



Addis Ababa University
School of Commerce
Graduate Program

Marketing Management

Department

**THE IMPACT OF SOCIAL MEDIA MARKETING
ON CONSUMERS PURCHASE INTENTION
THE CASE OF HEINEKEN
BREWERIES S.C
ETHIOPIA**

A research project Submitted to the School of Graduate Studies of Addis Ababa University school of commerce in Partial Fulfillment of the Requirement for the Award of Masters of Arts in Marketing Management

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May, 2018

Letter of Certification

This is to certify that Tsehay Abebe carried out his project on the topic entitled “**The impact of Social Media Marketing on consumers' purchase intention: the case of Heineken Breweries Ethiopia**”. This work is original in nature and is suitable for submission for the award of Masters of Marketing Management.

Advisor: Dr. Temesgen Belayneh

Date: _____

THE IMPACT OF SOCIAL MEDIA MARKETING ON
CONSUMERS PURCHASE INTENTION: THE CASE OF
HRINEKEN BREWERIES S.C ETHIOPIA

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Declaration

I, TsehayAbebe, hereby declare that the thesis worked in titled " The Impact of Social Media Marketing on Consumers Purchase intention: Case of Heineken Breweries S.C. Ethiopia". Submitted by me for the award of Masters of Social Science Degree in Marketing Management from Addis Ababa University School of Commerce at Addis Ababa. This study is my original work and it has not been presented for the award of any other Degree, Diploma, Fellowship or other similar titles of any other University or Institution.

Place: Addis Ababa University, Ethiopia

Date: May 2018

Signature: _____

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Acknowledgement

First and foremost, I would like to thank God for his love,mercyguidancethroughout my life.

Secondly, I would like to express my deepest appreciation to those who provided me the possibility to complete this report. A special gratitude should go to my advisor Dr.Temesgen Belayneh whose contribution in stimulating suggestions and encouragement helped me to coordinate my project and write this research report.

I would like to thank my good friend Dr. Deribsa Abate for his brilliant comments and suggestions.

I would also like to thank my friends and colleagues for their genuine suggestions, material support and cooperation.

Special thanks should go to a young entrepreneur called Satta Abraham, without his assistance it would have been difficult to accomplish this project on time.

Last but not least, I would like to give my gratitude to my family members for providing me with moral, financial and material support while I was working on this project.

Abstract

In traditional marketing, a gap exists between buyer and seller. The ways to reach the buyer are very expensive and inefficient. As studies have shown Social media has a capacity to fill this gap because one can reach millions of buyers with a single click. (Bernie Borges, 2009)

In social media settings, consumers provide online feedback about products/services, and this feedback is visible to other agents, including other consumers, channel partners, competitors, and investors.

According world internet users, December 2017, report Ethiopia has about 16.5 million internet users. This population can be reached through social media. So social media marketing is a great tool to reach a number of potential customers.

The objective of this study is to get answers for the questions like "what impact does social media marketing has on consumers' purchase intention?" using the independent variables: electronic word of mouth, online communities, online advertisement and a dependent variable consumers purchase intention.

To administer this study the researcher used quantitative approach and descriptive survey with explanatory design plus cross-sectional approach. The data were collected using a broad survey closed -ended questionnaire with Likert-Scale and single choice items .

The target population of the study include Heineken breweries' products consumers of Addis Ababa who are social media users. The number of total population for this study is unknown due to its dynamic and complex nature which increases on a daily basis. Thus, the sampling of the population could not be random. It is purposive or convenient sampling and the data is non-parametric. To decide the sample size, the researcher used the standard recommendation of Corebetta (2003) for infinite or unknown population sample size of 385. Nevertheless, the researcher distributed questionnaires for 500 respondents to get a better representative for the target population and ended up with 430 respondents which about 12% above the standard size.

The questionnaire was distributed online via Google forms and in person using printed questionnaires. The reliability of the questionnaire items were tested before starting the survey using Guttman-Split half method, and some corrections were taken on the items before starting the survey. The research used Excel Spread Sheet and SPSS version 20. Besides, normality distribution of the variables was checked using Koolmogorov-Smirnov test(KS-test) and the hypotheses validity is tested using Linear regression coefficient of non-parametric statistic.

Major findings of the study are:- Face book is the most popular SM platform by the respondents. But most of the respondents do not follow SM pages of Heineken breweries Ethiopia. Among traditional advertising mediums, TV is the most popular medium having nearly half(47%) of the respondents. Regarding SM, again about 47% of the respondents prefer it as compared to traditional mediums, and about 27% of the respondents believe that SM and traditional media complement each other. SM is a great motivation towards the use of internet and this might have been a major reason for the increasing of internet users of the respondents in particular Addis Ababa in general.

The result of testing hypotheses of the null hypotheses is partially rejected and partially accepted. This shows that the practiced of Social Media Marketing on Consumers Purchase Intention at Heineken breweries is at very low level than it is supposed to be.

Key words: *Social media, Social media marketing, Purchase intention*

Acronyms

SM:	Social Media
SMM:	Social Media Marketing
ICT:	Information Communication Technology
SEO:	Search Engine Optimization
SMO:	Social Media Optimization
RSS:	Rich Site Summary
E-WOM:	Electronic Word Of Mouth
UGT:	Uses and Gratification Theory
TAM:	Technology accepted Model
SPSS:	Statistical Package for Social Sciences
B2C	Business to Customers
B2B	Business to Business

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CHAPTER ONE

1. Introduction

In this chapter, the research proposal is presented. Background information to the subject of study is provided as well as the aim and objectives proposed to achieve. In addition, researcher's perception for choosing the subject is also depicted.

1.1 Background of the study

Marketing communication channels are the means for companies to notify, remind, and convince customers about their brands, products or services (Kotler and Keller, 2009), but choosing efficient means to conduct the message is not easy. One of the recently upcoming marketing communication channels is social media.

Social media can be defined as computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features as stated by Matsoukis from the University of Athens on February 2017:

1. Social media are interactive Web 2.0 Internet-based applications.
2. User-generated content, such as text posts or comments, digital photos or videos, and data generated through all online interactions, are the lifeblood of social media.
3. Users create service-specific profiles for the website or app that are designed and maintained by the social media organization.
4. Social media facilitate the development of online social networks by connecting
Social media marketing refers to the process of gaining traffic or attention through social media site (searchengineland.com). The goal of social media marketing (SMM) is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach.

One of the key components of SMM is social media optimization (SMO). Like search engine optimization (SEO), SMO is a strategy for drawing new and unique visitors to a website. SMO can be done two ways: adding social media

links to content, such as RSS (Reach Site Summary) feeds and sharing buttons or promoting activity through social media by updating statuses or tweets, or blog posts.

SMM helps a company get direct feedback from customers (and potential customers) while making the company seem more personable. The interactive parts of social media give customers the opportunity to ask questions or voice complaints and feel they are being heard. This aspect of SMM is called customer relationship. (<http://whatis.techtarget.com/definition/social-media-marketing-SMM>, accessed on 11/29/2017)

As AreebaToor, MudessirHusnain and TalhaHussain(2017:175) cited fromDodds, Monroe, and Grewal, 1991; Wells, Valacich, and Hess (2011):"In studying the field of marketing, advertising and selling, it cannot be disputed that a purchase intention tends to occur at the phase of the decision-making process where the consumer has developed a definite readiness to proceed towards a product or brand." They state that this purchase intention is an imperative indicator for evaluating consumer behaviour since it can gauge the likelihood of a consumer to purchase a product.

Heineken is a Dutch brewing company, founded in 1864 by Gerard Adriaan Heineken in Amsterdam. As of 2017, Heineken owns over 165 breweries in more than 70 countries. It produces 250 international, regional, local and specialty beers and ciders and employs approximately 73,000 people. (Heineken website, accessed on 11/29/2017)

On 16 January 2015, HEINEKEN officially inaugurated its new brewery at a Greenfield site in Ethiopia on the outskirts of the capital Addis Ababa. With a total capacity of 1.5m hectoliters, the Kilinto brewery is already producing the recently launched Walia® beer together with Bedele® and other beer brands such as Harar, Buckler, Sofi Malt, and Heineken (Heineken website, accessed on 11/29/2017).

Heineken breweries in Ethiopia uses two social media platforms regularly These are Face book and YouTube. The company has Face book pages and YouTube channels for each of its brands. In addition to Face book and YouTube, the company uses Instagram for specific campaigns and also to target the millennial consumers. For example recently Heineken had a campaign called "Heineken take over". In this campaign, the company used Instagram as a

major social media marketing platform. The responsible department for social media is known as "Corporate relations" (Heineken breweries Ethiopia Corporate relations department).

1.2 Statement of the problem

In traditional marketing, a gap exists between buyer and supplier. There are hundreds of ways to reach to the buyer which are very expensive and inefficient. This social media can be used as a bridge between the buyer and seller. Using this social media marketing one can reach millions of buyers with a single click (Bernie Borges,2009).

"The world has changed dramatically since the dawn of the Internet, moving from one where a destination could create a web page and use it in the same fashion as one might an online brochure; to one where users generate their own content"(Bamini KPD Balakrishnan et al.,2014,p 178).

Social media just keeps growing. Currently, global social media users reached 2.8billion equaling 37% penetration and Face book monthly active users is reaching 2 billion. And most other social networking sites and applications are at the top of their all-time high user numbers. Online adults aged 18-24 mostly follow a brand via social networking(95%). 71% of consumers who have had a good social media service experience with a brand are likely to recommend it to others. 2.56 billion global mobile social media users equaling 34% penetration; globally with one million new active social media users added every day. (<https://www.dreamgrow.com/21-social-media-marketing-statistics/>). From the report July 1, 2016, " in the previous seven years, the SM users statistics in Ethiopia is depicted as follows:- In the last 7 years, the social media users statistics in Ethiopia is depicted as follows: 0.8% in 2010, 1.1% in 2011. 1.5% in 2012, 1.9% in 2013, 2.9% in 2014, 3.8% in 2015 and 4.2% by July 1, 2016. (<http://www.internetlivestats.com/internet-users/ethiopia/>)

The most popular social media sites in Ethiopia from October, 2016 to October, 2017 and their respective percentage of users are as follows: Face book-79.2%,Pinterest-8.78%, Twitter-4.88%,YouTube-3.44%,LinkedIn-0.9andGoogle+ 0.81%.(<http://gs.statcounter.com/social-media-stats/all/ethiopia>). This shows that Face book users are dominant locally as well as globally.

Online social media and networks have a growing role in marketing, which has important implications for how consumers, channels, and companies perform. In social media settings, consumers provide online feedback about products, and this feedback is visible to other agents, including other consumers, channel partners, competitors, and investors. The myriad characteristics of online social media environments have effects on outcomes of interest to marketers and implications for managerial practice.(RajiSrinivasan, 2012)

According to the World Bank, Ethiopia has about 11.6 million internet users as of 2015. This population can be reached through social media. Thus social media marketing is a great tool to reach such a number of potential customers or clients.

Just like any other business spectrum, studying social media marketing is vital. A business professional should be able to understand social media marketing and how it works. It is necessary to be knowledgeable about what strategies one should use while conducting social media marketing, its advantages and disadvantages, its dos and don'ts, which social media to use for what purpose, which target audience is attracted to what type of posts and so on.

There are 1.46 million people working in digital companies in the UK, with 45,000 more jobs in digital currently being advertised.Digital marketing requires a huge breadth of skills, with some marketers specializing in key areas such as SEO (Search Engine Optimization), content marketing or Paid Search. Many however are generalists, who have a wide set of skills. This can be highly useful, but it is also tricky to keep all these skills up to date. Some 5 million people globally work in digital marketing, and as the industry rapidly grows a skills gap is developing. (Dave Chaffey, 2015)

According to a research made on Ethio-jobs which is one of the most popular jobs posting website in Ethiopia on December 3, 2017, there is only one digital marketing job posted. This

compared to the trend described about the UK is in its very early stages. It can serve as an easy evidence for the lacking knowledge and practice regarding social media marketing. Studying the impact of social media marketing in Ethiopia and producing tangible information around it has a good potential to increase awareness using social media marketing by companies and its acceptance as an important marketing field of skill for students and professionals. Moreover it will contribute a knowledge regarding how, why and what social media marketing strategies shall be applied to be a good competitor in the Ethiopian market.

The researcher chose Heineken Breweries Ethiopia because of the following reasons:

- ✚ The beer industry has become very competitive in recent years.
- ✚ Heineken Breweries is a multinational company. It has a modern work culture as compared to local companies.
- ✚ Heineken is the largest brewery in the world.
- ✚ The company has several brands of beverages, both alcoholic and non-alcoholic.

1.3 Research questions

. The goal of this study is to get answer for the following questions:

- What is the impact of E-WOM on consumers' purchase intention?
- What is the effect of the existence of online communities on consumers' purchase intention?
- How does online advertisement influence consumers' purchase intention?

1.4 Research Objectives

1.4.1 General Objective

The main objective of this study is to examine the impact of social media marketing on consumers' purchase intention perspective at Heineken Breweries Ethiopia.

1.4.2 Specific Objectives

- To assess the extent to which Heineken Breweries Ethiopia are using Electronic Word of Mouth (E-WOM) to influence consumers' purchase intention.
- To assess the extent to which consumers' purchasing behaviour is affected by the existence of online communities of Heineken Breweries Ethiopia.

- To evaluate the potential of using online advertisement as a marketing tool to influence consumers' purchase intention in Heineken Breweries Ethiopia.

1.5 Significance of the study

The study can have much significance, some can be the following:

- It can help business decision makers to employ effective social media marketing techniques for their products or services.
- It may guide business marketers to deliver the right message to the right audience at the right time through appropriate marketing communication channels.
- It might ignite companies to use social media as a platform to secure a comparative advantage in the market.
- It may motivate future research in the area by attracting attention of researchers to conduct more studies in the area.

1.6 Scope of the study

1.6.1 Geographical scope

This study is limited to beer consumers in Addis Ababa who are part of one or more social media networks. This is because telecommunication infrastructure is more available in Addis Ababa and also because most social media users of the country reside in Addis Ababa. Furthermore, this limit makes conducting the research affordable regarding finance and time.

1.6.2 Conceptual scope

The conceptual scope is limited to E-WOM, Online communities, Online advertisement as Independent variables and Consumers Purchase Intention as dependent variable.

The study is further limited to a specific company, which is Heineken Breweries Ethiopia. This is due to the following reasons:

- The company is multi-national; this makes it a better choice than the local companies because of its advancement regarding usage of social media marketing.
- The strong competition in the beer market of Ethiopia obliges breweries to give significant focus and effort to marketing strategies and marketing communication channels. This in turn will result in a focus for social media marketing.

1.6.3 Methodological scope

The study is limited to a quantitative data information acquired from consumers of Heineken Breweries Ethiopia.

1.7 Limitation of the study

Concerning the instrument of the research responses to questionnaires it might not be as satisfactory. According to the research proposal, it was planned to use both questionnaire and interview. But after viewing the interview questions, Heineken officials declined the interview due to the confidential nature of the responses they were ought to provide. This will have a negative impact on the quality of the research. It also was difficult to get people to participate in filling the questionnaire as planned. It was planned to collect the data in a two weeks time .But practically it took more than three weeks.

1.8 Definition of terms

It refers to the definition of concepts/terms from the operational perspective in order to avoid misunderstanding.

