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## **COLLEGE OF BUSINESS & ECONOMICS SCHOOL OF COMMERCE**

### **Effectiveness of social media on brand awareness in small and medium size enterprises: In the case of Ezega.com**

**A Thesis Submitted to the School of Commerce Departments of Marketing Management,  
Addis Ababa University in partial fulfillment of the Requirement for the  
Masters of Arts in Marketing Management.**

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**January, 2021**

**Addis Ababa, Ethiopia**

**ADDIS ABABA UNIVERSITY**

**SCHOOL OF COMMERCE**

**DEPARTMENT OF MARKETING MANAGEMENT**


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## **Declaration**

I Tsion Ebrahim hereby declare that this thesis titled “The effectiveness of social media marketing on brand awareness for small and medium size enterprises: in the case of Ezega.com platform” is my original work. I also declare that this study has not been submitted for the award of any masters or degree program before.

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Tsion Ebrahim

## **Acknowledgment**

My greatest gratitude goes to God through him all was possible. Secondly my sincerest appreciation and gratitude goes to my advisor Dr. **Temesgen Belayneh** for his valuable time, suggestions, assistance and guidance throughout the undertaking of this thesis proposal.

Last but not least, I would like to extend my deepest love, respect and appreciation to my family and friends for their support, understanding and encouragement throughout this thesis proposal.

Tsion Ebrahim

## **Abstract**

*This study is designed to examine the relationship between social media marketing with brand awareness of Ezega.com, attained by effective usage of social media marketing and selected dimensions of brand awareness. The dimensions of brand awareness that were selected are service quality reliability and tangibility. The study had a quantitative approach with descriptive statistics analysis and regression. The target population of the study was internet users with smart phones that live around Bole, Addis Ababa. The study was contacted using convenience sampling with sample size of 250 users. The survey had 23 questions covering demographic details, and questions related with the selected brand awareness dimensions. Data were also tested using linearity, normality, Cronbach alpha and multicollinearity in order to determine the appropriateness of the data and the tools used for analysis. The findings show that out of the selected three brand awareness dimensions all of them had a significant effect on advancing the brand awareness of the company achieved through social media marketing.*

*Thus, the study concluded that the company's active social media activities are assisting in creating the brand awareness that can contribute for the company's improved marketing performance. However, Ezega.com should still improve its brand awareness activities thorough a better service quality reliability tangibility and other dimensions to maintain the commitment and trust that is already built in the users while strongly employing the already used mechanisms and striving to achieve more.*

**Key words:** *Social media marketing, brand awareness, social media, service quality, tangibility, service reliability*

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Chapter one: Introduction

Background of the study

With the increase of internet access and usage social media is considered as one of the most recent and significant E-marketing tools in the current time. We know social media plays a big role of letting viewers or customers know their interests and needs as well as affecting their purchasing decisions. Social media are interactive technologies that allow the creation or sharing/exchange of information ideas, career interests, and other forms of expression via virtual communities and networks (Kietzmann & Hermkens, 2011). Recent studies show that YouTube, Twitter and Facebook are popular for a large proportion of consumers. Thus social Medias like Facebook, Twitter and YouTube are used for exchanging ideas, reviews of a particular product, service or a certain brand to gather information and ideas formation which ultimately helps in making the right decision while purchasing.

This thesis reports the findings of a thorough assessment that shows how social media marketing is used at Ezega.com to create brand awareness. It is easy to assume why brand awareness is critical for any business and one way to make this happen is by using social media as it's a platform with tons of people. Ezega.com is a premier Ethiopian portal site that provides the Ethiopian community at home and abroad information and data in various areas was first founded in 2007 in Silicon Valley, California, USA. However, it officially started giving service in Ethiopia in August 2008 and currently has offices in Addis Ababa and California. The services this company provides includes six distinct sections or that are placed in one bundle, forming a very large website. These include services provided by Ezega News, Ezega Jobs, Ezega Real Estate, Ezega Classifieds, Ezega Shopping, and Ezega Community. Also central to the research study is exploring the effectiveness of social media marketing for brand awareness to enhance broadest, fastest, cheapest and most effective marketing channel where the users of Ezega.com can obtain information and get a peek at news, job openings real estate information and so on Ezega.com being an online based portal that provides the latest Ethiopian news and information that are of high value to the readers widely depends on social media marketing. That being said it is inevitable for this website company to have a deep relationship with social media to increase the accessibility and richness of their services which can only happen when someone works on building their brand awareness.

The researcher intends to assess the effect of social media marketing on brand awareness considering three variables service quality, service reliability and tangibility to test the brand awareness of Ezega.com.

## **1.2. Statement of the problem**

The fast-changing world resulting in high speed internet has brought an immense change in the way people search and buy the product they are looking for. Companies in this generation have no choice but to follow the trend and try to cope up with this fast-growing generation which highly applies to Ezega.com an online portal company.

While the significant potential benefits of utilizing social media for brand awareness is irrefutable no one can deny the risks and backfires that social media brings on a brand that are sometimes outside of what the firm intended to do. A single bad feedback from a customer on a social media has the power to scare away almost all of potential customers who doesn't have firsthand experience of a certain company's service. In big corporates the blow seems to be bigger. However the impact of bad rumor on SME seems to be less worrisome as the cover of SME on social media seems less than big corporations. In the case of Ezega.com, the portal company being located in Ethiopia where the online community seems lagging in many way because of poor infrastructure the impact of a bad feedback from customers have low blow on this company. However, Ezega.com couldn't still shake of the problem of reaching to the wider community of Ethiopians because of the same poor infrastructure as the people have low access to the internet and only few percent of the population is aware of the existence of this website company. Thus, this research intends to study the effectiveness of social media marketing on brand awareness of Ezega.com and test the different variables which the researcher believed will result in good brand awareness that includes but not limited to service quality, service reliability, and tangibility. This research will also benefit the company to know what its status is when it comes to brand awareness among the users by distributing a questioner with the intention of evaluating the effectiveness of social media marketing for brand awareness towards users of this company's website.

Through assessing the three dependent variables service quality, tangibility and service reliability the researcher intends to capture the brand awareness of Ezega.com among its users.

## **Research questions**

This study aims to answer some research questions based on the dependent variables and independent variable of this study

- How improved service quality through social media marketing is improving the brand awareness of Ezega.com
- How maintaining a reliable service through social media is effective for the brand awareness of Ezega.com
- What having a tangible presence on social media creates in the minds of Ezega.com users?

### **1.3. Research Objectives**

#### **1.3.1 General Objective**

- The general objective of this study is to research the effectiveness social media marketing on brand awareness of Ezega.com through assessing the three variables that are service quality, service reliability and tangibility.

#### **1.3.2 Specific Objectives**

- To assess the effectiveness of service quality on brand awareness of Ezega.com
- To understand the effectiveness of service reliability on brand awareness of Ezega.com
- To assess how tangibility can enhance the brand awareness of Ezega.com

### **1.5. Significance of the Study**

This study plays a big role indicating the relationship between service quality, service reliability and tangibility with brand awareness. It also points out the strength of these three variables combined towards building brand awareness and how social media plays as the means for all these relationship to happen. It will also add a value to Ezega.com as it will bring what the users and subscribers have for its brand.

### **1.6. Scope of the study**

The scope of the study has been limited to the effectiveness of social media marketing for brand awareness only. It doesn't explore or study how an effective brand awareness help the company

generate better revenue or indicate how it can reflect on their performance. The study has also been confined with Ezega.com portal only and doesn't cover or apply to other Ethiopian online portals that give the same services.

### 1.7. Limitation of the Study

The major limitation of this research is related to how the study only was done on one online portal platform. Ethiopia has different online portal platforms that give the same service as Ezega.com in providing online news, job opening and other information. However, this study was conducted using only Ezega.com as a study case. Thus, the findings of this study cannot be generalized to include all the companies that use social media. These findings in the study are only related to the case company because different companies use different kinds of approach to increase their brand awareness while others might have social media strategy with different objectives. However, the findings might fit a micro entity business which uses social media to work on their brand awareness like the one used for this study.

### 1.8. Definition of Terms

**Social Media Marketing:** There are different definitions given by different scholars about social media marketing but the term social media marketing refers to the implication of social media platforms and networks to share contents about products and services of a company.

**Effectiveness:** the degree of successfulness in producing a desired result.

**Social Media:** As we are all aware social media is a technology that facilitates as a hub of ideas, thoughts, and information through the building of virtual networks and communities.

**E-Marketing:** refers to the marketing conducted over the Internet. (Anon., 2020)

**Brand Awareness:** is one of the five important benefits that positive brand equity brings which includes brand/name recall and brand/name recognition.

**Service Quality:** Quality of service can be understood as a comprehensive customer evaluation of a particular service and the extent to which it meets their expectations and provides satisfaction (Al-Jazzazi, 2017)

**Service Reliability:** refers to the consistency of performance over time and from purchase to purchase

**Service Tangibility:** refers to how tangible a service or product is to its consumers. This can be done through using promotional contents.

### 1.9. Organization of the Study

This study has 5 chapters which includes the following:

**Chapter 1:** The first chapter consist the introduction part which explains the background of the study, explains statement of the problem, states research questions and research objectives, elaborates the significance of the study while discussing the scope of the study along with limitations of the study and definition of term discusses as well as organization of the study.

**Chapter 2:** The second chapter entails an in-depth detail assessment of related articles to the study which includes several theoretical and empirical concepts. This chapter comes to end while putting the hypothesis derived from the existing theories and the derived conceptual framework.

**Chapter 3:** The third chapter of this study covers the methodology of the study conducted. It consist detailed explanation of the research approach and design while explaining the population sample size and data collection procedures. This chapter ends mentioning the ethical consideration while collecting the data from respondents.

**Chapter 4:** The fourth chapter as any research paper would encompass covers the results of the findings of this study. The different statistical results are discussed in this chapter and the relationship of the different variables under the study is shown using different tables and pie charts along with detailed interpretation of the findings.

**Chapter 5:** The final chapter of this study covers the conclusion the researcher has reached on based on the findings and interpretation from chapter four results. It also list down the recommendation the researcher suggests would be good to address any gaps found on chapter four interpretations.

## **Chapter two: Literature Review**

### **2.1. Introduction**

This chapter reviews literatures of various scholars on the effectiveness of social media for brand awareness. The first part of the literature covers theoretical reviews whilst defining social media marketing and how social media evolved throughout the years. The literature then reviews the evolution of internet usage in Ethiopia and goes on to cover the usage of social media like Facebook, Twitter and Linked in Ethiopia. It will also cover the effectiveness of social media as a marketing tool while discussing the four marketing mix and emphasizing on advertisement using social media.

## **2.2. Theoretical Review**

There is no doubt that social media marketing has been defined in different ways by different scholars. According to a definition on (Buffer, 2019) social media marketing is the use of social media platforms with many aims which varies from connecting with audience to building ones brand, increasing sales, and driving website traffic through publishing contents on social media accounts or profiles. It also involves hearing the ideas and concepts of the followers and engaging with them, while analyzing results, and running social media advertisements. At the moment the major social media platforms that are widely used by the major population of the world according to (Buffer, 2019) are; Facebook, Instagram, Twitter, LinkedIn, Pinterest, YouTube, and Snapchat. In early days social media marketing first started with publishing material for advertising and promotional purposes and businesses share their content on social media with aim to only generate traffic to their websites with the hopes of increasing their sales. However, right now social media has matured far beyond being just a place to broadcast content. Currently it has much more to do with what people are doing with the technology than the technology itself. It no longer is used for merely retrieving information, rather users are now creating and consuming it, and hence adding value to the websites that permit them to do so” (Campbell, 2011).

