



**THE EFFECT OF SOCIAL MEDIA ON CONSUMERS BUYING BEHAVIOR IN ADDIS  
ABABA: IN CASE OF REAL ESTATES**

**By**

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Masters of Arts in Marketing Management**

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**Declaration**

I the signatory, declare that this thesis is my original work which was organized under the guidance of Dr. Getie Andualem All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

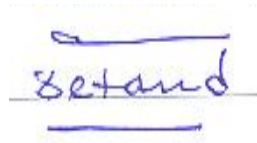
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## **Abstract**

*Through time the emerging of technology in the whole world has become wide and strong, likewise in our country the same fate has happened. Companies throughout the world are constantly seeking new ways to reach consumers and social media is one of them. In this research social media and its effect on buyer's behavior of the real estate sector is discussed. Variables such as entertainment, social imaging, content and information satisfaction were discussed and their effects were allocated on buyers' behavior. A five scale LIKERT scale questionnaire was distributed to 384 respondents and 320 questionnaires were used for analysis. The study used linear regression model to analyze the collected data. These corresponding data were analyzed for answers that were collected from research questions. Throughout the usage of social media by real estate companies, buying behavior of consumers has been affected by the mentioned variables, out of the four social media variables entertainment, social imaging at 1% and information satisfaction have positive effect on consumers buying behavior at 10 % level of significance. On the other hand, content has insignificant effect on customer buying behavior. After analyzing and interpreting the data few recommendations were pointed out, real estate companies must take the resourcefulness of social media to vastly advertise their products on different portals of social media and hire professionals in the sector of social media handling to have a better outcome of the opportunity, also work on sending out complete and entertaining information about the product and service they provide to satisfy their consumers. Regarding social imaging real estate companies should take different measures to different groups of people to have a better outreach throughout social media.*

**Key Words: Consumer buying behavior, social media, Entertainment, social imaging, content, Information satisfaction theories and models, Real Estate**

## CHAPTER ONE

### INTRODUCTION

#### 1.1. Back ground of the study

Companies all over the world are constantly seeking new ways to reach consumers. Just a few decades ago, television and print advertising were the fundamental components of marketing strategies. In the current era, these old-style marketing streams are just a small segment of the varied approaches used to market and brand products. The increasing focus on social media shaped state of the art advertising and shifted the way companies interact with their target groups. As a result, the effective use of social media has become an essential part of creating and maintaining a competitive advantage. Subsequently, companies now place considerable value on the way in which social media can be used to shape consumer brand perception and influence their buying intention. Companies integrating a strategic approach to the use of social media will have advantages over those that do not. In assessing the effects of social media on branding and marketing approaches, an exploration of the existing literature on social media use and brand perception can help identify emerging and successful strategies for improving consumer engagement through social media. (Michael Pütter, 2017)

Rust, Moorman and Bhalla (2010) maintain that while many companies have access to a variety of types of technologies that could enhance consumer interest, expand brand recognition and improve overall marketing, many underuse technologies as a foundation for interacting with customers. These researchers, though, seem to suggest that expanded use of information technologies and social media are going to be the trends in the future (Rust, Moorman, & Bhalla, 2010). Rather than focusing on short-term advertising through technology, adept companies are integrating social media mechanisms to enhance the relationship with consumers. Companies frequently focus on three of the most widely used social media platforms for use in product marketing and branding: Facebook, youtube and Twitter (Muntinga, Moorman, & Smit, 2011; Shi, Rui, & Whinston, 2014). More than any times in the past, companies are recognizing the value of the use of methods to engage consumers in a way that continually reintroduces the product, increases the appeal of products, or identifies social components to product experiences. Social media websites have become the center of information distribution on products, including the introduction of new product lines, the creation of brand awareness, and methods to shape consumer

behavior (Muntinga, Moorman & Smit, 2011). Social media provides the unique opportunity to use word-of-mouth marketing to a widespread audience, supporting consumer-to-consumer communications and advancing brand awareness through a large-scale social network (Kozinets, de Valck, Wojnicki, & Wilner, 2010).

Social media can be defined as “consumer-generated media that covers a wide variety of new sources of online information, created and used by consumers intent on sharing information with others regarding any topic of interest” (Kohli, Suri, & Kapoor, 2014, p. 1). “According to emarketer (2013), nearly one in four people worldwide use social network sites – a number of about 1.73 billion people. By 2017, the global social network audience is estimated to be around 2.55 billion people” (Schivinski, Christodoulides, & Dabrowski, 2016, p.1). When assessing social media as a marketing tool, most researchers include both mobile and web-based technologies that focus on ways that users “share, co-create, discuss and modify user-generated content” (Kohli, Suri, & Kapoor, 2014, p. 1). This is considered by most to be a paradigmatic shift in the way companies market their products, because companies are relying on consumers more than ever before to direct their marketing process and create the discourse around branding (Kohli, Suri, & Kapoor, 2014).

Social media channels like Twitter, Facebook, youtube, linkedin etc. Are some of the dynamic tools that have helped facilitate online rapport (Golden, 2011). Relatively, it is a low-cost pattern of marketing which allows organizations to engage direct end-users through their contacts (Heinlein and Kaplan, 2010).

Unlike print or television advertising, social media is not an advertising platform in and of itself, and as a result, companies can be challenged with determining how consumer information and engagement effect the branding process. Positive comments in social media venues can have a positive effect, but negative comments can also be a part of the brand dialogue and may not be able to be controlled by the companies using social media for marketing (Ho-Dac, Carson, & Moore, 2013; Kohli, Suri, & Kapoor, 2014). At the same time, consumers participate in the discussion and exchanges that influence the branding process, all the while paying very little attention to their participation in the branding or marketing process (Kohli, Suri, & Kapoor, 2014).

Social networking sites like Facebook have provided a new way of introducing brand-related content and creating exchanges with consumers by generating consumer interactions (Shen &

Bissell, 2013). The value of this approach is based on the shift in the way in which the Internet is being used, and social venues are progressing. Just a decade ago, the number one online activity was pornography, but just a decade later, this has shifted to social networking (Shen & Bissell, 2013). As a result, about 93% of businesses use some form of social networking for marketing and branding (Shen & Bissell, 2013). In their 2013 study, Shen and Bissell maintained that in any given year, there are more than 200 million active online users in the United States who spend more than 29 hours spent on online browsing, product assessment and networking. Of this large amount of social networking use, Facebook is the leader, with the most time spent on this social network leader (over 7 hours per person per week) (Shen & Bissell, 2013).

Consumer buyer behavior is considered to be an inseparable part of state that consumer buying behavior is the study of the ways of buying and disposing of goods, services, ideas or experiences by the individuals, groups and organizations in order to satisfy their needs and wants. (Kotler and Keller (2011))

Buyer behavior has been defined as “a process, which through inputs and their use though process and actions leads to satisfaction of needs and wants”. Consumer buying behavior has numerous factors as a part of it which are believed to have some level of effect on the purchasing decisions of the customers. (Enis, 2010).

Alternatively, consumer buying behavior “refers to the buying behavior of final consumers, both individuals and households, who buy goods and services for personal consumption” From marketers’ point of view issues specific aspects of consumer behavior that need to be studied include the reasons behind consumers making purchases, specific factors influencing the patterns of consumer purchases, analysis of changing factors within the society and others. (Kumar, 2010).

Kotler and Keller (2011) highlight’s the importance of understanding consumer buying behavior and the ways how the customers choose their products and services can be extremely important for manufacturers as well as service providers as this provides them with competitive advantage over its competitors in several aspects. For example, they may use the knowledge obtained through studying the consumer buying behavior to set their strategies towards offering the right products and services to the right audience of customers reflecting their needs and wants effectively.

Eggen (2011) Better awareness of consumer buying behavior is a positive contribution to the country's economic state. The author further argues that the quality of goods and products are exceptionally good in countries where buying behavior of consumers is well understood. This in turn increased the competitiveness of the products and services in international market increasing the export potential of the country. Meanwhile, high quality of domestic products and services lead to sophisticated domestic customers' base (Blackwell et al, 2010).

Kotler et al (2011) it is essential to mention that despite the great efforts to learn and understand the buying behavior of consumers, it is very difficult to identify the exact reasons why a consumer purchases and prefers one product or service over another one. This is because consumers sometimes make purchasing decisions based on their emotional beliefs which they even themselves are not well aware of.

## **1.2. Background of Real Estate Market**

Real estate is property consisting of land and the buildings on it along with its natural resource such as crops, minerals or water, immovable property of this nature; an interest vested in this (also) an item of real property (more generally) buildings or housing in general. (Issues in Real Estate and Urban Management – A Note Sebastian Morris W.P. No. 2010-11-01 November 2010,)

The rapidly changing real estate landscape in Addis Ababa is one of the more visible aspects of the extended period of growth recently experienced in Ethiopia. Most of real estate in Ethiopia are reside in Addis in accordance with construction ministry report number of real estates in Addis are more than forty real estate (According to construction minster 2016/17).

The real estate market can be grouped into three broad categories as: residential, commercial and industrial. Residential real estate can include undeveloped land, houses, condominiums, and town homes. Commercial real estate on the other hand can include office buildings, ware houses and retail store buildings. Whereas, factories, mines and farms can be categorized as industrial real estate. (Menen Abebe Abera, Regulation of Real Estate Business in Ethiopia June, 2010Addis Ababa.)

The construction industry is one that has a special role in Ethiopia quest for development. One can say that there is no development sector into which construction does not enter. The construction industry plays a key role in building economic infrastructure, building and renovation of residences

houses. In Ethiopia especially in Addis Ababa housing now days has become one of the complex and necessary needs in the market. The great demand for housing and real estate housing shows the strong development of real estate. Buyers of residential houses (Real estate) got the idea of purchasing the houses from electronics and print medias, sales persons or from social medias the majority of home buyers go online for their search for their future home. (Real estate in digital age.2017 report).

