general objective of this research is to examine the effect of social media marketing on brand awareness in Ethio Telecom.

1.4.2. Specific Objective

- ❖ To evaluate the impact of online communities on social media in relation to the level of brand awareness for Ethio Telecom.

- ❖ To analyze the influence of social media advertising engagement with followers on the brand awareness of Ethio Telecom.
- ❖ To explore the impact of sharing social media content on the brand awareness of Ethio Telecom among consumers.
- ❖ To investigate the correlation between social media accessibility and the brand awareness of Ethio Telecom.
- ❖ To explore the influence of social media credibility on the brand awareness of Ethio Telecom.

1.5. Scope of the Study

The study was conducted in Addis Ababa cities with internet connectivity. The study aims to investigate how social media marketing affects brand awareness, specifically in the context of brand building. To examine the effect of social media marketing on brand awareness in Ethio Telecom. The study aims to explore how factors such as online communities, social media ad interaction, content sharing, accessibility, and credibility influence the level of brand awareness among Ethio Telecom's customers. The research utilized mixed research approach, incorporating descriptive and explanatory research design, multiple linear regression analyses, primary source of data and purposive sampling employed. A survey research approach was employed, using a questionnaire to collect data in a systematic manner from all respondents.

1.6. Significance of the Study

The purpose of this research was to examine the impact of social media marketing on brand awareness, contributing to the existing knowledge in this field. Additionally, the study will have practical value as it can serve as a foundation or reference for other researchers interested in conducting further research or shedding light on future investigations.

This study seeks to enhance understanding of the impact of social media marketing on brand awareness and has practical value for future research in the field. It aims to contribute to academic literature by exploring the effects of social media marketing on brand awareness.

Furthermore, this study aims to contribute to the academic literature by investigating the influence of social media marketing on brand awareness. The findings and recommendations of

this study will be highly beneficial to the marketing and sales team of Ethio Telecom, providing them with guidance on how social media marketing can affect brand awareness.

1.7. Definition of Terms

Brand: A brand encompasses more than just a name or a logo. As stated by Farhana (2012), a brand represents an entity's identity and how it is perceived and remembered by others through visual identity, verbal interactions, and tone of behavior. In simple terms, a brand is an intangible marketing concept that helps consumers differentiate a company, product, or individual from its competitors.

Branding: Branding refers to the ability of a company to stand out in its field and highlight its advantages compared to competing products, as mentioned by McCartney (2012).

Brand recognition: Keller (2001) suggested that brand cognition refers to consumers' ability to recognize and recall various elements associated with a brand. For instance, customers may be able to easily identify the brand name, image, style, and logo, indicating an increased level of brand awareness, as explained by Coles (2015).

Social Networks: Social media refers to websites or applications that enable users to create and share content while interacting with others, according to Hudson (2020). Kotler and Armstrong (2018) define "social media" as independent online social networks where people gather to interact and exchange messages, ideas, images, videos, and other forms of content.

Social Media Marketing: As defined by the American Marketing Association, social media marketing involves the use of social media platforms for promotional and marketing purposes. It encompasses activities such as creating and sharing content, engaging with users, and building brand awareness and customer relationships

1.8. Organization of the Study

This research paper comprises of five main sections (chapters). The initial chapter delves into the background of the study, problem statement, research questions, research aims, significance and scope, as well as study limitations. The second chapter examines relevant literature, encompassing both theoretical and empirical investigations, along with the conceptual

framework employed in the study. The third chapter concentrates on the methodology employed throughout the study, providing a description of the topic area, research design and approach, population and sample, data sources and types, data collection procedures, and ethical considerations. The fourth chapter explores the analysis, interpretation, and presentation of the gathered data, while the final chapter presents a summary of significant findings, conclusions, and recommendations for future actions by the relevant authorities

CHAPTER TWO

RELATED LITERATURE REVIEW

In this section, we will examine the relevant literature that provides theoretical support for the discussions and propositions presented in the research. Additionally, it will delve into the conceptual and empirical literature concerning the impact of social media marketing on customer brand awareness.

2.1. Theoretical Review of the Study

2.1.1 Social Media

Social media platforms enable users to create and share content while engaging with others, as described by Hudson (2020). According to Kotler and Armstrong (2018), social media refers to online networks where individuals gather to interact and exchange messages, ideas, images, videos, and various content. Essentially, it serves as a communication tool that allows for direct interaction with a large audience, with the internet playing a significant role in expediting this process. Social media encompasses Web 2.0 software that supports the generation and sharing of user-generated content, built upon both ideological and technological principles (Kaplan & Haenlein, 2010).

Some common examples of social media include blogs, microblogs, social networks, media sharing platforms, social bookmarking sites, review platforms, forums, and virtual worlds. Social networking platforms enable users to create and share content while interacting with others, as highlighted by Hudson (2020). The term "social media" combines the concepts of being social beings and utilizing media, even though it is primarily online-based (Coles, 2015). Microblogging, social networks, media sharing platforms, social bookmarking sites, analytics platforms, forums, virtual worlds, and more are all part of the diverse landscape of social media (Saravanakumar & SuganthaLakshmi, 2012). Activities such as social networking, photo sharing, blogging, reviews, and participation in online communities with user-generated content are all examples of social media engagement (Charlesworth, 2018; Investopedia, 2018).

As social media continues to play a significant role in people's lives, its data is being analyzed across various disciplines. In their 2018 study, Stefan Stieglitz et al. explored the challenges faced in social media analytics, highlighting the volume of data as a particularly daunting task for researchers.

2.1.2 Social Media Marketing Activities

Social media plays an important role when businesses establish marketing relationships with consumers, as social media has now become a very rapidly growing phenomenon in the marketing world. Marketers have come to understand the use of social media as an integral part of their marketing strategy over a relatively short period of time. Marketers use social media marketing activities for various marketing purposes such as branding, research, customer relationship management, services, and promotions, but social media is most valuable for brands (McKee, 2021).

In a sense, social media turns consumers into marketers and advertisers, creating positive or negative pressure. According to McKee (2021), with the advent of online social media, the influence of communication between consumers in the marketplace can rapidly expand. Furthermore, consumers will obtain information about products and services from alternative sources, especially through online comments and consulting with other consumers through electronic social networking sites.

2.1.3 Social Media Metrics

According to Solomon and Tuten (2018), marketing experts utilize metrics to analyze and compare outcomes related to specific goals. By using metrics, a marketing professional can assess the effectiveness of a marketing strategy. Without metrics, it becomes difficult for marketers to gauge the success of their marketing efforts. Activity metrics, interaction metrics, and return metrics are the three main types of metrics commonly employed in social media marketing (Solomon & Tuten, 2018).

Firstly, activity metrics monitor the actions and endeavors undertaken by marketers in social media marketing, enabling them to evaluate the performance of their marketing approach and its potential for future use. Examples of activity metrics include quantitative data like the overall

view of content types and exposure rate combinations, as well as qualitative assessments. Activity metrics can be utilized to compare the effectiveness of sponsored media versus a brand's organic activity (Solomon & Tuten, 2018).

Secondly, interaction metrics reflect how the target audience responds to the content shared on social platforms. This metric examines how social media users engage, establish, and maintain relationships with the brands being promoted. Quantitative engagement measures include metrics like follower count, comments, likes, shares, and reposted content. Interactions, engagements, and introductions are examples of qualitative standards (Solomon & Tuten, 2018).

Lastly, bottom line metrics such as ROI, average new revenue per customer, and earned media value focus on high-performance outcomes and results that contribute to brand success (Solomon & Tuten, 2018).

2.1.4 Social Media Networks

Kotler and Armstrong (2018, 521) highlighted the impact of the increasing internet usage on the rise of online social networks and digital communities. A significant percentage of internet users, around 45%, utilize social media platforms to gather information about brands, products, or services (We Are Social, 2021). These digital communities consist of individuals who share common interests, opinions, or experiences.

Furthermore, Kotler and Armstrong (2018) emphasized the advantages for brands in targeting specific groups. For instance, Goodreads serves as a niche site where 55 million readers can explore new books and engage in discussions (goodreads.com). On the other hand, FarmersOnly.com caters to "country people" seeking relationships with individuals who appreciate nature and rural living (farmersonly.com) (Kotler & Armstrong, 2018). By implementing effective marketing strategies, social media platforms can offer interactive benefits for both brands and users (Pew Research Center, 2021).

2.1.5 Popular Social Media Channels by Marketers

There are other social networking sites in the modern digital environment, such as Facebook, YouTube, LinkedIn, Instagram, Tik Tok, and Twitter, which are also used for corporate use globally.

Facebook

Facebook created by Mark Zuckerberg in February 2004 is the most popular social networking website in the world and has a total of 2.27 billion members according to a Statistian study (2018), of which 294 million people come from India. Marketers may create their profile or page for their consumers on this popular website, through which they may submit comments, queries, or information about the product. On their Facebook profile, marketers may publish photos and videos of items that help sell their items internationally

Twitter

It was created by Jack Dorsey in March 2006 and was the most popular social networking website after Facebook. According to Statista, more than 326 million social media users are active. Users can connect or engage via "tweets," whereas messages can only send information in 140 characters. With the assistance of this social media platform, e-commerce enterprises may deliver information to the client, offer goods and services for money. (McIntyre DA. 2009).

YouTube

YouTube was started by Steve Chen, Chad Hurley, and Jawed Karim, three former employees of PayPal, in February 2005. Later, in November 2006, it was bought by Google Inc. YouTube has more than 1.8 billion viewers a month as the most popular social networking platform focused on video. All users may upload, rate, share, and comment on videos. With the option of reviewing or commenting on the video, companies may reply to consumer remarks immediately and please their consumers, leading to customer loyalty.

Instagram

In 2010, Instagram was established by Kevin Systrom and today is owned by Facebook as a website for visual social networking. Out of them, 71 million are active users from India, according to a statistical report (2018). This social network is a successful commercial platform that allows users to filter and modify internet movies and photographs with many intriguing features. Instagram has an average post commitment rate of 3.31 percent compared to twitter at 0.07 percent.

LinkedIn

LinkedIn is a corporate and employment social network website. LinkedIn's primary objective is to provide a professional digital platform networking. It works by companies who post jobs on the site and job seekers who publish their resumes for their respective positions of interest (Russell and Stutz, 2014). Membership in the LinkedIn (www.linkedin.com) online community has grown exponentially (Gerard, 2011). Founded in 2003, LinkedIn has over 467 million members. Fortune 500 companies represent close to 106 million active users, making it a very broad platform (LinkedIn, 2017).

Tik Tok

TikTok is one of the social media's most popular applications. In Asia, in the USA, and throughout the world, this app is the world's leading destination to produce short- form mobile videos. The app was founded by Musical.ly. It appeared. TikTok was founded in September 2016 and is managed by Byte Dance, commonly known as Douyin in China. (Lauren Hallanan, 2018).

2.1.6 Social Media in Marketing

Marketing, according to the American Marketing Association, is the activity, set of institutions, and methods for creating, communicating, delivering, and exchanging value-added offerings to consumers, partners, and public at large. Whereas social media is a significant setting for marketing due to its accessibility to people and functionality (Tuten, 2021). Digital advancement and its impact steadily emerge. According to current trends, more and more people are becoming actively on social media, and businesses should not neglect this fact. According to a Pew Research Center survey (2020), due to the impacts of the COVID-19 epidemic, a vast majority of Americans are more likely to get news via digital media.

2.1.7 Social Media and Branding

From a branding perspective, brands can increase awareness by maintaining an active presence in the social spaces where their target customers "live" and integrating social media into their marketing mix (Tuten, 2021). According to a Stelzner survey (2019), 93% of marketers stated that "increasing audience reach" is the biggest goal they can achieve using social media. This is

followed by "increasing traffic" and "generating leads" at 87% and 74%, respectively. Statista (2021) also reported that by the end of 2020, "increasing exposure" (94%) will be the top reason for adopting social media marketing among professional marketers worldwide. The reasons marketers use social media platforms to achieve their business goals are to "improve traffic," "generate leads," and "increase fan loyalty" (Statista, 2021; Stelzner, 2019).