Patricia F. Nicolino defines a brand as “an identifiable entity that makes specific promises of value.” A brand, in essence, is a promise about who you are and what benefits you deliver that gets implemented every single time people use or buy any of your services or products. According to many scholars brand awareness is related to the ability of consumers to identify and recall the brand of a company that they have used the products or service off at any given time. How well do the brand elements serve the function of identifying the product? Brand

awareness involves linking the brand – the brand name, logo, symbol, and so forth – to certain associations in memory: Building brand awareness involves assisting consumers to know the product or service category in which the brand engage. Brand awareness also means making sure that customers know which of their “needs” the brand – through these products – is designed to satisfy; what basic function does the brand provide to customers? Thus in order to create brand awareness it involves giving the product a recognition by connecting brand elements to a product category and associated purchase and usage situations.

### **Evolution of Social Media Marketing**

It is with no doubt that social media marketing amazes us by how fast and far it has evolved in such a short period of time. Something that was barely known a decade ago has become such a necessity that no human being dare to imagine spending a day without it. A decade ago, social media was not widely used and was accessible for little business and only few were able to utilize it just to obtain more followers and growing their network or it was simply just to be up-to-date.

With the growth of social media channels and increased variety, content marketing gained more popularity between online marketing businesses. The strategy of businesses using social media started shifting from understanding their own performance as marketers as they felt the pressure to demonstrate the return from investment for their online efforts. Content marketing, which focuses more on making come back to the company website which can either be only leads later be turned into sales using blogs and other website contents.

With large and small business joining social media the next big evolution in social media marketing happened along with new social media strategies. It can be concluded that this evolution was driven by three important changes in how people interacted with social media.

#### **Both technology and customer expectations have advanced:**

A decade ago, social media was less accessible and people needed to check their social media accounts via phones with awkward features or regular computers. According to researchers only

of 35% of Americans owned smartphones in 2011, but this number has now risen to 77%. With the raise of smart phones and modern marketing through social media customer expectations have highly advanced with more than 42% of customers who complain on social media expects a response within an hour.

### **The customer's voice is now as loud (or louder) than ones company's voice:**

In the beginning of social media, companies were the broadcasters and customers were the audience. But now time has changed and the customer has a voice as loud as the companies. In this era what used to be companies audience has become their conversation partners. With the emergence of channels such as Facebook, announcements get downgraded in visibility, but the conversations and messages with the audience are still included in the message alerts. Basically if you want your business to flourish, friendly should be your new social media strategy.

### **Data caught up with hunches:**

Many people had hunches about the value of customers, but now it can be proved that engaged customers are worth significantly more to companies over time than the unengaged ones. Different data and numbers available in different business are the proof of any good social media strategy. More than ever we are in a time where we can conclude that being friendly and active is an amazing marketing tactic to build engagement with the audience.

### **Twitter**

Twitter like any other social media allows companies to promote their products in short messages known as tweets limited. However as the number of characters are limited to 140 it isn't the best venue to tell stories behind a brand. The construction of the Tweets might be text, Hashtag, photo, video, etc... or links to the other social media profiles. Some companies with prominent brand use Twitter to provide customer service and these companies make themselves available 24/7 to answer promptly to any request from consumers to improve their brand loyalty and appreciation. Though it is still at a beginning stage around 6.69 % of Ethiopian population uses twitter to exchange information read news and give updates on their social status.

## **Facebook**

When compared to Twitter accounts Facebook pages are far more detailed. Unlike twitter which only allows 140 characters Facebook allows companies or individuals to provide videos, photos, longer descriptions, and testimonials of their products or service to followers which in turn allows the followers to comment on the product or services. According to data available on Wikipedia Facebook users in Ethiopia were 5 770 600 in March 2019, which accounted for 5% of the entire population. Amongst which the majority were men ranging to 69.1% and the largest user age group were people in between 25 to 34.

## **Pinterest**

Despite its low awareness among Ethiopian community Pinterest is used by 11.93% of Addis Ababa population while only 2.92 % of Addis Ababa population uses Instagram to exchange information read news and give updates on their social status.

### **I. Brand Awareness**

Brand awareness is a term that explains the extent of customer's recollection of a product or service by its name, sign, term or logo. In order to promote a new product or to revive an older brand creating brand awareness plays a huge role and is the key way to do both of the above mentioned. Normally, brand awareness includes the values that separate the product or service of 1 organization from its competitor. Products and services that have a strong level of brand awareness are plausibly to bring about more sales. Consumers that are presented with different choices in a single purchase are more likely open to buy a brand that they know or had first-hand experience than a product that is unfamiliar.

Considering the amount of time people are investing on social media which is assumed to be 30-40 minutes per day; it's not surprising that companies are spending most of their energy and time promoting brand awareness on such platforms. The change of in the market place where the social media platforms are the hub has led to a new form of promotion where customers are the ones generating issues and discussions about certain products and services that they like and use as well as complain about products or service that they hated while using. Thus we can see many

targeted ads on Facebook and Instagram account used by different big corporations to raise brand awareness and address both the new (Gen Z) and old generation (Millennial).

Like the above sentence explains consumers also share experiences that they found to be uncomfortable, undesirable and or unfavorable, and most marketers are adapting to this scenario. It has become important for a company to respond to negative reviews and offer a solution to the customer's problem, in within a certain time frame if the marketer wants to put everything under control. Otherwise posts and information shared on social media travels fast and could tarnish ones brand to the ground where it is damaged beyond repair. For brand awareness to be most productive, consumers should be able to connect to the company's website seamlessly from the social media platform. With how the world changed print media no longer has the driving force it once had, but regardless there are still consumers especially from the millennial generation who still read newspapers and magazines. However advertisements on a newspaper should be placed smartly in such a manner that can attract the viewer's attention and should be written in a targeted location of the newspaper or should have the appropriate section on the newspaper in order to create brand awareness. Advertising in places that are accessible for physical visit such as inside stores are also another good way of creating brand awareness. Purchases that are spontaneous and impulsive in nature are well-suited to products that are for in-store distribution and advertising.

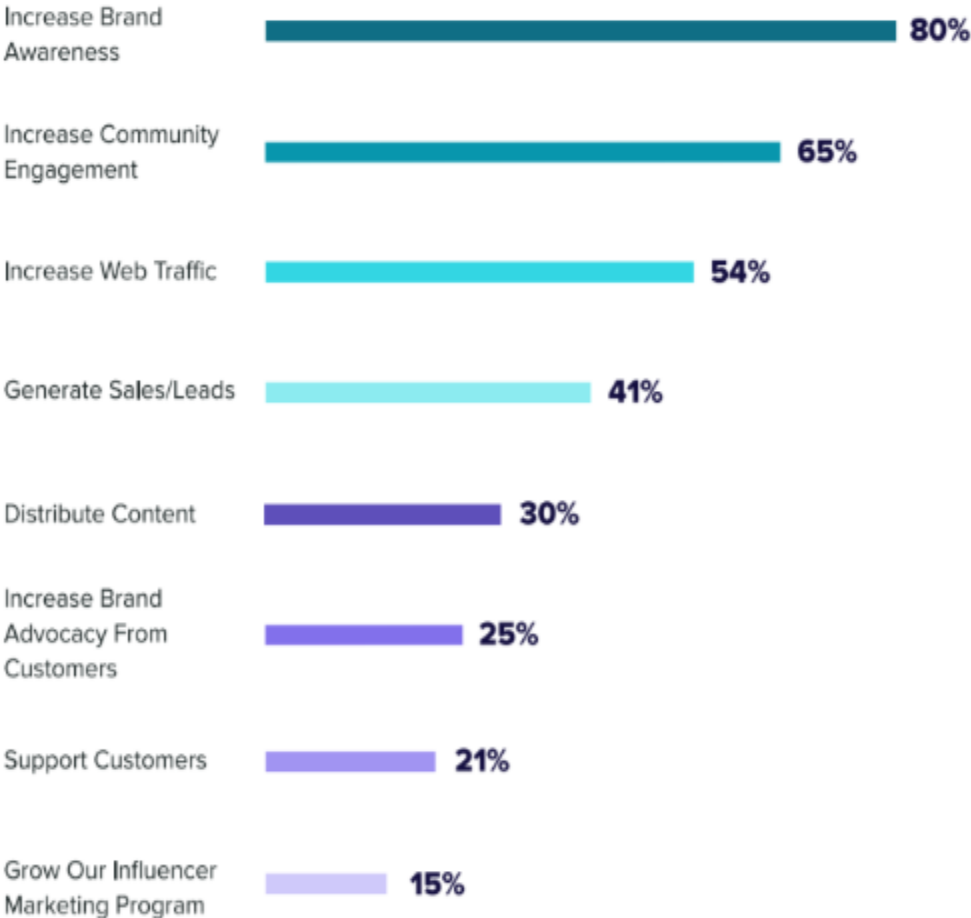
Another effective way to create brand awareness is event sponsorship where it involves companies sponsoring certain events that have either social or commercial value. These kinds of charitable events, sporting events, or fundraisers make sure that a company's name and logo is prominently visible and impactful. For instance an insurance company that provides health coverage as well may give out free of charge labeled health packs at a charity event. This will be engraved in consumer's heart and mind as an act of generosity and brings good image as a representative of the community feeling. This clearly brings an awareness of the brand all the while creating a good image.

It is not hard to understand the reason behind the need for building brand awareness. It is critical if we want to survive in the market place and one of the ways to do this is using social media

because it's a platform where many people are present in one place at the same time. This obviously increases the chance of being seen by potential and many more people.

Seeing the number of people reportedly to be on the internet in 2018 which was around 4.021 billion, even though not everyone using the internet is necessarily on social media it still makes lots of sense that social media has a direct impact on brand awareness for the companies that are using it in the right way. According to studies many social marketers these days said one of their top goals is to increase brand awareness among their customer and potential base.

**📊 Social Marketers' Biggest Goals**



**Why social media is great for brand awareness**

As previously explained brand awareness simply is the level of someone tendency to recall and recognize a brand. A company with good brand awareness is a brand that is simply and usually brought up in people's conversation and one that comes to mind first thing when consumers are making purchasing decisions. Marketers this day are well aware of the importance of brand awareness and carry out campaigns to make sure that their brand has a long lasting impact on people. Through this entire process one would ask how social media fits into all this and here is how; we live in a time where social media platforms are ruling the world. A person with lots of followers on a certain social media has a strong presence in passing good aspect of a product or service than the brand itself. Whether one is putting out good messages and contents by themselves or using influencers and referrals, in order to create brand awareness social media has become an indispensable instrument. This is highly attributed to the fact that social media is a perfect platform for companies to promote their brands maintain the relationships with their customer all the while building an opportunity for themselves to be found by potentials. From personal experience the researcher has also found out about many new brands through mentions and shares by a friend on social media.

If it is clear that social media bring an impact on brand awareness let's now cover how social media leads to brand awareness. Among other reasons the researcher has chosen the following reasons as to why social media leads to brand awareness.