➤ Brand

Distinguishing name and/or symbol (such as logo, trademark or package design) intended to identify the goods or services of either one seller or group of sellers, or to differentiate those goods or services from those of competitors.(Aaker,1991)

➤ Brand awareness

The extent to which a brand is organized by potential customers and is correctly associated with a particular product. It is expressed usually as a percentage of target market. Brand awareness is the primary goal of advertising in the early months or years of product's introduction. (www.businessdirectory.com)

➤ Facebook

Face book is an American for-profit corporation and an online social media and social networking service.(<https://www.sutori.com>)

➤ Instagram

It is a mobile, desktop, and internet based photo sharing application and service that allows users to share pictures and videos either publicly or privately. (<http://www.quora.com>)

➤ **Web 2.0**

"It is a set of economic, social and technology trends that collectively form a base for the next generation of the internet a more mature, distinctive medium characterized by user participation, openness, and network effects."(Musser and O'Relly, 2005: cited by EfthymiosConstantinides, 2014)

➤ **YouTube**

It is a video sharing website on which users can upload, view and share videos as an informative and inspirational to others across the globe. (<https://makeawebsitehub.com>)

➤ **E-WOM**

It is any positive or negative statement made by potential, actual, or former customers about the product or company which is made available to multitude of people and institutions via the Internet. (<http://blogs.brighton.ac.uk>)

➤ **Online Community**

An online community is also called an Internet community whose members interact with each other primarily via the Internet (<http://blogs.brighton.ac.uk>)

➤ **Online advertising**

It is also called Online Marketing or Internet Advertising or Wave Advertising is a form of marketing and advertising which uses the Internet to deliver promotional marketing message to consumers.(<http://blogs.brighton.ac.uk>)

➤ **Social Media Marketing**

It refers to the process of gaining website traffic or attention through social media sites. Social Media Marketing usually center on efforts to create content that attracts attention and encourages readers to share it with social networks.(<http://www.investopedia.com>).

➤ **Social Networking**

It is the use of Internet based social media programs to make connections with friends, family, customers, and clients. Social Networking can be done for social purpose, business purposes or both (<http://www.investopedia.com>).

- **Confidence Interval**-is a concept used in quantitative method that refers to the range around a numeric statistical value obtained from a sample, within which the actual, corresponding value for the population is likely to fall, at a given level of probability(Drebisa,2017).
- **Validity**:-is the degree to which a research a research accurately reflects the specific feature that the investigation is aiming at(Drebisa,2017).
- **Variable**:-is any observable factor that varies among individuals or groups and subject to measurement or testing (Drebisa,2017)
- **Statistic**:-is a quantity (as a mean of a sample) that is computed from a sample(Drebisa,2017)

1.9 Structure/organization of the study

The study was organized into five chapters. Chapter one presented "Introduction" that explains the problem and procedure of the investigation in general and give direction. Chapter two discusses "Literature review". Here, the concepts and related theories are discussed thoroughly and be used in the investigation for the analysis of the data. Chapter three presents "Methodology" and discusses the methods and techniques employed for the investigation. Chapter four is "Presentation and analysis of data" and its focus is detailed and logical presentation and analysis of the data. Chapter five is "Summary, Conclusion and recommendation ". In the final section of this chapter, the study forwards some policy implications and suggests some areas of further research as a reflection.

CHAPTER TWO

2. Review of Related Literature

The purpose of this topic is to critically review literature related to the topic “Impact of social media marketing on consumers’ purchase intention”. Hence, this chapter consists of theoretical review, empirical review and conceptual review of the previous works of scholars.

2.1 Theoretical review

An intense literature review basically defines the scope of the research project and identifies the variables which are involved in the study. (Deribsa, 2017, page 74)

2.1.1 Social media

The beginning of social media takes place long before computer science. (Safko and Brakee, 2009). People always had the natural urge to communicate with other people around them. Safko and Brake (2009) stated this as the need combined with modern information technology has formed a highly powerful communication tool that has opened new doors for online marketing. There are various definitions for the term social media given by different scholars. Some of them are the following: O’Reilly(2005) defined Social media cited in (Sinclair and Vogus, 2011, page 294) “social media is a broad term that described software tools create user generated content that can be shared.”

According to May Field(2008) cited in Safko& Brake (2009) stated social media can be best defined as " a group of new kinds of online tools that allow users to participate by contributing with content and accessible to anyone.”

The online dictionary Wikipedia defined social media as “media designed to be disseminated through social interaction created using highly accessible and scalable publishing techniques.”

Kaplan and Kaelun(2010, page 61) defined social media as " a group of internet based applications that build on the ideological and technological foundation of web 2.0 and allow the creation and exchange of user generated content." As a reviewer the better definition is Kaplan and Kaelun which fit the current application of social media.

Social media is characterized by its openness as there are no access barriers and by its connectedness making use of links, resources and people and allowing the quick creation of communities that can effectively communicate. (Safko& Brake, 2009).

Social media is the biggest change since industrial revolution. This was stated by business news(2005) cited in Smith&Ze-book(2011, page 9) as “social media has now become the centre of many marketing strategies; the economist magazine a month later stated “the significance of the social media for business as companies that don’t understand digital communities will die.”

Furthermore, Smith &Ze-book(2011, page 9) described social media tools as “product review sites, ratings, discussion, Facebook petitions, blogs, mobile price comparison applications, YouTube demonstrations and Flickr photos that are used for customers to discover a whole new way to find out about products and services.”

Constantindes(2014, p42) stated the application of social media as “using internet and web-based technologies, social media support the human need for social interaction.” Furthermore, he added “unlike the broadcast media monologue (one to many), social media supports dialogue(peer to peer) and social media marketing. Dialogue and social networking allow the democratization of knowledge and information transforming individuals from content consumers to content producers.” (Constantinides, 2014, p.42).

Social media can also be engaged as “public relation and promotional tools, instruments of customer influence, tools allowing customers to customize their online experience and products they buy”. (Constantinides, 2014, p51). He also believed that “social media open a whole range of opportunities to corporations as platform for harnessing the collective intelligence and creativity.

Smith and Z-book(2011) stated “unlike traditional media, any social media content has to be more creative and highly relevant to the target audience. Furthermore, they described social media as not just a marketing tool; it is a new way of running business, it requires a new company culture which in turn requires company wide support system and incentives and it requires anew mindset, more listening, less shouting”. Finally they emphasized on social media as it is not about making short-term sales, it is about sharing, listening and challenging

information into systems that alert certain staff to negative discussions, positive discussions, suggestions, complaints and ideas for new products, new promotions and new discussions.

Weinberg (2009) also stated “social media most importantly emphasizes the collective rather than the individual, communities exist in different shapes and sizes throughout the internet. It is the job of social media marketers to leverage these communities properly in order to effectively communicate with the community participants about relevant product/service offerings.”

Although social media is used interchangeably with social networking sites, social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles.(Kaplan and Kaelun, 2010, p.63). Therefore, it is possible to sum up SM and its application using the following scholars' views of the field.

“Social media is the environment where social networking takes place and has change the way in which consumers gather information and make buying decision.“ (Kaplan and Kaelun, 2010, p.63). It is true that social media provides different opportunities for marketers to contact customers in different ways which were not possible before. According to Keller(2013, p.242), this stimulates many companies currently to have official Twitter handles and Facebook pages for their brands.

Smith and Z-book(2011, p.10) summarizes the advantages of social media as “social media creates opportunities for both customers and organizations to communicate with each other better understand each other’s needs and issues; nurture relationships and collaborate sometimes in highly destructive ways and sometimes in highly creative ways. “ Further, they stated “social media provides a platform to reach out to increasingly hard to reach customers by sharing expertise and therefore branding with audiences rather than trying to use it for direct sales. (Smith &ZeZook, 2011, p.15)

To get the above mentioned benefits from social media platforms, it requires shift of culture and organizational orientation. “Social media requires a real customer orientation which derives the marketing utopia”(Smith &Ze-Zook, 2011, p.15).

Social media can do many great things for business but it has its own limitation. For instance, according to Smith and Ze-Zook(2011, p.460) “getting the most out of social media requires healthy and realistic expectations; it is not necessarily going to drive sales and increase brand loyalty overnight. “

Anyhow, the advantages of social media could not ignored such as in deepening brand relationships, listening to stakeholders, spreading awareness and generating enquires, leads and sales. (Smith and ZeZook, 2011, p.460)

2.1.2 Web 2.0

According to Kaplan and Kaelun Social media cannot be understood without defining web 2.0. So that they defined Wob2.0 as: “A term that describes a new in which end users of the world wide web , a place where content is continuously changes by all operators in a sharing collaborative way”. (Kaplan and Kaelun, 2010)

According to Gambel(2011, p.87), “web 2.0 has evolved from simple information retrieval to interactively, interoperability and collaboration.” He briefly explained how social media originated and related with Wob2.0 as follows:

The main concept of web 2.0 was many to various content. Individuals could set up their own websites and blogs, post videos and fill the web with user generated content, then came social media which fits nearly under the whole web 2.0 evolution in that it centres around easy to use platforms that allow users to generate content.

Among web2.0 innovations, what makes social media unique is the introduction of web-based sharing to Twitter or Facebook. You could always email an interesting piece of content to friends. Social media however simplified the process right down to the click of a button. As such, social media is a web 2.0 innovation not only because it encourages user-generated content but also because it extends the focus to the user allowing them to create other content to share among their networks.

Web 2.0 was first and social media has grown out of web 2.0 and the creation of the user generated web. In general, you can refer to social media as a web 2.0 innovation, but referring to social media as web 2.0 is incorrect because it ignores all its less social aspects such as blogs.

2.1.3 Social networking

“Social networks and social networking sites are generic terms for sites that are used to connect users with similar backgrounds and interests. Social networks are profile backgrounds and interests. They are profile based sites that encourage users with relatively comparable backgrounds to meet and initiate relationships with one another.

With social networking, your ultimate goal is to build your network of followers and foster those relationships. Whether or not those relationships lead to new business is unknown but it's not the end goal. With social networking, there is no automated way to really grow relationships. Each interaction you have needs unique focus and attention.

2.2 Empirical review

This research targeted company “Heineken Breweries Company S/C Ethiopia” is currently using among the SM platforms are :- Facebook, YouTube, and Instagram.

2.2.1 Facebook

Facebook is a social networking service launched in February 2004, owned and operated by Harvard University students. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in Boston area, the Ivy League and gradually most universities in Canada and to United States, Corporations, by September 2006, to every one of age 13 and older to make a group with a valid e-mail address. (en.wikipidea.org/wikihistoryoffacebook).According the World Trade Organization in 2014,different organs around the world can post valuable information, product videos, perches, customer testimonies create discussion forums and much more Currently Facebook has about 1.5 billion daily active users of which 95.1% access Facebook through mobile devices. On average a Facebook user is estimated to have at least 130 friends and is connected to 800 community pages, groups and events. There are more than 70 languages available on the site. Its main use is to establish and maintain relationships in network related situations, in political affiliations or just among friends and families.

Facebook has become the most powerful tool for marketing today. In April 11, 2011, the company launched a new service for marketers and creative design agencies to build brand promotions on Face book, and Face book is now a direct competitor of Google in online

advertising and this new service has made it possible for companies to create dynamic commercial or advertisement. ([http://en.wikipedia.org/wiki/Facebook,2012\(2012\)?](http://en.wikipedia.org/wiki/Facebook,2012(2012)?))

Nowadays almost everyone who goes on line will have his/her own Facebook account. Facebook is a new face of e-commerce in the twenty-first century by providing new value of services to internet users to express themselves and network with others.

2.2.2 YouTube

YouTube was created in February 2005 as a video sharing website on which users can upload, view and share videos as information and inspirational to others across the globe. The company uses Adobe Flash Video and HTML5 technology to display a wide variety of user generated video content. YouTube acts as a platform for distributing contents by creators and advertises as well. Over 5 million videos are viewed every day. It is estimated that YouTube gets about 1.4 billion views every day.

YouTube is one of the most common content video sharing SM platforms. “YouTube gives free services to community to watch & share video via web. Moreover it may be used by users to seek for information that will lead to a higher number of actions that lead to a higher conversation rate.” According to Evans (2008) cited in See Siew Sin (2012).

YouTube can be also defined as a video sharing website on which users can upload view and share videos as an informative and inspirational to others across the globe. As Statista described, YouTube brought 20.4 billion USD from advertising revenue in 2018.

Just as saying goes a picture is worth a thousand words. Pictures have an impact on increasing the image created in the mind of a person.. In general more businesses are now using YouTube for their marketing advertising campaigns.

2.2.3 Instagram

Instagram is an online photo-sharing and social networking service that lets users take pictures, apply filters to them and share those pictures in several ways, including through social networks such as Twitter and Facebook. Instagram is available as an application for iPhone, iPad and android devices. Instagram is part of Facebook. (downdetector.com)

2.2.4 Social Media Marketing

Gunelius (2011,p.4) classifies marketing as push marketing and pull marketing. In a push marketing the marketers push messages to its customers through television, radio, and news paper. While in pull marketing consumers pull messages from different sources including from friends, companies, conventional media, and other sources. But SMM is a type of pull and push marketing in which customers get product messages from company reviews and comments from costumers and allows buyers to gave feed backs. This type of marketing has changed the way marketing has changed the way marketers do business,

Weinberg (2009,p.2) “SMM connects service provides, companies, and corporations with a broad audience of influencers and consumers using SMM companies can gain traffic followers and brand awareness and that’s just the tip of iceberg.”SMM is a process of interacting and building a relationship with costumers and makes the products available if the costumers need it.

"SMM also involves listening to the communication and establishing relationships with you as a representative of your company “(Weinberg,2009). It means SMM is about listening to the community and responding in kind, but for many SM marketers it also refers to reviewing content or finding a particularly useful piece of content and promoting it within the vast social sphere of the internet (Weinberg,2009).

Some of the goods which can be achieved by SMM as Weinberg (2009) stated are:-

- -Bringing traffic to your websites
- -Driving relevant links to your website
- -Making customers brand aware
- -Driving conversations
- -Triggering conversations

Again Weinberg (2009) also identified some of the reasons, why a solid SM strategy supplements traditional marketing strategies are:

- SMM facilitates natural discovery of new contents
- SMM boosts traffic numbers
- SMM builds strong relationships

- SMM is a cheap alternative to traditional marketing with high returns.

2.2.5 Consumers' purchase intention

Marketing scholars interest in purchasing intent stems from its affiliation with the consumer buying behaviour. The purchasing process starts when a consumer browses products which in turn may lead to the purchasing of a specific item (Vinegard, 2014, as cited in his Lisichikova and Othman). And also Vinegard (2014) stated "purchase intention is the likelihood of the customer to buy a specific product or service." Goyal (2014) also described purchase intention as the tendency towards the plan making of a purchase good or service in the future (Goyal, 2014, cited in Lisichikova and Othman).

Hussein (2012) further described the concept of purchase intention can be identified as one of the components of consumer cognitive behaviour in how an individual intends to buy a specific brand of product.

Purchase intention demonstrates that consumers will use their experience, preference, and external influence to gather information, evaluate alternatives, and make their purchasing decisions (Chi, Yeh & Tsac, 2011, cited in Lisichikova & Othman p.16), whereas online purchasing intention is defined as the consumer willingness to make a lease terms action (Meskaran, Ismail & Shanmagan, 2013 cited in Lisichikova, 2017).