These studies show the relationship between social media and increased brand awareness. However, according to Kotler and Armstrong (2018), social media marketing has an issue, but many companies do not know how to use social media in an efficient and measurable way. Second, the brand has no power to control social media content, and users probably take concepts. Negative information about a business often travels faster than positive words, so instead of getting in the way, marketers need to join the conversation with their customers and build a valuable community. (Kotler & Armstrong, 2018) For example, in 2016, Aldi Australia urged fans to "tell us when they became an Aldi fan". On Twitter However, when the brand's hashtag was replaced by a bashtag, the campaign had a negative impact. On social networks, "you enter consumer court." Marketers say, "This is their home." Another says: "Social media is a pressure cooker" (Bourne 2012; Kotler & Armstrong 2018). For this reason, it is essential for marketers to be aware of these factors, deal with unexpected situations and plan solutions before embarking on social media marketing.

2.1.8 Brand and Branding

Farhana, 2012 stated that a brand reflects who you are, how people identify and remember you through "your visual identity, your verbal dialogue and the tone of your actions". Simply put, a brand is an intangible marketing concept that helps consumers differentiate a company, product, or person from competitors (Hobkirk, 2012). In fact, according to Forbes (2020), Apple, Google, Microsoft, Amazon and Facebook were the most valuable brands in 2020. For this reason, Kenton (2018) has completed the "brand" as one of the most important and most valuable assets of the company.

Most products and services are currently marked. (Kotler and Armstrong, 2018) For example, salt has a label, and ordinary bolts and nuts have the label of a distributor. Horizon Organic Milk, Dole Classic Salads, and Perdue Poultry are all brands of grocery products such as vegetables,

dairy products, and meat. They also pointed out that one of the most important factors that determine purchase intention is the brand. As stated in a study by Kotler and Armstrong (2018), brands need to add desirable features to their products in order to stand out in a competitive market. Other well-known brands that offer a positioning advantage include Walmart (saving money), Instagram (saving and sharing moments), and FedEx. These are among other well-known companies that offer a positioning advantage (guaranteed on-time delivery). (Kotler and Armstrong, 2018) They noted that branding offers many benefits to both organizations and consumers. Whereas customers play an important role in brand communication and development, something that organizations should not neglect. When a consumer is undecided between two similar products from different companies, a brand provides a shortcut for the decision-making process. (The Branding Journal, 2015) Consequently, a buyer can quickly assess the quality and information of a product according to his brand and his message.

2.1.9 Brand Awareness

Consumer perception of a brand or product is determined by the brand's image. (Management Handbook, 2019) The above study also highlights that associations such as reputation, benefits, qualities, etc. are involved. To increase brand awareness, online networking activities and relationship building lead to brand recognition, where a brand is recognized as a business or personal brand. (Coles, 2015) Keller (2001) proposed that brand awareness is the consumer's ability to recognize and remember a brand from associated elements.

In a recent study by Spacey (2017), the brand awareness aspect has changed slightly. She points out that various associated elements such as emotional, physical and cultural values influence the level of consciousness. In this scenario, brand awareness refers to all information about the brand, including the customer's ability to remember emotions, information or impressions formed in their thoughts. Simply put, newer niche brands focus on building brand awareness, while established brands benefit from brand recall (Spacey, 2017).

Brand awareness is the ability of consumers to identify and remember a brand (Firend & Alvandi, 2015). The name of the brand may stimulate consumers' decisions when choosing products from competing brands (Maanda et al. 2020).

2.1.10 Brand Strategy

Kapferer describes branding strategy as a phrase for the decision-making process: the number of brand levels to be applied; one, two, or even three and the function of the company in communicating on product value; whether it be missing, present in a strong way or not. He examines also the relative weight of these brands as part of the globalization of architecture, and the graphical arrangement of their cohabitation in all papers and packings and goods but also in industrial facilities and sales and managers' offices and business cards. (Kapferer, 2008)

2.2. Theoretical Foundation

2.2.1. Chaffey's Theory

The concept, introduced by Chaffey and Smith (2013), views social media marketing as an informal marketing strategy. It emphasizes that communication and human connections are fundamental to human behavior, which in turn influences customer behavior. Social media marketing leverages these platforms to shape perceptions about various products and services, leading to purchases and fostering brand loyalty. This theory underscores social media as a tool for building relationships. By engaging in such interactions, a meaningful bond is established between the company and its customers. The significance of this theory lies in its unique perspective on the impact of social media marketing, as highlighted by Heinze (2016). By cultivating lasting relationships with customers, it not only yields immediate results but also ensures the business's sustainability in the long run. This approach entails assessing short-term outcomes while also carefully monitoring the long-term advantages of social media marketing. However, the theory does not specify the circumstances under which its assertions hold true. Previous research, such as Kimaru's (2011) study, has shown that poorly executed communication and networking efforts can have detrimental effects.

2.2.2. Marketing Equities Theory

Marketing equities were first introduced by Kim and Ko (2012) and suggest that social media marketing activities have a positive impact on business performance. The original creators of this theory focused on the marketing strategies employed by luxury fashion brands to promote their products. These strategies included incorporating entertainment, engaging with customers based

on business objectives, staying up-to-date with trends, customizing products and services for the target audience, and encouraging recommendations and word-of-mouth marketing. Their analysis of firm performance focused on brand equity and purchase intention.

These five marketing techniques serve as the foundation of the theory. Regular customer interaction provides the business and its management with an opportunity to showcase the benefits of their products and address any customer concerns. The significance of this theory lies in its examination of the relationship between marketing activities and business performance. It directly links social media marketing strategies to enhanced marketing outcomes, making it a valuable tool for research on the impact of social media marketing. However, the theory assumes that the same social media marketing strategies will be effective in all contexts, when in reality, different practitioners may explore various aspects of social media marketing.

2.2.3. Information Diffusion Theory

Compared to traditional media like newspapers, television, and magazines, social media has a higher rate of diffusion, resulting in faster information spread (Hajli 2015). According to Ahmad (2011), online social media platforms such as Facebook and Twitter transmit data more rapidly and at a lower cost compared to other media channels. Barefoot and Szabo (2010) state that traditional firms prefer promoting their products or services through one-way conversations on television and in newspapers. However, the emergence of online social media has allowed firms to engage with their customers in real-time, gathering feedback for business enhancement. Additionally, social media provides an open and equally accessible platform for knowledge sharing (Hajli 2015, as cited in Ahmad 2011).

2.2.4. Sociotechnical Model of Media Effects

The sociotechnical model of media effects emphasizes three crucial elements that aid in comprehending why individuals participate in sharing on social media platforms. Initially, people's understanding of information is shaped by their social standing, identity, discursive tools, and technical competencies. Secondly, media content is frequently organized in specific manners to accomplish distinct goals. Lastly, media effects are usually deliberate rather than incidental. Additionally, the technical attributes of different media platforms (like newspapers, cable television, and social media) significantly influence how information is generated and

distributed. The existence of interconnected peers, in conjunction with the algorithms and advertising tactics utilized by social media platforms, further complicate the process in networked settings. According to the active audience theory, users do not passively receive media messages but actively interact with and interpret them based on their social environment and accessible resources for discourse analysis. Celeste Condit proposes that viewers generally share a mutual comprehension of the core message conveyed in media texts, rather than interpreting them in vastly different ways. The second element of the model argues that media texts are polysemous, indicating they can be comprehended in various ways. Nevertheless, this polysemy is restricted, suggesting a limited range of interpretations due to the characteristics of the medium used to convey the message.

2.2.5. Theory of Building Relationships

Social media platforms are widely used by individuals to connect with people from around the globe, share important information, and gather unique ideas. For example, through online social media, a user in the United Kingdom can effortlessly communicate and exchange information with someone in New Zealand (Hajli 2015). According to Mayfield (2008), social media possesses key characteristics such as openness, participation and engagement, discussion, community, and connectedness. Mayfield also emphasized that individuals primarily join social media sites to create a profile and interact with their peers both online and offline. Instead of functioning as a one-way communication channel, social media serves as a two-way communication platform.

2.2.6. The Honeycomb Model

Kietzmann (2011) introduced the honeycomb framework as a tool to comprehend the different facets of social media activities and users' experiences. This framework comprises seven building blocks that symbolize various capabilities or features of social media. These blocks empower users to personalize their experience and assess the impact of each feature on their overall experience. The building blocks encompass conversation, sharing content, establishing one's presence, forming relationships, building reputation, creating groups, and curating self-identity (Kietzmann et al., 2011). It is crucial to recognize that these building blocks are not mutually exclusive, and not all of them may be present in every social media interaction.

Furthermore, additional blocks like "trust" and "image" could be incorporated alongside existing ones, such as reputation (et al., Kietzmann, Silvestre, McCarthy, & Pitt, 2012). Social media platforms typically highlight three or four primary blocks to meet the evolving motives and demands of users, while focusing on functionalities like "identification" or "sharing." As a result, user satisfaction cannot be solely attributed to any single block.

2.2.6.1. Conversation

Conversation illustrates how much communication occurs in social media environments. It highlights the users' desire to maintain group connections by exchanging news, jokes, wishes, knowledge, and rumors. The need to amuse, raise awareness about, and express opinions with other social groups may therefore be the driving force behind dialogues on social media platforms (Katz, Blumler, & Gurevitch, 1974; Okazaki, Rubio, & Campo, 2013).

2.2.6.2. Sharing

The extent of interaction of social media users, distribute, and receive content is described here (Ozanne & Ballantine, 2010). In the honeycomb model, users are encouraged to exchange material by both intrinsic and extrinsic motivation (Amabile, 1997; Ryan and Deci, 2000; Lakhani and Wolf, 2005). Interest, curiosity, enjoyment, and involvement in the action itself are examples of intrinsic motivation. Extrinsic motivation is driven by the desire to get a social reward such as recognition and a leadership role in the group.

2.2.6.3. Presence

Presence deals with being aware of other people's availability both online and/or in the real world as well as alerting others to one's own availability to communicate synchronously and to experience greater levels of closeness and immediacy (Elaluf Calderwood, Kietzmann, & Saccol, 2005; Kaplan & Haenlein, 2010). This enables more influential interactions.

2.2.6.4. Relationships

It focuses on connections that users make with others on social media networks. These associations control the level and type of user involvement, as well as the kind and format of the content they exchange. In contrast to LinkedIn- built around business connections relating to job and career.

2.2.6.5. Reputation

How much people know about and may change self and other's standing on social media: how people demonstrate social norms (social reputation), functional competence (functional reputation), appear interesting, appealing, and inspiring (Eisenegger, 2009). The number of people who follow a social media user on Twitter, YouTube video, or the status provide users about their reputation.

2.2.6.6. Groups

How social media users may create or join friend networks or communities based on a common hobby or interest? Facebook groups (public, private, or secret) are used for networking, amusement, self-promotion, and informational purposes (Park, Kee, & Valenzuela, 2009). Users benefit from the ability to manage their expanding social network and choose what content certain groups may see.

2.2.6.7. Identity

The ability to publicly present one is crucial to the success of any social media user. In addition to disclosing more concrete information about oneself (age/gender), users may make more nuanced statements about who they are by, for example, joining discussion groups on a specific topic, disliking, or commenting on material. Create a profile for most social networking apps so that you may be recognized by other users. It is usually up to the individual user to select what sort of personal information they desire to expose, social media platforms provide a tremendous incentive for users to share as much information as possible. Facebook is centered on all types of friendships.