### **Enables engagement**

Social sites are hubs that allow engaging with many people. This aspect makes it to be the best place for brands to engage with customers on each stage of their purchasing decision journey. Be it they are current customers, potential leads, or people we are trying to get back social media becomes the stage to mediate all these relationships to happen. Here the marketer has many ways and options to engage with the consumers which can be through a simple conversation, ads, coupons', or retargeting.

### **Promotes content**

It is with no doubt that a consumer once or more than once have seen their favorite brands sharing contents on their official social media platforms and have realized that an upgrade or a new product or service has been introduced by their favorite brands. And many brands are eager to use this space to present their blogs, videos, and other content they have worked hard on to their followers with the hopes of reaching the existing and hopefully new buyers. This is simply because they know that people follow them because they are likely interested in what they have to say and offer, while others still may find it useful. Through sharing content, marketers also know that they are making their products and service easier for people to see it, know about it, and share it with others as well.

### **Social sharing**

Obviously a social media is a platform where social sharing happens which is quite impactful for a brand. Brands tend to extend their reach by creating something worth to share. If marketers create something that people believe in, find funny or can have an emotional attachment towards, customers will find it easy to re-share those messages and information.

This can also be made easy to do because all social media have social sharing buttons which are convenient for customers to use. If we think about any blog or a blog one frequents or even an eCommerce store we have bought from, they all probably used social share buttons too.

One may find that having a steady line between being conversational and providing insightful messages gets social sharing to happen. Another way is to mention people and bring up conversations and engaging people to return the favor.

### **Most used platforms to increase brand awareness**

We all know how important it is to measure ones efforts to see what's working out and what's not. Marketers use a good tool for this, and even have daily, weekly and monthly reports sent to them. A few tools one would probably consider are social analytic tools and social mention tools.

A particular social tool that allows people to see what their competitors are doing well, and how they can do it better is called **Ahrefs**. It's a tool that is designed to help users grow their traffic. Another great social mention tool to use is **Brand 24**. This type of tool does a great job at letting

marketer know on who is mentioning and talking about them and their industry. They will be able to see where their brand is mentioned and on what networks. That way they can also plan a course of action and use it to build their brand awareness.

Studies show that there marketers follow different ways and steps in order to increase brand awareness through social media. The below paragraph explains five steps marketers can use to increase brand awareness through social media.

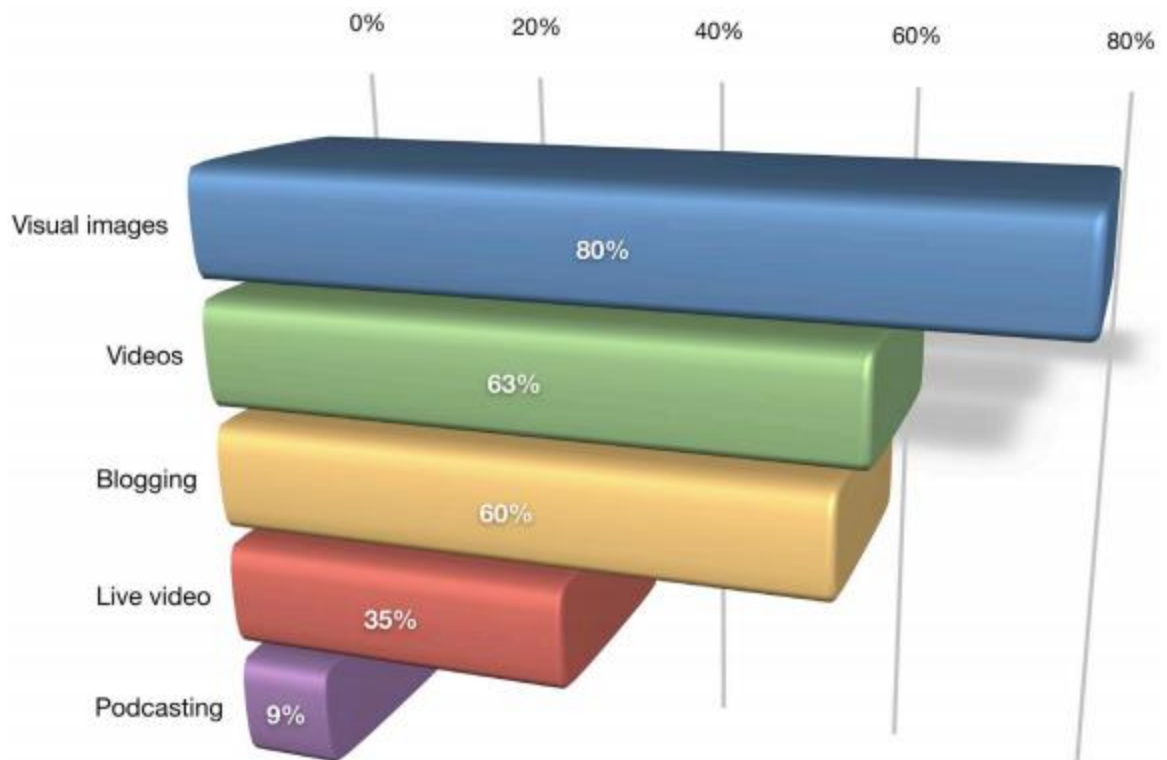
Honestly, there are a many ways one can increase brand awareness through social media. Some of the ways includes using a tool to track social mentions, engaging analytics and creating shareable content between followers and consumers but below we shall discuss steps some marketers might use to increase their brand awareness through social media.

### **Be visual**

We all know the old saying an image is worth a thousand words and it's true. Visuals are appealing and one of the ways to capture people's heart. We have all come across a time where we actually stop scrolling to stare at something that we found to be interesting.

Marketers usually find ways to incorporate their brand with images too, which helps in making their logo or name more known and give it the familiar vibe that warms everyone up. It is clear that marketers first need to work on their brand's recognition before working on brand recall and awareness so many marketers focus more on visual appearance in the early stages of introducing their products or services. Companies add an image on the content that they share because they know that it helps in breaking up the lengthy and boring text and gives it a kick of refreshment all the while helping them explain what they are talking about. Some marketers add visuals like gifs or memes to make their reply to comments interesting entertaining or just to add some fun to their feed.

## Commonly used types of content



### Keep the platform up to date

The current consumer or buyer is very active as well as intelligent thus even though being active is a good thing one has to do it wisely. This simply means that we have to make sure that what we are posting is really what we want to say on the platform. We would also have to be smart about which platform we use. For example there is a limit as to how much letter we post in a Twitter and how we use the hashtags. However on Facebook we have lots of room to talk about what we wanted to share and the hashtags might not work as much as it works on twitter in passing down our message.

Marketers who would like to use automatic response their social profiles need to take the serious time to create a specific message for every platform that they use according to the nature of the platform and how it is built. Even if it has the same message to talk about the same thing we

need to make the message customized to the platform for it to have the chance of catching someone's attention and deliver the message we intended to pass on.

One needs to put the right amount of consideration as to what else should be done for different platforms according to their design and purpose. For example in order to put a content on Instagram to pass on our great ideas service and products we would need a captivating image and a quick to catch on caption to pass on what we wanted to say.

### **Be ready to give to get**

It won't be surprising to be invisible and unheard if we stay inactive on social media and aren't doing anything to communicate with others or interact. Other great ways to use social media to our advantage is through connecting with other brands customers and influencers, which will allow us to create a name for our self while being unforgettable as we will consistently be in their feed. This will also clearly help us to increase our brand awareness and show that we know what our potentials are interested in and know what we are talking about. In the short run for some and in the long run for other will make it visible that we put the effort to engage ourselves which will make it clear to others that it's not just a one-way street. While doing this we will also see an increase in our social currency, and learn that people mention us and recommend us to others frequently.

### **Consistent**

Though it is important to be posting regularly, consistency in brand awareness doesn't only mean posting regularly it also means being consistent with our brand as well. We should make sure that our social media profiles represent our brand. We need to make sure that our profile clearly shows who we are as this will lead to strong brand recognition which in turn creates awareness.

We have to make sure that our logo is included on our profiles and is visually attractive enough for people to at least recall it when they see it again. Besides our name, our logo is the fastest and easiest way to show that it's us. We should also use the same language colors and images which we think are similar if not identical in order to make things even clearer and have the go sign that it is us which will also make it easier for people to tag us.

## **Invest more on Ads and paid campaigns**

We all know that a social media ad is a great plus to our overall social media strategy. If one uses paid ads and campaigns wisely, they will have a better chance and great potential for increasing brand awareness. Whether we use celebrities, influencers, or promote our content directly through paid campaigns we can reach a specific target and market.

As campaigns are usually easy to track and manage, it often helps the road to successful brand awareness smooth and without bumps.

## **II. Service Quality**

Service is a process a company undergoes in order to reach the customers with offers that they provide. These services depend on the type of product they offer and it varies from organization to organization. (Mrs.P.Tamilselvi, 2016) Just like every definition for every term out there service can be defined in many ways depending on which area the term is being used. Among other things quality is one of the things that consumers look for in an offer, and service is one of them. Quality can also be described as the entirety of attribute and aspect of a product or services that ride on the ability of the product or service to satisfy intended or implied needs (Keller, 2009). It is with no doubt that quality is also related to the value of a service or a product gives which could bring satisfaction or dissatisfaction to the users. Service quality can also mean the extent to which customers' perceptions of service meet and/or exceed their expectations. Thus service quality can intend to be the way in which customers are served in an organization which could be good or bad. Some argue that measuring service quality as the difference between perceived and expected service is a valid way a management could use to identify gaps on the services they offer.

### **III. Service Reliability**

Reliability is defined as the probability that a system of a certain company that offers service or product will meet a certain performance that yields a correct output to the customer for a desired time of duration. However, many agree that reliability means different things to different people as people who work on different parts of a system perceive reliability in different ways. For example someone in database administration business might see reliability as an accurate data and work towards removing redundant copies by normalizing its data. A re-seller of disk drives might see reliability as insurance for customers. He/she would want to convince customers of the disk's reliability by advertising a long warranty period, or an advanced technology like SMART (Self-Monitoring, Analysis and Reporting Technology)

### **IV. Tangibility**

Intangibility means that services can neither be touched nor evaluated before consumption as with tangible goods. Moreover, depending on who consumes the service, it will be perceived and experienced differently. However tangibility means the touchable, sensible and visible aspect of the service or product a company gives. In the case of Ezega.com tangibility refers to the accessibility of the website at all times and the easiness to navigate through this website.

#### **2.3. Empirical View**

Traditionally small and medium size enterprises heavily relayed on personal contact network to market their firms. This was the case because the economic structures favored larger firms than the SME; however, this has highly changed because today's economy is described by relationships, network, and information, favoring most of the characteristics of SMEs. Thus instead of relying on solely personal contact network, small businesses also rely on the networks of customers. Today, these customers can be reached through different social media tools such as Facebook, Twitter, Instagram etc... and are able to reach customers they have never met before by simply visiting social media sites. It is clear that social media is related to the sharing of

information, ideas, perspectives, and experience through websites that are widely used by a community. Through social media people can share contents that have been created by companies and other entities with products or service to offer to their audience. Therefore social media is one of the effective way to market products and service to the society all the while sharing their viewpoints and businesses. SMEs should take such an opportunity like this to target their market and create more awareness of their products and services that they offer with a wider range of consumers.