According to Moe (2003), purchase intention can be linked to both good-oriented and exploration-oriented browsing behaviour. Good-oriented consumers are prone to look for information before making any purchase decision towards a specific product, while the exploration-oriented consumers are recognized as the ones who act freely and openly, meaning they don't make pre-plans before the purchase of any item. These two distinctions can be found in both regular and online consumers (Ramlagan & Jagaraak, 2014).

According to Belch and Belch (2003, as cited in Ramlagan & Jagaraak, 2014) "purchase intention arises as an outcome of the information search and alternative evaluation stages, once consumers have satisfied their comparison with competitor products."

2.3 Conceptual framework

The study's theoretical foundation is based on the uses and gratification theory (UGT) developed by Katz and Blumer (1974).

This theory was being primarily used on conventional media; moreover, with the introduction of Internet based social medias and communication platforms (Emails, bloggers ,Face book, twitter, Instagram,etc...), the same theory is being applied to analyze consumers' behavior. (Ngai,Tao& Moon,2015)

This theory assumes that the consumer has personal goals and makes self-conscious and free media choice which is believed to be a means to fulfill the consumers need and gratification. If it is effective enough to meet the objectives and goals of the consumer, the media will be chosen for recurring use. (Dahl,2014) ,as*AreebaToor, MudessirHusnain and TalhaHussain (2017,p. 171)cited in*.Based on its vast and successful applications, the UGT fits well with this study which aims to investigate how social media influences consumers' intention to purchase.

This study proposed to use technology accepted model (TAM) which as originally derived from the theory of reasoned action (TRA) that was proposed by Ajzen&Fishbein(1980). TRA was developed specially "to foretell behavioral attention. TRA theory postulates that a person's voluntary behavior is predicted by his or her attitude towards the behavior and his/her perception of others' beliefs whether he/she should or should not perform that behavior." (Ajzen& Fishbein,1980 as cited in See Siew, Sin, 2012). Chen Gillenson and Sherrel(2001), Moon and Kim (2001) stated "TAM has not only been used in information system research but has also been used in other fields"(Chen Gillenson&Sherrel,2001, Moon & Kim,2001). Therefore TAM will be used as the conceptual framework model of this study.

The independent and dependent variables that are going to take place in this research are described in the figure below as a Study Framework.

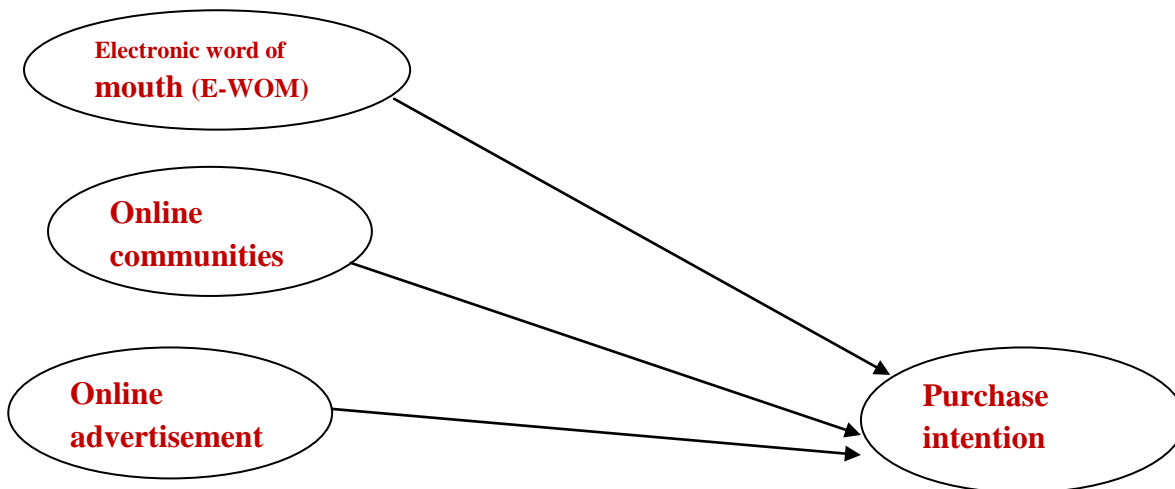


fig 2.1. Adopted from Procedia-Social and Behavioral Sciences 148(2014), p.180

- ✚ Electronic word of mouth: also known as E-WOM is a type of buzz marketing, which could turn into viral if the message is addressed appropriately and catchy enough to attract the customer's attention. (<http://blogs.brighton.ac.uk>)
- ✚ Online communities: An online community is a group of people with common interests who use the Internet (web sites, email, instant messaging, etc) to communicate, work together and pursue their interests over time. (<https://www.commoncraft.com/archives/000208.html>)
- ✚ Online advertisement: Online advertising is a marketing strategy that involves the use of the Internet as a medium to obtain website traffic and target and deliver marketing messages. (<https://www.techopedia.com/definition/26362/online-advertising>)

The hypotheses developed from the relation between independent and dependent variables are the following:

H1: Electronic word of mouth has a positive impact on purchase intentions.

H2: Online communities have a positive impact on purchase intentions.

H3: Online advertisement has a positive impact on purchase intentions.

There are important concepts that are strongly related to social media marketing. Bamini KPD Balakrishnan, MohdIrwanDahnil, and Wong Jiunn Yi (2014,p.178) described on their study about E-WOM, online communities, online advertisement, and purchase intention as follows:

Word of Mouth is the powerful tool to influence people and also can influence their buying behavior. This can be proved according to (Richins& Root-Shaffer, 1998) stated that Word of Mouth has been shown to play major role for customers' buying decisions. According to Hennig-Thurau et al. (2004, 39) define online Word of Mouth as being: “ Any positive or negative statement made by potential, actual, or former customers about the product or company which is made available to a multitude of people and institutions via the internet”. While as consumers are increasingly using the Internet and social media tools such as Facebook, Twitter, Blog, Flickr, and so on. According to Cheung et al. (2008) more and more consumers use Web 2.0 tools such as online discussion forums, consumer review sites, weblogs, and social network sites to exchange product information.

Online Word of Mouth can provide the opportunity to consumers to read other consumers' consumption opinions and experiences as well as write contributions by themselves.

Forum or **online communities** formed around a specific interest (Pitta and Fowler, 2005; 266) and are usually divided into specific topic areas. For the product information, they can post their opinion whether they are satisfied after they consume the product. Within each area, users can start forum threads about different topics, and these threads can continues for years, allowing newcomers to read the previous communication within the forum and learn from wider knowledge base (Pitta and Fowler, 2005; 265).

Online advertisement works very quickly given the fact that the day that one gets started is the same day that results manifest. There is basically neither waiting period nor long startup process. Once an entrepreneur is ready to get started, he/she can very easily launch a successful advertisement promotion on a number of channels.

While **purchase intention** referred to the subjective judgment by the consumers that is reflected after general evaluation to buy products or services (Hsu, 1987; Dodds et al., 1991; Blackwell et al., 2001 and Shao et al,2004).

There [is] several meaning from the statement, which [is]: (1) consumer willingness to consider buying, (2) buying intention in the future, (3) decision repurchase. Other than that, purchase intentions refer to the degree of perceptual conviction of a customer to purchase a particular product (or service).

To reflect on the related literature review, the information/knowledge the researcher acquired from all the sources are not in contradiction with one another at any incident.

CHAPTER THREE

3. Research Methodology

3.1 Description of the study area

Area of the study is Heineken Breweries Ethiopia and its practice of social media marketing impact on consumers' purchase intention in Addis Ababa.

3.2 Research approach/method and design

3.2.1 Research method

The research approach is quantitative. The researcher used closed-ended questionnaire with Likert-Scale and single multiple choice items for the quantitative data.

3.2.3 Research design

Since the research uses a quantitative approach the research design is a descriptive survey plus explanatory. Quantitative data was gathered from distributed printed questionnaires and about 25% of the data was collected online via Google forms. Furthermore, a cross-sectional study has been applied.

3.3 Population and Sample

The target population of the study include Heineken company's products consumers in Addis Ababa who are users of social media. To reach the targeted sample population quickly, it is difficult to apply probability sampling to collect data for this study. Thus, the researcher plans to use a purposive/ convenience sampling. The total population for this study is unknown since it is very difficult to determine the total number of social media users as it is dynamic, complex and increases on a daily basis. With the study title in Addis Ababa context, to determine the estimate of p and q, the researcher used the standard number of sample size recommended by Corbetta (2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size using the formula: $n = \frac{z^2 pq}{e^2}$.

Where:

n = required sample size

Z = Degree of confidence (z = 1.96)

P = Probability of positive response (0.5)

q = Probability of negative response (0.5)

e = Tolerable error (0.05)

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2} = 384.16 \sim 385$$

According to Corbetta(2003), even though the standard sample size for unknown number of population is 385, taking more than this figure makes the sample to represent the target population better. Thus, the researcher chose a sample size of 500 selected informants by convenience sampling from three sub cities of Addis Ababa that are thought to be sufficient. 430 informants have gave responses out of the 500 which is 12% more than the standard sample size mentioned above. So, it is sufficient data for this research. The selected sub-cities were taken purposely based on their potential facilities (internet cafes and bear houses availabilities). So, the researcher conveniently selected three sub-cities: Bole, Yeka, and Arada sub-cities. That is, from Bole sub city 178, Yeka sub-city 140, Arada sub-city 112 and finding out the relationship between demographic structure of the consumers and the content preferences at the program level.

3.4 Inclusion and Exclusion criteria

The study's unit inclusion criteria are beer consumers in Addis Ababa, who are 18 years and above, also social media users and willing to be part of the study. Those not fulfilling the mentioned criteria were excluded.

3.5 Sources of data

Data was obtained from b primary and secondary sources. The primary sources were consumers. Secondary sources were social media pages of the company and any available materials about the topic of discussion.

3.6 Data collection tools

For quantitative investigation, the questionnaire was developed and pilot tested to insure its internal consistency. This was reviewed before using it for the final information gathering procedure.

3.7 Validation and reliability of the instrument

The alternatives given for each question of the questionnaire internal consistency was checked by taking the responses of 10 respondents randomly using Guttman Split-half method defined as $r_{xx}^1 = 2(1 - (Se^2 + So^2) / Sx^2)$.

where;

Se^2 = The respondents variance represented by even numbers = 26.41

So^2 = The respondents variance represented by odd numbers = 17.69

Sx^2 = Total respondents variance = 78.64

r_{xx}^1 = the correlation coefficient between the questions of the questionnaire

Hence, by computing the respondents data using the formula and obtained 0.848. This means 84.8% of the data collected by the respondents is reliable. It is greater than the average 0.7 coefficient correlation value. After making corrections on the questions of the questionnaire, it was distribute in person and online. Regarding validity, the hypothesis was tested and its detail is shown in Chapter 4 of this report.

3.8 Methods of data analysis

After collecting the quantitative data from the respondents, the collected data was organized and presented in a meaningful way for further descriptive analysis, and Correlation. Thus, the following activities were taken consequently. These were :

1. Screen the collected data
2. Coding the data
3. Preparing code sheet
4. Register the refined data on code sheet
5. Finalize the data screening based on the code sheet
6. Analyze using tables and graphs
7. Analyze using Excel Spread Sheet and SPSS software for non-parametric data (Likert Scale)

3.9 Ethical procedure

Research participants were fully informed about the procedures and risks involved in a research prior to giving their consent to participate. They also had the right to withdraw their consent at anytime and any data they provided would have been destroyed if they did request and there were no resultant adverse consequences on them.

CHAPTER-FOUR

4. RESULTS & DISCUSSIONS

This section illustrates the impact social media has on consumers purchase intention. Data was collected from a total of 430 respondents using printed questionnaires and online via the use of Google forms. Here, the researcher applied Excel Spread Sheet and SPSS version 20 to analyze the collected data.

4.1 Demographics of respondents

The following graphs and tables describe the demographics and characteristics of respondents:

Row Labels	Female	Male	Total
18-29 years	160	202	362
30-39 years	4	32	36
40-49 years	12	14	26
50+ years	0	6	6
Grand Total	176	254	430

Table 4.1 Respondents classified by age group and gender

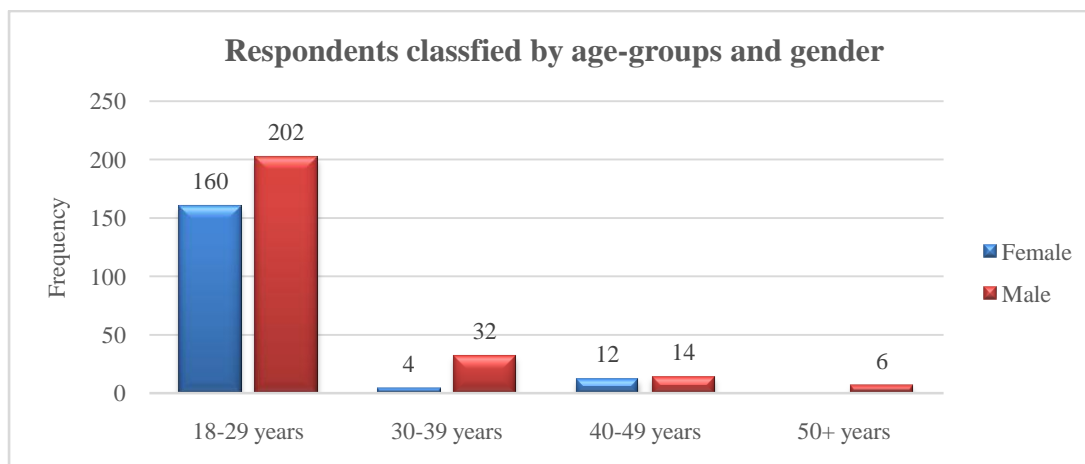


Figure 4.1 Respondents classified by age group

Majority of the respondent are aged between 18-29. This age group accounts for about 84.2% of the total number of respondents. The second largest age group is between 30-39 years. This age group accounts for about 8.4 % of the total number of respondents. At third place are respondents aged between 40-49 years. This age group accounts for about 6% of the total number of respondents. Coming at last with the least number of respondents is the age group 50 years and above. This age group accounts for only just above 1% of the total number of respondents.

Male respondents are more numerous than female respondents. All age groups have more male respondents than female respondents. Male respondents account for about 60% and female respondents account for about 40% of the total number of respondents. Uniquely the last age group only consists of male respondents.

Row Labels	Sum of Number	Percentage
Married	60	13.95%
Single	370	86.05%
Grand Total	430	

Table 4.3 Respondents classified by marital status

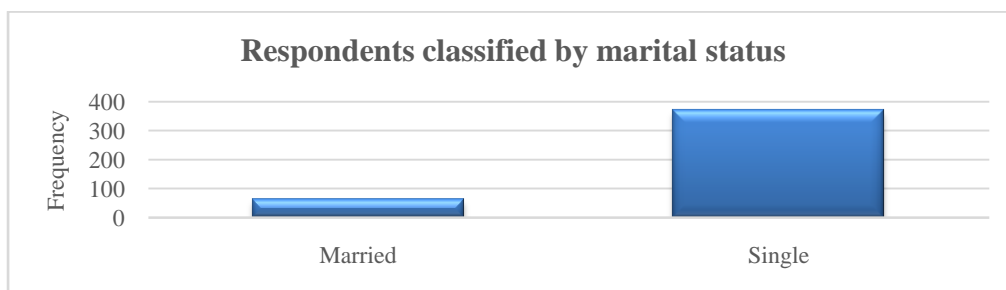


Figure 4.3 Respondents classified by marital status

Majority of the respondents have a marital status of "single". These respondents make up about 86% of the total number of respondents, the remaining 14% are single.