2.2.7. Social Media Marketing in Ethiopia

The utilization of social media in Ethiopia is on the rise, as indicated by numerous statistics. Research has revealed that Ethiopian Internet users heavily rely on social media in their daily lives. Ethiopia ranks 30th in terms of global viewership. Notably, Twitter and YouTube are widely used in Ethiopia, with 31.82 percent and 15 percent of Ethiopian Internet users engaging with these platforms, respectively (Stats, 2021). While the statistics regarding social media penetration are impressive, it is crucial to delve deeper into the implications. Some researchers

advocate for companies to enhance their social media strategies and establish an online presence for their brands. Moreover, several companies have recognized the significance of social media marketing and have proactively embraced it. By utilizing social media marketing as an integrated marketing medium, these companies effectively generate value for their clients, surpassing the limitations of traditional marketing channels. Consequently, the company's social media platforms offer individuals a multitude of options for interaction and communication with others, as illustrated by the definitions of research variables (ElAydi, 2018).

2.3. Empirical Review

Hana Othman ElAydi (2018), investigate the impact of social media marketing activities on Facebook on brand awareness keeping into consideration the moderating effect of demographics, namely; age and gender. The research showed that social media marketing firms use mainly about six dimensions as an instrument for their marketing activities: Online Communities, Interaction, Sharing of Content, Accessibility, and credibility. Also, this research is testing the demographics moderation role in the relationship between social media marketing activities on Facebook and consumer based brand awareness. A sample of the study totaled 402 customers; the researcher tested the hypothesis using the correlation analysis, regression analysis using. This research provides an evidence of the relationship between social media marketing activities on Facebook and brand awareness of mobile service providers in Egypt. The study findings have recommendations for marketers and managers to deploy efficiently Social media marketing activities on Facebook, and for understanding the role of social media marketing in developing strong brand awareness for companies. The results of this study suggest that Social media marketing activities on Facebook are strongly related to brand awareness.

Gallaugh and Ransbotham (2010) and Tsimonist and Dimitriadis (2021) have emphasized the importance of marketing activities on social networks for branding purposes. By utilizing social media marketing, companies can establish a clear brand identity and consistently provide customers with product information and special offers in a cost-effective, straightforward, and efficient manner. This not only enhances the brand's identity but also improves communication with customers. Consequently, many companies now consider social networks as one of the most effective tools to expand their consumer base and capabilities. King, C. (2017) has further highlighted the positive impact of social media on brand communication with consumers.

Bilgin Yusuf (2018) carried out research to assess the influence of social media marketing on brand recognition. The findings of the survey indicated that customers' perception of a brand is shaped by four key elements: entertainment, engagement, style, and customization, with customization being the most significant factor.

Efthimios Constantinides, 2014 outlined the current state of social media and described the two main roles that social media plays as part of a marketing strategy and the use of social media as a different marketing tool, however, he suggested two possible marketing strategies: As a source of customer information, marketing information, and direct marketing channels. Furthermore, when (Christos Giannakis-Bompolis, Christina Boutzouki, 2014) tried to measure the level of customer engagement on social media, they found that when companies are active on social media, customer satisfaction increases.

(Ruohan Lee, Ayoung Su, 2015) studied factors that influence an individual's perception of the reliability of information on social networks and found that interactivity, dependency on the environment, and strength of argument are the main determinants of information reliability. However, when attempting to study the role of social media content marketing in marketing strategies, (Noor Syakira Ahmad et al., 2015) found that social media content marketing can improve brand health scores, an index that measures brand awareness.

(Ruohan Lee, Ayoung Su, 2015) studied the factors influencing a person's perception of the credibility of information on social networks and found that interactivity, dependence on the environment and the strength of argumentation were the main determinants of the credibility of the information. However, in an attempt to study the role of social media content marketing in marketing strategies (Nur Syakirah Ahmad et.al 2015) has known that it can increase the brand health score which can be an indicator to measure brand awareness.

Previous research conducted by Fascia Genzebe focused on the effects of marketing on social networks in terms of product recognition. This research sheds light on how marketing strategies, particularly the promotion of advertisements on social networks, can affect the overall brand image of an organization. It demonstrates that marketing elements on social networks play a crucial role in driving sales for companies. Online banners and advertising are believed to have a substantial impact on enhancing brand image. Furthermore, the correlation calculation results

reveal a close match between banners, advertisements, and brand image, with a value of 0.517.

In the context of Ethiopia, research on regarding social media marketing reveals that a positive brand image, memory, and connections are crucial for the growth and success of an organization. Consumers need to feel valued and respected in order to establish a strong connection with a brand. Powerful brands have the ability to dominate the market, target specific consumers, and convey suitable imagery. Establishing a strong and well-defined brand can effectively meet the needs of consumers, while social networks can help disseminate the brand message and engage stakeholders. In the realm of marketing research on social networks, the Kietzmann cellular model (2011) has been frequently employed. This model encompasses seven independent variables that represent various aspects of social networks, providing valuable insights into understanding consumer interactions with media and their evolution over time. It offers comprehensive explanations for each component, thereby facilitating a thorough examination of consumer requirements.

2.4. Hypothesis Development

The current study was focus on brand awareness through social media and the factors that drive users to engage with brands on social media. In order to address the research inquiries, the following hypotheses have been formulated.

Many social media groups expand significantly, and numerous social media platforms offer users tools for managing memberships. There are two main categories of groups. The first type involves users forming their own communities to connect with friends, followers, or fans. The second type consists of online groups that mirror offline clubs. These groups can be public, closed, or secret. (Kietzmann et al., 2011). The author mentions, "The group's functional block signifies the ability of users to create communities and sub-communities."

H1: Brand awareness is positively influenced by online communities in social media marketing.

As per Muntinga et al. (2011), social media marketing interaction occurs when users express their opinions to exchange and discuss with like-minded individuals about a specific product or brand on the social media platform. In simpler terms, interaction denotes the extent to which

social media platforms enable the sharing of ideas, two-way communication, and the spread of information. The level at which individuals communicate with each other in a social media environment (Kietzmann et al., 2011). Enhancing user interaction and participation in specific topics and discussions on social media platforms helps companies in building and nurturing customer relationships (Zhu, 2015).

H2: Brand awareness is positively influenced by interaction in social media marketing

People have the ability to connect with other users globally and participate in relevant marketing content efficiently. This real-time communication aids marketers in obtaining up-to-date customer insights, enhancing the relevance of brand messages. Social media serves as a valuable tool for gathering pertinent and frequent customer feedback, as users' interactions reflect their preferences towards brand content. Essentially, real-time communication on social media platforms assists businesses in both attracting new customers and retaining existing ones.

H3: The accessibility of social media positively impacts brand awareness in marketing strategies.

Moreover, sharing content and exchanging information are common methods of interaction on social media platforms. Sharing content can prompt users to engage in communication and potentially establish relationships, depending on the platform's features.

H4: Content sharing in social media marketing contributes positively to brand awareness.

Furthermore, reputation plays a crucial role in social media environments, as it signifies the recognition of individuals' statuses. However, the concept of reputation can vary across different social media platforms, making it challenging to establish trust. The credibility of social media content generated by internet users also influences brand awareness.

H5: Credibility in social media marketing has a positive impact on brand awareness.

2.5. Conceptual Framework

Following an in-depth theoretical and empirical analysis, the conceptual framework outlined below has been formulated to provide guidance for the research study.

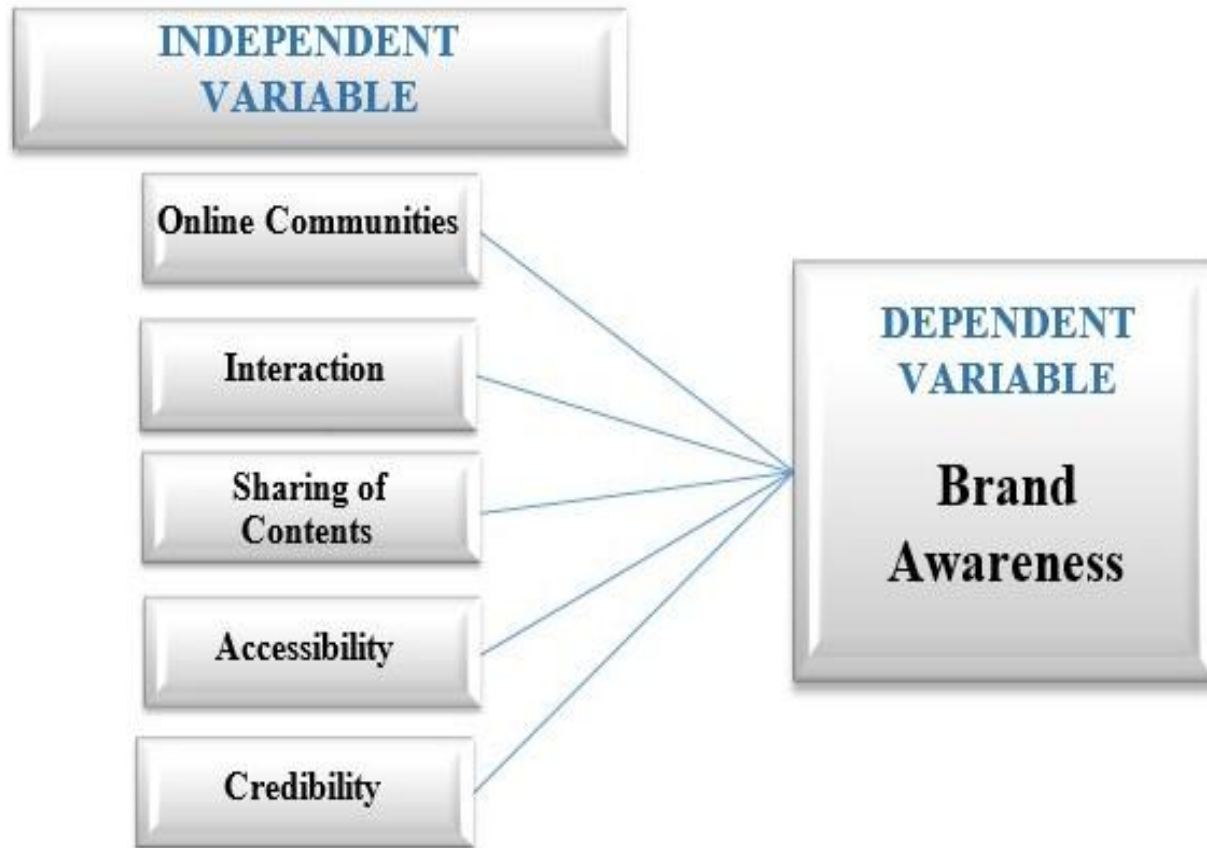


Figure 1: Conceptual Framework

Research model Source: Hana Othman ElAydi

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter was present the research approach and method, source of data, population of the study, sample size, sampling procedures, data collection methods, and data analysis techniques was used in the study. The chapter also outlines research design, location of study, targeted population, sampling design, data collection tools, pilot testing and data analysis. Or an in-depth discussion of research purpose, strategy, research approach, the method adopted in collecting data was outlined in this section.

3.1. Research Approach

Based on the type of data used, the researcher employed both quantitative and qualitative methodologies. By combining quantitative and qualitative methods, researchers were able to collect a diverse set of data that captured various aspects of the relationship between social media marketing and brand awareness, allowing them to strengthen the credibility of their study findings and draw more reliable conclusions about the impact of social media marketing on brand awareness for Ethio Telecom. In the instance of Ethio Telecom, combining survey data, social media analytics, and in-depth customer interviews can provide full picture of how social media marketing affects brand awareness. According to Pritha (2021), quantitative research involves the collection and analysis of numerical data. In contrast, qualitative research focuses on gathering and understanding non-numerical data such as photographs, text, and audio. To select an appropriate research approach, several factors must be clarified: the study aim, the features of the issue, and the research questions. The key reasons for the method's selection, the quantitative numerical method will be used to evaluate the effectiveness of raising awareness through social media, and quantitative methods are widely used to analyze trends by performing statistical analysis to correlate variables and report discoveries by comparing them with prior studies or predictions. Nikolaos and Yannis, 2018.