This thesis presents the effect of social media on consumers' behavior the case of real estate in Addis Ababa.

### **1.3. Statement of the problem**

In developing counties like Ethiopia, the coming of the Internet and its acceptance by the public has been a challenge, but it has altered quite a lot in the way organizations promote their services and products as well as the channels of communication between them and their customers. This is seen in the way they market and communicate their brands and products. Nowadays this is becoming a challenging project. However, Miller (2011) stated in his research that social marketing has made very important role in persuading consumers to buy online. He found that 70% of consumers are visiting social media to get useful information, 49% of them made the decision to buy certain product and 60% of consumers prefer to share their information about the products with others online. However, the actual transactions of purchasing processes occur for only 7% of consumers (Miller and Lammas, 2010).

There are many features that effect consumers decision on social media to purchase resident from real estate in Addis Ababa. When a marketing media change the alteration for the new media also increases, thus social media's effect on consumers decision has to become more reliable and believable. These days many companies are Creating and developing a website or a social media for marketing their business. Which has a significant percentage of customers that relies on the internet to search for products. This can easily trace the businesses performance. This also gives businesses to improve their media changing situation for reaching their target market. Hennery Mark et.al (2012) explains that both macro and micro business have invested large amount of time and money in increasing their reach across high effect social media platform.

Therefore, this study tries to fill the knowledge, time and variable gap by studying the effects of social media on consumer buying behavior in the case of real estate to help other businesses and

different companies to gain a better understanding in social media marketing by looking at different variables and to provide an updated and timely information.

Furthermore, studies conducted on this subject have been very few in the context of Ethiopia. As far as the researcher's knowledge there is only one research done on "effects of social media on sales of residential real estate in Ethiopia: in case of ayat real-estate "by Azenegash Wolde which she tied to see variables like IT Infrastructure Capability, Social Computer Pressure, Innovation and Management (Web design) in 2019. Therefore, this study tries to fill the knowledge gap.

#### **1.4. Objectives of the research**

##### **1.4.1. General objective**

The general objective of this study is to examine the "effect of social media on buying behavior of consumers in residential real estate industry"

##### **1.4.2. Specific objective**

Specific objectives of the study are:

- To examine the effect of Entertainment on consumer buying behavior of real-estate
- To examine the effect of social imaging on consumer buying behavior of real-estate
- To examine the effect of Content on consumer buying behavior of real-estate
- To examine the effect of Information satisfaction on consumer buying behavior of real-estate

#### **1.5. Research questions**

- What is the effect of Entertainment on consumer buying behavior of real-estate?
- What is the effect of social imaging on consumer buying behavior of real-estate?
- What is the effect of Content on consumer buying behavior of real-estate?
- What is the effect of Information satisfaction on consumer buying behavior of real-estates?

#### **1.6. Significance of the Study**

In Previous times companies used to advertise their products using traditional marketing medium such as radio, TV commercials and print ads that were very overpriced mediums. But this day's social media marketing helps companies to connect with their target customers. Advantageously this social media has become a virtuous platform for viable advantages.

This study is of significance and interest to various residential real estate market in assisting online shopping to increase their profits by utilizing their sales opportunities. The study presents the effect of social media on buying behaviors of consumers in the sector. The research also aims to serve as an indicator to potential companies of how they can tap into the market niche of the real-estate consumers via social media sites.

### **1.7. Scope of the Study**

This study tries to fill the knowledge gap by studying the effect of social media on consumer buying behavior in the case of real-estate to help businesses and different companies to gain a better understanding in social media marketing. Therefore, this research aims to serve as an indicator to potential readers (companies) of how they can tap into the decision-making process via social media sites. The research focuses on the behavior of end consumers (individuals) and particularly within the real-estate industries

#### ✓ Geographical Scope

The research targets at a geographical area, Addis Ababa, where individuals share a similar background within a standardized set-up in the real estate sector.

#### ✓ Conceptual Scope

Conceptually the variables under study are Entertainment, Social imaging, Content and Information satisfaction

#### ✓ Methodologically Scope

Methodologically the research uses both quantitative and qualitative approach (mixed approach)

### **1.8. Limitation of the Study**

The collection of data throughout the eleven sub cities has been a bit of a hassle and the COVID 19 case made things a bit more difficult and also the education gap of the society has been predicted as a factor for the data collection process but it turned out all of the respondents were educated. Even if the social media usage in Ethiopia is increasing from time to time the development of social media marketability in the country is very small, in addition to that there is no vivacious research made on the effect of social media on consumers buying behavior of residential real estate which can be taken as limitation of this study.

### **1.9. Organization of the Study**

The first chapter is introduction and highlights of the research background, the motivation of the researcher, as well as the research questions and statement of the problem. The second chapter covers all the literature parts of the whole field of area, and also comprises both theoretical literature review and empirical literature review along with the designing of conceptual framework. The third chapter covers all the research methodology, design and procedures. The fourth chapter discuss the Results and discussion as well as findings form the data that has been collected and analyzed by associating with theories that are discussed in the theoretical framework. Last but not least the fifth Chapter conclusions and recommendations is discussed, conclusions are drawn for the research questions, and suggestions are made for any further research in future.

## CHAPTER TWO

### REVIEW OF RELATED LITERATURE

#### Introduction

“Social media provides a virtual network place where people can enjoy expressing and exchanging opinions, disseminate and control messages (anywhere, anytime). There is a wide variety of social media, ranging from social sharing sites such as youtube, My Space through social networks such as linkedin, telegram and Facebook etc. With the introduction of the World Wide Web, the internet became a global network and with the increased usage of internet, social media emerged and got popular; especially after 2003. Social Media Marketing (SMM) also picked up all over the world by the end of first decade of 21st century” (Vij, 2012).

James 2012 said, on a daily basis in present-day, 100,000 tweets are sent, 684,478 pieces of content are shared on Facebook, 2 million search queries are made on Google, 48 hours of video are uploaded to youtube, 3,600 photos are shared on Instagram, and 571 websites” are created (James2012).

“The advent of social media has created a new landscape which lays out a new grid of personal connections. Businesses see enormous opportunities and are eager to tap into the trend, whereas consumers are put back to the center in the business world because of social media. There are many studies explaining reasons to tap into social media and to help companies to gain a better position in the transition; yet a few intends to study from the perspective of consumers, let alone those in Finland. Oftentimes, consumers feel differently from what marketers think, for instance what “brand engagement” via social media looks like to consumers may not be quite what marketers think “(Sniderman,2012).

“Consumer behavior is a widely studied field. Understanding it completely is impossible, because it is related so closely to human mind. However, forecasting how a human behaves in purchasing situations can be estimated through previous purchasing decisions. Consumers make buying decisions every day and many people do not even know the factors that drive them to this decision. Buying a coffee comes almost automatically and does not need much information search. There are characteristics behind every buying decision that can come from cultural, social, personal or psychological factors. Each of these factors includes dimensions that can be used in marketing. Marketers can use these factors so understated that consumers might not even recognize it.

Consumers might think that “I have always bought this same brand or product”, but they do not recognize that the affecting factor behind this decision can come from their family”. (Tanja lautiainenbachelor’sthesis2015)

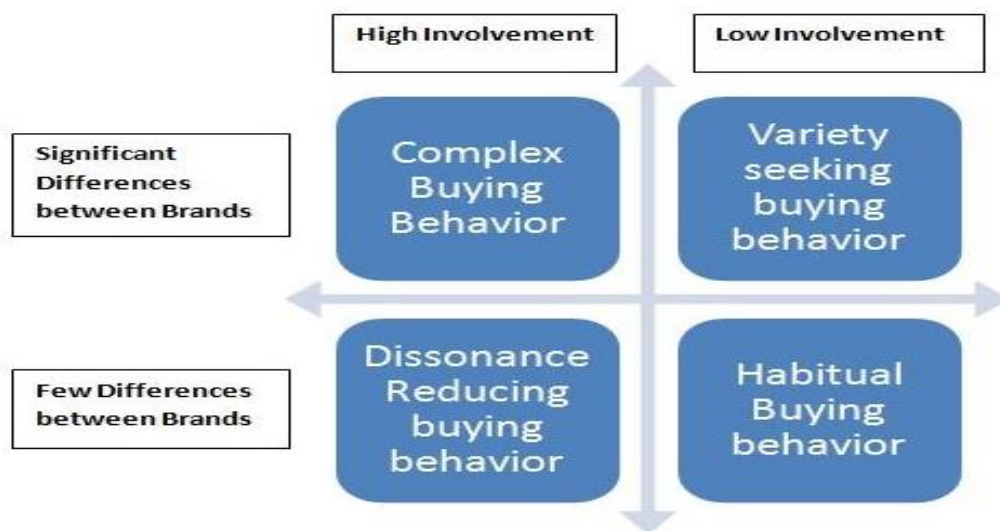
## 2.1. Theoretical Review

### Customer behavior

In order to effect customers’ purchase decision, it is important to understand its features. The four types of buying behaviors according to Kardes (2011), customer behavior refers to "all activities associated with the purchase, use and disposal of goods and services". This also includes “the consumer's emotional, mental and behavioral responses that precede or follow these activities”. Customer behavior can be influenced by four different factors, which are cultural, social, personal and psychological factors.

There exist several types of customer purchase decision behavior. Kotler (2005) has defined four different types of customer purchase decision behavior based on different levels of brand’s distinction and customer’s involvement. These four different types of customer purchase decision behavior are: complex buying behavior, variety-seeking buying behavior, dissonance-reduction buying behavior, habitual buying behavior. The figure below helps to understand how they are displayed.

Figure 2.1. Four types of buying behaviors



Complex buying behavior happens when customer is highly involved in the buying process. They take time to gather all information about the product's features and function. Brand image is also important for customer in complex buying behavior. This type of behavior often applies when customer wants to purchase a product with high value or for a long-term usage, such as a car for example.