In this era where the world is one gigantic market place it is very important to be closer to the customer at all times which thanks to social media has become easier. Many of potential customers and clients are online and use the internet to voice their opinion feedback and or complaint a product or a service which might have a major or minor impact on one's company. Thus, it's clear why companies are eager to be online and are active in responding immediately customer's feedback or complaint.

#### **2.4. Research Hypothesis**

This study will expect Social media marketing to have an impact on improving brand awareness gained by active usage as brand awareness dimensions like service quality, reliability and tangibility are one way to reach customers and to create positive relationship with the public, that will result the exposure of the company's brand to the wider population.

The three hypotheses this paper predicts are:

**H-1** Service quality through social media marketing has a positive impact on brand awareness

**H-2** Service reliability through social media marketing has a positive impact on brand awareness.

**H-3** Service tangibility through social media marketing has a positive impact on brand awareness.

## 2.5. Conceptual Frame work

Since the aim of this research was to study social media marketing and its effect on brand awareness in Ezega.com, hypothesizing that if social media marketing is implemented successfully, it can result to effective brand awareness of the company. The model of the study which is determined in figure 2.3.1 below shows the two basic variables (independent and dependent) of the research for the independent variable social media marketing along with the dimensions service quality, service reliability and tangibility and the dependent variable brand awareness.

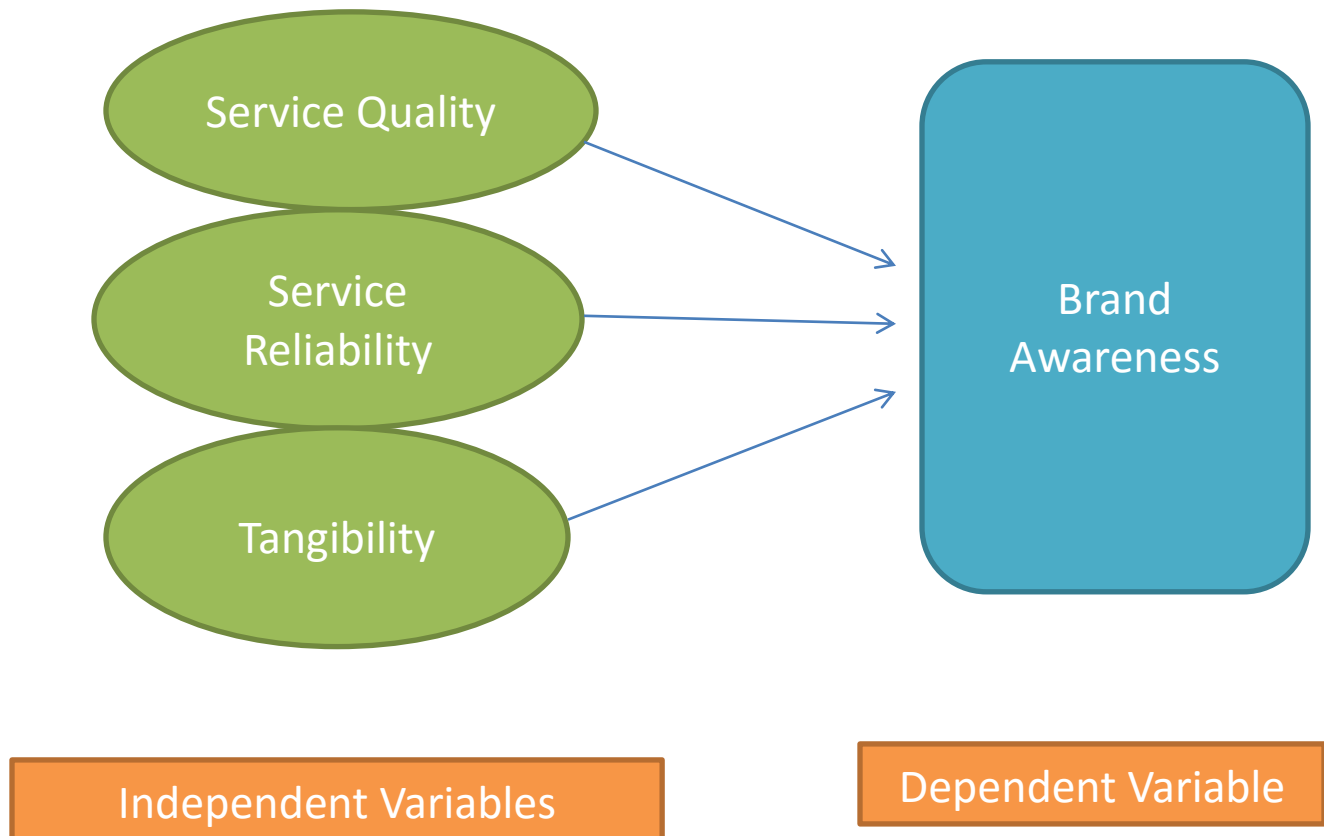


Figure 2.3.1

## **Chapter Three: Methodology**

This chapter focuses on the research methodology and justifies the reason as to why certain methods were chosen by the researcher over the others. It discusses the research approach, sampling design, and research method adopted in collecting data.

### **3.1. Research Approach**

As research approach can either be inductive where reasoning moves from narrow observations to wide generalizations and deductive where the generalizability is from general to specific. This study follows a deductive research approach as the researcher began with development of hypothesis from an existing theory; and tests the hypothesis to verify the theory. The study area of this research was Ezega.com to indicate and examine the effectiveness of social media marketing on brand awareness in small and medium size enterprises. Questioners were distributed to 250 internet users with smart phones around Bole.

### **4.2. Research Design**

There are four types of research designs which includes descriptive, causal, explanatory or exploratory. This study is based on descriptive research design because it involves collecting data about one's study subject without meddling in the process in order to test hypothesis or questions concerning attitudes and opinions about events, (Gay, 1992). A questionnaire designed, to know the point of view of respondent regarding the extent of social media that helps users in using and subscribing to Ezega.com. First part of the questionnaire contains information regarding sexual orientation, educational level, and usage pattern of social media of the respondent. Second part has series of close-ended indirect questions which are based on effectiveness of social media in making users aware of the brand Ezega.com and expectation from using such platform.

### **3.4. Population and Sample**

#### **Target Population**

Target population can be defined as a certain set of people that a researcher aims to detect and test about. As it is difficult to collect data for the entire statistical population a sample, which is representative of the population, was drawn from the target populations of the study. In selecting

the research subject, Convenience sampling (also known as availability sampling), specific type of non-probability sampling method was used rather than other sampling techniques because convenience sampling relies on data collection from population members who are relatively available to participate in the study at the time of the data collection. Thus the population of this study was internet users that possess smart phones.

As per Taro Yamani's, 1967 formula and belief of a 95% confidence level and  $P=0.5$ , size of the household sample was calculated by using the sample size of the population for this study which was determined as below:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = 1000 / (1 + 1000 (.05)^2)$$

$$n = 285$$

### 3.5. Data Sources and Types

The data source of this study was primary and secondary data. For the primary data convenience sampling (availability sampling) method was conducted in a simple manner. For the secondary data; journal articles, books, and internet sources were used.

### 3.6. Data Collection Procedures

This study used a convenience data collection method; where questionnaires formed with closed-ended questions were distributed to people in offices, churches and the researcher circle of people at a convenient time. The questioner had 20 multiple choice question that were based on a Likert scale of 5 points answers along with 5 additional questions about the sexual orientation, educational background, and social media usage status of the respondent. After the collection of the respondents answers to the questioner methods of correlation and regression were used to show the relationship between the independent and dependent variables and comparisons of findings were made. The questioner were distributed to 285 people with smart phones but only 250 respondents answers were included as findings of the research paper.

### 3.8. Data Analysis

The data analysis was conducted based on demographic information, descriptive statistics and multiple regressions using SPSS. The researcher also used regression and correlation analysis to test the hypothesis. For visual representation of finding and results pie charts and tables were used.

### 3.9. Validity and reliability

Validity refers to the strength of the conclusion derived from the collected data. Whereas reliability refers to how consistence the collected data is. To test the validity of the collected data the researcher used correlation to test how well the measures were correlated with one another. To test the reliability of the data collected the researcher used Cronbach's alpha by doing so the internal consistency of the instrument was able to be observed. The reliability was checked on 50 respondent's answers before the questioner was disseminated in full scale. As it can be observed in the below table 3.9.1 all four variables had above 0.7 values of Cronbach's alpha which shows that the internal consistency of the instrument is within the acceptable range.

Variable	Cronbach's alpha	Item
Service quality	.798	5
Tangibility	.793	5
Service reliability	.862	5
Brand awareness	.807	5
Overall reliability score	.939	4

*Table 3.9.1 Cronbach's alpha Coefficient (Own SPSS 2021)*

As it is observed on the above table the reliability of the instrument is within the acceptable range with service quality having 0.798 score, tangibility having 0.793 score, service reliability having 0.862 score and brand awareness having 0.807 score. The overall reliability score for the four variables being at 0.939 which shows a high reliability on the questioners and instrument used to collect and interpret this study's data.

### **3.10. Ethical considerations**

This research was conducted in a way that doesn't subject the participant to any harm as ethical considerations, such as the respondents' right to anonymity, confidentiality, privacy and non-participation, informed consent and protection from discomfort, harm and victimization, were adhered to during the administration of the questionnaire. The researcher conducted the research after gaining the full consent of the participants through prior explanation of the nature of the study and how the data it will be used.

## Chapter Four: Data Analysis and Interpretation

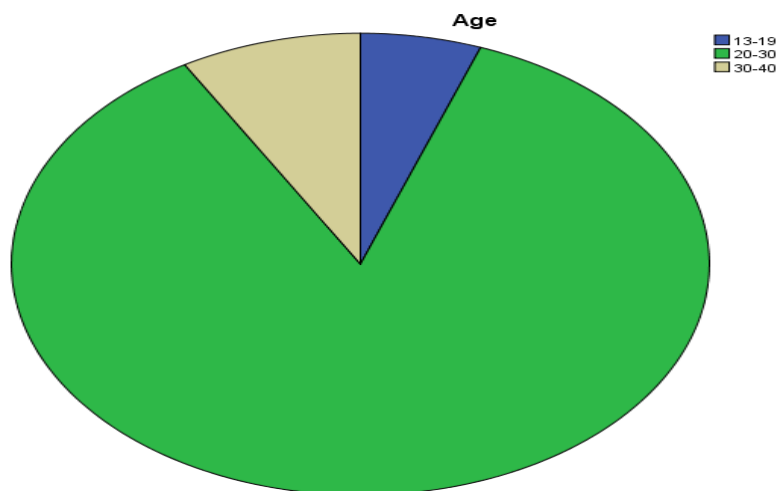
This chapter covers the presentation, analysis and interpretation of the data which was gathered from the primary sources. 285 questionnaires were disseminated between smart phone users from the age of 13 and above around Bole which is the researchers work place, to gather data about social media usage and brand awareness of Ezega.com. From these 285 questionnaires, 250 usable responses were found which indicates a response rate of 87.71%. The data gained from these completed questionnaires were added into SPSS and the outputs of analyzed descriptive correlation and regression statistics are discussed as follows:

### 4.1. Demographic Analysis

#### Age

The following table and pie chart represents the age group of the respondents that participated in this study.