3.2. Research Design

The research employed descriptive and explanatory research methodologies. Descriptive research describes facts and characteristics of the population or phenomenon under study (Creswell, 2003). A descriptive research strategy was used to collect information about the current state of an issue or phenomena and to characterize "what exists" inside the variable. Explanatory design was also utilized to describe any logical correlations that may exist between variables. The study was an explanatory research method to describe any causal relationships between independent and dependent variables relevant to the research problem. Explanatory investigations look into whether the value of one variable causes or affects the value of another, in order to establish a link between them. They also quantify the effect of the independent factors on the dependent variable (Carl McDaniel, 2010). As a result, the researcher attempts to critically examine the link between the independent variables and the dependent variable. Because the purpose of this study is to assess the effect of independent factors on the dependent variable, the approach will be appropriate and useful in investigating the relationship and drawing conclusions based on the findings.

3.3. Sources & Method of Data Collection

Lalehzari (2021) defines data collection as the process of obtaining and evaluating data from various groups in order to answer particular questions and gain significant insights. (Lehzari, 2021). Simply put, implementing data-driven concepts can help any firm become more profitable and effective. However, the data gathered must be meaningful, exact, and used in context; otherwise, it might lead to misinformation or harm a company (Lalehzari, 2021). It is critical to distinguish between secondary and primary data as two major types of data collection. Secondary data, according to Kotler et al. (2005), is material that already exists but was gathered for another reason. Primary data, on the other hand, is regarded first-hand information that is generated for a specific reason.

In this study, both secondary and primary data was used to gather detailed information for research purposes. Secondary data was used to investigate existing hypotheses and discoveries in the field of social media marketing. Textbooks, e-books, academic journals, theses, government documents, and other websites are common secondary sources used to achieve research goals.

3.4. Target Population

The term "population" refers to the group that the researcher is interested in studying more about and from which a sample can be taken. This is frequently explained in terms of position, circumstance, and educational level. Therefore, the target population of this study is delimited to ethio telecom customers. The study's target group consisted of current Ethiopian telecom customers who are social media platform followers or browse social media indirectly and live in Addis Ababa.

3.5. Sampling Method

The study utilized the convenience sampling method, where sample elements were selected based on accessibility, or respondents were chosen. Convenience sampling is a common practice among researchers to gather market research data from an easily accessible group of respondents. It is favored for its speed, simplicity, and cost-effectiveness.

When conducting research, it is rare to obtain data from every member of the study's target population. Instead, the researcher must carefully select a sample that he believes is adequately representative of the overall population. The sample focuses on responders from specific ethio telecom customers using non-probability convenient sampling, which is a faster, more convenient, and less expensive method of data collection (Sekaran and Bougie, 2009).

Convenience sampling technique is usually chosen when there is less resources and time available to select sample, the individual cases are difficult to identify, sample to be selected is large, and there is little variation in the population, which is the cases in this research (Saunders, Lewis and Thornhill 2012).

3.6. Sample Size

The total population for this study was unknown because the total number of social media users is dynamic, complex, and grows on a regular basis. To estimate p and q in the Ethiopian setting, the researcher will follow Corbetta's (2003) advice for finding the standard deviation, 95% confidence interval, and 5% sampling error when computing the sample size.

$$No = Z^2 PQ \div e^2 = (1.96)^2 (0.5)(0.5) \div (0.05)^2 = 384$$

Where:

n = the sample size

Z = standard error associated with the chosen level of confidence (For 95% confidence = 1.96)

e = acceptable sample error (0.05)

p = p is equal to 0.5.

$q = 1 - p$

$n = (1.96)^2 \times (0.5 \times 0.5) / (0.05)^2$

$n = 0.9604 / 0.0025$

$n = 384$

Each participating customer would be consented to understand the aim of the study and questionnaires were administered.

For instance, it was presumed that there would exist a substantial population whose variability in the proportion of adopting the practice was unknown; assumed $p = .5$ (maximum variability). Furthermore, it was desired to have a 95% confidence level and $\pm 5\%$ precision

3.7. Methods of Data Analysis

The data from the questionnaire will be input, and all analyses will be carried out using the Statistical Package for the Social Sciences (SPSS version 20). Descriptive analysis will be utilized to compile and summarize the respondents' demographic data, such as age, gender, educational level, and marital status. On the other hand, correlation analysis was utilized to determine whether or not there is a relationship between the independent and dependent variables. In addition, regression analysis will be used to determine how much the independent variable affects the dependent variable. Furthermore, the four assumptions underlying multiple linear regressions will be tested. This includes diagonal tests for multicollinearity, homoscedasticity, linearity, and normality. To verify for multicollinearity, create a correlation matrix that ensures the correlation between explanatory variables. In addition to testing

homoscedasticity, a residuals plot, which is a scatterplot of standardized residuals against standardized expected values, will be used. Finally, the normality test will be performed by producing a histogram of residuals using SPSS software.

3.8. Reliability and Validity

Validity refers to the extent to which a measurement instrument accurately measures what it was intended to measure. It is crucial in determining the correctness of the findings from the perspective of the researcher, participant, or reader. In order to establish validity, the questionnaires used in the study were carefully reviewed by a panel of specialists, colleagues, and thesis advisors. Their expertise helped determine if the questionnaire effectively measured the important aspects of the study. Additionally, peer discussions with other researchers were conducted to further assess the appropriateness of the questions. A pilot test was also conducted with twenty respondents, and their feedback was used to make necessary revisions to the questionnaire based on the suggestions of experts. Reliability on the other hand, refers to the accuracy and precision of a measurement technique. Cronbach's alpha is a commonly used measure of reliability, specifically internal consistency. A higher Cronbach's Alpha reading indicates greater reliability. Generally, reliability values below 0.60 are considered poor, those in the 0.70 range are acceptable, and values above 0.80 are considered good.

3.9. Ethical Research Consideration

In terms of ethical considerations, the study took into account the principles of secrecy and anonymity. Participants were informed about the objective and relevance of the study, as well as the fact that their responses would be used solely for academic purposes and kept confidential. Their names and organization's identification were kept anonymous to ensure their privacy. Participants voluntarily agreed to these conditions as confirmation of their willingness to participate in the study.

CHAPTER FOUR

ANALYSIS AND INTERPRETATION OF RESULTS

4. Introduction

The chapter is incorporates a descriptive and correlation analysis of the study's variables is presented in the first section, followed by an analysis of the assumptions made in the second section, and the regression analysis's results are presented in the third section. The findings of the regression analysis were thoroughly examined and elucidated in this chapter. The study's findings, including tables, statistics, and the results of multiple linear regression, were subjected to statistical analysis using SPSS software, specifically version 20. Both the descriptive and inferential aspects of the study's findings were analyzed in detail.

The questionnaire was developed to collect data from the sample of the study after assessing some of the previous literature addressing each of the variables examined in the study, it contains three categories of questions, the first group is about demographic questions (gender, age, and education) about the study population, the second is about social media applications as a tool of marketing was covered by (25) questions: online communities (5) questions, sharing of content (5) questions, interaction (5) questions, accessibility (5) questions, credibility (5) questions. The third category is about brand awareness which was covered by 4 questions.

4.1. Response Rate

A total of 384 questionnaires were distributed to participants. As a result, 365 surveys were correctly completed and returned for analysis, resulting in a response rate of 93%. The remaining 7% of questionnaires were not returned due to refusal of respond. The collected data were presented and analyzed using SPSS statistical software (version 20). In this case, the percentage is 93%, meaning that 365 out of the 384 required responses were approved and incorporated into the analysis. This implies that a useful summary of the response rate and data quality for a survey, and the format is clear and straightforward to comprehend.

4.2. Reliability Test

Cronbach's alpha reliability is a test that measures construct integrity. The reliability of the survey was tested using Cronbach's scale to demonstrate the consistency of the survey (Masri, 2009). George and Mallery (2003) suggest the following rule of thumb: $\alpha > 0.9$ Excellent, $\alpha > 0.8$ very good, $\alpha > 0.7$ is good, $\alpha \leq 0.6$ is questionable and $\alpha \leq 0.5$ not acceptable.

Table 1: Reliability test

	Variables	Cronbach's alpha	No of Items
1	Online community	.903	5
2	Interaction	.877	5
3	Content sharing	.890	5
4	Accessibility	.859	5
5	Credibility	.921	5
6	Brand awareness	.877	4
Total reliability		.966	29

Source (survey data: 2024)

Table 4.1 above, the alpha value of each parameter can be explained as follows, so the average Cronbach's alpha coefficient obtained by the researcher is considered to be an excellent value since the overall reliability value is 0.966. This indicates the reliability of the survey analyzed using Cronbach's alpha statistics was reliable.

4.3. Demographic Character Respondent

The purpose of population profiling and research is to determine whether researchers have accounted for heterogeneity in sample responses. Therefore, basic information about the applicants is discussed below.

4.3.1. Gender of Respondent

Table 2: GENDER of Respondent

		Frequency	Percent
Valid	Male	212	58.1
	Female	153	41.9
	Total	365	100.0

Source (survey data: 2024)

The table 4.2 illustrates the breakdown of participants in a study by gender. Three columns are presented: it shows the number of participants that fell within each gender class. There were 212 male participants and 153 female participants. The "Percent" column shows the proportion of participants in each gender group as a percentage of the total sample. Specifically, 58.1% of participants were male, and 41.9% were female.

4.3.2. Age of Respondent

Table 3: Age of respondent

		Frequency	Percent
Valid	18-24	95	26.0
	25-34	245	67.1
	35-44	14	3.8
	45-54	7	1.9
	55 and older	4	1.1
	Total	365	100.0

Source (survey data: 2024)

Table 4.3 shows; The "Frequency" column indicates the number of participants who fell within each age range. The "Percentage" column shows the proportion of participants in each age bracket as a percentage of the total sample. The final row labeled "Total" provides the total number of participants and 100% as the percentage, which is the sum of all percentages across all age. The "Age Group" column specifies the different age ranges utilized in the study, from

18-24 to 55 and older. 95 participants were in the 18-24 age Group, 245 participants in the 25-34 age Group, and 14 participants in the 35-44 age Group and so on. The "Percentage" column shows the proportion of participants in each age bracket as a percentage of the total sample. For instance, 26 % of participants were in the 18-24 age bracket, 67 % in the 25-34 age bracket, and 3.8 % in the 35-44 age bracket and so on. This shows age categories of subjects who took part in the completion of the questionnaires. The percentage in this table shows that the allocation of questionnaires to various groups was in no way influenced by age bias and also most respondents are young. It is a true implication of the researcher's impartiality in the distribution of questionnaires.

4.3.3. Educational Qualifications of the Sample Respondents

Table 4: Education level

		Frequency	Percent
Valid	High school	42	11.5
	Certificate	8	2.2
	Diploma	10	2.7
	Degree	184	50.4
	Master's Degree	112	30.7
	Others	9	2.5
	Total	365	100.0

Source (survey data: 2024)

The table 4.4 outlines the breakdown of participants in a study according to their current educational level. The "Educational Level" column lists the six educational level categories used in the study: High school, Certificate, Diploma, Degree, Master's Degree, and Other. The "Frequency" column shows the number of participants in each educational level group. For instance, 42 participants had High school education, 8 have a Certificate level, 10 had Diploma level education, and 184 had a Degree level education, 112 had Master's level education, and 9 had other education. The "Percent" column presents the proportion of participants in each educational level group as a percentage of the total sample. For example, 11.5 % of participants had High school level education, 2.2 % had Certificate level education, 2.7 % had Diploma level

education, 50.4 % had Degree level education, and 30.7 % had Master's level education, and 2.5% had other education. The final row labeled "Total" provides the total number of participants and 100% as the percentage, which equals the sum of all percentages across all educational level groups. This implies that all participants were certified and may able to understand the impact of social media marketing on brand awareness issues identified in the survey.

4.3.4. Follower of Ethio Telecom Pages

Table 5: Follow of ethio telecom pages

Follower of ethio telecom pages		Frequency	Percent
Valid	Yes	340	93.2
	No	25	6.8
	Total	365	100.0

Source (survey data: 2024)

According to Table 4.5 93.2 % participant follow ethio telecom pages the remaining 6.8 % not follow ethio telecom pages. This indicate that more of respondents have ethio telecom pages followers. The remaining 6.8% percent of participants not follower means had raised brand awareness about ethio telecom social media pages may indirectly browse pages without following pages directly.