The second type of customer buying behavior is dissonance-reduction buying behavior. It is defined by high level of customer involvement but low brands differentiation. Customers are very attentive to the product's features; however, they do not carefully compare similar products from different brands. This behavior can apply when customers are buying easily available products.

Variety-seeking buying behavior takes place when customer is less involved in purchase process. However, they are carefully considering differences between brands. This type of behavior usually applies for goods or services at low price. This type of behavior is difficult to manage for brands because customers won't hesitate to switch brands if they are not satisfying by the product or services they bought.

The final buying behavior here is called habitual buying behavior. This refers to the purchase of day-to-day goods or services. Customers are not particularly involved in the process and do not really pay attention to differences between brands.

Consumer behavior studies individuals and groups when they select, purchase, use and dispose products, ideas, services or experiences. There is a huge variety of consumers from a small child asking mom to buy a new game to a 6 international corporation executive making a huge investment deal. Consumers seek items to satisfy their basic needs and desires. Consumer behavior is much more than studying what consumers buy. It attempts to understand how the decision-making process goes and how it affects consumers' buying behavior. (Solomon 2004, pp. 6-8.)

Marketers study consumers buying patterns to solve where they buy, what they buy and why they buy. However, why consumers buy a specific product is not easy to solve because the answer is locked deep within the consumers' mind. (Kardes et al. 2011, p. 8; Kotler&Armstrong 2010, p. 160.) Generally, consumers can be categorized to individual and organizational consumers. Individual consumers try to satisfy their own needs and wants by purchasing for themselves or satisfy the need of others by buying for them. These individual consumers can come from different backgrounds, ages and life stages. (Kardes et al. 2011, p. 8.)

“Social factors affect consumer behavior significantly. Every individual has someone around influencing their buying decisions. The important social factors are: reference groups, family, role and status.” (Perreau, 2014.)

“Every consumer is an individual, but still belong to a group. The group to which a consumer belongs is called a membership group. This is a direct and simple classification. The second group type is a reference group. The reference group influences the self-image of consumers and consumers’ behavior. The reference group provides some points of comparison to consumers about their behavior, lifestyle or habits. Usually there are many smaller reference groups, which are formed by family, close friends, neighbors, work group or other people that consumers associate with. The groups to which a consumer does not belong yet can also influence. These aspirational groups are groups where a consumer aspires to belong and wants to be part in the future.” (Kotler & Armstrong 2010, p. 164; Khan 2006, p. 58.)

“Consumers’ life style tells how the person lives and spends money. It is combined from earlier experiences, current situation and congenital characteristics. The product choices that consumers make are related to their lifestyle. An individual’s lifestyle consists of different life style dimensions. (Khan 2006, p. 18.) These dimensions are: 1. Activities describe how consumers spends their time, e.g., work, hobbies or vacations. 2. Interests are consumers’ preferences and priorities e.g., family, home or food. 3. Opinions tell how consumers feel about different issues, e.g., themselves, politics or products”. (Plummer 1974, p. 34.)

## **Social media**

Social media as an umbrella term should be explicitly defined, as a starting point towards the effort to achieve an understanding of their effect on consumer behavior. Given the variety of terms used to describe social media, it is not surprising that there is also a lack of a formal, well accepted, definition of social media (Xiang and Gretzel 2010).

Mangold and Faulds (2009) adopt Black Shaw and Nazaro’s (2004) definition of consumer-generated media: “a variety of new sources of online information that are created, initiated, circulated and used by consumers intent on education each other about products, brands, services, personalities and issues.” (Black Shaw and Nazaro 2004, p.2).

Social media may have been affecting decision making processes by acting as a medium for open social interactions between individuals. With social media, the gap between interactions and consumers channel selection can be bridged (Rezaei and Ismail, 2014). In fact, it may also affect individual intentions during daily purchases. Some factors originated from social media may have triggered consumers' purchasing motivation and developed a new consumption pattern online, i.e., the social media purchasing (Atcharyachanvanich and Hitoshi, 2007; Chen, 2014; CNNIC Online Shopping Report, 2014; Hoa, 2014) In details, "social media purchasing consists of two steps: 1) seeking and obtaining product information through social media platforms; and 2) developing purchasing intention or making a purchase." Also, the research suggests that companies are required for being able to effectively understand and manage consumers via social media platforms. Hence, they may understand their consumers' purchase intention.

Online Insiders are very active users on internet and highly influential online shoppers in using different social media to buy and sell (Pookulangara and Koesler, 2011). Usually, consumers' choices are influenced heavily by online brands and consumers can influence each other. This kind of event usually affects the repurchases process as a result. Therefore, Consumers are increasingly turning to social media in order to get more information on which to base their decisions (RAMSUNDER, NOVEMBER, 2011). For instance, it can be noticed that most of the online shoppers tend to be younger, wealthier, better educated, more computer literate and more likely to spend time on internet, and shop online (Levin et al., 2005).

'User Information Satisfaction' as "the extent to which users believe the information system available to them meets their information requirements." Other terms for User Information Satisfaction are "system acceptance" (Igersheim, 1976), "perceived usefulness" (Larcker and Lessig, 1980)

A person's social image is how they are perceived by others in a society. Normally, people try to build more acceptance for themselves by caring about what others think about them. A person's social image is how they are perceived by others in a society. Normally, people try to build more acceptance for themselves by caring about what others think about them. It can also be creation of a virtual existence or presence on the internet and to maintain its standard and portray a virtual persona of a flawless entity whom in any down to earth practical reality does not exist. (Nghialagi 2019).

This part of the literature review discusses different studies conducted on the relationship between social media, consumer behavior and real-estate both in Ethiopia and abroad.

Hensel and Deis (2010) have suggested that marketers must consider all possible avenues to positively use social media to increase advertising and improve marketing. There are benefits, drawbacks, and challenges associated with any social media strategy, and these must be addressed before a specific social media strategy is implemented. Businesses need to assist in facilitating the social media inputs and discussions. In addition, social media strategies should also be used to track a business presence online, and to make sure that clients are not degrading the branding value

Markus and Markus (2010) conducted a study to observe the business effect of various communication channels and the role of other external factors that influence usage of the website. They have used research model such as SEO (search engine optimization) which ensures a top position in search results, and show how the Internet has opened up new opportunities for companies to raise awareness and relevance with target groups of similar needs. It has also been observed that SEM shows approximately three times the conversion success from a registration to a paying membership than TV leads do. However, they suggest that the brand alone cannot be build online you have to go offline as well.

Huseynov and Yildirim (2014) observed Lack of physical interaction is a central impediment to online retail sales. Respondents stated that privacy of personal information and security of financial transactions are their top concerns with using the Internet. The top factors that increase consumer trust levels in online stores are guarantee and insurance policy, security and privacy seals, pictures of products, company address and contact details, necessary details about the company and privacy policy. Descriptive statistics techniques analyzed survey-based data, and the results of the data analysis are presented.

Azenegash Wolde (2019) suggested that with respect of un regulated status of real estate companies, Ayat residential real estate sales has been affected by different variable of social media (IT infrastructure, social computer pressure Innovation management and, Marketing management) and recommended the following points. Ayat residential real estate should take the initiative to massively advertise its home products on social media. Since most of its home buyers give more attention to the social media market presented by the company. There should be established a good

innovative design since as it is seen in the analysis part the web design has got significant effect on the sales volume of Ayat residential real estate company. A special IT infrastructure should be adopted comprehensively on Ayat residential real estate. The Issue of social media has got significant effect on the sales volume of Ayat real estate and the company should take great measure to adhesively use that channel

Kamy Anderson, associated Pro.Profs (2020) defined content marketing as follows “It is a type of marketing that involves the creation and sharing of online material (such as videos, blogs, and social media posts) that does not explicitly promote a brand but is intended to stimulate interest in its products or services”. Today, content marketing is the favorite method of most marketers. It is able to raise brand awareness, build entire communities around a business and, in the end, drive incremental sales. High-quality content has the best effect when it gets distributed over social media. It’s no wonder that many marketers say that social media and content marketing go together like wine and cheese. It takes a bit of time to figure out which types pair best, but once you discover the formula, your audience will start growing like never before.

Edelman (2018) Consumers believe social networks provide a higher value experience compared with other forms of entertainment, according to new research from Edelman. The Trust in the Entertainment Industry survey, now in its fourth year, also reveals that the Internet, as a source of entertainment, is second only to television. The survey of 1,000 18–54-year-olds in the United States and United Kingdom analyzes the issues that influence consumer trust in entertainment companies. In the U.S., there was a dramatic rise among 18–34-year-olds who cite the internet as a form of entertainment, from 27 percent in 2009 to 42 percent in 2010. And 32 percent of 18–54-year-olds look most frequently to the Web for entertainment (compared with 58 percent watching TV). The Internet also ranked second in the U.K., with 30 percent turning to the Web most frequently, compared with 57 percent watching TV. Almost three-quarters (73 percent) of 18–24-year-olds in the U.S. and 61 percent in the U.K. see social networks as a form of entertainment. Fifty percent (US) and 56 percent (UK) of respondents aged 35–49 also consider social networking sites as a form of entertainment. Despite the growth of social entertainment, consumers do not currently identify Internet brands as entertainment companies. While social networking sites may not yet be recognized as entertainment companies, they are leading the way in terms of adding value to the consumer experience of entertainment. The majority of respondents in both the U.S.

and U.K. felt that social networking sites provide better value than music, gaming and television companies.