		Frequency	Percent	Valid percent	Cumulative %
Valid	13-19	14	5.6	5.6	5.6
	20-30	215	86.0	86.0	91.6
	30-40	21	8.4	8.4	100.0
	Total	250	100.0	100.0	

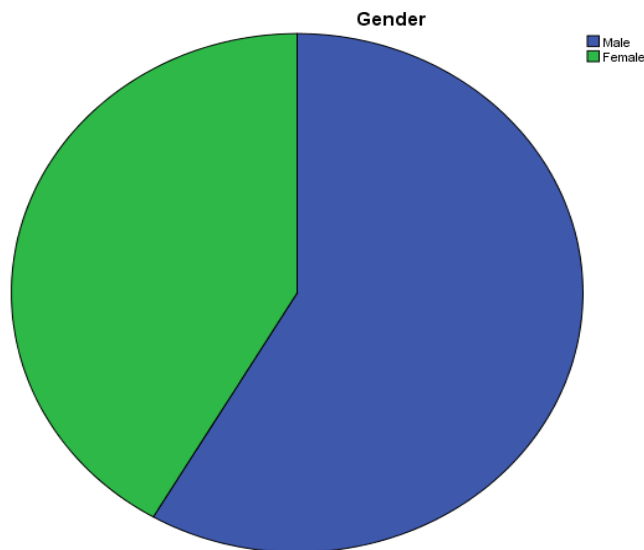


As we can see above the age group of the respondent shows 5.6 % for people aged between 13-19 years while 86% shows people aged between the age of 20-30 and 9.6% shows that the respondents were between 30 and above. The respondent between the age of 13-19 year were 14 in number while 20-30 years were 215 and 30 and above were 21 people. The reason behind the high number for respondents between the ages of 20-30 is because of the density of youth living in Addis Ababa specifically around Bole. Even though the younger generation is better acquainted with the internet smart phone and social media the low participation is due to the less presence of the youngsters at the time of the survey because of school and other reasons like COVID-19. The age group of people between 30 and above was relatively small because these age groups were busy at the time of the study and didn't have time to spare.

### Gender

The following table and pie chart represents the frequency of the gender identity of the respondents on this study.

		Frequency	Percent	Valid %	Cumulative %
Valid	Male	146	58.4	58.4	58.4
	Female	104	41.6	41.6	100.0
	Total	250	100.0	100.0	

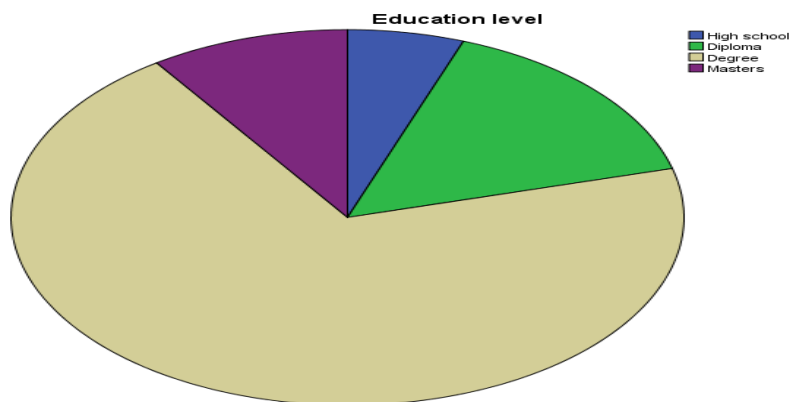


The above table shows that among the 250 respondents 58.4 % were male and 41.6 % were female. This confirms that out of the total 250 people that anonymously participated in this study were composed of 146 male and 104 female. The higher number of male participants can be attributed to the fact that more male are given the opportunity and chance to advance in their knowledge and status in life which brings them to the obvious digital world allowing them to be a part of the intellectual world gaining access to the internet and smart phones. It also shows that the male participants were densely located at the place where the survey was conducted. However seeing that the number of female participant didn't lag back significantly it shows that there is hope to female living in the urban areas of Ethiopia since almost equal opportunities are given to both gender to peruse the intellectual world.

### Educational Background

The following table and pie chart represents the educational background of the respondents that participated in this study.

		Frequency	Percent	Valid %	Cumulative %
Valid	High school	14	5.6	5.6	5.6
	Diploma	38	15.2	15.2	20.8
	Degree	174	69.6	69.6	90.4
	Masters	24	9.6	9.6	100.0
	Total	250	100.0	100.	



As seen in the above table and pie chart out of the total 250 respondents 5.6% were high school students that ranged as 14 people, 15.2% were diploma holders that ranged as 38 people, 69.6% were degree holders that ranged as 174 people and 9.6% were with Master's degree that ranged as 24 people. The reason behind the higher percentage of degree holders is because of the high number of job hunters that are fresh graduates who frequents Ezega.com to search for job openings. The diploma holders are at the second place in terms of density when compared to high school students and Master's holders for the same reason as of the degree holders which was to look for job openings.

### **Social Media Account holder and use**

As we can see from the below table all the 250 respondents have social media. This can be explained with the fact that almost everyone that lives in the urban area that have a concrete educational background uses smart phones and know how to navigate and use the internet to their advantage. The area where the study was conducted being a spot where many modernized people live and work at this kind of number isn't surprising at all.

	Frequency	Percent	Valid %	Cumulative %
Valid Yes	250	100.0	100.0	100.0

### **Facebook users**

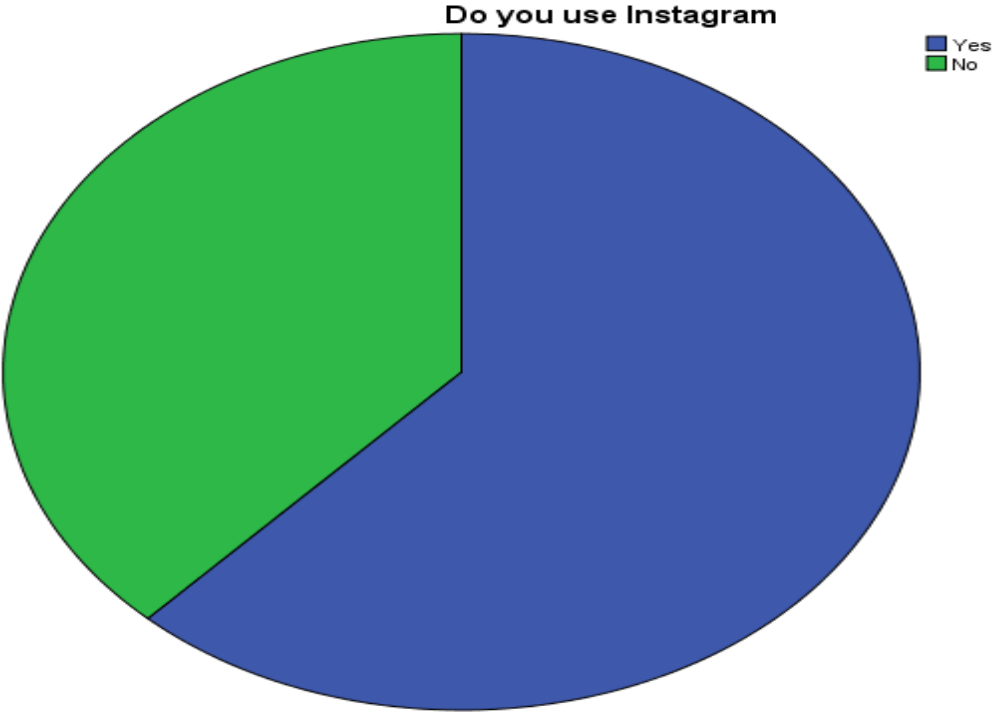
The following table shows almost all respondents that participated in this survey had Facebook account with only 3 people reported as not having one. Out of the total 250 respondents 247 participants at 98.8% replied yes to having a Facebook account with only 3 participants at 1.2% responding no having an account. Facebook being the number one social media platform with almost 58% of the population with internet access having an account and using it, the fact that all the respondents in this survey had a Facebook account wouldn't really come as a surprise.

		Frequency	Percent	Valid %	Cumulative %
Valid	Yes	247	98.8	98.8	98.8
	No	3	1.2	1.2	100.0
	Total	250	100.0	100.0	

**Instagram users**

The following table and pie chart shows the frequency of Instagram users among the 250 respondents that participated in this study:

		Frequency	Percent	Valid %	Cumulative %
Valid	Yes	155	62.0	62.0	62.0
	No	95	38.0	38.0	100.0
	Total	250	100.0	100.0	

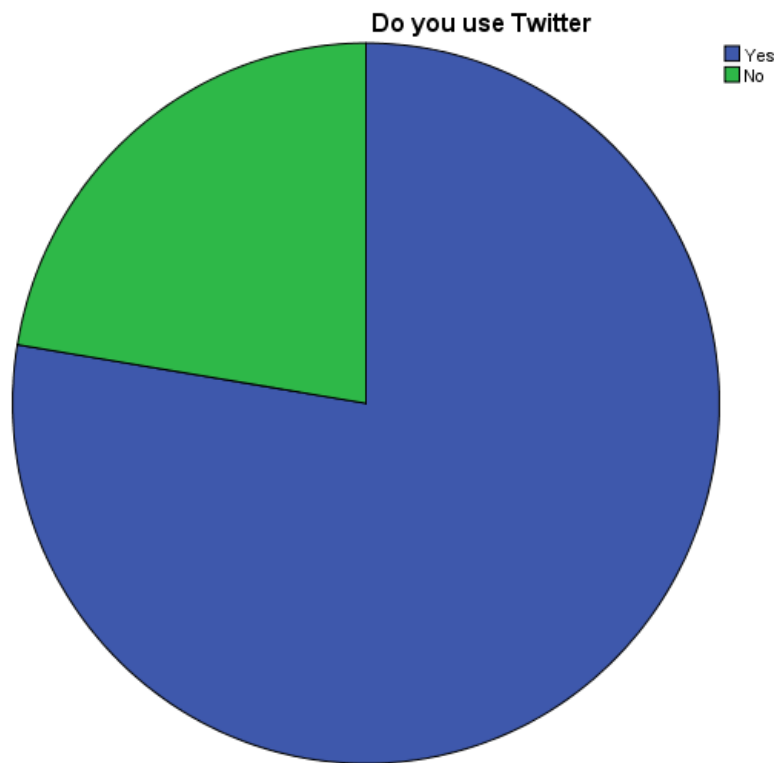


As we can see in the above table and pie chart out of the total 250 respondent 155 participant 62% responded yes to using Instagram account, While 95 participant 38% responded no to using Instagram. Considering the low population size of the internet and smart phone user who also have Instagram which accounts to 2.2% only it is acceptable to see that more than 35% of the total respondents didn't use Instagram. However luckily again the survey being conducted in a place where the large number of the residents and workers are modernized people it is still acceptable that 62% of the respondent used Instagram.

### Twitter users

The following table and pie chart shows the frequency of the 250 respondent twitter usages.