Row Labels	Sum of Number	Percentage
Diploma /certificate	56	13%
First Degree	306	71%
High school complete	36	8%
Masters Degree & Above	32	7%
Grand Total	430	

Table 4.4 Respondents classified by educational level

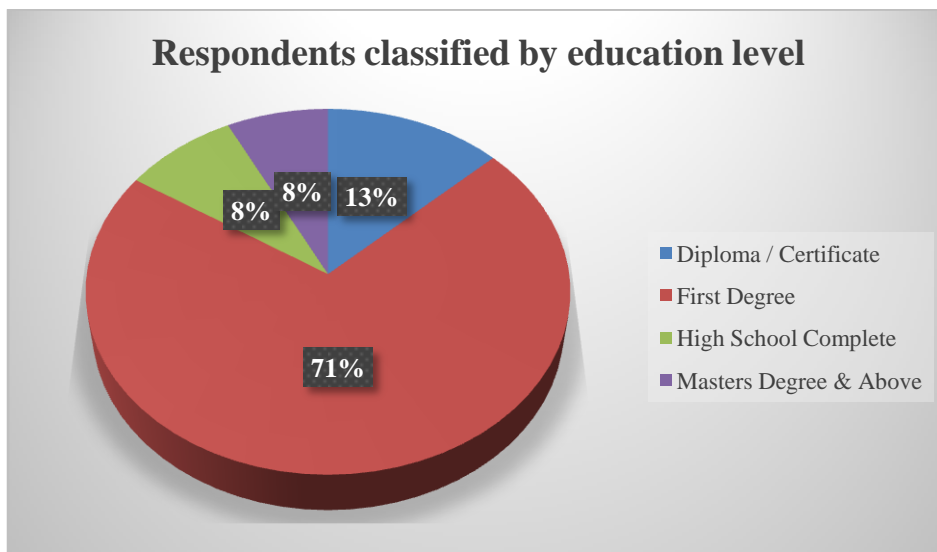


Figure 4.4 Respondents classified by educational level

Majority of the respondents are first degree holders accounting for 71% of the total followed by diploma/certificate, high school complete, master’s degree & above respectively.

4.2 Analyzed responses

The following illustrations describe the response of respondents to each question of the questionnaire:

Study	226	21.6%
Work Related	244	23.3%
Social Media	338	32.3%
Email, News, & Banking	238	22.8%

Table 4.5: “Why do you use the internet?”

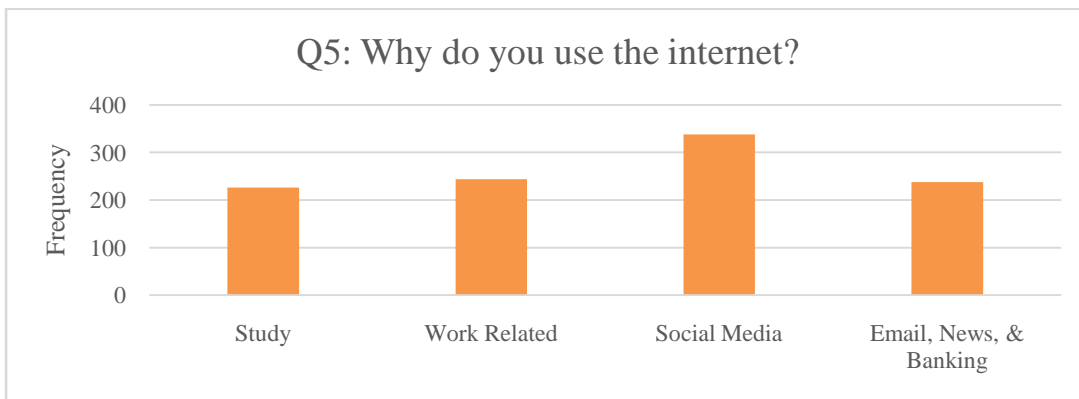


Figure 4.5: “Why do you use the internet?”

The collected data shows that most of the respondents use internet mainly for the purpose of social media. This shows the significant effect social media has on internet usage.

Row Labels	Sum of frequency
Facebook	88
Facebook, Instagram	102
Facebook, Instagram, LinkedIn	28
Facebook, Instagram, YouTube	32
Facebook, LinkedIn	20
Facebook, LinkedIn, YouTube	6
Facebook, Twitter, Instagram	14
Facebook, Twitter, Instagram, LinkedIn	36
Facebook, Twitter, Instagram, LinkedIn, YouTube	4
Facebook, Twitter, Instagram, YouTube	8
Facebook, Twitter, YouTube	4
Facebook, YouTube	22
Instagram	18
Instagram, LinkedIn	8
Instagram, YouTube	14
Twitter	8
Twitter, Instagram, YouTube	6
Twitter, LinkedIn	4
YouTube	8
Grand Total	430

Table 4.6: “Which social media do you use?”

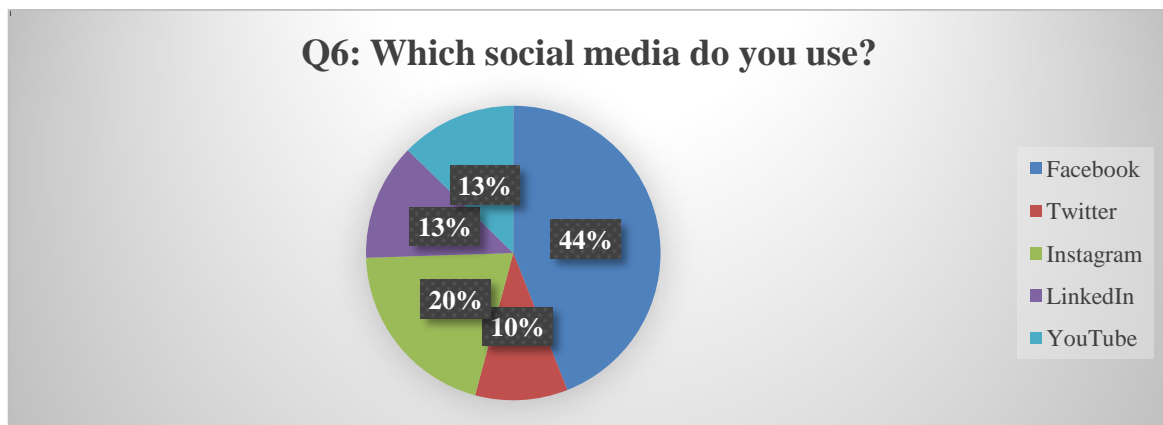


Figure 4.6: “Which social media do you use?”

The collected data shows that nearly half of the respondents are Facebook users. This clearly shows the significant popularity of Facebook in comparison to other social media platforms.

Row label	Frequency
To learn more about products and services	256
Entertainment	342
To keep in touch with friends & family	336
Promotions	116
Networking	170

Table 4.7: “Why do you use social media?”

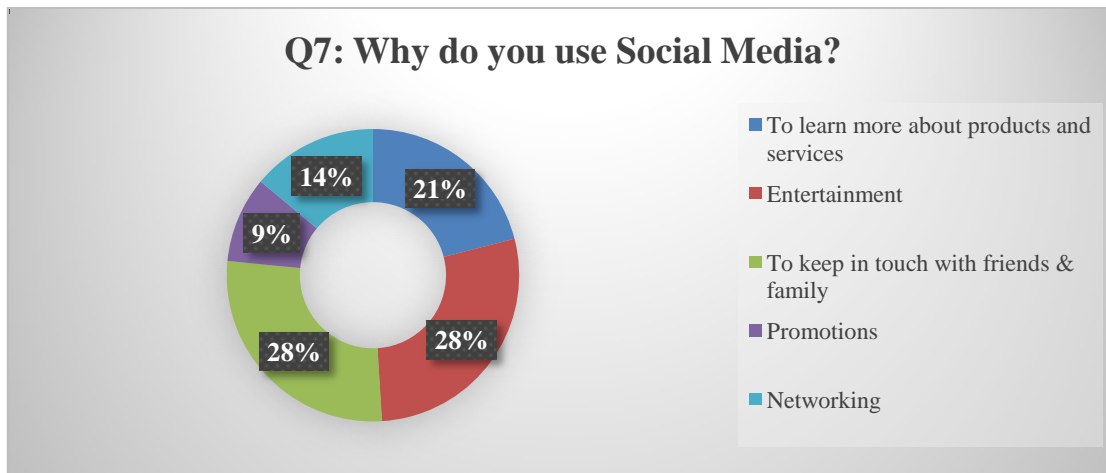


Figure 4.7: “Why do you use social media?”

The graph and table illustrate that majority of the respondents use social media to keep in touch with friends and family and entertainment. Both reasons share 28% each. The reason with lowest number of respondents is promotions. This shows that not a lot of people use social media for the purpose of promotions.

Walia beer	52	11.2%
Bedele beer	12	2.6%
Sofi Malt	22	4.7%
Harar beer	8	1.7%
Heineken beer	122	26.2%
None	250	53.6%

Table 4.8: Followers of Heineken’s social media pages

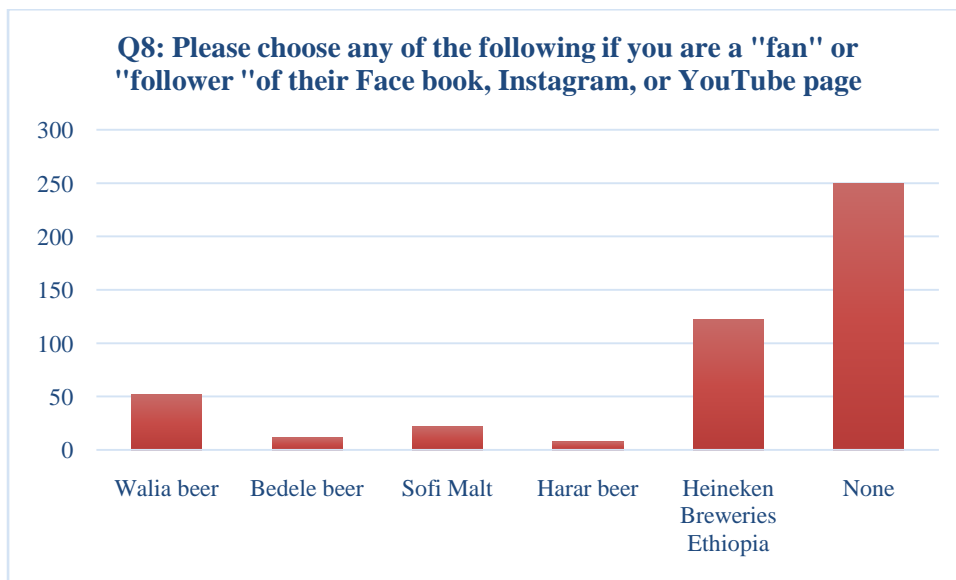


Figure 4.8: Followers of Heineken’s social media pages

The collected data shows that most of the respondents do not follow any of the social media pages of the company. The social media page with the highest number of followers in the page for Heineken Breweries Ethiopia itself as compared to social media pages of the specific brands.

TV	356
Radio	177
Magazines	56
News papers	44
Other	128

Table 4.9: Advertising mediums of Heineken Breweries

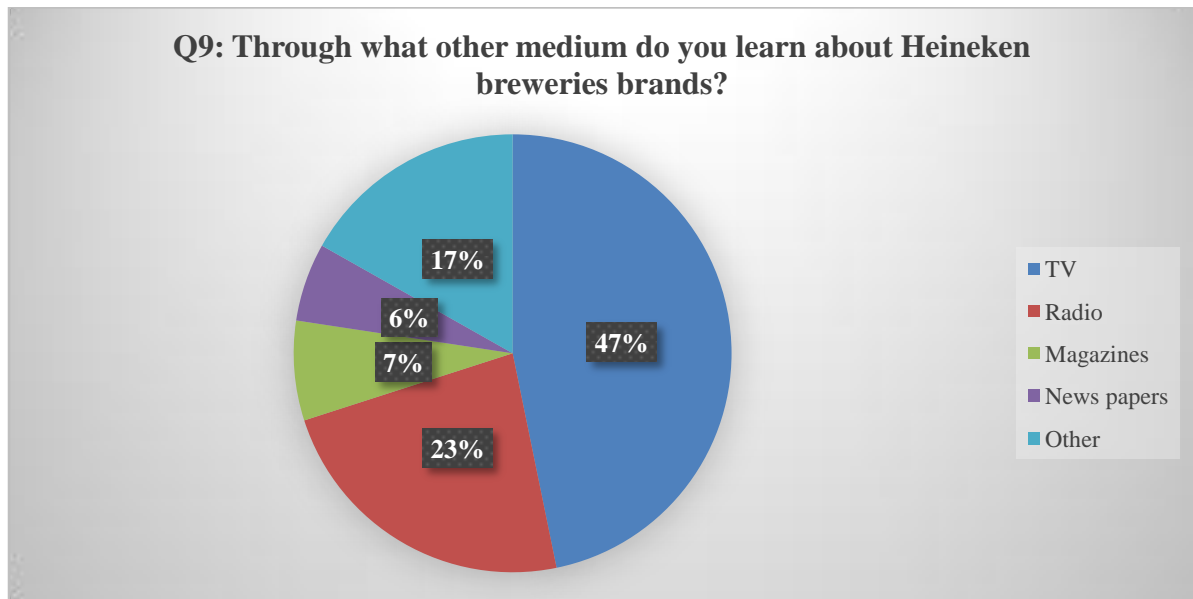


Figure 4.9: Advertising mediums of Heineken Breweries

The collected data shows that nearly half of the respondents learn about Heineken breweries' brands on TV. This is an indication that TV is the most popular medium of advertisement in the city currently.

They are the same	70
They complement each other	116
Prefer social media advertisement because it's more effective	200
Prefer traditional way because it is less interactive	44

Table 4.10: “Why do you use the internet?”

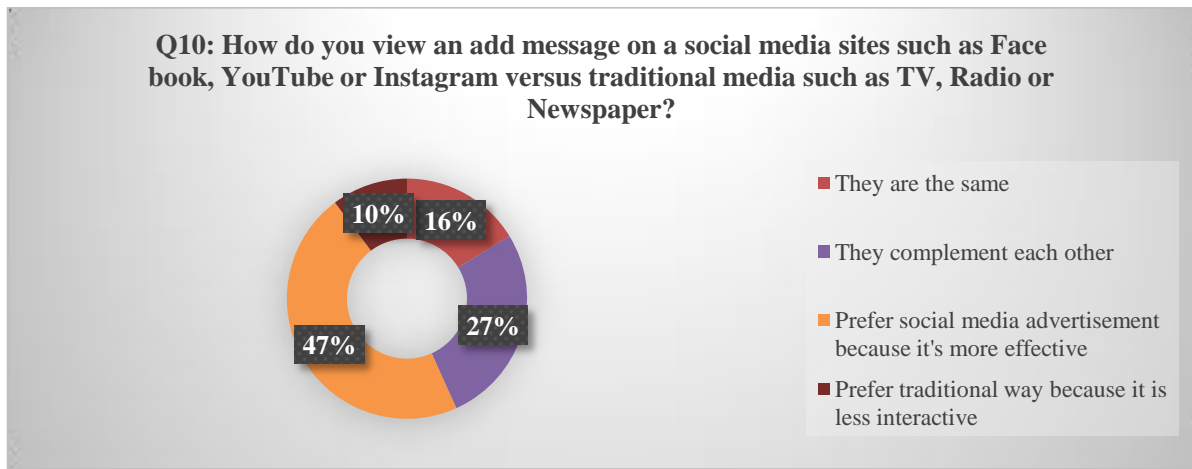


Figure 4.10: “Why do you use the internet?”