## 2.3. Conceptual framework and hypothesis of the study

### 2.3.1 Conceptual framework

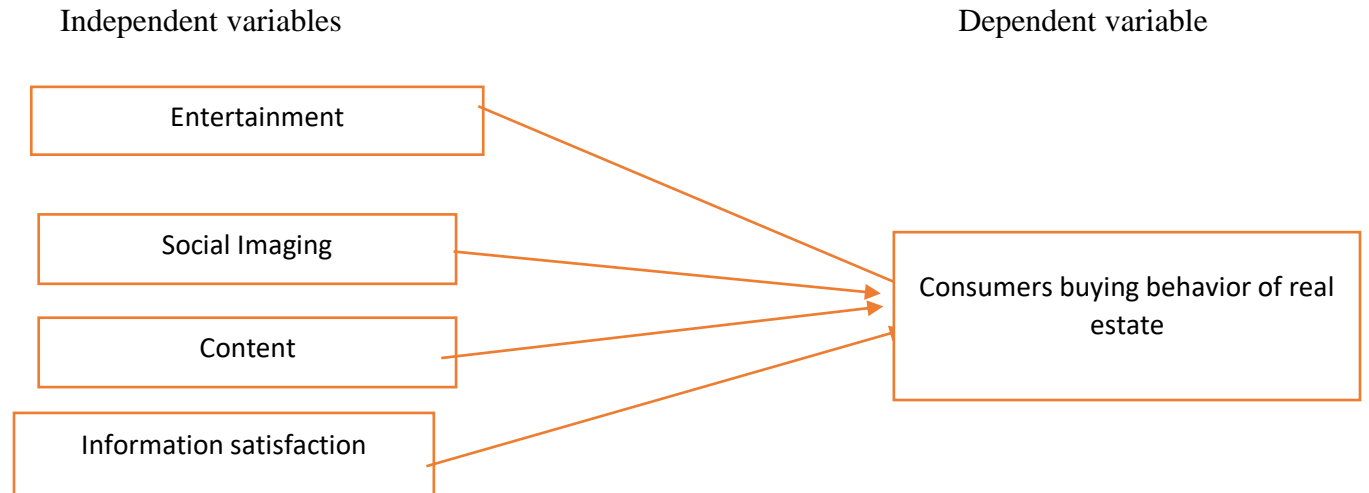


Figure 2.1. Conceptual framework: Source: Own Reperch Model

### 2.3.2 Hypothesis of The Study

H-1: Entertainment has a positive and significant effect on consumer buying behavior of real-estate

H-2: Social imaging has a positive and significant effect on consumer buying behavior of real-estate

H-3: Content has a positive and significant effect on consumer buying behavior of real-estate

H-4: Information satisfaction has a positive and significant effect on consumer buying behavior of real-estate

## **CHAPTER THREE**

### **RESEARCH DESIGN AND METHODOLOGY**

#### **3.1. Introduction**

This chapter includes the study design, research approach, population and sample size, data source and data collection techniques.

#### **3.2. Research approach**

Quantitative data is numbers and statistics. The advantage here is that you can collect and analyses much more information. With good design, that means you can make general statements about what is likely to be true overall. A drawback can be a lack of depth (e.g., reasons why, context, emotions or feelings). Also, it requires mathematical and/or statistical knowledge to be able to analyze the data effectively (Published on April 12, 2019 by Raimo Streefkerk. Revised on February 15, 2021.)

Qualitative data includes words, opinions, thoughts, feelings and behaviors. The advantage is that you get lots of detail about specific cases, people or group. The disadvantages are that you can't make general statements, and that analysis is time-consuming. Some would argue that the analysis is also very subjective, but this depends on your approach. (Published on April 12, 2019 by Raimo Streefkerk. Revised on February 15, 2021.)

Mixed methods mean that you collect both quantitative and qualitative data and analyze both together to answer your question. For instance, say you wanted to know whether parents' feelings about reading with their children affected children's reading scores. You could interview parents, sort them into groups (e.g., confident, mixed feelings, and anxious) and compare the test scores of children whose parents fall into different groups. That would be a good mixed methods design, because you are using the qualitative data to inform the analysis of the quantitative data (known as multistage research design). (Published on April 12, 2019 by Raimo Streefkerk. Revised on February 15, 2021.)

Therefore, the study used quantitative data to study the effects of social media on consumers buying behavior in the case of Real estate.

### **3.3. Research design**

This research applied causal research design. To measure the degree of relationship between variables to answer the research questions on the effect of social medial on consumers buying behavior in the case of Real estate.

Causality studies may be thought of as understanding a phenomenon in terms of conditional statements in the form, “If X, then Y.” This type of research is used to measure what effect specific changes have on existing norms and assumptions. Most social scientists seek causal explanations that reflect tests of hypotheses. Causal effect (nomothetic perspective) occurs when variation in one phenomenon, an independent variable, leads to or results, on average, in variation in another phenomenon, the dependent variable. (June 30, 2020 by Hitesh Bhasin)

### **3.4. Sampling design**

#### **3.4.1. Target Population**

The target population of the study has been social media users that have access to internet. Therefore, the target population of this research has been taken from the city of Addis Ababa from all sub-cities.

#### **3.4.2. Sampling technique**

The sampling technique that has been used for this study is convenience sampling technique. Convenience sampling is defined as a method adopted by researchers where they collect market research data from a conveniently available pool of respondents. It is the most commonly used sampling technique as it’s incredibly prompt, uncomplicated, and economical. In many cases, members are readily approachable to be a part of the sample. (Lewis and Thornhill, 2009).

#### **3.4.3. Sample size**

The sample size is an important feature of any empirical study in which the goal is to make inferences about a population from a sample. In practice, the sample size used in a study is usually determined based on the cost, time, or convenience of collecting the data, and the need for it to offer sufficient statistical power. In complicated studies there may be several different sample sizes: for example, in a stratified survey there would be different sizes for each stratum. In a census, data is sought for an entire population, hence the intended sample size is equal to the population. In experimental design, where a study may be divided into different treatment groups, there may be different sample sizes for each group.(Lewis and Thornhill, 2009)

Sample sizes may be chosen in several ways:

- Using experience small samples, though sometimes unavoidable, can result in wide confidence intervals and risk of errors in statistical hypothesis testing.
- Using a target variance for an estimate to be derived from the sample eventually obtained, i.e., if a high precision is required (narrow confidence interval) this translates to a low target variance of the estimator.
- Using a target for the power of a statistical test to be applied once the sample is collected.
- Using a confidence level, i.e., the larger the required confidence level, the larger the sample size (given a constant precision requirement).

Therefore, after going through the above theories infinite number of people has been used for this specific study, Infinite population is a collection of objects or individuals that are no boundaries or we cannot measure about the total number of individuals in the occupied territories.

The formula for this method is:  $n = \frac{z^2 * p * q}{E^2}$

$$E^2$$

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 = probability of success (assume it is 0.5)

Q= 1-p

$$N = \frac{(1.96)^2 * (0.5 * 0.5)}{(0.05)^2}$$

$$N = 0.9604/0.0025$$

$$N = 384$$

#### **3.4.4. Sampling procedure**

Sampling procedure is choosing part of a population to use to test hypotheses about the entire population. Used to choose the number of participants, interviews, or work samples to use in the assessment process. Since the sample data has been generalized to reflect the population, statistical selection processes of simple random sampling techniques has been used. In a simple random sample, every member of the population has an equal chance of being selected. Your sampling frame should include the whole population. To conduct this type of sampling, we can use tools like random number generators or other techniques that are based entirely on chance. (Lewis and Thornhill, 2009)

#### **3.5. Sources of Data**

Data has been collected from both primary and secondary data sources. Primary data has been collected through structured questionnaire. Secondary data has been collected through books, journals, website and related articles that are related to the study. (Lewis and Thornhill, 2009)

##### **3.5.1. Data Collection methodology**

Data has been collected by using Questionnaires and surveys, and has been collected by researchers directly from main sources via distributing questionnaires. This data collection method has been selected because it is a quick method of data collection and less time consuming. (Lewis and Thornhill, 2009)

#### **3.6. Data Analysis**

The data has been collected from respondents through self-made questionnaire and has been analyzed using SPSS software. Statistical terms such as frequency, mean score has been used to summarize the general information of the respondents and to determine the relationship between the dependent and independent variable. Regression analyses has also been used to answer the research questions. Only questionnaires that are fully completed and returned has been used in the analysis.

The study used the following regression model to study the effect of social media on consumers buying behavior in the case of Real estate.

$$\text{CBB} = \alpha + \beta_1 \text{ent} + \beta_2 \text{soimg} + \beta_3 \text{con} + \beta_4 \text{infsat} + \epsilon$$

Where: -

- Entertainment-ENT
- Social Imaging- SOIMG
- Content-CON
- Information Satisfaction-INFSAT
- Consumer buying behavior-CBB

### **3.7. Reliability and Validity**

Reliability and validity are concepts used to evaluate the quality of research. They indicate how well a method, technique or test measures something. Reliability is about the consistency of a measure, and validity is about the accuracy of a measure. (Saunders, et al., 2009),

#### **3.7.1. Reliability**

Reliability is the extent to which the data collection techniques or analysis procedures will yield consistent findings. (Saunders, et al., 2009), In order to ensure the reliability of the study, a certain number of questionnaires has been distributed randomly and Cronbach's alpha coefficient has been computed. The Cronbach's alpha coefficient is a statistical tool that evaluates the confidence through the inner consistency of a questionnaire. According to Hair, et al., (2010), if  $\alpha$  is greater than 0.7, it means that it has high reliability and if  $\alpha$  is smaller than 0.3, then it implies that there is low reliability.

#### **3.7.2. Validity**

Validity is the extent to which differences found with a measuring instrument reflect true differences among those being tested, (Kothari, 2004). In other words, Validity is the most critical criterion and indicates the degree to which an instrument measures what it is supposed to measure.

In order to ensure the content of validity of the items incorporated in the instrument, relevant literature and similar studies were reviewed to construct the items under each variable. Moreover,

before distributing the questionnaire, the researcher gave the questionnaire to the advisor for constructive comment and necessary corrections were made on the instruments based on the advisors' comments.