		Frequency	Percent	Valid %	Cumulative %
Valid	Yes	194	77.6	77.6	77.6
	No	56	22.4	22.4	100.0
	Total	250	100.0	100.0	



As we can see in the above table and pie chart out of the total 250 respondent 194 people 77.6% use twitter while 56 people 22.4% don't use twitter. Twitter being the fourth most used social media platform in Ethiopia it is clearly acceptable that more than 75% of the respondent replied yes to using twitter and for the same reason that this social media platform almost being the fourth most popular social media it is also acceptable that 22.4% 56 people to be exact responded no to using twitter.

## 4.2. Descriptive Analysis

### 4.2.1. Descriptive statistics of brand awareness for service reliability

Using social media to increase the brand awareness of a brand in this day and time is arguably a plus for any company. Consumers these days being very intellectual are indeed convinced by the different dimensions of a brand rather than just one aspect. Service reliability being one of the many dimensions of brand awareness indeed gives

Social media service reliability for effective brand awareness						
Ezega.com's job openings are reliable		N	Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	3	1.2	3.924	1.070
	Disagree		43	17.2		
	Neutral		6	2.4		
	Agree		116	46.4		
	Strongly agree		82	32.8		
Total			250	100		
Ezega.com as first choice for job opening			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	13	5.2	3.792	1.143
	Disagree		36	14.4		
	Neutral		8	3.2		
	Agree		126	50.4		
	Strongly agree		67	26.8		
Total			250	100		

Ezega.com as first choice for online news			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	14	5.6	3.712	1.081
	Disagree		32	12.8		
	Neutral		12	4.8		
	Agree		146	58.4		
	Strongly agree		46	18.4		
Total			250	100		
Ezega.com has abundant information			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	12	5.1	3.748	1.043
	Disagree		28	10.7		
	Neutral		13	5.3		
	Agree		153	61.2		
	Strongly agree		44	17.7		
Total			250	100		
Ezega.com is worthy of invested time			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	10	4.8	3.788	1.063
	Disagree		30	11.2		
	Neutral		15	5.8		
	Agree		141	56.6		
	Strongly agree		54	21.6		
Total			250	100		

As we can see from the above table people it is clear that all four of the service reliability questions including Ezega.com as first choice for job opening, Ezega.com as first choice for online news, Ezega.com has abundant information and Ezega.com is worthy of invested time have a mean score above 3.70 which indicates high level of agreement, while Ezega.com's job openings has the biggest mean score of 3.90 with 79.2% of respondents agreeing to it which implies higher agreement of respondents. In summary the respondents consider Ezega.com's service reliability in a way that promotes and adds value to the brand awareness of the company with good number of the respondents agreeing to it.

#### 4.2.2. Descriptive statistics of brand awareness for tangibility

Another brand awareness dimension that companies need to work on is tangibility. Social media being something that can be judged by how accessible a website is and the traffic companies have for their social media platforms tangibility is something they need to work on. Ezega.com being an online platform that is accessed by thousands of people every day checking their availability and tangibility is one of the company's main duties. The following table shows the response of respondents towards the tangibility of Ezega.com in their experience of using this platform.

Social media tangibility for effective brand awareness						
Follows Ezega.com on social media		N	Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	15	6.0	3.766	1.212
	Disagree		38	15.2		
	Neutral		13	5.2		
	Agree		106	42.4		
	Strongly agree		78	31.2		
Total			250	100		
Ezega.com is easy to navigate			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	17	6.8	3.740	1.229
	Disagree		30	12.0		
	Neutral		16	6.6		
	Agree		104	41.4		
	Strongly agree		83	33.2		
Total			250	100		
Ezega.com helps solve daily problems			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	26	10.4	3.536	1.225
	Disagree		32	12.8		
	Neutral		20	8.0		
	Agree		126	50.4		

	Strongly agree		46	18.4		
	Total		250	100		
Ezega.com adds value to knowledge			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	13	5.2	3.564	1.051
	Disagree		30	12		
	Neutral		48	19.2		
	Agree		121	48.4		
	Strongly agree		38	15.2		
	Total		250	100		
Ezega.com meets all needs			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	25	10	3.468	1.280
	Disagree		47	18.8		
	Neutral		15	6.0		
	Agree		112	44.8		
	Strongly agree		51	20.4		
	Total		250	100		

As we can see from the above table about Ezega.com's tangibility which leads to a better understanding of the brand only the two pointers of the brand tangibility which are Follows Ezega.com on social media and Ezega.com is easy to navigate have a mean score above 3.70 showing a good level of agreement. The three chosen questions to show tangibility of Ezega.com brand showed a low level of agreement from the respondents with Ezega.com helps solve daily problems scoring 3.536, Ezega.com adds value to knowledge scoring 3.564 and Ezega.com meets all needs scoring 3.468 which shows a medium to low agreement between the respondents. So we can see that the tangibility which refers to how well the website is built and is serving what it is intended to serve isn't performing to its full potential and consumers aren't fully able to gauge the presence of this company in their day to day life which shouldn't have been the case considering the fact that tangibility is one dimension of brand awareness and brand awareness is the fruit of a good combination of all the dimensions. However seeing that the mean score didn't go as low as less than 3 it is still a good sign.

### 4.2.3. Descriptive statistics of brand awareness for service quality

Brand awareness being at the center of a company’s successful marketing strategy it is no surprise that companies strive to be better at it. One of the dimensions of brand awareness is service quality. Consumers relying heavily on how well the brand they chose is serving them with good quality products or high end customer service it all comes down to getting better service quality than other competing companies. Finding out the extent of effectiveness that service quality has on building brand awareness was the intention of this study and here we look at table where this comes live.

Social media service quality for effective brand awareness						
Ezega.com is vast		N	Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	11	4.4	3.464	1.192
	Disagree		61	24.4		
	Neutral		31	12.4		
	Agree		95	38.0		
	Strongly agree		52	20.8		
Total			250	100		
Ezega.com is easy to access			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	9	3.6	3.852	1.063
	Disagree		27	10.8		
	Neutral		27	10.8		
	Agree		116	46.4		
	Strongly agree		71	28.4		
Total			250	100		
Ezega.com bears successful outcome			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	7	2.8	3.736	1.011
	Disagree		29	11.6		
	Neutral		40	16.0		
	Agree		121	48.4		

	Strongly agree		53	21.2		
	Total		250	100		
Ezega.com has plausible contents			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	9	3.6	3.524	1.068
	Disagree		38	15.2		
	Neutral		62	24.8		
	Agree		95	38.0		
	Strongly agree		46	18.4		
	Total		250	100		
Highly recommend Ezega.com to a friend			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	6	2.4	3.844	1.060
	Disagree		32	14.2		
	Neutral		15	6.0		
	Agree		107	50.4		
	Strongly agree		90	27.0		
	Total		250	100		

As we can see from the above table related to service quality the respondents replied to the question Ezega.com is vast with a mean score 3.464 with 41.2% disagreeing to it which show a medium level of agreement. The next dimension placed with this same group is the question Ezega.com has plausible contents with mean score 3.524 which also shows a medium level of agreement. The rest of the questions for this dimension service quality including Ezega.com is easy to access, Ezega.com bears successful outcome, and would recommend it to a friend all got mean score above 3.70 which shows a high level of agreement. Looking at all these results related to service quality with mean score of 3.5 and above it is evident that it can be said that the service quality of Ezega.com which includes having vast information, plausible contents, easy to access, successful outcome and highly recommendable is working towards promoting the brand awareness between the respondents.

#### 4.2.4. Descriptive statistics of social media for brand awareness

It has been shown in this study with different references that social media plays a huge role in increasing brand awareness of a company. Considering the amount of time people are investing on social media which is assumed to be 30-40 minutes per day; it's not surprising that companies are spending most of their energy and time promoting brand awareness on such platforms. From the collected survey the below outcome can be analyzed in showing what the respondents think about the social media usage of Ezega.com to effectively increase their brand awareness.

Social media for effective brand awareness						
Saw an Ad about Ezega.com on social media		N	Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	5	2.0	3.824	1.112
	Disagree		41	16.4		
	Neutral		27	10.8		
	Agree		97	38.8		
	Strongly agree		80	32.0		
Total			250	100		
Ezega.com is easy to remember			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	4	1.6	3.764	1.062
	Disagree		43	17.2		
	Neutral		24	9.6		
	Agree		116	46.4		
	Strongly agree		63	25.2		
Total			250	100		
Ezega.com has appealing visual			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree	250	7	2.8	3.640	1.036
	Disagree		34	13.6		
	Neutral		51	20.4		
	Agree		108	43.2		
	Strongly agree		50	20.0		

		Total	250	100		
Prioritize Ezega.com than other same portals			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree		6	2.4	3.588	1.083
	Disagree		49	19.6		
	Neutral		36	14.4		
	Agree		110	44.0		
	Strongly agree		49	19.6		
		Total	250	100		
Recall seeing Ezega.com logo on social media			Frequency	Percent	Mean	Std. dev.
Valid	Strongly disagree		13	5.2	3.708	1.143
	Disagree		35	14.0		
	Neutral		27	10.8		
	Agree		112	44.8		
	Strongly agree		63	25.2		
		Total	250	100		

As it can be seen on the above table almost all questions related to this variable; saw an Ad about Ezega.com on social media, Ezega.com is easy to remember, Ezega.com has appealing visual and recall seeing Ezega.com logo on social media are seen with higher mean scores (3.64-3.82 that shows a higher level of agreement with standard deviation of 1.08 and less. Only one of the questions, prioritize Ezega.com than other same portals, falls under medium level of agreement with mean score value of 3.588. Overall from the above table and results it can be said that the social media usage of Ezega.com to promote brand awareness is playing its role in the way it was intended and almost all of the respondents showed medium to high level of agreement to the pointers; is easy to remember, has appealing visual, give priority to this portal, saw an ad and recall seeing the ad on social media.