The collected data described in the table and figure shows that nearly half of the respondents prefer social media advertisement as opposed to traditional means.

Row Labels	Sum of frequency	Percentage
Strongly Agree	62	14.4%
Agree	148	34.4%
Neither	148	34.4%
Disagree	44	10.2%
Strongly Disagree	28	6.5%
Grand Total	430	

Table 4.11: Responses to question 11 of the questionnaire

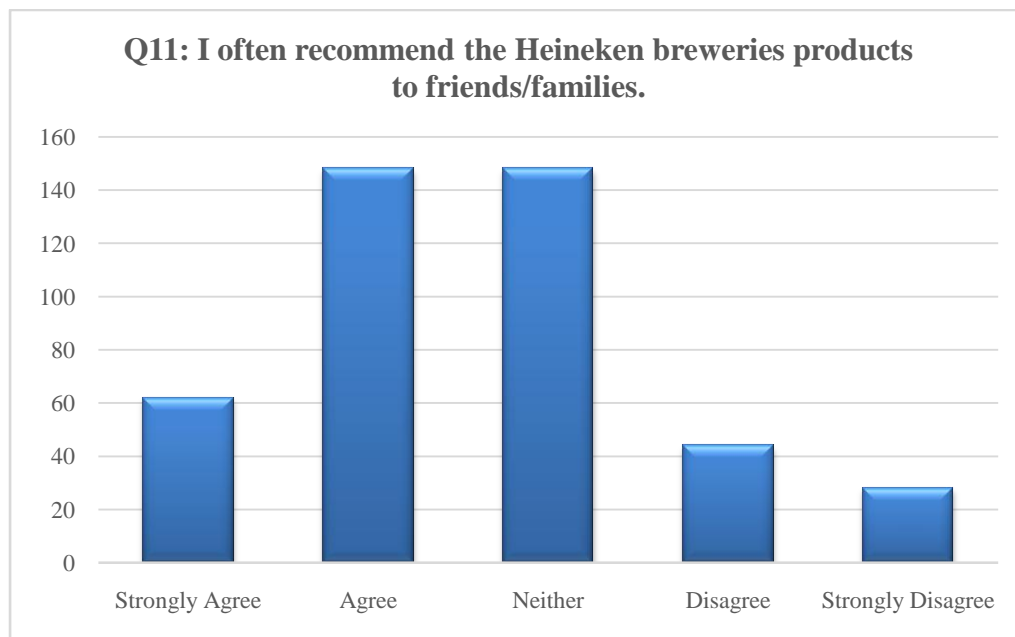


Figure 4.11: Responses to question 11 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 11 of the questionnaire. The illustrations show that most of the respondents either recommend products of Heineken Breweries to friends or they are indifferent on what to respond to the question, thus they have chosen “Neither”. Here, we can also see only 6.5% of the respondents have an extreme negative response to this question.

Row Labels	Sum of frequency	Percentage
Strongly Agree	36	8.4%
Agree	116	27.0%
Neither	170	39.5%
Disagree	66	15.3%
Strongly Disagree	42	9.8%
Grand Total	430	

Table 4.12: Responses to question 12 of the questionnaire

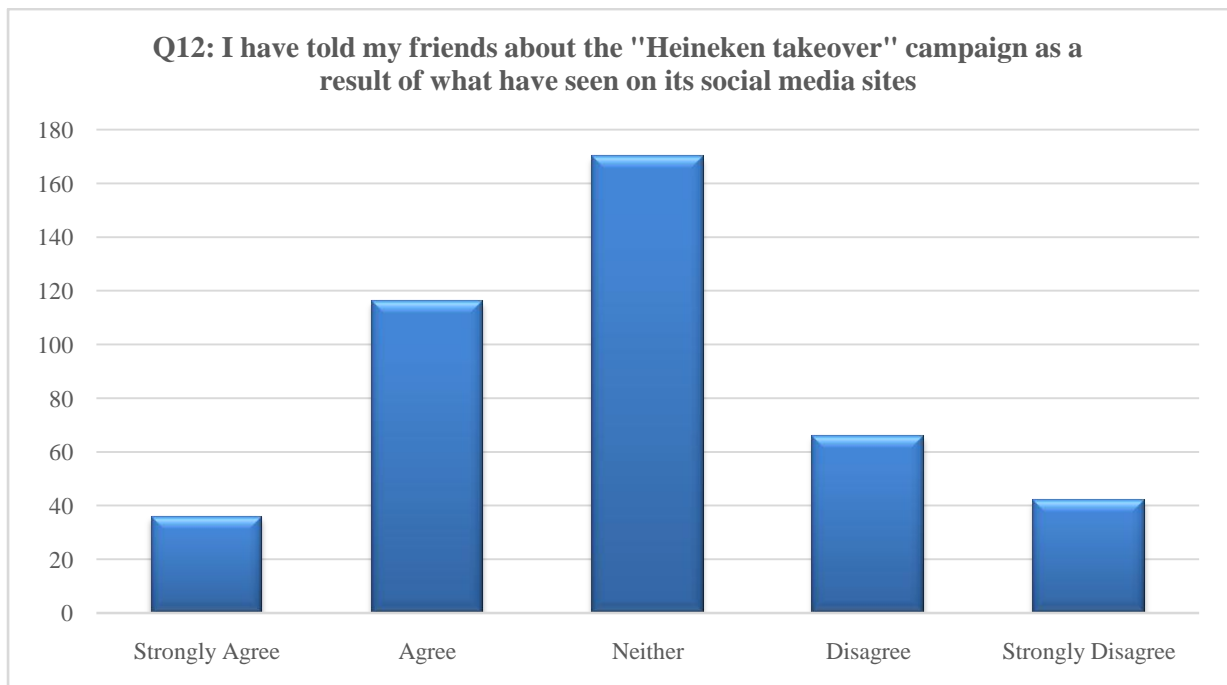


Figure 4.12: Responses to question 12 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 12 of the questionnaire. The illustrations show that most of the respondents have not heard of the “Heineken take over” campaign, thus they have responded with “neither”

Row Labels	Sum of frequency	Percentage
Strongly Agree	44	10.2%
Agree	110	25.6%
Neither	190	44.2%
Disagree	56	13.0%
Strongly Disagree	30	7.0%
Grand Total	430	

Table 4.13: Responses to question 13 of the questionnaire

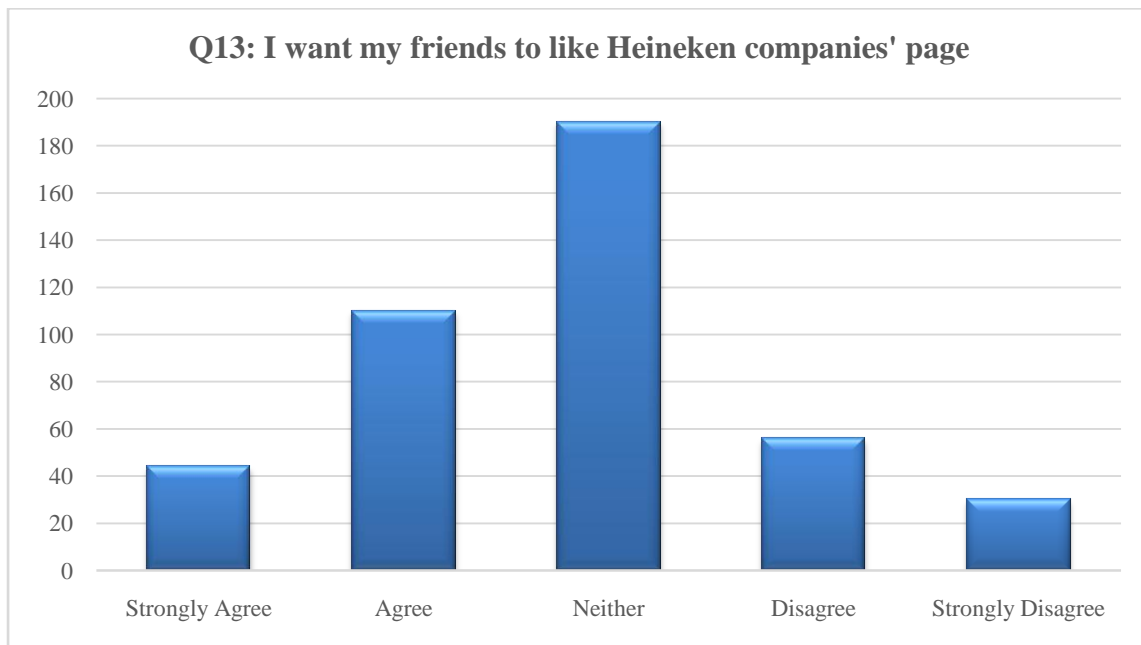


Figure 4.13: Responses to question 13 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 13 of the questionnaire. The illustrations show that most of the respondents either want their friends to follow Heineken Breweries' social media pages or they have indifferent an indifferent opinion on the issue, thus they have chosen "Neither".

Row Labels	Sum of frequency	Percentage
Strongly Agree	18	4.2%
Agree	116	27.0%
Neither	192	44.7%
Disagree	72	16.7%
Strongly Disagree	32	7.4%
Grand Total	430	

Table 4.14: Responses to question 14 of the questionnaire

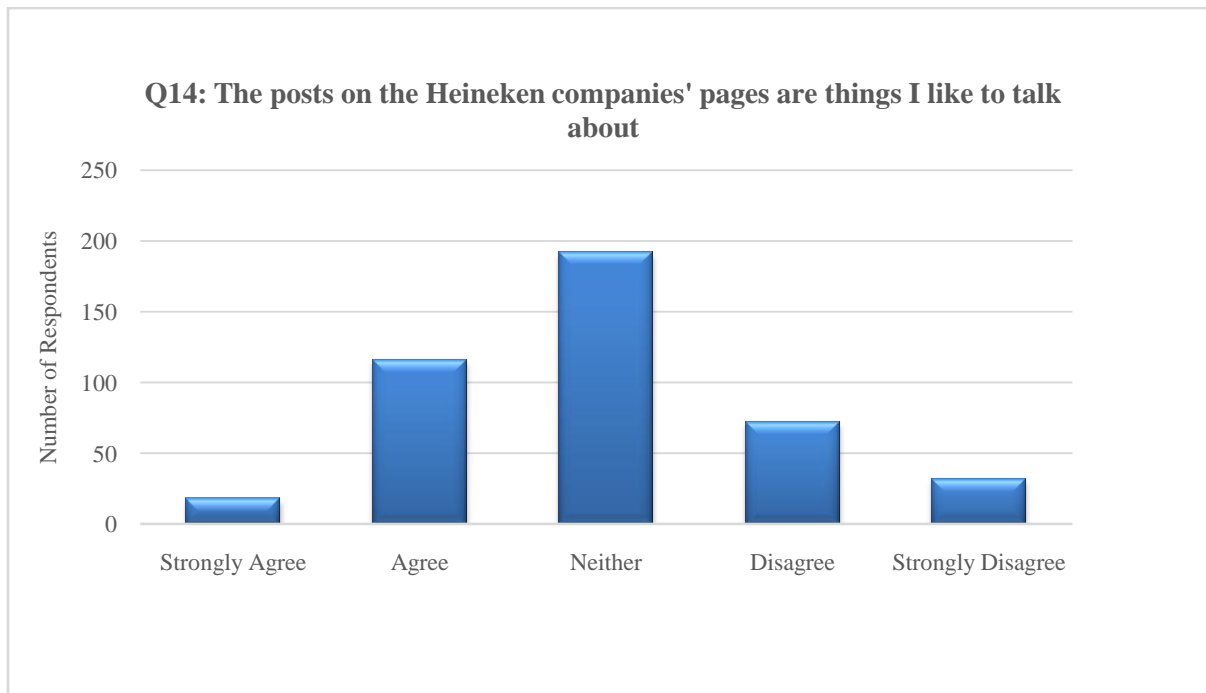


Figure 4.14: Responses to question 14 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 14 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question.

Row Labels	Sum of frequency	Percentage
Strongly Agree	18	4.3%
Agree	70	16.7%
Neither	244	58.1%
Disagree	58	13.8%
Strongly Disagree	40	9.5%
Grand Total	430	

Table 4.15: Responses to question 15 of the questionnaire.

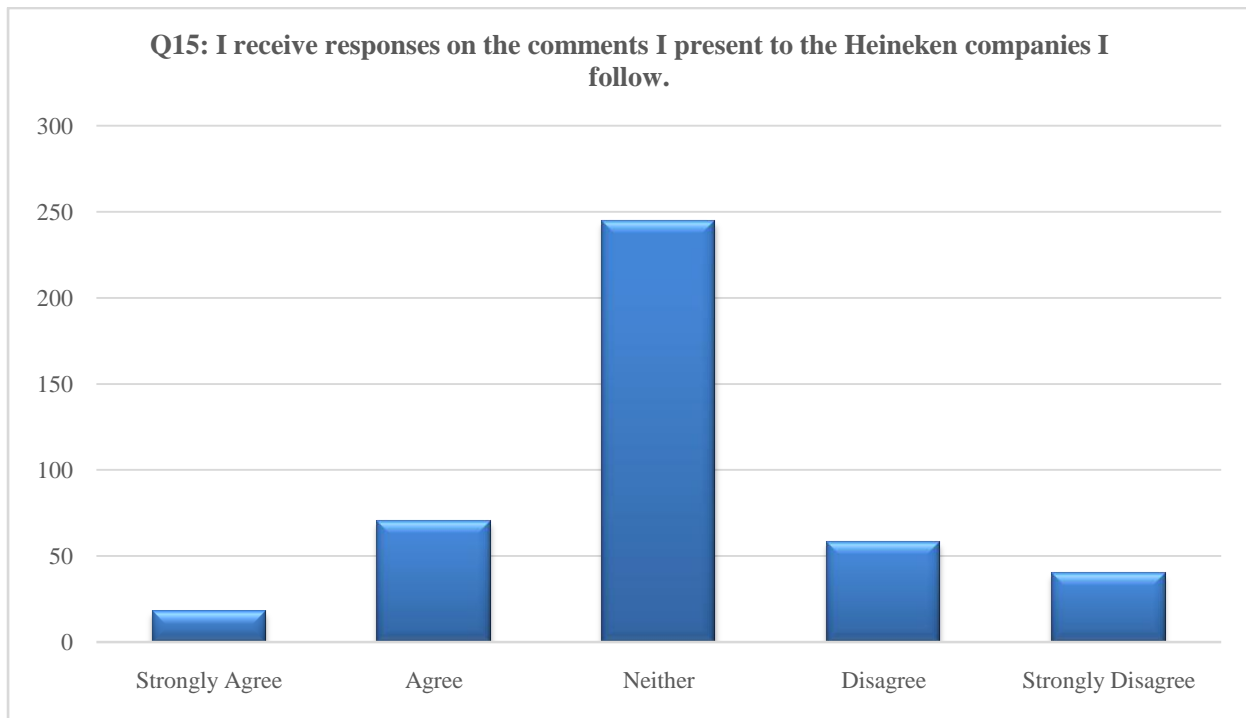


Figure 4.15: Responses to question 15 of the questionnaire.