4.4. Descriptive Statistical Analysis of the Study

The data collected from the study participants is presented in the table in the subsequent section. The table displays the mean values of six factors utilized as independent variables in the study. By utilizing a ranking system that classifies scores above 4.0 as high rank, scores between 4.0 and 3.5 as middle-rank, and scores below 3.5 as low rank, the mean and standard deviation values were analyzed (Amentie, 2016).

The interpretation of how participants ranked the different research factors hinges on this information. While standard deviation values provide insights into the variation of responses within the sample, mean values indicate the average rating assigned to each factor. Researchers

can identify patterns and trends in the perceptions and attitudes towards the independent constructs by examining this data.

Mean interval	Respondents Intuition/ opinion
1. 1.00-1.80	Strongly Disagree (mean lowest practiced)
2. 1.81-2.60	Disagree (mean Lowest practiced)
3. 2.61-3.40	Neutral (mean averages practiced)
4. 3.41-4.20	Agree (mean well practiced)
5. 4.21-5.0	Strongly Agree (mean very well practiced)

4.4.1. Analysis of Online Community

Table 6: Online community

online community	N	Mean	Std. Deviation
I feel like I am part of a community on Ethio Telecom's social media platforms	365	3.85	1.071
Ethio telecom Social media helps me to remember new products	365	3.76	1.071
I like to buy a product from the ads on ethio telecom social media	365	3.72	1.129
The online communities make me feel like part of a larger Ethio Telecom family	365	3.54	1.122
I would be more likely to use Ethio Telecom services because of their active online communities	365	3.63	1.001
Valid N (listwise)	365		

Source (survey data: 2024)

Table 4.8; shows descriptive statics for five questions regarding to online communities on ethio telecom social media platforms. The first column indicates that the question asked. The second columns displays the sample respondent answering the question. The third columns displays the

mean score of response which indicates the average rating. The fourth column represents the standard deviation Measuring responses variability around the mean.

1 “I am part of online community on ethio Telecom's social media”

Mean:-The average score for this question is 3.85.this implicate that, the majority respondents Agree with part of online community on ethio Telecom's social media.

SD: the standard deviation is 1.07.This implies that relative variability in responses regarding to because of online communities.

2 ‘Ethio telecom Social media helps me to remember new products”

Mean:-The average score for this question is 3.76.this implicate that, the majority respondents agree with ethio Telecom's social media platforms to remember new products.

SD: the standard deviation is 1.07 .this implies that relative variability in responses regarding to remember new products.

3 ‘I like to buy a product from the ads on ethio telecom social media”

Mean:-The average score for this question is 3.72.this implicate that, the majority respondents agree with like to buy a product.

SD: the standard deviation is 1.129.this implies that relative variability in responses regarding to like to buy a product.

4 ‘Feels like part of a larger Ethio Telecom family.

Mean:-The average score for this question is 3.53.this implicate that, the majority respondents Agree with part of a larger Ethio Telecom family.

SD: the standard deviation is 1.123.this implicate that relative low variability in responses regarding to because of online communities.

5 ‘I would be more likely to use Ethio Telecom services because of their active online communities”

Mean:-The average score for this question is 3.62.this implicate that, the majority respondents agree with likely to use Ethio Telecom services.

SD: the standard deviation is 1.00. This implies that relative variability in responses regarding to likely to use Ethio Telecom services.

4.4.2. Analysis of Interaction

Table 7: Interaction

Interaction	N	Mean	Std. Deviation
ethio Telecom's social media interactions with followers are professional and courteous	365	3.61	1.080
The responses provided by Ethio Telecom's social media team are clear, and address the raised concerns	365	3.55	1.158
I feel like my individual inquiries and feedback are valued by Ethio Telecom's social media team	365	3.56	.983
Ethio Telecom actively responds to comments and questions on their social media platforms	365	3.61	1.046
I believe Ethio Telecom takes customer feedback seriously based on their online interactions	365	3.68	.984
Valid N (listwise)	365		

Source (survey data: 2024)

Descriptive statistics summarize the sample of respondents' answers for five questions regarding interaction on Ethio telecom social media pages.

1 “Ethio Telecom's social media interactions with followers are professional and courteous”

Mean:-The average score for this question is 3.61.this implicate that, the majority respondents Agree with interactions with followers are professional and courteous.

SD: the standard deviation is 1.08. This implies that relative variability in responses regarding interactions with followers are professional and courteous.

2 'Ethio Telecom's social media team are clear, and address the raised concerns'

Mean:-The average score for this question is 3.55.this implicate that, the majority respondents Agree with team are clear, and address the raised concerns.

SD: the standard deviation is 1.158.this implicate that relative low variability in responses regarding to teams are clearly, and address the raised concerns.

3 'my individual inquiries and feedback are valued by Ethio Telecom's social media team'

Mean:-The average score for this question is 3.56.this implicate that, the majority respondents Agree with individual inquiries and feedback are valued by Ethio complete social media teams.

SD: the standard deviation is 0.98.this implicate that Low variability and consistent in responses regarding individual inquiries and feedback are valued individual inquiries and feedback are valued.

4 'Actively responds to comments and questions on their social media platforms'

Mean:-The average score for this question is 3.61.this implicate that, the majority respondents Agree with Actively responds to comments.

SD: the standard deviation is 1.046.this implicate that relative low variability and consistent in responses regarding to actively responds to comments.

5 'Ethio Telecom takes customer feedback seriously based on their online interactions'

Mean:-The average score for this question is 3.68.this implicate that, the majority respondents Agree with takes customer feedback.

SD: The standard deviation is 0.98.this implicate that low variability in responses regarding takes customer feedback.

4.4.3. Analysis of Content Sharing

Table 8: Content sharing

Content sharing	N	Mean	Std. Deviation
The content shared by Ethio Telecom on social media is informative and keeps me updated on their latest offerings	365	3.80	.932
I believe the information shared by ethio telecom on social media is accurate and reliable	365	3.82	.999
The content shared by ethio telecom on social media is engaging	365	3.71	.950
Content shared by ethio telecom social media is brief, concise and helps certain functionality	365	3.64	.922
I trust the accuracy of the information shared by ethio telecom social media in their contents	365	3.90	.805
Valid N (listwise)	365		

Source (survey data: 2024)

Descriptive statistics summarize the sample of respondents' answers for five questions regarding content sharing on Ethio telecom social media pages.

1 “Content shared by Ethio Telecom on social media is informative and keeps me updated”

Mean:-The average score for this question is 3.8.this implicate that, the majority respondents agree with informative and keeps me updated by Ethio Telecom's social media platforms.

SD: The standard deviation is 0.93.this implies that consistent and low variability in responses regarding to informative and keeps me updated.

2 ‘Information shared by ethio complete on social media is accurate and reliable”

Mean:-The average score for this question is 3.82.this implicate that, the majority respondents Agree with accurate and reliable.

SD:-the standard deviation is 0.991.this shows that low variability in responses regarding accurate and reliable.

3 ‘The content shared by ethio complete on social media is engaging’

Mean:-The average score for this question is 3.71.this implicate that, the majority respondents Agree with social media is engaging.

SD: the standard deviation is 0.95.this implies that low variability in responses regarding to because of online communities.

4 ‘Content shared by ethio telecom social media is brief, concise and helps certain functionality’

Mean:-The average score for this question is 3.64.this implicate that, the majority respondents Agree content is brief, concise and helps certain functionality.

SD: the standard deviation is .922.this implicate that relative variability in responses regarding for with content is brief, concise and helps certain functionality.

5 ‘I trust the accuracy of the information shared by ethio complete social media in their contents.

Mean:-The average score for this question is 3.9.this implicate that, the majority respondents agree accuracy of the information by content.

SD: the standard deviation is 0.805.this implies that very consistent and low variability in responses regarding accuracy of the information by content.

4.4.4. Analysis of Accessibility

Table 9: Accessibility

Accessibility	N	Mean	Std. Deviation
I am able to easily access Ethio Telecom's social media platforms on my preferred devices	365	4.22	.997
The information shared by Ethio Telecom on social media is presented in a clear	365	3.78	1.177
I can find the information Ethio Telecom's website	365	3.86	.963
Ethio telecom social media Clear language used for easy accessibility	365	3.87	1.107
ethio telecom social media advertising is reachable	365	3.72	1.023
Valid N (list wise)	365		

Source (survey data: 2024)

Descriptive statistics summarize the sample of respondents' answers for five questions regarding accessibility on Ethio telecom social media pages.

1 “I am able to easily access Ethio Telecom's social media platforms’

Mean:-The average score for this question is 4.22.this implicate that, the majority respondents strongly agree with easily access ethio Telecom's social media platforms.

SD: the standard deviation is 0.997.this implies that low variability in responses regarding to easily access Ethio Telecom's social media platforms.

2 ‘The information shared by Ethio Telecom on social media is presented in a clear’

Mean:-The average score for this question is 3.78.this implicate that, the majority respondents strongly agree with presented in a clear way.

SD: the standard deviation is 1.177.this implies that relative variability in responses regarding to present in a clear way.

3 'I can find the information I need on ethio Telecom's website'

Mean:-The average score for this question is 3.86.this implicate that, the majority respondents strongly agree with can find the information I need on ethio Telecom's website.

SD: the standard deviation is 0.98.this implies that low variability in responses regarding to can find the information I need on ethio Telecom's website.

4 'Ethio telecom social media Clear language used for easy accessibility

Mean:-The average score for this question is 3.87.this implicate that, the majority respondents agree Clear language used for easy accessibility.

SD: the standard deviation is 1.17.this implicate that relative variability in responses regarding to Clear language used for easy accessibility.

5 'ethio telecom social media advertising is reachable

Mean:-The average score for this question is 3.72.this implicate that, the majority respondents Agree with reachable.

SD: the standard deviation is 1.023.this implies that relative variability in responses regarding to reachable.

4.4.5. Analysis of Credibility

Table 10: Credibility

Credibility	N	Mean	Std. Deviation
I trust the information provided by Ethio Telecom on their online platforms	365	3.86	.941
The ethio telecom Social media ads message is credible, it influences me to remember the product	365	3.52	1.230
Ethio Telecom promptly addresses any concerns raised online	365	3.52	1.068
I feel confident that Ethio Telecom will deliver on the promises made online	365	3.50	1.123
Ethio Telecom's online credibility makes me more likely to choose their services	365	3.50	1.242
Valid N (list wise)	365		

Source (survey data: 2024)

Descriptive statistics summarize the sample of respondents' answers for five questions regarding credibility on Ethio telecom social media pages.

1 “I trust the information provided by Ethio Telecom on their online platforms”

Mean:-The average score for this question is 3.86.this implicate that, the majority respondents agree with trust.

SD: the standard deviation is 0.941.this implies that low variability in responses regarding to trust.

2 ‘Social media ads message is credible, it influences me to remember the product’

Mean:-The average score for this question is 3.52.this implicate that, the majority respondents Agree with Social media ads message is credible.

SD: the standard deviation is 1.23.this implies that relative variability in responses regarding to Social media ads message is credible.

3 'Ethio Telecom promptly addresses any concerns raised online'

Mean:-The average score for this question is 3.52.this implicate that, the majority respondents Agree promptly addresses any concerns raised online.

SD: the standard deviation is 1.02.this implies that relative variability in responses regarding to promptly address any concerns raised online'.

4 'I feel confident that Ethio Telecom will deliver on the promises made online'

Mean:-The average score for this question is 3.53.this implicate that, the majority respondents Agree will deliver on the promises made online.

SD: the standard deviation is 1.123.this implicate that relative low variability in responses regarding will deliver on the promises made online.

5'Ethio Telecom's online credibility makes me more likely to choose their services'

Mean:-The average score for this question is 3.5.this implicate that, the majority respondents Agree credibility.