#### 4.2.5. Descriptive statistics for all variables.

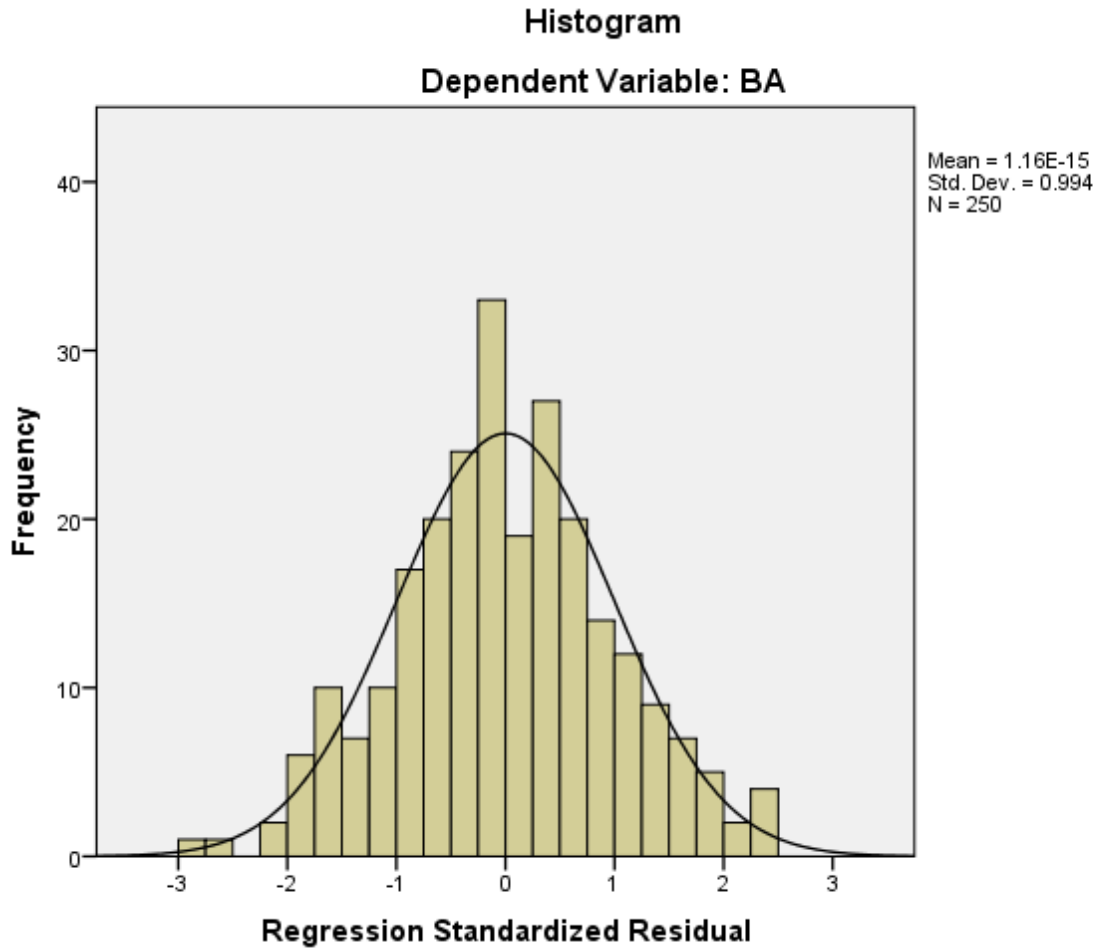
The following table shows the overall descriptive statistics of the variables which are symbolized as BA; brand awareness, SR; service reliability, TAN; tangibility, and SQ; service quality.

Descriptive statistics uses scores that are tended to describe the basic features of a data in a study to provide summaries about the sample and the measures. Below we can see that all variables in this study have medium to high level of agreement to the questions framed to capture the relationship between the dependent variable brand awareness with the independent variables service reliability, tangibility and service quality through social media. As it can be observed from the following table, brand awareness and service reliability show high level of agreement with mean score of 3.704 and 3.79 respectively. While tangibility and service quality show medium level of agreement with mean score of 3.615 and 3.644 respectively.

	Mean	Std. Deviation	N
BA	3.7048	.76745	250
SR	3.7928	.97657	250
TAN	3.6152	.97384	250
SQ	3.6440	.70259	250

#### 4.3. Normality

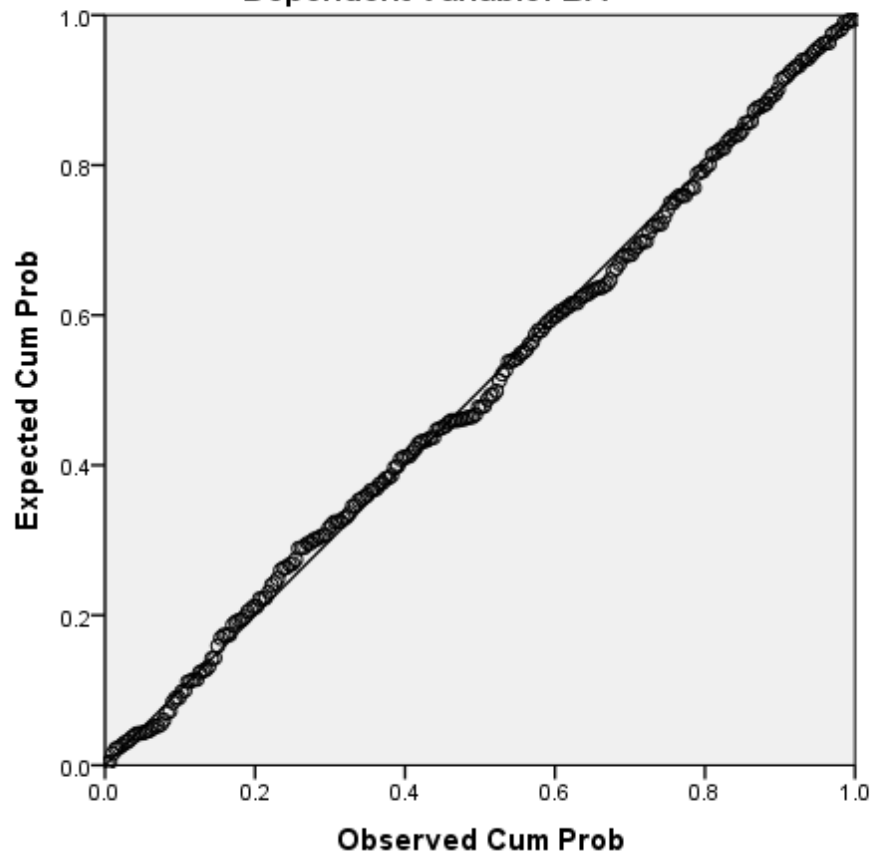
While conducting a research a researcher must test the normality of the data in order to determine whether the sample of the data was drawn from a normally distributed population while being in some tolerance level. A normality test is not only conducted by a researcher it is also used by number of statistical tests, such as the Student's t-test. Another data that requires normality testing is the one-way and two-way ANOVA which requires a normally distributed sample population as well. The normality of this study has been shown using a histogram and normal P-P plot of regression.



A histogram is a frequency distribution that shows how often each different value in a set of data occurs and shows frequency distribution which typically shows points that occur in one side of the average also happen in the other side of it is a normally distributed data. In a normal distribution a common pattern is the bell-shaped curve is likely to be seen. A histogram is also the most commonly used graph to show frequency distributions. Though it looks so much like a bar chart, important differences like how a histogram is considered as one of the seven basic quality tools and how unlike to bar chart histogram is helpful in collection and analysis of data to determine whether it is normal distribution, skewed distribution double peaked distribution or edge peak distribution. The above histogram having a clearly bell-shaped curve with points that occur in both sides almost equally shows that the data in this study are normally distributed.

### Normal P-P Plot of Regression Standardized Residual

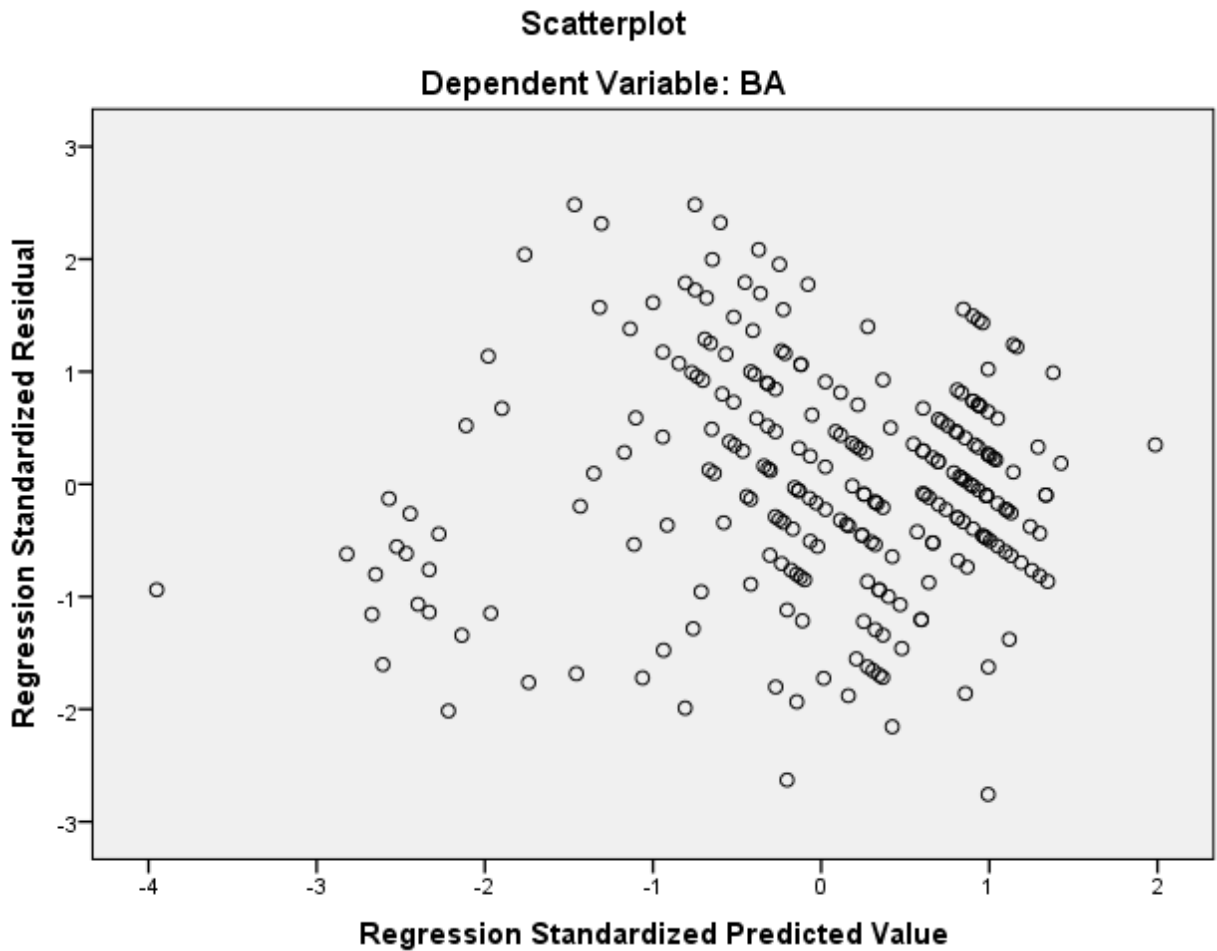
Dependent Variable: BA



By definition the normal P-P Plot of regression compares the observed cumulative distribution function of the standardized residual to the expected cumulative distribution function of the normal distribution. As expected from a normally distributed data the above normal p-p plot shows points that are to cluster around the horizontal line showing approximately straight line. This proves that this study has a normally distributed data proving that a linear regression can be conducted.

#### 4.4. Linearity

First, linear regression needs the relationship between the independent and dependent variables to be linear in order for the data to be analyzed using linear regression. This means that the mean of the response variable should be a linear combination of the parameters and the predictor variables. Looking at the below scatterplot of regression standardized predicted value it can be seen that the dependent variable brand awareness's plot supports a linear relationship.



#### 4.5. Correlation

Correlation in its general sense means a mutual relationship or connection between two or more things. Correlation in statistics also bears the same meaning with a simple clear line showing the interdependence of variables. Correlation in research shows the interaction of variables with one another. Correlation is proved to be there if change in one variable also causes a change in the other variable thus a research can study the correlation between variables using results; less than 0.5 showing low relationship between variables and more than 0.6 showing high relationship with 0.9 showing strong relationship between variables.