The table and figure above illustrate the responses given by respondents on question 15 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question.

Row Labels	Sum of frequency	Percentage
Strongly Agree	14	3.3%
Agree	66	15.3%
Neither	210	48.8%
Disagree	96	22.3%
Strongly Disagree	44	10.2%
Grand Total	430	

Table 4.16: Responses to question 16 of the questionnaire

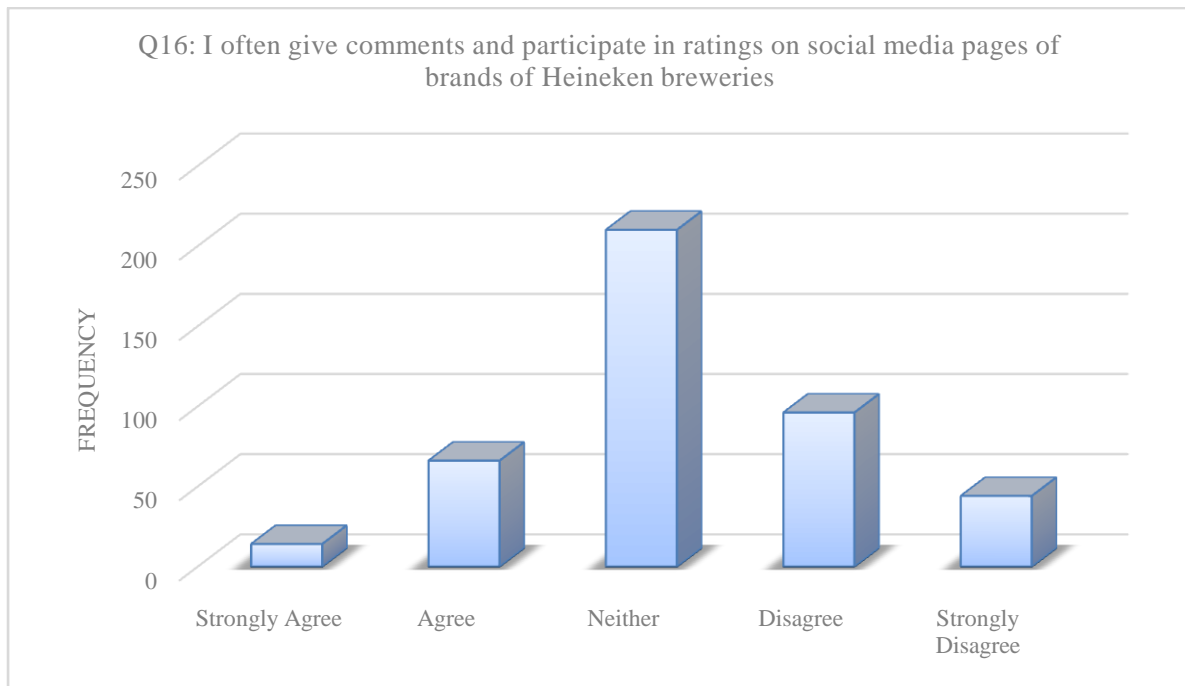


Figure 4.16: Responses to question 16 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 16 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question.

Row Labels	Sum of frequency	Percentage
Strongly Agree	40	9.3%
Agree	150	34.9%
Neither	158	36.7%
Disagree	50	11.6%
Strongly Disagree	32	7.4%
Grand Total	430	

Table 4.17: Responses to question 17 of the questionnaire

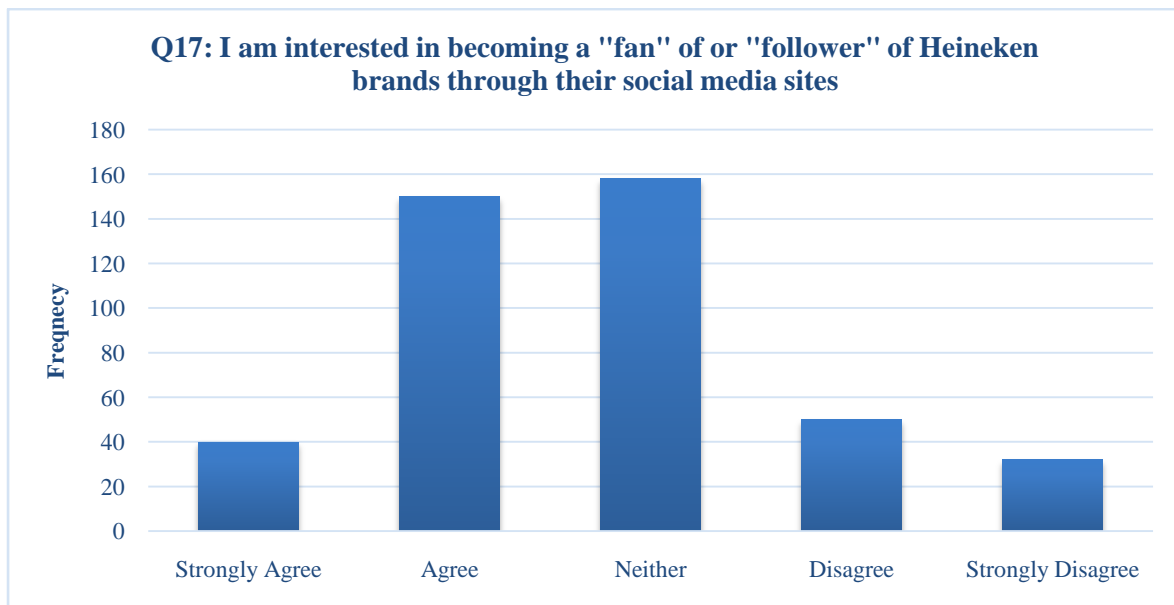


Figure 4.17: Responses to question 17 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 17 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question. Although most respondents had neutral opinions, a significant amount of respondents have responded with “agree”.

Row Labels	Sum of frequency	Percentage
Strongly Agree	30	7.0%
Agree	112	26.0%
Neither	198	46.0%
Disagree	48	11.2%
Strongly Disagree	42	9.8%
Grand Total	430	

Table 4.18: Responses to question 18 of the questionnaire

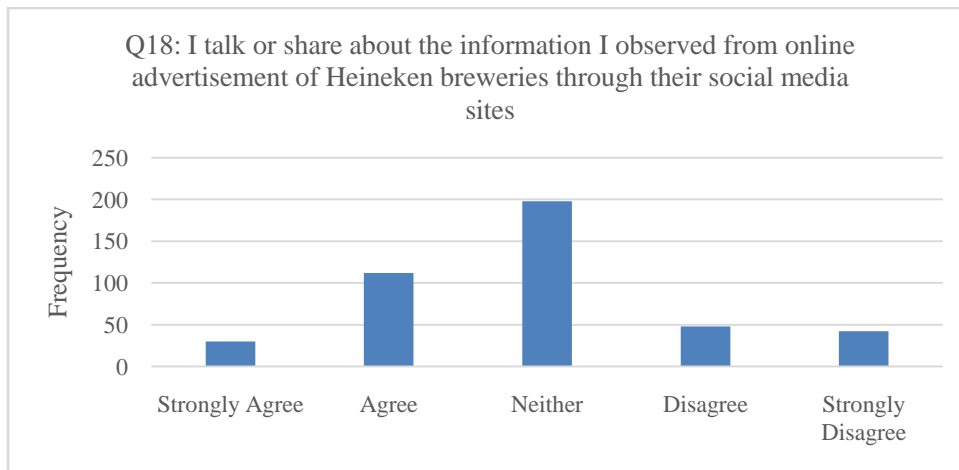


Figure 4.18: Responses to question 18 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 18 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question.

Row Labels	Sum of frequency	Percentage
Strongly Agree	22	5.1%
Agree	88	20.5%
Neither	216	50.2%
Disagree	74	17.2%
Strongly Disagree	30	7.0%
Grand Total	430	

Table 4.19: Responses to question 19 of the questionnaire

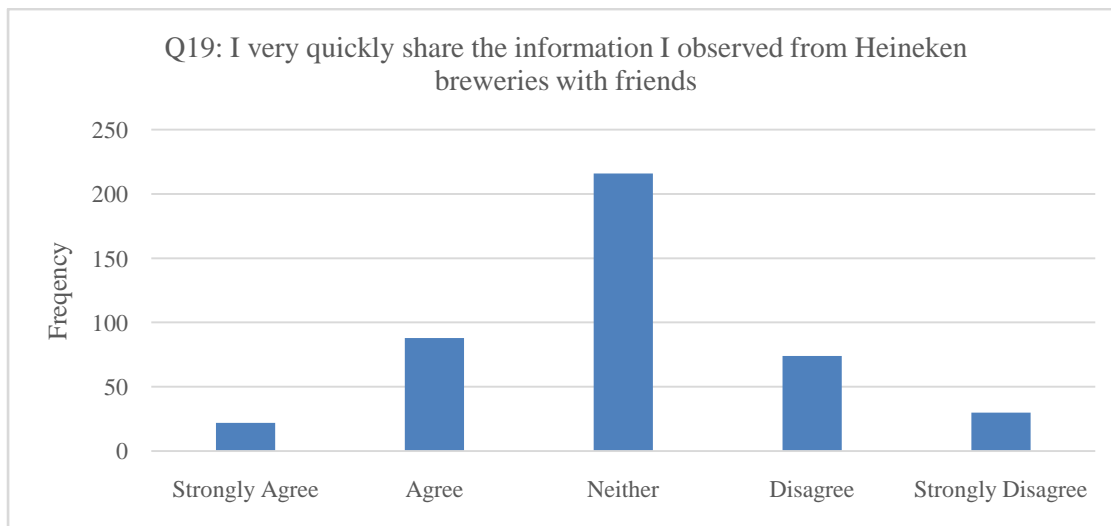


Figure 4.19: Responses to question 19 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 19 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question.

Row Labels	Sum of frequency	Percentage
Strongly Agree	32	7.4%
Agree	156	36.3%
Neither	174	40.5%
Disagree	54	12.6%
Strongly Disagree	14	3.3%
Grand Total	430	

Table 4.20: Responses to question 20 of the questionnaire

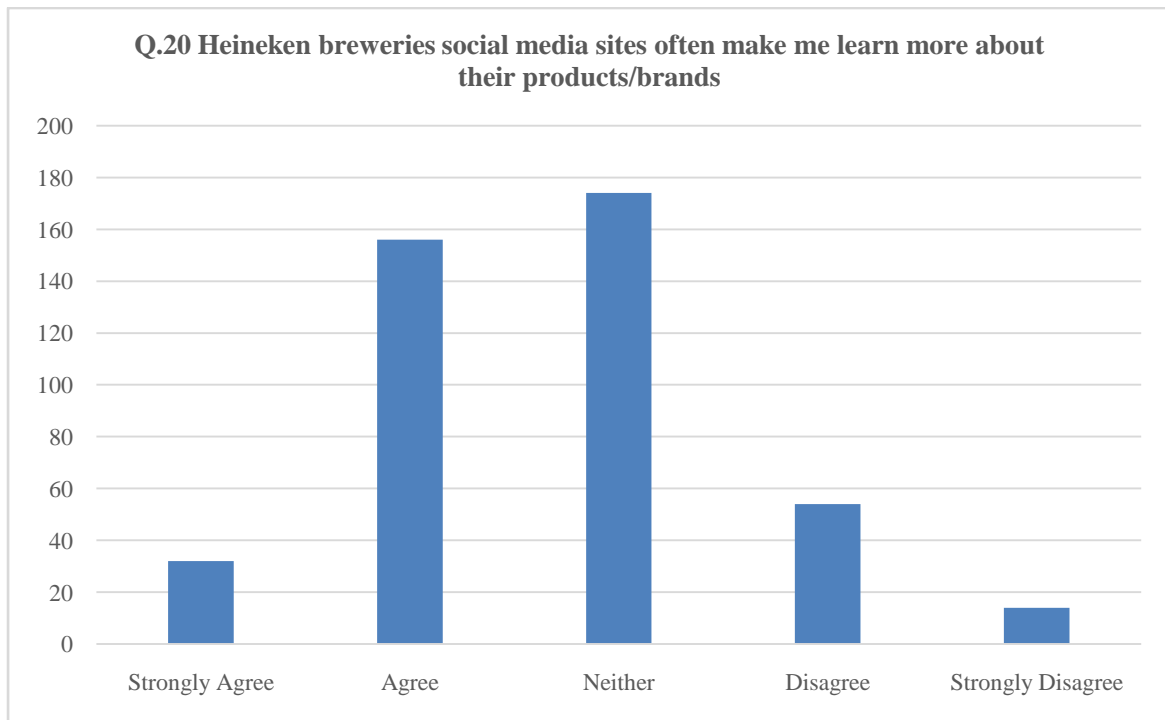


Figure 4.20: Responses to question 20 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 20 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question. Although most respondents had neutral opinions, a significant amount of respondents have responded with “agree”.

Row Labels	Sum of frequency	Percentage
Strongly Disagree	44	10.2%
Agree	88	20.5%
Neither	204	47.4%
Disagree	82	19.1%
Strongly Agree	12	2.8%
Grand Total	430	

Figure 4.21: Responses to question 21 of the questionnaire

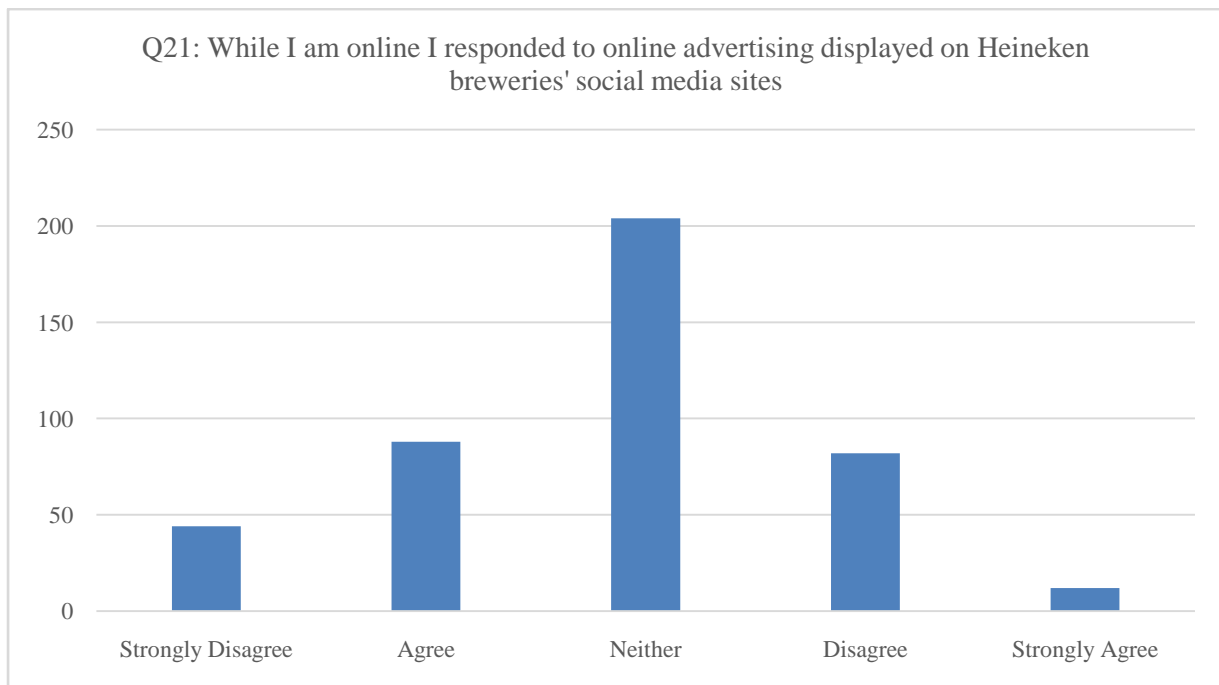


Figure 4.21: Responses to question 20 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 21 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question.