SD: the standard deviation is 1.24.this implies that relative variability in responses regarding to credibility.

4.4.6. Analysis of Brand Awareness

Table 11 : Brand awareness

Brand awareness	N	Mean	Std. Deviation
My brand awareness for Ethio telecom is influenced by social media advertisements	365	3.57	1.162
My brand awareness for Ethio telecom is influenced by its interaction	365	3.62	1.019
My brand awareness for Ethio telecom is influenced by my prior information or knowledge about the telecom	365	3.64	1.129
My brand awareness for Ethio telecom is influenced by what I heard from people about the telecom	365	3.78	.912
Valid N (listwise)	365		

Source (survey data: 2024)

Descriptive statistics summarize the sample of respondents' answers for five questions regarding brand awareness on Ethio telecom social media pages.

1 “My brand awareness for Ethio telecom is influenced by social media advertisements”

Mean:-The average score for this question is 3.57.this implicate that, the majority respondents Agree brand awareness influenced by social media advertisements.

SD: the standard deviation is 1.162.this implies that relative variability in responses regarding to brand awareness influenced by social media advertisements.

2 ‘My brand awareness for Ethio telecom is influenced by its interaction’

Mean:-The average score for this question is 3.62.this implicate that,the majority respondents Agree with brand awareness for Ethio telecom is influenced by its interaction’.

SD: the standard deviation is 1.019.this implies that relative variability in responses regarding to because of online communities.

3 “My brand awareness for Ethio telecom is influenced by my prior information or knowledge”

Mean:-The average score for this question is 3.64.this implicate that, the majority respondents agree with brand awareness for Ethio telecom is influenced by my prior information.

SD: the standard deviation is 1.129.this implies that relative variability in responses brand awareness for Ethio telecom is influenced by my prior information.

4 “My brand awareness for Ethio telecom is influenced by what I heard”.

Mean:-The average score for this question is 3.78.this implicate that, the majority respondents Agree brand awareness for Ethio telecom is influenced by what I heard.

SD: the standard deviation is 0.98.this implicate that relative low variability in responses regarding brand awareness for Ethio telecom is influenced by what I heard.

4.4.7. Descriptive Statics Summary IV and DV

Table 12: Descriptive statics summary IV and DV

	N	Mean	Std. Deviation
Online community	365	3.7003	.91707
Interaction	365	3.6049	.86118
Content	365	3.7764	.76961
Accessibility	365	3.8899	.84452
Credibility	365	3.5803	.98251
Brand	365	3.6507	.90608
Valid N (listwise)	365		

Source (survey data: 2024)

According to table 4.13, the mean value of online community, Accessibility, Credibility, Content, Interaction and brand shows respondents toward the question falls on the mean range of agreement by the approximate value of 3.7, 3.89, 3.58, 3.77, 3.6 and 3.65 respectively. Thus it shows that respondents were agreed on the idea requested with respect to each variable.

4.5. Inferential Analysis of the Study

The study utilized a scale-based questionnaire to collect data on demographic and related factors. The gathered data were entered into the SPSS software version 20 for further analysis. To test the hypothesis, inferential statistical methods, specifically Pearson correlation and multiple regression techniques, were employed.

4.5.1. Correlation Analysis

Pearson Correlation analysis with a 95% confidence level, or 0.05, to obtain these findings. A correlation value of less than 0.3 is regarded as “weak”. Values between 0.3 and 0.7 are described as being "moderate," while values above 0.7 are described as being "strong." Field, (2009).

Table 13: Correlation analysis

Correlations		Brand	Online community	Interaction	Content sharing	Accessibility	Credibility
Brand	Pearson Correlation	1					
	Sig. (2-tailed)						
Online community	Pearson Correlation	.693**	1				
	Sig. (2-tailed)	.000					
Interaction	Pearson Correlation	.724**	.820**	1			
	Sig. (2-tailed)	.000	.000				
Content sharing	Pearson Correlation	.725**	.821**	.848**	1		
	Sig. (2-tailed)	.000	.000	.000			
Accessibility	Pearson Correlation	.523**	.427**	.485**	.475**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
Credibility	Pearson Correlation	.730**	.734**	.800**	.791**	.510**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	365	365	365	365	365	365
**. Correlation is significant at the 0.01 level (2-tailed).							

Source (survey data: 2024)

Table 4.14 presents the correlations five independent (i.e., online community, interaction, content sharing, accessibility and credibility) and one dependent variable Brand Awareness. The

correlations were calculated using Pearson's correlation coefficient, and the results indicate the strength and direction of the relationship between dependent variables and Brand Awareness.

The correlation coefficients range from 0 to 1, with 0 indicating no correlation and 1 indicating a perfect correlation. The correlation coefficients for each type of content and Brand Awareness are as follows:

Credibility: The correlation coefficient between Credibility and brand awareness is .73; this shows that strong positive relationship. Their significant level is 0.000. This implies that credibility in ethio complete social media marketing may leads to higher brand awareness.

Content sharing: The correlation coefficient between content sharing and brand awareness is .725; this shows that strong positive relationship. Their significant level is 0.000. This implies that content sharing in ethio complete social media marketing may leads to higher brand awareness.

Online community: The correlation coefficient between online community and brand awareness is .693; this shows that moderate positive relationship. Their significant level is 0.000. This implies that content sharing in ethio complete social media marketing platforms may leads to higher brand awareness.

Interaction: The correlation coefficient between interaction and brand awareness is .724; this shows that strong positive relationship. This implies that interaction in ethio complete social media marketing platforms may leads to higher brand awareness.

Accessibility: The correlation coefficient between accessibility and brand awareness is .523; this shows that moderate positive relationship. Their significant level is 0.000. This implies that Accessibility in ethio telecom social media marketing platforms somewhat leads to brand awareness.

4.5.2. Analytical Tests

4.5.2.1. Multicollinearity Tests for Independent Variables

In multiple regression model, before making a regression analysis it is important to test the multi- Co linearity test. The Multicollinearity test is a test to identify a strong correlation

between two or more predictors in a regression model. This assumption can be tested by using the tolerance statistics and variance inflation factor (VIF). If the tolerance statistics is below 0.1(10%), there was Multicollinearity problem. And also, if the values of VIF of variables are more than 10, there will be Multicollinearity problem. VIF values well below 10 and the tolerance statistics well above 0.2 can safely to conclude that there is no Collinearity within the data (Field, 2009). A small tolerance value indicates that the variable under consideration is almost a perfect linear combination of the independent variables already in the equation and that it should not be added to the regression equation.

Table 14: Multicollinearity tests

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Online	.269	3.723
	Interaction	.206	4.863
	Content	.212	4.706
	Accessibility	.721	1.387
	Credibility	.300	3.337

Source (survey data: 2024)

According to table 4.13 above, the result of VIF was below 10 and the tolerance statistics was more than 0.1 (10%). So, there is no multicollinearity problem in the regression model used for this study among the predictors. Because, Variance Inflation Factors (VIF) and tolerance all fall within the acceptance range (VIF=1-10, and tolerance=0.1–1.0).

4.5.2.2. Normality Assumption Test

Normality tests are an essential tool in statistical analysis used to assess whether a given dataset is accurately represented by a normal distribution. The assumption of normality in the population distribution is vital for many statistical methods, and it is important to confirm that the dataset follows a normal distribution before utilizing these methods to draw inferences about the sample taken from the population. A normal distribution is characterized by a bell-shaped curve, and if a dataset exhibits this pattern, it is considered to be normally distributed. The purpose of normality

tests is to determine the extent to which the dataset resembles a normal distribution, enabling valid statistical inferences. These tests provide a statistical measure of how well the data align with the normal distribution, and if there is significant deviation, alternative methods may be necessary to ensure accurate statistical inferences. Hence, normality tests play a critical role in guaranteeing the validity and reliability of statistical analyses, and their proper implementation is crucial for drawing meaningful conclusions based on data (Kothari, 2004).

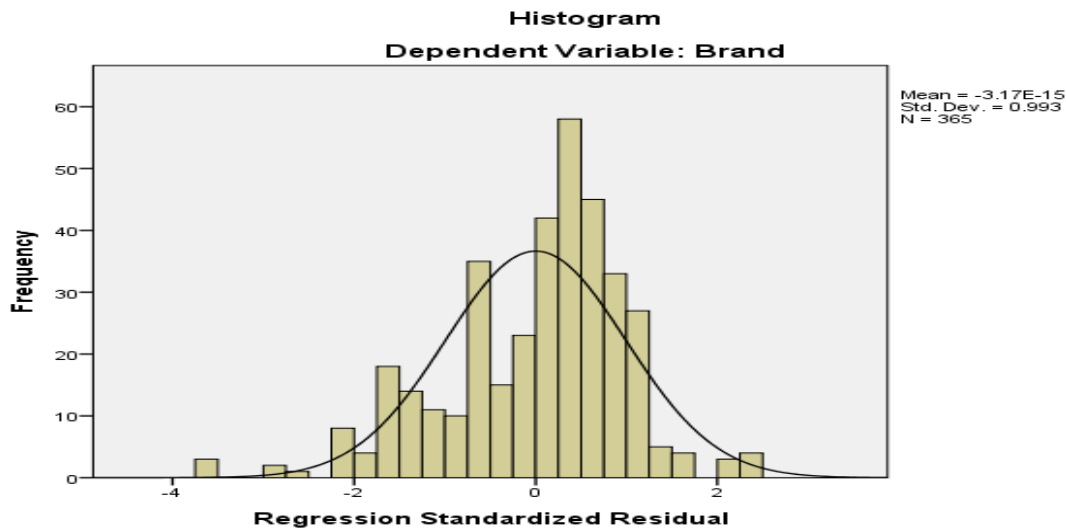


Figure 2: Normality test

Source (survey data: 2024)

Despite the availability of numerous statistical tests for assessing normality, this study opted for graphical methods to evaluate the normality of the data. The histogram depicted above showcases a bell-shaped curve, suggesting that the residuals conform to a normal distribution and thus meet the assumption of normality. While this approach has its own advantages and disadvantages, it was considered suitable and informative for the specific objectives of this study.

4.5.2.3. Test Linearity

Linearity assumption of multiple linear regressions was tested using P-P plot test and it was found that there is linear relationship between independent and dependent variables. Researchers suggested that linearity is the most important assumption, as it directly associates to the bias of

the results of the whole analysis (Keith, 2006). In social sciences, as the chance of non-linear relationships is high, it is necessary to examine analyses for linearity. Consequently, the first assumption is that multiple linear regression prerequisites the relationship between the independent and dependent variables to be linear. When the relationship is linear in nature, multiple regressions can accurately estimate the relationship between dependent and independent variables (Osborne, et.al, 2002), this means the relationship between the independent and dependent variables can be characterized by a straight line.

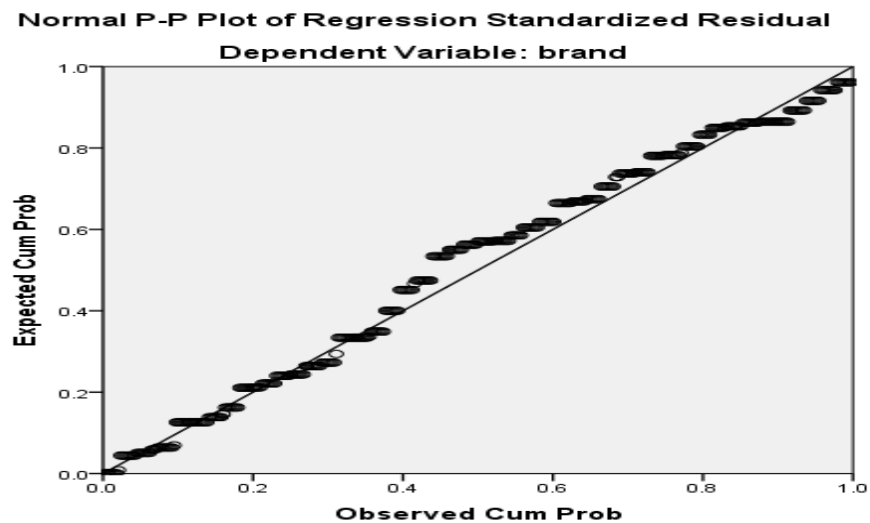


Figure 3: Linarity test

Source (survey data: 2024)

Figure 4, above showed that, the residuals have a sound normal distribution because the plotted residuals were around the diagonal straight line instead of making any other shape or curve. The scatterplot shown from Figure 4, the relationship between each of the independent variables and the dependent variable could be modeled by a straight line proposing that the relationship between each of these two variables is linear. The Normal P-P Plot Figure displayed above confirms the normality of residuals and validates the data. The plot indicates that the residuals are normally distributed around the mean of zero, indicating that the normality assumption has been satisfied.