		SR	TAN	SQ	BA
SR	Pearson Correlation	1	.705**	.662**	.651**
	Sig. (2-tailed)		.000	.000	.000
	N	250	250	250	250
TAN	Pearson Correlation	.705**	1	.933**	.631**
	Sig. (2-tailed)	.000		.000	.000
	N	250	250	250	250
SQ	Pearson Correlation	.662**	.933**	1	.621**
	Sig. (2-tailed)	.000	.000		.000
	N	250	250	250	250
BA	Pearson Correlation	.651**	.631**	.621**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	250	250	250	250

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

The above correlation table shows that all three independent variables show strong relationship with the dependent variable as well as with one another. The highest relationship is observed between with the dependent variable is with the independent variable service reliability; with correlation score 0.651, with tangibility correlation score 0.631 and service quality 0.621. All the variables show positive correlation with one another.

## 4.6. Regression

Regression analysis is mostly defined as a statistical method that is very powerful in its outcome that helps to examine the relationship between two or more variables of selected study data. There are many types of regression analysis including linear regression used to study data that are normally distributed, logistic regression, lasso regression etc which all examine the influence of one or more independent variables on a dependent variable. In a research the attempts to determine the strength and character of a relationship between one dependent variable and two or more independent variables is done using regression analysis.

### 4.6.1. Model Summary

While conducting a regression analysis many outputs are derived and model summary is one of it. The model summary table entails the strength of the relationship between the model and the dependent variable. It includes the R; which is the multiple correlation coefficient that shows the linear correlation between the observed and model- predicted values of the dependent variable, the R Square; which is the coefficient of determination that is the squared value of the multiple correlation coefficient, the Adjusted R Square; which is a corrected R square that castigate models with large numbers of variables and Std. Error of the Estimate R.

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 <sup>a</sup>	.530	.525	.52919

a. Predictors: (Constant), SQ, TAN, SR

b. Dependent Variable: BA

The R Square in the above table shows that 53% of the variation in time is explained by the model meaning 53 % of the brand awareness of Ezega.com is accounted to the service reliability, tangibility and service quality on social media of the portal. While the large value of 'R' at 0.728 indicates a strong relationship between the dependent variable which brand awareness and the tree independent variables.

## 4.6.2. ANOVA

Another output while conducting a regression analysis is analysis of variance (ANOVA). Analysis of variance tests the linearity of data in a linear regression analysis to test the goodness of fit of the model. Using the p-value of the ANOVA output one can determine whether the differences between some of the means are statistically significant or not. The hypothesis is rejected if p-value is less than or equal to the significance level.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	77.764	3	25.921	92.562	.000 <sup>b</sup>
	Residual	68.890	246	.280		
	Total	146.654	249			

a. Dependent Variable: BA

b. Predictors: (Constant), SQ, TAN, SR

In the above tables it is clearly seen that the significance level is less than 0.05 with  $p < 0.05$  which shows that there is a significant linear regression which insinuates that strengthening social media marketing have a great impact on the brand awareness of Ezega.com.

## 4.6.3. Coefficients

The sign of a regression coefficient tells the researcher whether there is a positive or negative correlation between every independent variable and the dependent variable. A positive coefficient indicates that as the value of the independent variable increases, the mean of the dependent variable also inclines towards increasing. A negative coefficient suggests that as the independent variable increases, the dependent variable tends to decrease. The coefficient value signifies how much the mean of the dependent variable changes given a one-unit shift in the independent variable while holding other variables in the model constant. This property of holding the other variables constant is important because it helps to assess the effect of each variable separately.

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized	t	Sig.	95.0% Confidence Interval for B		
	B	Std. Error	Beta			Lower Bound	Upper Bound	
	1	(Constant)	.667			.186		3.591
	SR	.130	.042	.165	3.061	.002	.046	.213
	TAN	.159	.042	.202	3.830	.000	.077	.241
	SQ	.541	.059	.495	9.122	.000	.424	.657

a. Dependent Variable: BA

When compared to the two independent variables service reliability affected the brand awareness of Ezega.com a little bit lower with a significant value 0.02 and 0.04 which is less than 0.05( $p < 0.05$ ). The remaining two variables namely tangibility through social media marketing and service quality through social media with significance score of less than 0.01 showed a high effectiveness on the brand awareness of Ezega.com

Generally the findings implies that all three significant contributors which includes service reliability, tangibility and service quality have effectiveness on brand awareness with an effect of one unit increase service reliability through social media marketing brand awareness of Ezega.com will increase 0.130 another one unit increase in tangibility built by social media marketing activities of Ezega.com will improve brand awareness of the company by 0.159 and lastly one unit increase in service quality through social media marketing of Ezega.com will improve brand awareness of the company by 0.541.

#### 4.6.4. Multi-Collinearity

Multicollinearity occurs when independent variables in a regression model are correlated. VIF score of an independent variable represents how well the variable is explained by other independent variables. Any variable with tolerance below 0.10 or tolerance with a value above 10.0 would have a correlation more than 0.90 with other variables, indicative of the multicollinearity problem. However, as we can see in the below table there is no issue of multicollinearity.

**Coefficients<sup>a</sup>**

Model		Collinearity Statistics	
		Tolerance	VIF
1	SR	.657	1.521
	TAN	.690	1.450
	SQ	.650	1.539

a. Dependent Variable: Brand Awareness

## Chapter Five: Conclusion and Recommendation

### 5.1. Findings

- A total of 250 respondents of that have access to smart phones and the internet were studied. Most of the respondents were people who appeared to be around bole while the survey took place. Amongst which 58.4% of the respondents were male and 41.6% were female. Most of the respondents were between the ages of 20-30 with college degrees.
- The study was conducted with selected dimensions of brand awareness through social media marketing to study the effectiveness of social media marketing to brand awareness. Three dimensions of brand awareness namely; service reliability, tangibility and service quality image were identified and were presented with pointing questions for the respondents to measure the effectiveness of these dimensions on brand awareness through social media marketing. From this study it was able to understand that all the independent variables had an effect on brand awareness through social media marketing.
- The correlation and regression analysis showed that the effectiveness of social media marketing with service quality, tangibility and service reliability as brand awareness dimensions in Ezega.com was significant and impactful.

## 5.2. Conclusion

### Conclusion

- The individuals surveyed were largely youth between the ages of 20-30 and the gender composition though inclined towards male with 58% the female percent wasn't that low either with 41.2%. This shows that Ezega.com has made an impact through the effective social media marketing by working on the dimensions of brand awareness to increase their brand awareness
- Almost all of the respondents used Facebook making it the most used social media when compared to the rest of the social Medias mentioned in this study which is highly attributed to the fact that Facebook was introduced to Ethiopians much earlier and the numbers of users are still the largest to date.
- Service reliability, tangibility and service quality all have positive impact on brand awareness through social media marketing.
- Brand awareness was affected by the positive impact of all the independent variables. Though not all three independent variables had an equal effectiveness on brand awareness they still showed a good effectiveness cumulatively.
- Brand awareness was also positively impacted by all the dimensions and respondents answering strongly recalling the brand.
- There is a statistically positive and significant relationships between all the independent variables service quality, tangibility and service reliability and the dependent variable brand awareness

On chapter two of this study three two hypothesis were formulated. After the analysis of the data it can be concluded the three hypothesis i.e service quality through social media marketing has a positive impact on brand awareness, service reliability through social media marketing has a positive impact on brand awareness and service tangibility through social media marketing has a positive impact on brand awareness are all accepted by the study and shown to be correct.

## **5.2. Recommendation**

Even before the conduct of this study there are many articles and studies that showed that social media marketing had a positive impact on brand awareness and based on the above observed results, this same importance is also seen at Ezega.com which makes us recommend that small and medium size enterprises should use social media marketing to better promote their brand with the aim of creating and enhancing brand awareness.

Seeing the result of an engaging communication over social media platforms having a greater impact for creating brand awareness it is recommendable to maximize their brand awareness. Just because we are uploading posts and without any follow up isn't gone bring out the brand awareness we intend to put in people's mind. Instead of posting seldom with no proper action and message into it will not help us achieve the brand recall and awareness that marketers want to imply thus they should challenge themselves and make sure come up with contents that are engaging and involving to the consumer as well. Marketers should also make their social media content as unique as possible while being relevant to the consumers and interesting enough for the consumers to encourage share and spread the contents that they see with their circle, families, friends and followers.

Looking at the rapid change in infrastructure and better lifestyle of the youth in Ethiopia marketers should be sharp enough to cope up with this fast changing situation and do their best to keep their platforms updated with news entertainments sports and other topics.

This research paper is evidence that the growth and impact of social media marketing isn't something that can be overlooked.

### **5.3. Future Area of Research**

This research been done within a certain limitations the following points should be seen as areas of future research.

- How effectively marketers are using social media
- What parameters marketers in Ethiopia arte using to capture and follow up their growth on social media
- Which social media play more role towards building effective brand awareness
- The effect of social marketing depending on where people access their internet
- Determining the effect of the quality (type) of the of the content( messaging) used on social media on brand awareness
- A complete comparative review between the pros and cons of using traditional media and social media
- The advantages of using both traditional and social media marketing as opposed to using them in isolation.

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## Introduction

Hello, my name is Tsion Ebrahim. I am currently working on a research for the partial fulfillment of my postgraduate study in Marketing Management at Addis Ababa University School of Commerce. I am conducting a study to assess the effectiveness of social media marketing for brand awareness in small and medium size enterprises in Addis Ababa. In order to achieve this I have chosen to do a thorough assessment on one of the prominent site companies in Ethiopia, Ezega.com

Please complete this 15-minute survey that has two parts; the first part for general information and the second part to find out the effect of social media marketing on brand awareness.

I assure you that your response will only be **used for this research purpose only** and will not be disclosed anywhere else. I am grateful for your time and I kindly request you to respond to all the questions as honestly and accurately as possible as it is very important for this study to be of value to the researcher.

### Part I: General Information

Please put a tick mark in the box that best describes you

1. Age  
13-19  20-30  30 and above
2. Sex  
Male  Female
3. Education level  
High School  Diploma  Degree  MA
4. Do you have a social media account?  
Yes  No
5. Which social medias do you use (you can give more than one answer)  
Facebook  Instagram  Twitter

Please put a tick mark in the box of your preferred answer

#### I. Service Quality

1. I trust the job opening and news I see on this site  
Strongly disagree  Disagree  Neutral  Agree  Strongly agree
2. It is the first website I would look at to look for job openings

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

3. It is the first website that comes to my mind when I think of online news

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

4. It always has the information I am looking for

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

5. I have gained my times worth navigating through this website

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

## II. Tangibility

6. I follow this site on Facebook, twitter, LinkedIn, and or other social media

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

7. It is easy to navigate the website

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

8. It assists me in solving daily problems that I face

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

9. It is educative and adds value to my knowledge

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

10. The site meets all of my needs

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

## III. Service quality

11. It has wider information compared to other sites

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

12. The website made it easy for me to handle my issue

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

13. I have been successful with my job and/or house hunt by using this website

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

14. I like the type of content that I find on this website

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

15. I would recommend it to a friend or colleague

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

#### IV. Brand Awareness

16. I have seen ad about this site on Facebook, twitter, LinkedIn

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

17. It requires no effort to remember the websites name and address

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

18. The visual was appealing and I had a good first impression

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

19. I would prefer visiting Ezega.com than any other similar websites

Strongly disagree  Disagree  Neutral  Agree  Strongly agree

20. I recall seeing the Ezega.com logo on social media

Strongly disagree  Disagree  Neutral  Agree  Strongly agree