Row Labels	Sum of frequency	Percentage
Strongly Agree	30	7.0%
Agree	144	33.5%
Neither	178	41.4%
Disagree	46	10.7%
Strongly Disagree	32	7.4%
Grand Total	430	

Table 4.22: Responses to question 22 of the questionnaire

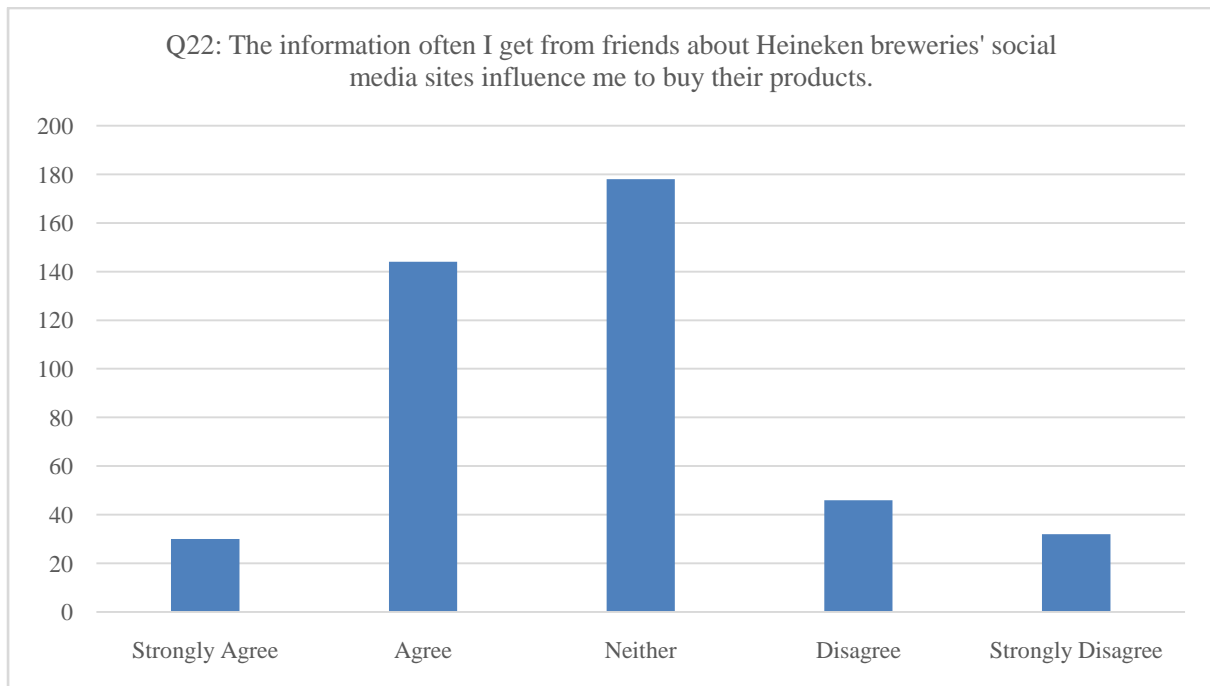


Figure 4.22: Responses to question 22 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 22 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question.

Row Labels	Sum of frequency	Percentage
Strongly Agree	26	6.0%
Agree	138	32.1%
Neither	190	44.2%
Disagree	52	12.1%
Strongly Disagree	24	5.6%
Grand Total	430	

Table 4.23: Responses to question 23 of the questionnaire

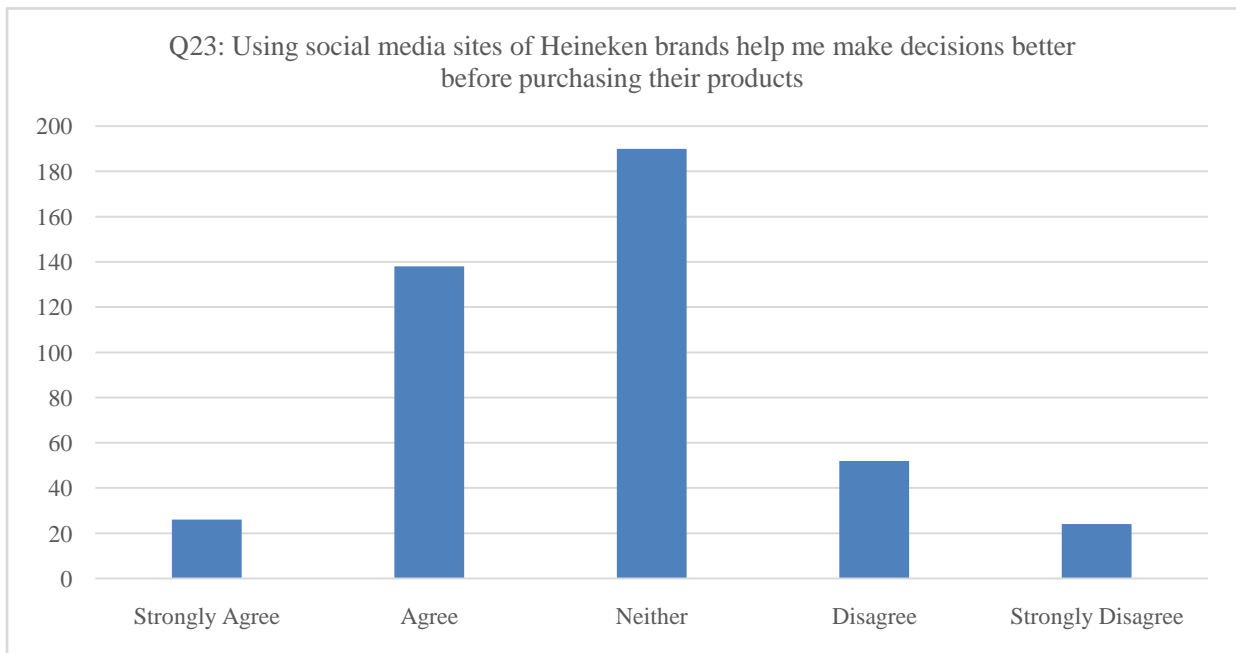


Figure 4.23: Responses to question 23 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 23 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question. Although most respondents had neutral opinions, a significant amount of respondents have responded with “agree”.

Row Labels	Sum of frequency	Percentage
Strongly Agree	28	6.5%
Agree	172	39.8%
Neither	154	35.6%
Disagree	52	12.0%
Strongly Disagree	24	5.6%
Grand Total	430	

Table 4.24: Responses to question 24 of the questionnaire

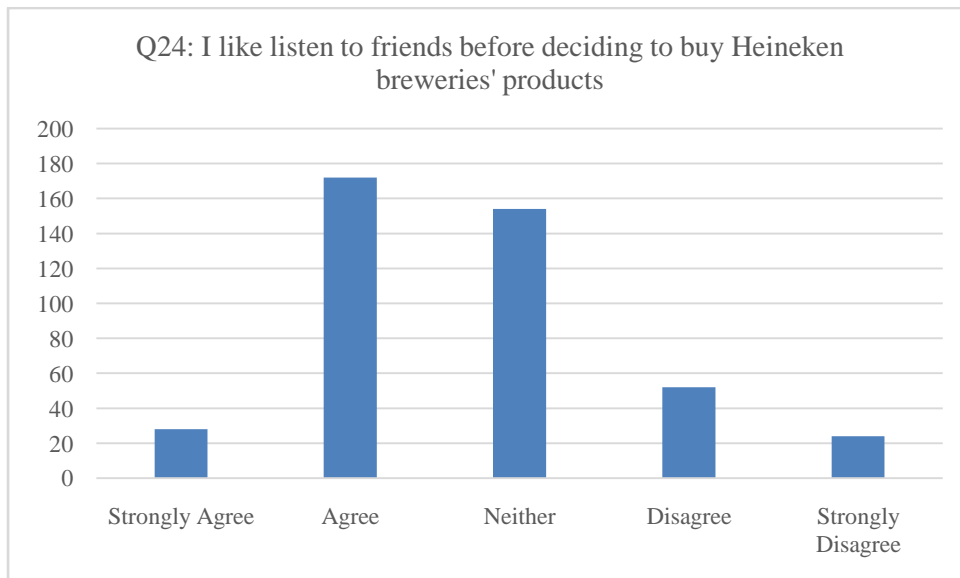


Figure 4.24: Responses to question 24 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 23 of the questionnaire. The illustrations show that most of the respondents have positive opinion on the question. Although most respondents had positive opinions, a significant amount of respondents had a neutral opinion.

Row Labels	Sum of frequency	Percentage
Strongly Agree	30	7.0%
Agree	112	26.0%
Neither	198	46.0%
Disagree	54	12.6%
Strongly Disagree	36	8.4%
Grand Total	430	

Table 4.25: Responses to question 25 of the questionnaire

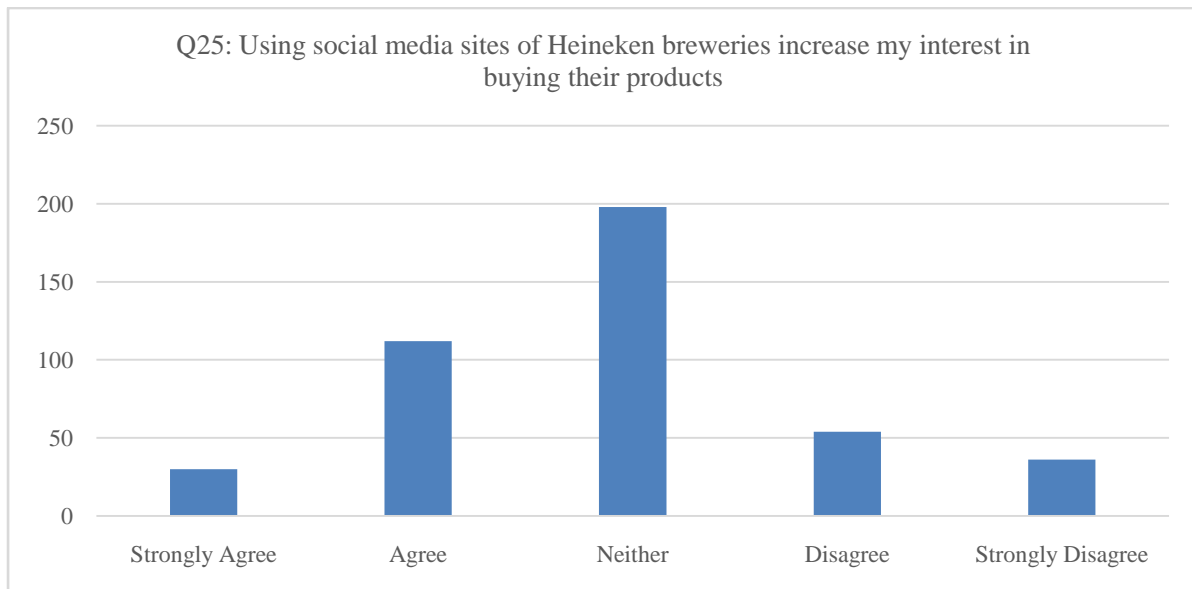


Figure 4.25: Responses to question 25 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 25 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question.

Row Labels	Sum of frequency	Percentage
Strongly Agree	34	7.9%
Agree	132	30.7%
Neither	182	42.3%
Disagree	60	14.0%
Strongly Disagree	22	5.1%
Grand Total	430	

Figure 4.26: Responses to question 26 of the questionnaire

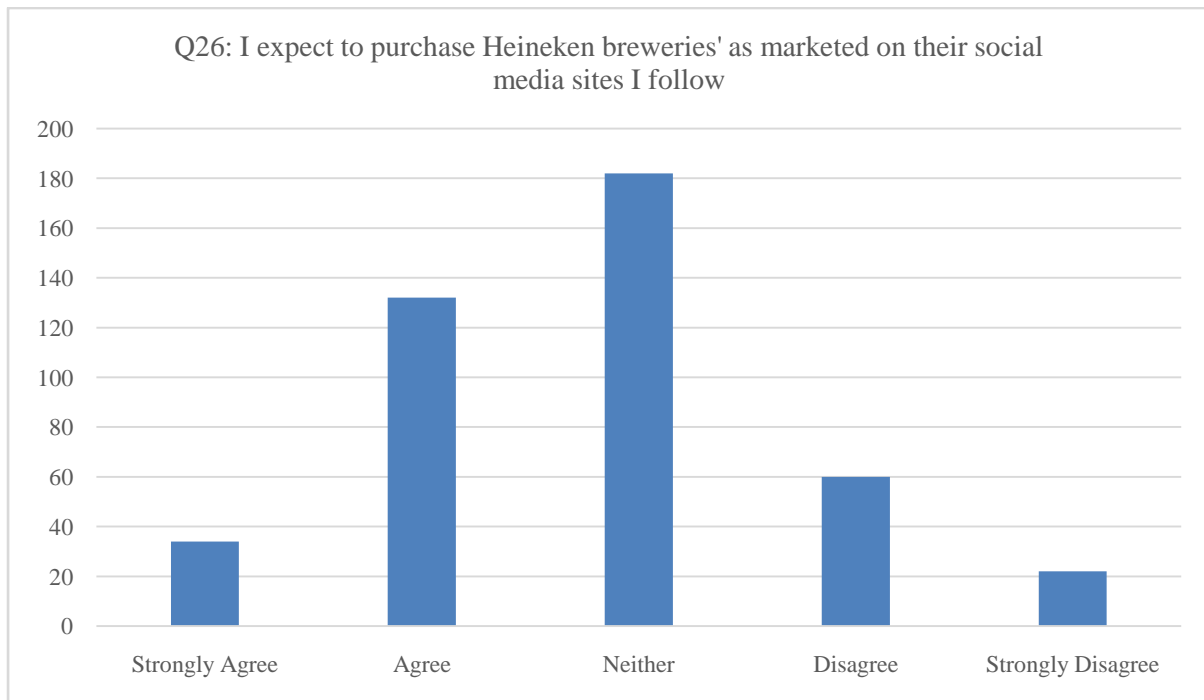


Figure 4.26: Responses to question 26 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 26 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question. Although most respondents had neutral opinions, a significant amount of respondents have responded with “agree”.