### **3.8. Econometrics Assumptions**

Econometric test is done to test whether the sample is consistent with the following assumptions:

1. The model is correctly specified.
2. There is no relationship between independent variables (No multicollinearity).
3. There is no heteroscedasticity
4. There is no autocorrelation

### **3.9. Ethical Consideration**

The researcher Kept privacy of respondent's without mentioning their name or any information that exposed their identity without their knowledge, by taking cautions measure in the data collection process of the questionnaires.

## CHAPTER FOUR

### DATA PRESENTATION AND ANALYSIS

#### Introduction

This chapter presents the finding of the study based on the data collected through questionnaire which includes the demographic profile of the respondents, descriptive analysis, correlation and regression findings are presented and interpreted. Also, the previously identified research questions in chapter one are answered in this chapter.

**Table: 4-1 Response Rate**

Questionnaire	Distributed	Collected	NOT Collected	Discarded	Used for analysis	Response rate
Number of Questioners	384					-
Number of Questionnaires Collected		330				85.94%
Number of Questionnaires Not Collected			54			14.06%
Number of Questionnaires Discarded				64		16.67%
Number of Questionnaires Used for Analysis					320	83.34%

*Source: Own Survey Result (2021)*

From the total 384 questionnaire distributed to the respondents 330 (85.94%) questionnaires were collected and the remaining 54 (14.06%) questionnaires were not collected. Out of 330 collected questionnaires 10 questionnaires were incomplete. From the total questionnaire 320 (83.34%) were used for analysis and the remaining 64 (16.67%) were discarded. According to Willi Mack et al. (2002), response rates for questionnaire surveys of business ranging from 50 to 65 % are significant for further analysis. Therefore, response rate of 83.34% is significant for further analysis.

#### 4.1. Demographic Analysis of the Respondents

Over-all no of 320 participants were collected during the data collection period. The final sample size in this study is 320.

##### 4.1.1. Demographic Characteristics

This segment outlines the findings on the demographic characteristics of the sample, which includes gender, age of the respondent and education level.

**Table 4.2: Participant ‘s demographic profiles**

<b>Demographic characteristics</b>	<b>Description</b>	<b>Frequency</b>	<b>Percentage</b>
Sex	Male	89	27.82
	Female	231	72.18
	<b>Total</b>	<b>320</b>	<b>100.00</b>
Age	18- 25	45	14.06
	26-35	252	78.75
	35-45	23	7.19
	45-55 and above	0	0.00
	<b>Total</b>	<b>320</b>	<b>100.00</b>
Education Level	Primary School	0	0
	Secondary School	0	0
	Diploma	0	0
	First Degree	185	57.81
	Postgraduate	135	42.19
	<b>Total</b>	<b>320</b>	<b>100.00</b>
Occupation (income source)	Government employee	139	43.43
	Private employee	88	27.5
	Merchant	4	1.25
	House wife	0	0.00
	Private work	89	27.82
	<b>Total</b>	<b>320</b>	<b>100.00</b>

Marital states	Single	187	58.44
	Married	133	41.56
	Divorced and widowed	0	0
	<b>Total</b>	<b>320</b>	<b>100.00</b>
Monthly income	Below 10,000	108	33.75
	10,001-20,000	157	49.06
	25,000-30,000	0	0
	Above 30,000	55	17.19
	<b>Total</b>	<b>320</b>	<b>100.00</b>
Sub city	Arada	60	18.75
	Lideta	47	14.69
	Addis ketema	19	5.94
	Kolfe	36	11.25
	Kirkos	9	2.81
	Nifas silk	24	7.5
	Gullele	125	39.06
	<b>Total</b>	<b>320</b>	<b>100</b>

*Source: Own Survey Result (2021)*

Out of the 320 respondents 72.18 % are females. This shows that the majority of the respondents are females.

Regarding age group out of the 320 respondents 78.75% of them are between the ages of 26-35, 14.06 % of them are between the ages of 18-25, 7.19 % of them are between the ages of 36-45. This indicates that the majority of the respondents are between the ages of 26-35.

Concerning education level out of the 320 respondents 57.81 % of them are first degree holders, 42.19 % of them are holders of postgraduate degree. This shows that the majority of the respondents are primary degree holders.

Regarding occupation out of the 320 respondents of 27.82 % them are businesses men, 27.5 % of them are private institution employees, 43.43 % of them are government employees, and 1.25 %

of them are Merchants. This shows that majority of the respondents are employed whether its private or government.

Concerning marital status out of the 320 respondents 58.44 % of them are single, 41.56 % of them are married. This shows that the majority of the respondents are single

Regarding scale of salary, out of the 320 respondents 33.75 % of them maintain an income of 10,000 and below, 49.06 % of them maintain an income between 10,001-20,000 and 17.19 % of them maintain an income of 30,000 and above. This shows that majority of the respondents maintain an income of average salary.

Regarding sub city; out of the 320 respondents 39.06 % of them are from Gullele sub city, 14.69 % of them are from Arada sub city, 14.69 % of them are from Lideta sub city and 11.25 % of them are from Kolfe Keranio sub city, 7.5 % of them are from Nifas silk sub city, 5.94 % of them are from Addis ketema sub city, 2.81 % of them are from Kirkos sub city. This shows that the majority of the respondents are from Gullele sub city.

#### **4.2. Descriptive Analysis**

This part of the chapter deals with the presentation and analysis of respondents. Key items of the questionnaires regarding Entertainment, social imaging, content and information satisfaction were incorporated and presented in a tabular form with detailed explanation.

The descriptive analysis was done using descriptive statistics by computing mean score to get the average response of the respondents for each question. For discussion purpose the mean scores are interpreted as follows.

**Table 4.3: Mean score interpretation**

<b>Mean score</b>	<b>Interpretation</b>
<b>4.51 – 5</b>	Very good/excellent
<b>3.51 – 4.50</b>	Good
<b>2.51 – 3.50</b>	Average/moderate
<b>1.51 – 2.50</b>	Poor
<b>1 – 1.50</b>	Very poor

*Sauce: Norasmah and Sabariah (2011)*

## I. Entertainment

Entertainment is one of the reasons why people go to social media and link in different sites. Entertainment is a form of activity that holds the attention and interest of an audience or gives pleasure and delight. It can be an idea or a task, but is more likely to be one of the activities or events that have developed over thousands of years specifically for the purpose of keeping an audience's attention. (The Oxford English Dictionary (Oxford University Press, 1971, Vol 1 pp. 213–14).

**Table 4.4: Descriptive Statistic for Entertainment**

	<b>Obs</b>	<b>Mean</b>	<b>Standard deviation</b>
Enjoy real estate advertisement on social media	320	3.03	0.890137
Appealing real estate advertisement	320	3.23	0.875887
Log in social media to see real estate advertisement	320	2.05	1.000761
<b>Entertainment mean</b>		2.78	

*Source: Source: Own Survey Result (2021)*

Table 4.4 shows that social media users have a moderate perception with a mean value of 2.78 on the entertainment view of the real estate posts on different social media portals.

## II. Social imaging

The Social Imaging is defined as the technology to identify and represent social behavior. Technologies which visualize biological functions and behaviors that cannot be seen from the outside are called “**imaging**”. For example, in medicine, “**brain imaging**” visualizes the functions of the brain. (Charles Darwin. 1872. The expression of the emotions in man and animals, London, John Murray.)

**Table 4.5: Descriptive Statistic for Social imaging**

	<b>Obs</b>	<b>Mean</b>	<b>Standard deviation</b>
React to real estate advertisement	320	2.70	1.125764
Follow an account that promotes real estate	320	2.67	1.151048
Follow real estate account with many followers	320	2.69	1.179513
Share a real estate market advertisement	320	2.09	1.023432
Read an advertisement with more likes and shares	320	3.34	1.023761
<i>Social imaging mean</i>		2.70	

*Source: Own Survey Result (2021)*

Table 4.5 shows that on average customers of social media users find social imaging moderate with a mean score of 2.70. Table 4.4 also shows that on average of 3.34 social media users read an ad with more likes and shares, but most of the respondents seems to be neutral about most of the questions asked.

### **III. Content**

If you feel content, you're satisfied and happy. Example the content of a book, movie, or song is what it's about: the topic. This word has two main meanings. The first has to do with being pleased and satisfied (feeling content) or making someone else feel happy and at peace with things (contenting them) Content is "something that is to be expressed through some medium, as speech, writing or any of various arts". Content can be delivered via many different media including the Internet, cinema, television, radio, smartphones, audio cds, books, e-books, magazines, and live events, such as speeches, conferences, and stage performances. ("the definition of content". Dictionary.com. *Archived* from the original on 8 March 2016. *Retrieved* 3 May 2018.)

**Table 4.6: Descriptive Statistic for Content of The Message**

	<b>Obs</b>	<b>Mean</b>	<b>Standard deviation</b>
Pay attention to real-estate advertisements	320	2.89	1.174730
Pay due care about the content of real-estate advertisements	320	2.78	1.179210
Click on and read an article about real estate	320	2.81	1.292874
Motivated to read posts about real estate	320	2.86	1.079641
Difficulty focusing while reading articles about real estate	320	2.82	0.860391
Make an effort to evaluate the information about real estate	320	3.69	0.889522
Difficulty to understand contents about real estate	320	2.88	0.962941
<b>Content mean</b>		2.82	

*Source: Own Survey Result (2021)*

A mean score of 2.82 shows that on average social media users do not always get the detail of the content posted on different social media portals. Table 4.6 also shows that social media users exert an effort to evaluate information's posted about real-estate companies to gain some understanding.