4.5.2.4. Homoscedasticity Assumption Test

Homoscedasticity is a key characteristic of a regression model, where the variances of the dependent and independent variables are equal, as highlighted by Saunders et al. (2009). Field (2009) explains that this implies the residual terms' variances should remain consistent across all levels of the predictor variables. Therefore, it is essential to verify this assumption to ensure the regression model's accuracy. Field (2009) suggests plotting standardized residuals (ZRESID) against standardized predicted values (ZPRED) of the dependent variable to ascertain the presence of homoscedasticity in the dataset.

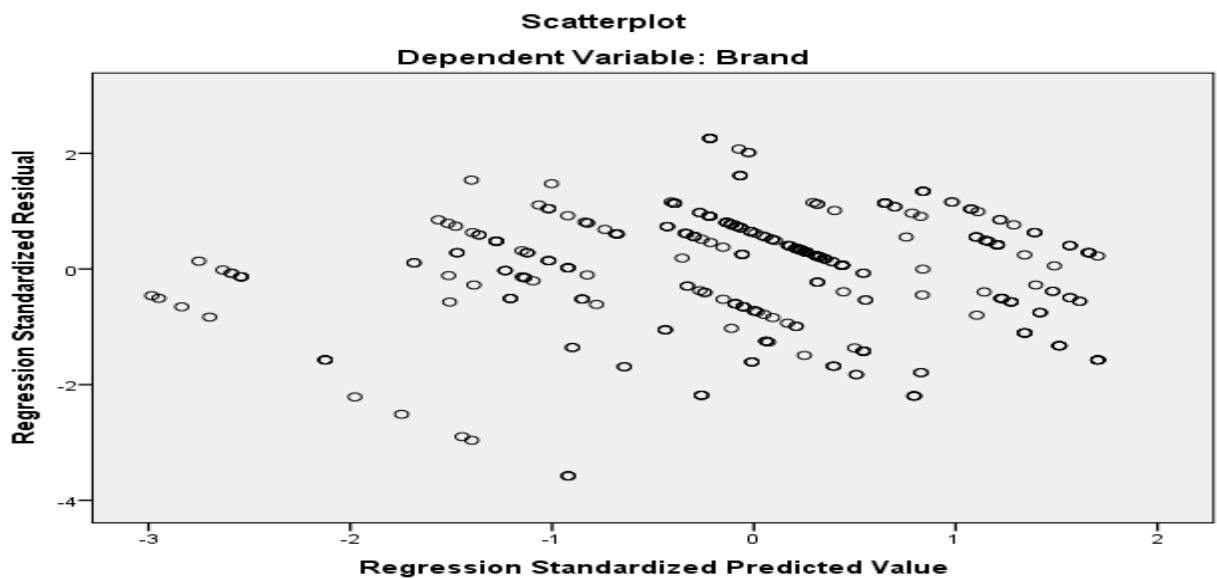


Figure 4: Homoscedasticity Assumption Test

Source (survey data: 2024)

Garson (2012) emphasizes the importance of homoscedasticity in assessing the consistency of the relationship between independent variables across the entire range of the dependent variable. When homoscedasticity is not present, there may be higher errors or residuals in certain parts of the range, as shown in the scatter plot. According to Field (2009), achieving homoscedasticity involves ensuring that the scatter plot of *ZRESID and *ZPRED exhibits a random pattern of points that are equally spread around zero. The figure provided illustrates that the points on the dispersed or scatter plot are randomly and evenly distributed across the plot, without any

noticeable outliers, indicating that the assumptions of random errors and homoscedasticity have been satisfied.

4.5.3. Multiple Linear Regression

Multiple linear regression analysis was conducted to determine how the dimensions of the independent variable predict the dependent variable, Regression analysis is a statistical method to deal with the formulation of mathematical model showing relationship amongst variables for the purpose of prediction of the value of dependent variable on the value of the independent (Kothari, 2004).

4.5.3.1. Model Summary

Table 15: Determining how well the model fits

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.793 ^a	.629	.624	.55592
a. Predictors: (Constant), online, Accessibility, Credibility, Content, Interaction				
b. Dependent Variable: Brand Awareness				

Source (survey data: 2024)

According to Frost (2017) caveats about R² is: small R squared values are not always a problem, and high R squared values are not necessarily good. For instance, for an outcome variable like human behavior which is very hard to predict, a high value of R-squared is almost impossible. And, this does not mean any predicted model to such case is always useless. A good model can have a low R² value. On the other hand, a biased model can have a high R² value! A variety of other circumstances can artificially inflate R².

Based on data presented on the table 14.5; the coefficient of determination (R-square) indicates that the predictors included in the model can explain approximately 62.9% of the variance in Brand Awareness. Independent variables explain 62.9% of the variability of our dependent variable. And (100%-62.9%) of the variation is caused by factors other than the predictors included in this model.

The standard error (.55) of a model fit is a measure of the precision of the model. It is the standard deviation of the residuals. It shows how wrong one could be if s/he used the regression model to make predictions or to estimate the dependent variable. As R^2 increases the standard error will decrease.

On average, with this model will be wrong by .55 which is not an ignorable amount given the scale of brand awareness. And hence, the standard error is wished to be as small as possible. The standard error is used to get a confidence interval for the predicted values.

4.5.3.2. Anova

Table 16: Statistical significance of the model

Anova		Sum of Squares	df	Mean Square	F	Sig.
Model						
1	Regression	187.890	5	37.578	121.594	.000 ^b
	Residual	110.947	359	.309		
	Total	298.837	364			
a. Dependent Variable: Brand						
b. Predictors: (Constant), online, Accessibility, Credibility, Content, Interaction						

Source (survey data: 2024)

The F-ratio in the ANOVA (Table 4.16) tests whether the overall regression model is a good fit for the data. The table shows that the independent variables statistically significantly predict the dependent variable, $F = 121.594$, $p (.000) < .05$ (i.e., the regression model is a good fit of the data).

The table 4.15 above shown the results of the F ratio is 121.59, with 0.000, significance. The sum of squares gives the model fit. It explains that the data set fits into regression model. The researcher used multiple linear regression method to run regression analysis. F-statistic value of the model is 121.59 and it is significant at 0.000 this implies that the model used is appropriate to explain. Since, **Regression>Residual**, these variables statistically significantly predicted at, $F=121.594$, $p = 0.00$. All five variables added statistically significantly to the prediction, $p < 0.05$.

4.5.4. Coefficient Analysis Model

Statistical significance of each of the independent variables tests whether the unstandardized (or standardized) coefficients are equal to 0 (zero) in the population (i.e. for each of the coefficients, $H_0: \beta = 0$ versus $H_a: \beta \neq 0$ is conducted). If $p < .05$, the coefficients are statistically significantly different to 0 (zero). The usefulness of these tests of significance are to investigate if each explanatory variable needs to be in the model, given that the others are already there.

Standardized regression coefficients are useful when you want to compare the effect that different predictor variables have on a response variable. Since each variable is standardized, you're able to see which variable has the greatest effect on the response variable (Zach, 2020). Standardized coefficients are referred to as beta weights and are presented in the "beta" column. Beta weights measure the extent to which the outcome variable increases (in terms of standard deviations) when the predictor variable increases by one standard deviation, assuming that the other variables in the model remain constant. These coefficients are valuable for ranking predictor variables based on their contribution to explaining the outcome variable, regardless of their sign.

Table 17 : Statistical significance of independent variables

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
	(Constant)	.152	.167		.908	.365
	Credibility	.255	.054	.276	4.701	.000
	Content	.213	.082	.181	2.591	.010
	Interaction	.154	.075	.146	2.065	.040
	Accessibility	.171	.041	.160	4.220	.000
	Online	.152	.061	.153	2.473	.014

Source (survey data: 2024)

Referring to the coefficients (Table 4.17) above the unstandardized coefficient for credibility is 0.276. This means for every unit increase (credibility), there is 0.276 increase in brand

awareness. Constant (0.152), is the predicted value for the dependent variable; brand awareness if all independent variables =0.

Credibility: Has a positive Coefficient (0.276 and sig. at 0.000) from the above coefficients table of multiple linear regression. Therefore, this implies that, if **Credibility** increases by one unit, Brand Awareness will be increased by 0.276, while other things remain constant. This denotes that Credibility have significant positive effect on Brand Awareness of ethio telecom.

Content sharing: Has a positive Coefficient (0.181 and sig. at 0.010) from the above coefficients table of multiple linear regression. Therefore, this implies that, if **Content sharing** increases by one unit, Brand Awareness will be increased by 0.181, while other things remain constant. This denotes that **Content sharing** have significant positive effect on Brand Awareness of ethio telecom.

Online community: Has a positive Coefficient (0.153 and sig. at 0.014) from the above coefficients table of multiple linear regression. Therefore, this implies that, if **online community** increases by one unit, Brand Awareness will be increased by 0.153, while other things remain constant. This denotes that **online community** have significant positive effect on Brand Awareness of ethio telecom.

Interaction: Has a positive Coefficient (0.146 and sig. at 0.04) from the above coefficients table of multiple linear regression. Therefore, this implies that, if **Interaction** increases by one unit, Brand Awareness will be increased by 0.146, while other things remain constant. This denotes that **Interaction** have significant positive effect on Brand Awareness of ethio telecom.

Accessibility: Has a positive Coefficient (0.160 and sig. at 0.000) from the above coefficients table of multiple linear regression. Therefore, this implies that, if **Content sharing** increases by one unit, Brand Awareness will be increased by 0.160, while other things remain constant. This denotes that **Content sharing** have significant positive effect on Brand Awareness of ethio telecom.

➤ The mentioned results agreed with the study of Marzouk, W.G. (2016), who provided an evidence of the overall impact of Social Media Marketing Activities in Facebook on Brand Awareness. Most of respondents realized the importance of social media in the marketing efforts

companies do and how it is employed in their activities. The results also agreed with Kim, A.J. and Ko, E. (2010) who proved the significant relationship between Social media marketing activities on Facebook and Brand Equity. In addition, Karamian, H., Nadoushan, M.A. and Nadoushan, A.A. (2015), proved the significant positive relationship between Social media marketing activities on Facebook and Brand Awareness. The same results were initiated by As'ad and Alhadid s'ad, H.A.I.R. and Al Hadid, A.Y. (2014) who proved the significant effect of Social media marketing activities on Facebook except for Online Communities on Brand Equity.

4.6. Hypothesis Testing

In order to determine whether there is a statistically significant link between the independent and dependent variables, the current study used both correlation and regression analyses. The nature and degree of the association between the variables under inquiry were determined using these statistical techniques. While the regression analysis allowed for the estimation of the impact of one or more independent variables on a dependent variable, the correlation analysis allowed for the examination of the direction and magnitude of the linear relationship between two variables. The outcomes of these analyses helped to clarify how the variables related to one another and gave useful information for addressing the study issues.

Table 18: Exploring the Hypothesis

Hypothesis	β	t	Sig.	Results
H1=Online community positively affects brand awareness	.152	2.473	.014	Accepted
H2=interaction positively affects brand awareness	.154	2.065	.040	Accepted
H3=content sharing positively affects brand awareness	.213	2.592	.010	Accepted
H4=accessibility positively affects brand awareness	.171	4.22	.000	Accepted
H5=credibility positively affects brand awareness	.255	4.701	.000	Accepted

Source (survey data: 2024)

H1=Online community affects brand awareness.

The beta coefficient (β) of 0.152 indicates a positive relationship between online community and Brand Awareness. The t-value of 2.473 is significant, implies a strong statistical relationship. The p-value of 0.014 provides enough evidence to support the hypothesis. Therefore, H1 is accepted, indicating that online community significantly affects brand awareness.

H2=interaction affects brand awareness.

The beta coefficient (β) of .154 indicates a positive relationship between interaction and Brand Awareness. The p-value of 0.04 provides enough evidence to support the hypothesis. Therefore, H2 is accepted, indicating that interaction significantly affects brand awareness.

H3=content sharing affects brand awareness.

The beta coefficient (β) of 0.213 indicates a positive relationship between content sharing and Brand Awareness. The t-value of 2.591 is significant, implies a strong statistical relationship. The p-value of 0.010 provides enough evidence to support the hypothesis. Therefore, H3 is accepted, indicating that content sharing significantly affects brand awareness.

H4=Accessibility affects brand awareness

The beta coefficient (β) of .171 indicates a positive relationship between interaction and Brand Awareness. The p-value of 0.000 provides enough evidence to support the hypothesis. Therefore, H4 is accepted, indicating that interaction significantly affects brand awareness.

H5=credibility affects brand awareness

The beta coefficient (β) of 0.255 shows a positive relationship between credibility and Brand Awareness. The t-value of 4.701 is significant, implies a strong statistical relationship. The p-value of 0.000 provides enough evidence to support the hypothesis. Therefore, H5 is accepted, indicating that credibility significantly affects brand awareness.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1. Summary of Major Findings

- Understanding the effect of social media marketing on brand awareness among customers of ethio telecom is important in brand marketing not only for protecting brand image for genuine products, particularly in the wake of rising counterfeit products in the telecom industry. Literature in Ethiopian context lacks consistency in exploring the relationship between social media and brand awareness which the problem is motivating this study which sought to fill the literature gap by finding the extent to which social media marketing influences brand awareness among customers of ethio telecom in Addis Ababa.
- From the collected data response rate for a survey, indicating that 96% of the 384 required responses were approved and incorporated into the analysis. Profiling respondents based on their demographics, such as age, gender, and education, provides useful insight into the study participants' characteristics and helps in understanding the study results' generalizability.
- The research findings indicate that the majority the table 4.5 also provides the frequency and percentage of followers for each social media page, with Facebook having 19.7% of followers. (54.4%) follow ethio telecom on Telegram, with Instagram coming in second at 8.82%. The remaining social media pages, such as Twitter and various combinations of Facebook, Twitter, Instagram, and Telegram, had lower followings. It is noteworthy that some respondents follow ethio telecom on multiple social media pages.
- Descriptive statistics for a research study involving 365 respondents who answered questions about ethio telecom social media page. Table 4.6 shows statistics for questions about online community, with respondents rating it moderately important and agreed. Table 4.8 outlines key findings on the interaction of social media content, indicating that moderately important and agreed. Table 4.9 provides insight into how content sharing and share ability of ethio telecoms social media posts. Table 4.10 shows the results of questions related to accessibility, indicating that while social media posts are generally reachable and accessed easily. Table 4.11 provides statistics on credibility questions, indicating that participants perceive ethio telecom social media posts as trusted and credible with its image and values.

- The correlations between five types of content (online, Accessibility, Credibility, Content, Interaction) and Brand Awareness, with correlation coefficients calculated using Pearson's correlation coefficient. The results indicate the strength and direction of the relationship between each of predictor and Brand Awareness. Credibility and Accessibility have a strong positive relationship with Brand Awareness, while online, Content, Interaction content have a moderate positive effect. Overall, the study suggests that using these predictor variables content in marketing and advertising can lead to higher brand awareness.
- ANOVA statistics for a regression analysis, the results indicate that the regression model is a good fit for the data, with a significant F-value suggesting that the independent variables significantly affect the dependent variable. The sum of squares for the regression and residual were 187.89 and 110.947, respectively, with 5 degrees of freedom for the regression and 359 degrees of freedom for the residual. The mean square for the regression was 37.57, and the F-value was 121.59, with a significance level of .000, implying that the regression model is an effective predictor of the dependent variable and the independent variables are significantly related to it.
- Table 4.15 presents a summary of a linear regression model's goodness of fit. The model's R-squared value of 0.629 indicates that approximately 63% of the variance in the dependent variable can be explained by the independent variable. The adjusted R-squared value of 0.624 accounts for the number of predictors in the model. The standard error of the estimate measures the average distance between the predicted and observed values of the dependent variable. The correlation coefficient (R) is 0.793, indicating a strong positive correlation between the independent and dependent variables, indicating that the model provides a good fit for the data.
- In this study, it could be claimed that there is a significant positive effect of Interaction, Sharing of Contents, online community, Accessibility and Credibility on Brand Awareness. Also, it was found that R square is 0.629, which means that Social media marketing activities; Online Communities, Sharing Contents, Interaction, Accessibility and Credibility explain 62.9% of the variation in Brand Awareness. This means that the all hypothesis are supported.

5.2. Conclusion

The following conclusions are made based on the finding that social media platforms have significant influence on brand awareness among customer of ethio telecom in Addis Ababa. To a significant extent social media marketing has reduced firms advertising cost and the amount of time taken for adverts to reach targeted audience. The study finally concludes that the through social media marketing, brand awareness has to a great extent been achieved by having constant repetition of adverts being shared, interacted and credible to other customers on the social media platform. This is informed by the high levels of agreement alluding to the assertion that majority of the brands are top in minds of consumers, consumers market products by word of mouth and they are satisfied by the brand and give positive feedback.

The study Examining the relationship between Social Media Marketing and level of Brand Awareness: a study of ethio telecom the research questions and the hypothesis are also used to examine relationship between Social Media Marketing and level of Brand Awareness. The study identified that the majority of the respondents follow ethio telecom on Telegram, with Instagram and Facebook also having significant followings. The regression analysis showed that the independent variables significantly affect the dependent variable, and the model is a good fit for the data. The multiple regression model presented predicts brand awareness based on five predictor variables, online community, Accessibility, Credibility, Content, and Interaction from content having a positive and statistically significant relationship with brand awareness.

5.3. Recommendation

- ❖ **Optimize Accessibility:** should ensure ethio telecom social media content remains readily available and accessible to a wide audience. Reach your target audience effectively through targeted advertisements and applications.
- ❖ **Maintaining Credibility and Trust:** should ensure information on ethio telecom social media platforms remains consistent with the company's image and values. Respond to inquiries promptly and professionally to solidify trust with users.
- ❖ **Promote interaction,** whether it is related to your brand or not. It is highly advantageous for companies to create compelling content on social media that encourages engagement and increases brand awareness. Building a larger fan base and obtaining more likes on your brand

page is key to success in social media marketing. The more users there are on your page, the more likely your brand's content will go viral on social media.

- ❖ **Prioritize Engaging Content:** Develop engaging and shareable content that resonates with the target audience. This could include informative posts, interactive elements like polls or contests, and user-generated content.
- ❖ The results of this study suggest that Social media marketing activities are strongly related to brand awareness. Businesses can exploit the benefit of the daily and direct communication proposed by social media by maintaining brand relationship with current and possible customers. Using social media to spread brand name provides greater opportunity to increase brand awareness.

5.4. Future Area Research

- ❖ This research is considered a groundbreaking initiative in the field of social media markets within ethio telecom, and it is intertwined with specific limitations that will lay the groundwork for future research endeavors.
- ❖ It is feasible to conduct a similar study in alternative socioeconomic settings.
- ❖ Evaluating the impact of content message quality on brand awareness through social media.
- ❖ Exploring the influence of social media and the various methods through which paid media tools are made available (such as posts, side banners, and pay- per-click search optimization).
- ❖ Comparing the return on investment (cost) of social media marketing with that of traditional media marketing.
- ❖ A comprehensive comparative analysis of the advantages and disadvantages of utilizing traditional media versus social media.
- ❖ Contrasting the effects of traditional and social media marketing as opposed to analyzing them separately.

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APPENDICES

This survey question is designed and prepared to collect information on the preparation of a research paper on "Social media and brand awareness: the case of ethio telecom". mainly this research preparation is for academic purpose to the partial fulfillment of the degree of masters of art in marketing management in **ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE** Please give your honest opinion and understand that the information collected will be purely confidential and will not be shared for any purpose other than this research.

Please answer all the questions as they are vital for the success of this research.

Thank you in advance for your cooperation!

Part I: General information

Please answer by putting a tick mark (✓) in the box provided

1. Which category below includes your age?

☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55 and older

2. Please specify your gender.

☐ Female=2 ☐ Male=1

3. What is the highest level of education you have completed?

☐ High school (10+2) ☐ Certificate ☐ Diploma ☐ Degree
☐ Master's degree ☐ Others

4, Do you follow ethio telecom on social media?

☐ Yes ☐ No

5. Which of the following social media pages from ethio telecom do you currently follow?

(Check all that apply) *

☐ Facebook ☐ Instagram ☐ Telegram ☐ Twitter ☐ Tiktok ☐ Others

Part 2: Brand awareness and social media

Please indicate the level of your agreement with the following statements by putting a tick mark (✓) in the box provided.

1 = Strongly Disagree 2 = Disagree 3 = Neutral 4 = Agree 5 = Strongly Agree

	Online communities	1	2	3	4	5
	I feel like I am part of a community on Ethio Telecom's social media platforms					
	Ethio telecom Social media helps me to remember new products					
	I like to buy a product from the ads on ethio telecom social media					
	The online communities make me feel like part of a larger Ethio Telecom family					
	I would be more likely to use Ethio Telecom services because of their active online communities					
	Interaction	1	2	3	4	5
	Ethio Telecom's social media interactions with followers are professional and courteous					
	The responses provided by Ethio Telecom's social media team are clear, and address the raised concerns					
	I feel like my individual inquiries and feedback are valued by Ethio Telecom's social media team					
	Ethio Telecom actively responds to comments and questions on their social media platforms					
	I believe Ethio Telecom takes customer feedback seriously based on their online interactions					

	Sharing contents	1	2	3	4	5
	I believe the information shared by ethio telecom on social media is accurate and reliable					
	The content shared by ethio telecom on social media is engaging					
	Content shared by ethio telecom social media is brief, concise and helps certain functionality					
	I trust the accuracy of the information shared by ethio telecom social media in their contents					
	The information shared by Ethio Telecom on social media is presented in a clear and understandable way					
	Accessibility	1	2	3	4	5
	I am able to easily access Ethio Telecom's social media platforms on my preferred devices					
	The information shared by Ethio Telecom on social media is presented in a clear and understandable way					
	I can find the information I need on Ethio Telecom's website or app without difficulty					
	Ethio telecom social media Clear language used for easy accessibility					
	ethio telecom social media advertising is reachable					
	I am able to easily access Ethio Telecom's social media platforms on my preferred devices					

	Credibility	1	2	3	4	5
1	I trust the information provided by Ethio Telecom on their online platforms					
2	The ethio telecom Social media ads message is credible, it influences me to remember the product					
3	Ethio Telecom promptly addresses any concerns raised online					
4	I feel confident that Ethio Telecom will deliver on the promises made online					
5	Ethio Telecom's online credibility makes me more likely to choose their services					

	Brand Awareness	1	2	3	4	5
	My brand awareness for Ethio telecom is influenced by social media advertisements					
	My brand awareness for Ethio telecom is influenced by its interaction					
	My brand awareness for Ethio telecom is influenced by my prior information or knowledge about the telecom					
	My brand awareness for Ethio telecom is influenced by what I heard from people about the telecom					

Thank you in advance for your cooperation!