#### **IV. Information satisfaction**

Information Satisfaction' as "the extent to which users believe the information system available to them meets their information requirements." Other terms for User Information Satisfaction are "system acceptance" (Igersheim, 1976), "perceived usefulness" (Larcker and Lessig, 1980)

**Table 4.7: Descriptive Statistic for Information Satisfaction**

	Obs	Mean	Standard deviation
Interaction with a real-estate business representative	320	2.81	1.195679
Usefulness of a real-estate post	320	3.29	0.955203
Preference of media search	320	2.88	0.835702
Sufficient information	320	2.58	0.846292
Easy accessibility of information	320	2.65	1.186101
Updated information	320	2.88	0.899170
Ease access of posts	320	2.75	0.941989
Believable and trust worthy information	320	3.04	0.935576
Followable options	320	2.70	1.016730
<b>Information satisfaction mean</b>		2.85	

*Source: Own Survey Result (2021)*

Table 4.7 shows that social media users find posts that explain or promote a real-estate business useful, with mean scores of 3.29 and also believe that the information posted about the real estate market is trustworthy with a mean score of 3.04, respectively. In addition, the overall mean score of 2.84 shows that on average social media users feel moderate about most the information they get from posts on social medias.

## **V. Consumer buying behavior**

Consumer behavior studies individuals and groups when they select, purchase, use and dispose products, ideas, services or experiences. There is a huge variety of consumers from a small child asking mom to buy a new game to a 6 international corporation executive making a huge investment deal. Consumers seek items to satisfy their basic needs and desires. Consumer behavior is much more than studying what consumers buy. It attempts to understand how the decision-making process goes and how it affects consumers' buying behavior. (Solomon 2004, pp. 6-8.)

**Table 4.8: Descriptive Statistic for consumer buying behavior**

	Obs	Mean	Standard deviation
Influences on buying behavior	320	2.10	0.901816
Buying decision made based on social media	320	3.05	1.000151
Advertisement reference on social media	320	3.41	0.773329
Recommendation of social media	320	3.46	1.094906
Discussion of social media	320	3.45	1.097654
<b>Consumer buying behavior mean</b>		3.09	

*Source: Own Survey Result (2021)*

Table 4.8 shows that on average social media users are moderate about the influence that social media has on their real estate buying decisions with a mean score of 3.09.

#### **4.3. Reliability Test**

The study used Cronbach's alpha to test reliability of both the dependent and independent variables. The result of the coefficient alpha for this study 's instrument of entertainment (0.810), social imaging (0.826), content (0.853), information satisfaction (0.889) and consumer buying behavior (0.833) indicate the scale is acceptable for further analysis. A Cronbach's alpha score of greater than 0.7 is considered acceptable (Mohsen T. &Reg D., 2008).

**Table 4.9: Reliability test for service quality**

Variables	No of items	Cronbach's Alpha
Entertainment	3	0.810
Social imaging	5	0.826
Content	7	0.853
Information satisfaction	9	0.889
Consumer buying behavior	3	0.833

*Source: Survey result (2020)*

#### 4.4. Correlation Analysis

Pearson correlation analysis is conducted to analyze the strength of correlation between consumers buying behavior and impact of social media. This coefficient can take on any value between 1 and -1. A value of 1 represents a perfect positive correlation where as a value of -1 represents a perfect negative correlation (Saunders, L. & Thornhill A, 2009). Furthermore, according Robson C. (2002) correlation coefficients are further classified in detail as follows:

- 0.00 - 0.19 - slightly/negligibly correlated
- 0.20 - 0.39 - weakly correlated
- 0.40 - 0.69 - moderately correlated
- 0.70 - 0.89 - highly correlated
- 0.90 - 1.00 - very high correlated
- 1.00 - perfectly correlated

**Table 4.10: Correlation table**

*Source: Survey result (2021)*

Correlations						
		Entertain ment	Social imaging	Content	Information satisfaction	Consumer buying behavior
Entertainment	Pearson Corr.	1				
	Sig. (2-tailed)					
Social imaging	Pearson Corr.	.698**	1			
	Sig. (2-tailed)	.000				
Content	Pearson Corr.	.769**	.692**	1		
	Sig. (2-tailed)	.000	.000			
Information satisfaction	Pearson Corr.	.590**	.707**	.679**	1	
	Sig. (2-tailed)	.000	.000	.000		
Consumer buying behavior	Pearson Corr.	.239**	.376**	.347**	.101	1
	Sig. (2-tailed)	.000	.000	.000	.071	
	N	320	320	320	320	320
**. Correlation is significant at the 0.01 level (2-tailed).						

According to the table, Entertainment (0.239) and social imaging (0.376) respectively has a weak but positive correlation with consumer buying behavior. Content (0.347) has also weak correlation with consumer buying behavior. Likewise, Information satisfaction (0.101) has a slight but positive correlation with consumer buying behavior.

#### **4.5. Regression Analysis**

##### **4.5.1. Testing Assumptions of Classical Linear normality test**

###### **Test for average value of the error term is zero ( $E(u_t) = 0$ ) assumption**

The first assumption required is that the average value of the errors is zero. In fact, if a constant term is included in the regression equation, this assumption will never be violated. Therefore, since the constant term (i.e.,  $\alpha$ ) was included in the regression equation, the average value of the error term in this study is expected to be zero.

###### **4.5.2. Test For Absence of Series Multicollinearity Assumption**

This assumption is concerned with the relationship exist between explanatory variables. If an independent variable is an exact linear combination of the other independent variables, then we say the model suffers from perfect collinearity, and it cannot be estimated by OLS (Brooks, 2008). Multicollinearity condition exists where there is high, but not perfect, correlation between two or more explanatory variables (Cameron and Trivedi 2009; Wooldridge 2006). According to Churchill and Iacobacci (2005), when there is multicollinearity, the amount of information about the effect of explanatory variables on dependent variables decreases. According to Gujarati (2004), the standard statistical method for testing data for multicollinearity is analyzing the explanatory variables correlation coefficients (CC); condition index (CI) and variance inflation factor (VIF). Therefore, in this study VIF of all independent variables shows a maximum of 2.237 which makes it free from multicollinearity.

###### **4.5.3. Test For Absence of Series Heteroskedasticity Assumption**

A Breusch-Pagan / Cook-Weisberg test for heteroskedasticity was used and a p value of 0.326 was obtained, which means that the data is free of heteroskedasticity.

#### 4.5.4. Test for absence of Autocorrelation

A Durbin-Watson test for autocorrelation was used and a p value of 0.000 was obtained, which means that the data is a positive autocorrelation.

#### 4.6. Results of Regression Analysis

In order to answer the research questions simple classical linear regression model (CLRM) is employed. This is because if the assumptions hold true, then the estimators determined by the model will have a number of desirable properties, and are known as Best Linear Unbiased Estimators (BLUE) (Brooks, 2008).

On the regression outputs the beta coefficient may be negative or positive; beta indicates that each variable's level of influence on the dependent variable. P-value indicates at what percentage or precession level of each variable is significant. Adjusted R<sup>2</sup> value indicates the explanatory power of the model (Brooks, 2008).

This paper used a regression model to study the effect of social media on consumers buying behavior. The model was regressed and results are discussed as follows.

**Model:**  $CBB = \alpha + \beta_1ent + \beta_2soimg + \beta_3con + \beta_4infsat + \epsilon$

**Table 4.11: Regression analysis**

Source	SS	Df	MS	Number of respondents = 320
Model	160.953	4	40.238	R-squared =0.480
Residual	174.019	315	0.552	Adj R-squared = 0.474
Total	334.972	319		

	<b>Coef.</b>	<b>Std. Err</b>	<b>T</b>	<b>P&gt;1</b>
Entertainment	.234	.169	3.570	.000***
Social imaging	.458	.066	7.472	.000***
Content	.050	.061	0.983	.326
Information satisfaction	.096	.051	1.931	.054**
_constant	1.005	.050	5.954	.000

*Source: Survey result (2021)*

**Note:** the starred coefficient estimates are significant at the 1 % (\*\*\*) and 10% (\*\*) level.

According to Table 4.11 the adjusted R-squared is 0.480 which means that 48.00 % of the total variation on consumers buying behavior is caused by a change in the explanatory variables taken altogether. A p value of 0.000 indicates that the model is good fit at 1 % level of significance.

Table 4.11 also shows that entertainment and social imaging are significant at 1 % level significance with a p-value of 0.000 and 0.000, respectively. The regression table also shows that information satisfaction is significant at 10 % level significance with a p-value of 0.054. However, as to table 4.11, content is insignificant with a p-value of 0.326.

Moreover, a coefficient of 0.234 for entertainment means that a 1 % increase in consumers' perception of entertainment will lead to a 23.4 % increase in effect of social media on consumers buying behavior. Similarly, a coefficient of 0.458 for social imaging means that a 1 % increase in consumers' perception of social image will lead to 45.8 % increase in effect of social media on consumers buying behavior. Also, a coefficient of 0.096 for information satisfaction means that a 10 % increase in consumers' perception of content will lead to a 9.6 % increase in effect of social media on consumers buying behavior.

In contrary although there is a positive relationship between content and consumers buying behavior with a coefficient of 0.05, it does not necessarily mean that an increase in customers perception of content will lead to an increase in an effect of social media on consumers buying behavior, since the p value for it is 0.326 which is insignificant.

## **4.7. Discussion of the Regression Results**

### **H1: Entertainment has a positive and significant effect on consumer buying behavior**

According to table 4.11 entertainment has a positive and significant effect on consumers buying behavior with a p-value of 0.000 (1% level of significance) and a coefficient of 0.234.

This means that other things remaining constant a 1% increase in consumers' overall perception of entertainment has a 99% probability of increasing the effect of social media on buying behavior of consumer by 23.4%.

Similarly, Markus and Markus (2010), Huseynov and Yıldırım (2014), Hensel and Deis (2010), Kamy Anderson, associated Pro.Profs (2020), Azenegash Wolde (2019and Edelman (2018) have concluded that entertaining part of social media has a positive and significant effect on consumers buying behavior.

### **H2: Social imaging has a positive and significant effect on consumer buying behavior.**

According to table 4.11 social imaging has a positive and significant effect on consumers buying behavior with a p-value of 0.000 (1% level of significance) and with a coefficient of 0.458

This indicates that other things remaining constant a 1% increase in consumers' overall perception of content of social media posts a 99% probability of increasing customers' satisfaction by 45.8%.

Also, Markus and Markus (2010), Huseynov and Yıldırım (2014), Hensel and Deis (2010), Kamy Anderson, associated Pro.Profs (2020), Azenegash Wolde (2019and Edelman (2018) have concluded that social imaging part of social media has a positive and significant effect on consumers buying behavior.

### **H4: Information satisfaction has a positive and significant effect on consumer buying behavior**

According to table 4.11 information satisfaction has a positive and significant effect on customer satisfaction with a p-value of 0.054 (10% level of significance) and a coefficient of 0.096.

This indicates that other things remaining constant a 10 % increase in consumers' overall perception of information satisfaction of the posts on social media a 99% probability of increasing customers' satisfaction by 9.6%.

Likewise, Markus and Markus (2010), Huseynov and Yildirim (2014), Hensel and Deis (2010), Kamy Anderson, associated Pro.Profs (2020), Azenegash Wolde (2019and Edelman (2018) have concluded that information satisfaction part of social media has a positive and significant effect on consumers buying behavior.

**Table 4-12: Summary of Hypothesis of the study**

Hypothesis of the study	$\beta$ Value	P-Value	Result Decisions
<b>H-1:</b> Entertainment has a positive and significant effect on consumer buying behavior	.234	P=.000, P<.05	Accepted
<b>H-2:</b> Social imaging has a positive and significant effect on consumer buying behavior	.458	P=.000, P<.05	Accepted
<b>H-3:</b> Content has a positive and insignificant effect on consumer buying behavior	.050	P=.326, P>.05	Rejected
<b>H-4:</b> Information satisfaction has a positive and significant effect on consumer buying behavior	.096	P=.054, P<.05	Accepted

## CHAPTER FIVE

### SUMMARY, CONCLUSION AND RECOMMENDATION

#### 5.1. Introduction

This chapter is deliberating summary of the data presented above, conclusions made based on the above discussions and recommendations.

#### 5.2. Summary of Findings

The purpose of this study was to study the effect of social media on consumers buying behavior in the case of real-estate. 384 questionnaires were distributed and 320 were found to be eligible for further study. Data was presented by using descriptive statistics, correlation and regression analysis.

Out of the 320 respondent's majority 72.18 % of them were female. Regarding age group the majority age group was between the ages of 25 – 35 with a percentage of 78.75 %. Concerning education level, the majority of the respondents were first degree graduates with a percentage of 57.81 %. Regarding occupation respondents were moderately distributed into business men, government employees and private institutions employees. Most respondents were from Gullele sub city with a percentage of 39.06 %. Most of the respondents are single with a percentage of 58.44 %.

The descriptive statistics for the independent variables show that most customers reported that social media entertaining, useful and easily reachable source of information for accessing social media advertisement. The frequencies of responses towards the three independent variables (entertainment, social imaging and information satisfaction) and the dependent variable (consumer buying behavior) show the positive or confirmation answers on the questionnaires.

From the distributed questionnaires it was gathered that social media users have a good perception towards posts and messages about real estate social media regarding entertainment, information satisfaction and social imaging. On the other hand, they have a poor perception towards contents.

Hence, based on the discussion made in previous chapters it is concluded that out of the four social media variables entertainment, social imaging at 1% and information satisfaction at 10% level of

significance have positive effect on consumers buying behavior. On the other hand, content has insignificant effect on customer buying behavior.

### **5.3. Conclusions**

As conducted from this study real estate customers showed that they prefer social media channels rather than other advertisement channels. consumers choose to use social media as to its availability and affordability and also its entertaining and informativeness elements i.e., using social media is easier than other advertisement channels to communicate with the consumers. Industries in the real estate sector are encouraged by social media experts to have a presence across various social medium; however, different channels lead to different forms of use among individuals. A study that takes into attention the vast number of differences between the major social media networks and watches how users engage with them over the passage of time would be very valuable in this area of research.

### **5.4. Recommendation**

As this study results show consumers buying behavior in the case of real estate market has been affected by the mentioned variable of social media (entertainment, social imaging, content and information satisfaction) based on this the researcher would like to recommend the few points.

- Real estate companies should Use the Right Real Estate Hashtags to Optimize their Content. This Hashtags are often misinterpreted as a tactic with the sole purpose to increase likes on a social media post. While hashtags do bring more engagement to content, they also facilitate discovery on social media. They are an avenue for potential customers to find the best real estate brand.
- Real estate companies should Include Realtor Quotes in Content Strategy this quotes and testimonials are a great thing to include, and a way to improve the overall content strategy
- Real estate companies should Utilize the Best Social Media Tools for their real Estate Business maximizing their efficiency.
- Real estate companies should Collect Reviews that have positive feed backs and write on social media platform so that it will be valuable.
- The real estate companies should hire professionals in the sector of social media handling to have a better outcome of the opportunity since the consumers prefer social media.

- Real-estate companies should continue on sending out complete and more data-based information about the real estate property they provide to satisfy their consumers to penetrate the market competition.
- In a distinct case this companies should make their posts more entertaining in their own unique way and make the viewers feel that they belong to a certain group of people in their own class.
- Regarding social imaging real estate companies should take different measures to different groups of people to have a better outreach throughout social media.
- In general, the Subject of social media has got significant effect on the real estate market therefore the companies should take great measure to adhesively using those channels.

### **5.5. Implication of Future Research**

The results obtained from this study can be considered as a fundamental groundwork to future research. The study is conducted on social media users and its effect on their buying behavior in Addis Ababa. Future researchers who want to investigate in similar area may include other geographical areas as well. Moreover, future studies may consider other variables or use a different model.

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## **Annex I: Questionnaire**

### **Questionnaire on Social Media Marketing**

Addis Ababa University

School of commerce

#### **Masters of Marketing Management Program**

*Dear respondents,*

This Questionnaire is designed to collect primary data on a research topic entitled ““The effect of social media on consumers buying behavior in Addis Ababa: in case of real estates “for the partial fulfillment of the Masters (MA) in Marketing Management at Addis Abba a university. The questionnaire is structured under three Parts: Part-I: general information; Part-II- Basic information on Social Media Marketing; Part-III - consumers buying behavior. Filling the questionnaire doesn’t take you more than 20 Minutes. The data collected has been used only for academic purposes and is strictly confidential. You are kindly requested to fill each part of the questionnaire completely with care, honesty and due attention. You are not Required to write your Name.

With Kind Regards (Bethel Tehone)

Mobile Number (0936155303)

## Part I: Demographic Questions

Direction: Please select an option by encircling the appropriate number against each question.

1. Sex:

1. Male                      2. Female

2. Please indicate your age:

1. 18-25              2. 26-35              3. 36-45              4. 46-55              5. 56-65              6. 66+

3. Educational level:

1. No education    4. College Diploma  
2. Primary education    5. First Degree  
3. Secondary education    6. Postgraduate Degree

4. Marital status

1. Married                      2. Single                      3. Divorced                      4. Widowed

5. Income source

1. Private work              2. Private employee              3. Merchant                      4. House wife 5.  
Government employee

6. Monthly income level

1. Below 10,000  
2. From 10,001 to 20,000  
3. From 25,001 to 30,000  
4. Above 30,000

7. Sub city

1. Arada    2. Lideta    3. Addis Ketema    4. Kolfe Keranio    5. Kirkos    6. Bole  
7. Nifas Silk Lafto    8. Lemi Kura    9. Gullele    10. Yeka    11. Akaki Kalitiy

## Part II: Social Media Component

Direction: Please rate the following statements related to each construct encircling the appropriate number against each question. Where SDA=strongly disagree, DA=Disagree, N=Neutral; A=Agree; SA=Strongly Agree.

S.No.	Statements	SD A	D A	N	A	SA
Entertainment						
1.	I enjoy reading to real estate advertisements on social media	1	2	3	4	5
2.	I find real estate advertisements posted on social media to be appealing	1	2	3	4	5
3.	I log in (sign in) to social media to view real estate advertisement posts	1	2	3	4	5
Social Imaging						
4.	I “liked” a page on a social media that specifically promotes a real-estate business	1	2	3	4	5
5.	I follow an account on social media that promotes a real-estate business	1	2	3	4	5
6.	I prefer to follow a real estate page that already has many followers than that of with few followers	1	2	3	4	5
7.	I mostly ‘share’ advertisements made on social media about real estate markets	1	2	3	4	5
8.	I am inclined to read to ad advertisements with many ‘likes’ and ‘shares’ than that of with few ‘likes’ and ‘shares’	1	2	3	4	5
Content						
9.	I pay attention to real-estate advertisements on social Media	1	2	3	4	5
10.	I pay due care about the content of advertisements on social Media websites made by real estate companies or agents	1	2	3	4	5
11.	I click on and read an article that was posted by a real estate agency	1	2	3	4	5

12.	I am motivated to read social media posts by a real estate agency regarding the real estate market	1	2	3	4	5
13.	I find it difficult to focus while reading articles about the housing market	1	2	3	4	5
14.	I exert much effort to evaluate the information posted by real estate companies	1	2	3	4	5
15.	I find the contents posted on social medias about the real estate market (i.e., current market rates, re-sale tips, etc.) Difficult to understand.	1	2	3	4	5
Information satisfaction						
16.	I have interacted with a real-estate business representative on social media	1	2	3	4	5
17.	I find posts that explain or promote a real-estate business useful	1	2	3	4	5
18.	I would prefer to research real estate leads on my own, instead of reading a concise post by a real estate agency on social	1	2	3	4	5
19.	I find information posted on social medias about the real estate market to be sufficient on its own.	1	2	3	4	5
20.	I can access any information on the real estate market easily using social media.	1	2	3	4	5
21.	I can find updated information on the real estate market using social media	1	2	3	4	5
22.	I can access posts made on the real estate market in the past with ease.	1	2	3	4	5
23.	I believe the information posted about the real estate market is trustworthy	1	2	3	4	5
24.	I find information about the housing market and real estate options easy to follow	1	2	3	4	5

### Part-III: Consumers Buying Behavior

Direction: Please rate the following statements related to consumer buying behavior by encircling the appropriate number against each question. Where SDA=1, DA=Disagree, N=Neutral; A=Agree; SA=Strongly Agree.

IV.	Statements	SDA	DA	N	A	SA
25.	Social Media influences my buying decisions	1	2	3	4	5
26.	I have made a residential real estate purchase in the past five years based on information gathered from social media	1	2	3	4	5
27.	I refer to advertisements made on social media to make purchases	1	2	3	4	5
28.	I recommend others to refer to social media advertisements when making purchases	1	2	3	4	5
29.	I discuss with others about advertisements made on social media	1	2	3	4	5

**Thank you for Filling the Questionnaire!!!**

በማህበራዊ ሚዲያ ግብይት ላይ መጠይቅ  
አዲስ አበባ ዩኒቨርሲቲ  
የንግድ ትምህርት ቤት  
ሁለተኛ ዲግሪ የግብይት አስተዳደር ፕሮግራም

**ውድ ምላሽ ሰጪዎች**

ይህ መጠይቅ በምርምር ርዕስ ላይ ዋና መረጃን ለመሰብሰብ የታቀደ ነው። ““ ማህበራዊ ሚዲያ በአዲስ አበባ ውስጥ በተገልጋዮች ግዥ ባህሪ ላይ የሚያሳድረው ተጽዕኖ ፣ በሪልቲቴት ውስጥ”” በአዲስ አበባ ዩኒቨርሲቲ ግብይት ማኔጅመንት ውስጥ ማስተርስ (ኤምኤ) በከፊል ለመሟላት የተዘጋጀ መጠይቅ። መጠይቁ በሶስት ክፍሎች የተዋቀረ ነው። ክፍል-I: አጠቃላይ መረጃ; ክፍል-II- በማህበራዊ ሚዲያ ግብይት ላይ መሠረታዊ መረጃ; ክፍል-III - ሽማግሌዎች በግብር የሚያሳዩት ባህሪ ። መጠይቁን መሙላት ከ 20 ደቂቃዎች በላይ አይወስድዎትም። የተሰበሰበው መረጃ ለአካዳሚክ ዓላማ ብቻ የሚያገለግል ሲሆን በጥብቅ ሚስጥራዊ ነው እያንዳንዱን መጠይቅ ክፍል በጥንቃቄ ፣ በሐቀኝነት እና ተገቢውን ትኩረት ሙሉ በሙሉ እንዲሞሉ በአክብሮት ተጠይቀዋል ስምዎን እንዲጽፉ አይገደዱም።

ከሰላምታ ጋር (ቤቴል ተሆነ)  
የተንቀሳቃሽ ስልክ ቁጥር (0936155303)



**ክፍል II: ማህበራዊ ሚዲያ አካል**

መመሪያ-አባባዎን ከእያንዳንዱ ጥያቄ ጋር ተገቢውን ቁጥር ከበው እያንዳንዱ ጥያቄ ጋር የተያያዙ የሚከተሉትን መግለጫዎች ደረጃ ይስጡ። SDA = በጥብቅ አልስማማም ፣ DA = አልስማማም ፣ N = ገለልተኛ; A = እስማማለሁ; SA = በጣም እስማማለሁ።

ተራ ቁጥር	መግለጫዎች	SD A	D A	N	A	SA
<b>I. መዘናኛ</b>						
1	በማህበራዊ አውታረ መረቦች ላይ ስለሪል እስቴት ማስታወቂያዎች በማንበብ ደስ ይለኛል					
2	በማህበራዊ አውታረ መረቦች ላይ የተለጠፉ የሪል እስቴት ማስታወቂያዎች አስደሳች ሆነው አግኝቻቸዋለሁ					
3	የሪል እስቴትን የማስታወቂያ ልጥፎችን ለማየት ወደ ማህበራዊ አውታረመረብ (በመለያ በመግባት) እገባለሁ					
<b>II. ማህበራዊ ኢሜጂንግ</b>						
4	በተለይም የሪል እስቴትን ንግድ የሚያስተዋውቅ ማህበራዊ አውታረመረቦችን ገጽ “ወድጄላቸዋልሁ”					
5	የሪል እስቴትን ንግድ የሚያስተዋውቅ ማህበራዊ አውታረመረቦችን እከተላለሁ					
6	ጥቂት ተከታዮች ካሉበት ቀድሞ ብዙ ተከታዮች ያሉት የሪል እስቴት ገጽን መከተል እመርጣለሁ					
7	እኔ ስለ <ሪል እስቴት> ገበያዎች በማህበራዊ አውታረመረቦች ላይ የተደረጉ ማስታወቂያዎችን በአብዛኛው <share> አደርጋለሁ					
8	ከጥቂት <መውደዶች> እና <share>ያለው ማስታወቂያ ይልቅ ብዙ <መውደዶች> እና <share> ያገኘ ማስታወቂያ ለማንበብ ፍላጎት አለኝ ::					

III. ይዘት						
9	በማህበራዊ ሚዲያ ድርጣቢያዎች ላይ ለሪል እስቴት ማስታወቂያዎች ትኩረት እስጣለሁ					
10	በማህበራዊ ሚዲያ ላይ ስለ ሪል እስቴት ማስታወቂያዎች ይዘት ተገቢውን ትኩረት እስጣለሁ					
11	በሪል እስቴት ኤጀንሲ የተለጠፈ አንድ መጣጥፍ አነባለሁ					
12	በሪል እስቴት ኩባንያዎች ወይም ወኪሎች የተሠሩ የሪል እስቴት ማስታወቂያዎች በማህበራዊ ሚዲያ ድርጣቢያዎች የሪል እስቴት ገበያን በተመለከተ በሪል እስቴት ኤጀንሲ ገጾች አማካይነት ማህበራዊ ሚዲያ ልጥፎችን ለማንበብ አነሳሳለሁ					
13	ስለ ቤት ገበያ የሚጠቅሱ መጣጥፎችን ሳነብ ማተኮር ይከብደኛል					
14	በሪል እስቴት ኩባንያዎች የተለጠፉትን መረጃዎች ለመገምገም ብዙ ጥረት አደርጋለሁ					
15	ስለ ሪል እስቴት ገበያ (ማለትም ፣ የወቅቱ የገበያ ዋጋዎች ፣ የሽያጭ ምክርቶች ፣ ወዘተ) በማህበራዊ ሚዲያዎች ላይ የተለጠፉትን ይዘቶች ለመረዳት አስቸጋሪ ሆኖ አግኝቻለሁ።					
IV. የመረጃ እርካታ						
16	በማህበራዊ አውታረመረቦች ውስጥ ከሪል እስቴት ንግድ ተወካይ ጋር ተገናኝቻለሁ					
17	ስለ ሪል እስቴት ንግድ የሚያስረዱ ወይም የሚያስተዋውቁ ልጥፎችን ጠቃሚ ሆኖ አግኝቻለሁ					
18	በሪል እስቴት ኤጀንሲ የተሰጠው አጭር ጽሑፍ በማህበራዊ አውታረመረቦች ከማንበብ ይልቅ በሪል እስቴት ላይ የራሴን ጥናት ማድረግ እመርጣለሁ ።					
19	ስለ ሪል እስቴት ገበያ በማህበራዊ ሚዲያዎች ላይ የተለጠፈ መረጃ በራሱ በቂ ሆኖ አግኝቻለሁ ።					
20	ማህበራዊ መረጃዎችን በመጠቀም በሪል እስቴት ገበያ ላይ ማንኛውንም መረጃ በቀላሉ ማግኘት እችላለሁ ።					
21	ማህበራዊ ሚዲያዎችን በመጠቀም በሪል እስቴት ገበያ ላይ ጊዜውን የጠበቀ መረጃ ማግኘት እችላለሁ					
22	ከዚህ በፊት በሪል እስቴት ገበያ ላይ የተሰሩ ልጥፎችን በቀላሉ ማግኘት እችላለሁ ።					

23	ስለ ሪል እስቴት ገበያው የተለጠፈው መረጃ እምነት የሚጣልበት ነው ብዬ አምናለሁ					
24	ስለ የቤት ገበያ እና ስለ ሪል እስቴት አማራጮች መረጃ ለመከተል ቀላል ሆኖ አግኝቻለሁ					

**ክፍል-ሶስት-የሽማግሌት የግዥ ባህሪ**

መመሪያ-አባክዎ በእያንዳንዱ ጥያቄ ላይ ተገቢውን ቁጥር በመክበብ ከሽማግሌት ግዢ ባህሪ ጋር የተዛመዱ መግለጫዎች ደረጃ

ይሰጡ። SDA = በጥብቅ አልሰማግም ፣ DA = አልሰማግም ፣ N = ገለልተኛ; A = እስማማለሁ; SA = በጣም እስማማለሁ።

IV.	የሽማግሌት የግዥ ባህሪ	SDA	DA	N	A	SA
25	ማህበራዊ ሚዲያ በግዢ ውሳኔዎቼ ላይ ተጽዕኖ ያሳድራል					
26	ባለፉት አምስት ዓመታት ከማህበራዊ አውታረመረቦች በተሰበሰበው መረጃ መሠረት የመኖሪያ ሪል እስቴትን ገዝቻለሁ					
27	ግዢዎችን ለማድረግ በማህበራዊ አውታረመረቦች ላይ የተደረጉ ማስታወቂያዎችን እጠቅሳለሁ					
28	ሌሎች በሚገዙበት ጊዜ ወደ ማህበራዊ ሚዲያ ማስታወቂያዎች እንዲመለከቱ እመክራለሁ					
29	በማህበራዊ አውታረመረቦች ላይ ስለተደረጉ ማስታወቂያዎች ከሌሎች ጋር እወያያለሁ					

መጠይቁን ስለሞሉ አመሰግናለሁ!!!