Row Labels	Sum of frequency	Percentage
Strongly Agree	16	3.7%
Agree	142	33.0%
Neither	180	41.9%
Disagree	50	11.6%
Strongly Disagree	42	9.8%
Grand Total	430	

Table 4.27: Responses to question 27 of the questionnaire

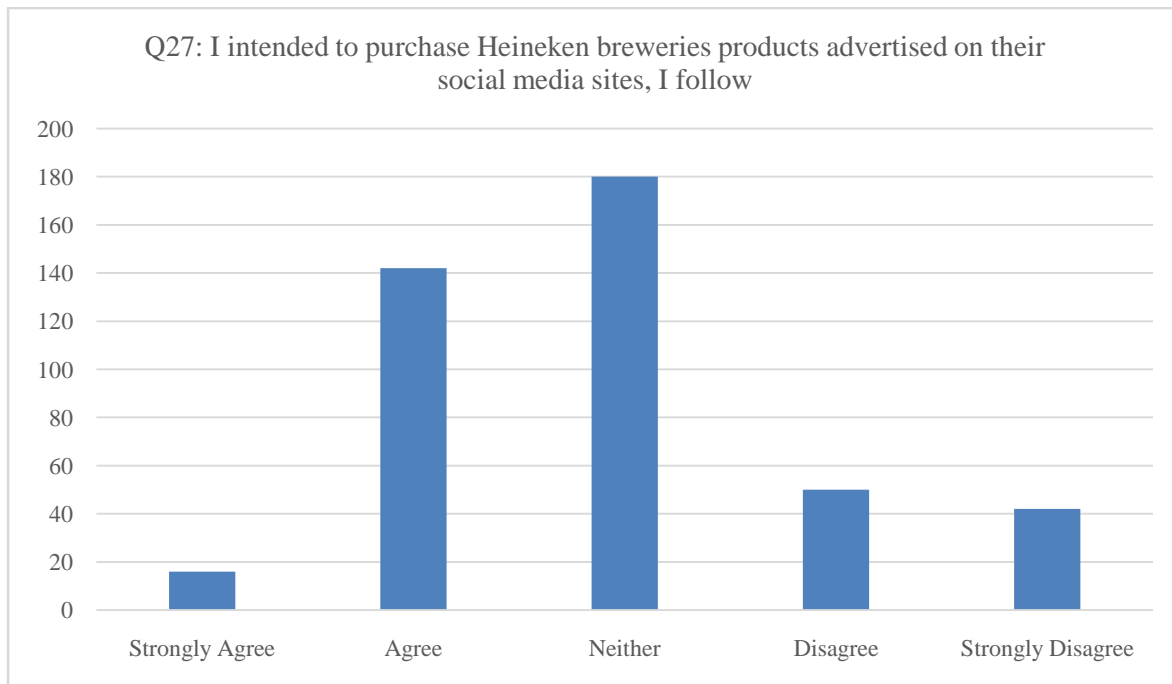


Figure 4.27: Responses to question 27 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 27 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question. Although most respondents had neutral opinions, a significant amount of respondents have responded with “agree”.

Row Labels	Sum of frequency	Percentage
Strongly Agree	42	9.8%
Agree	134	31.2%
Neither	160	37.2%
Disagree	58	13.5%
Strongly Disagree	36	8.4%
Grand Total	430	

Table 4.28: Responses to question 28 of the questionnaire

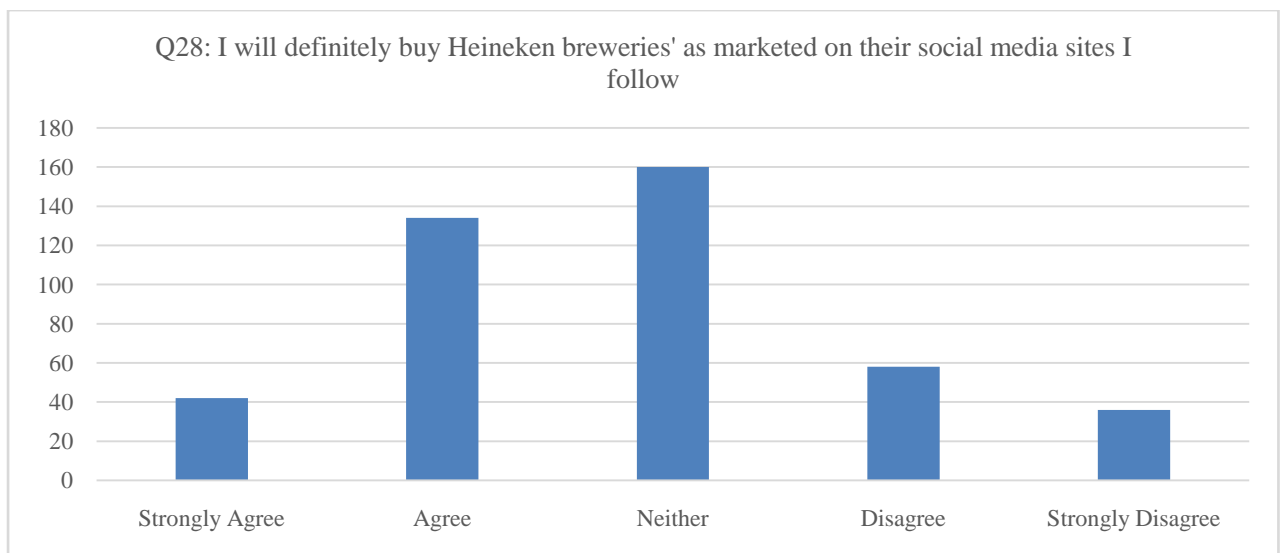


Figure 4.28: Responses to question 28 of the questionnaire

The table and figure above illustrate the responses given by respondents on question 28 of the questionnaire. The illustrations show that most of the respondents have a neutral opinion on the question. Although most respondents had neutral opinions, a significant amount of respondents have responded with “agree”.

4.3 Normality distribution and Hypotheses Tests Summary

Item NO	Null Hypothesis	Test	Sig	Decision
1	The distribution of I often recommend the Hnk. Brews. products to friends/families is normal with mean 3.42 and standard deviation 0.97	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
2	The distribution of I often told my friends about the "Hnk takeover" campaign on its social media site is normal with mean 3.18 and standard deviation 1.00	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
3	The distribution of I want my friends to like Hnk. comps. page is normal with mean 3.28 and standard deviation 0.91	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
4	The distribution of The posts on Hnk. comps. pages are i like to talk about is normal with mean 3.13 and standard deviation 0.90	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
5	The distribution of I receive responses on the comments I present to the Hnk. comps. is normal with mean 3.01 and standard deviation 0.86	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
6	The distribution of I often give comments and participate in ratings on SM pages of bnds. thru. their SM sites is normal with mean 2.94 and standard deviation 0.88	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis

7	The distribution of I am interested in becoming a "fan" or "follower" of Hnkbnds. through their SM sites is normal with mean 3.22 and standard deviation 0.94	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
8	The distribution of I share about the inf. observed from online ad. ofHnk brews. thr. their SM sites is normal with mean 3.13 and standard deviation 0.91	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
9	The distribution of I very quickly share the inf. I observed from Hnk. brews. with friends is normal with mean 3.01 and standard deviation 0.89	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
10	The distribution of Hnk. brews. SM sites often make me learn more about their products is normal with mean 3.01 and standard deviation 0.88	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
11	The distribution of While I am online I responded to online ad. displayed on Hnk. brews' SM sites is normal with mean 3.08 and standard deviation 0.89	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
12	The distribution of The inf. often i get from friends about Hnk. brews' SM sites influence me to buy their products is normal with mean 3.23 and standard deviation 0.90	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
13	The distribution of Using SM sites of Hnk. bnds. help me	One-sample Kolmogorov-	.000	Reject the null hypothesis

	make decisions better before purchasing their prods. is normal with mean 3.18 and standard deviation 0.87	Smirnov Test		
14	The distribution of I like listen to friends before deciding to buy Hnk. brews. products is normal with mean 3.24 and standard deviation 0.88	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
15	The distribution of Using SM sites of Hnk. brews' increase my interest in buying their products is normal with mean 3.16 and standard deviation 0.94	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
16	The distribution of I except to purchase Hnk. brews' products ad. on their SM sites is normal with mean 3.15 and standard deviation 0.90	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
17	The distribution of I intended to purchase Hnk. brews' products ad. on SM sites is normal with mean 3.18 and standard deviation 1.71	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis
18	The distribution of I will defiantly buy Hnk. brews' as marketed on their SM sites is normal with mean 3.08 and standard deviation 1.03	One-sample Kolmogorov-Smirnov Test	.000	Reject the null hypothesis

Kolmogorov–Smirnov test (K–S test or KS test) is a nonparametric **test** of the equality of continuous, one-dimensional none-probability distributions that can be used to compare a sample with a reference probability distribution (**one-sample K–S test**), or to compare two samples (**two-sample K–S test**).

As could be seen in the sig column of this normally distribution variables testing table, the calculated figure at sig. column for all the sample variables are equal to.000. Hence, variables are normally distributed.

By the regression coefficients of SPSS version 20.0, at any standard level of significance (0.1, 0.05, 0.025, 0.001).we reject the Null hypotheses, otherwise we accept the alternative hypotheses.

Thus, as illustrated on **Annex II**, the result is depicted as follows. The Null-hypotheses are partially rejected and partially accepted as observed on the relationship of the three independent variables, E-WOM, Online Communities, Online Advertisement and one dependant variable, Consumers Purchase Intention. Hence, using the last seven items of attitude questions of the study variables taking one as independent variable and the remaining six as independent variables respondents' responses are presented as follows:

- ✓ Using SM sites of Heineken brands help the respondents make decision better before purchasing, increase respondents interest in buying their products are significant correlated to the information often respondents get from friends about Heineken breweries' SM sites influence them to buy the companies' products.
- ✓ Respondents like listen to friends before deciding to buy Heineken breweries and the information often respondents get from friends about Heineken breweries'SM sites influence to buy their products are significantly correlated to Using SM sites of Heineken brands help respondents make decisions better before purchasing their products.
- ✓ Respondents expect to purchase Heineken breweries as marketed on their SM sites, respondents will definitely buy Heineken breweries as marketed on their SM sites, using SM sites of Heineken brands help respondents make decisions better before purchasing their products, and Using SM sites of Heineken breweries increase respondents interest in buying their products are significantly correlated to respondents like listen to friends before deciding to buy Heineken breweries.
- ✓ Respondents intended to purchase Heineken breweries' products advertised on their SM sites respondents definitely buy Heineken breweries as marketed on their SM sites; respondents like listen to friends before deciding to buy Heineken breweries , and using SM sites of Heineken breweries increase respondents' interest in buying their products are significantly correlated to respondents expect to purchase Heineken breweries as marketed on SM sites.

- ✓ Respondents intended to purchase Heineken breweries products advertised on their SM sites; and respondents expect to purchase Heineken breweries as marketed on their SM sites are significantly correlated to using SM sites of Heineken breweries increase respondents interest in buying their products.
- ✓ The information often respondents get from friends about Heineken breweries' SM sites influence respondents to buy their products; using SM sites of Heineken brands help respondents make decisions better before purchasing their products; respondents like listen to friends before deciding to buy Heineken breweries; and using SM sites of Heineken breweries increase respondents interest in buying their products are significantly correlated to respondents intended to purchase Heineken breweries' products advertised on SM sites.
- ✓ Using SM sites of Heineken brands help respondents make decisions better before purchasing companies' products; respondents like listen to friends before deciding to buy Heineken breweries; using SM sites of Heineken breweries increase respondents' interest in buying companies' products; and respondents expect to purchase Heineken breweries' products are marketed on their SM sites are significantly correlated to respondents definitely buy Heineken breweries as marketed on their SM sites.
- ✓ Respondents like listen to friends before deciding to buy Heineken breweries ; respondents expect to purchase Heineken breweries' as marketed on their SM sites ; respondents intended to purchase Heineken breweries' products advertised on their SM sites; respondents definitely buy Heineken breweries' as marketed on their SM sites are not significantly correlated to information often respondents get from friends about Heineken breweries' SM sites influence them to buy their products.
- ✓ Using SM sites of Heineken breweries increase respondents' interest in buying their products; respondents expect to purchase Heineken breweries' as marketed on their SM sites ; respondents intended to purchase Heineken breweries' as marketed on their SM sites; an respondents will definitely buy Heineken breweries' marketed on their SM sites are not significantly correlated to using SM sites of Heineken brands help respondents make decisions better before purchasing their products.
- ✓ Respondents intended to purchase Heineken breweries' products advertised on their SM sites; the information often respondents get from friends about Heineken breweries' SM sites influence respondents to buy their products are not significantly correlated to respondents like listen to friends before deciding to buy Heineken breweries.

- ✓ The information often respondents get from friends about Heineken breweries' SM sites influence them to buy their products; and using SM sites of Heineken brands help respondents make decisions better before purchasing their products are significantly correlated to respondents expect to purchase Heineken breweries as marketed on their SM sites.
- ✓ Respondents definitely buy Heineken breweries as marketed on their SM sites; the information often respondents get from friends about Heineken breweries' SM sites influence them to buy their products ;using SM sites of Heineken brands help respondents make decisions better before purchasing their products; and respondents like listen to friends before deciding to buy Heineken breweries are not significantly correlated to using sites of Heineken breweries increase respondents interest in buying their products.
- ✓ Respondents will definitely buy Heineken breweries as marketed on their SM sites; and respondents expect to purchase Heineken breweries as marketed on their SM sites are not significantly correlated to respondents intended to purchase Heineken breweries' products advertised on their SM sites.
- ✓ The information often respondents get from friends about Heineken breweries' SM sites influence them to buy the companies' products; and respondents intended to purchase Heineken breweries' products advertised on their SM sites are not significantly correlated to respondents definitely buy Heineken breweries as marketed on their SM sites.

Besides, Respondents like listening to friends before deciding to Heineken Breweries' products; Respondents expectations to purchase Heineken Breweries' as marketed on their SM sites; Respondents intention to purchase Heineken Breweries' products advertised on their SM sites; and Respondents certainly decide to buy Heineken Breweries' products as marketed on their SM sites, taking these as dependent variable in relation to other six variables as independent variables nearly 72% of the SPSS output rejected the null hypotheses. Which means there are significant correlation among independent variables and dependent variables. But the information often respondents get from friends about Heineken Breweries' SM sites influence them to buy their products; using SM sites of Heineken breweries increase respondents' interest in buying their products ; the SM of Heineken brands online advertisement help for respondents to make better decisions ; taking these as dependent variables in relation to other six as independent variables are about 61% of the SPSS output

accepted the Null-hypotheses. Which means there are no significant correlation among independent and dependent variables

CHAPTER FIVE

5. Summary, Conclusion & Recommendation

5.1 Summary of major findings

This section summarizes the findings of the research. The data was collected from consumers; the company was not able to give information due to confidential company policy. As a result of the findings, the theoretical and empirical frameworks have shown synergy. The following are the major summary points retrieved from the survey responses:

- ✚ Social media is the main reason why most people use the internet. Social media is a great motivation towards the use of the internet and has been a major reason for the increase of internet users globally.
- ✚ Face book is the most popular social media of the respondents in particular and Addis Ababa in general having the largest number of users.
- ✚ Most respondents do not follow the social media pages of Heineken Breweries Ethiopia. This shows that the company is a bit dormant when it comes do social media marketing.
- ✚ Among traditional advertising, TV is the most popular having nearly half (47%) of the respondents.
- ✚ About 47% of the respondents prefer social media advertisement as opposed to traditional means. Coming in next are respondents who believe both advertisement mediums complement each other, they constitute about 27%.

Regarding the attitude questions, the researcher classified responses as positive, negative and neutral. Based on this, the neutral responses have greater number than positive and negative responses. Besides most questions, the number of positive responses is greater than negative responses. But some Negative responses were seen as more the Positive on questions regarding giving comments, participating in ratings, sharing information on online advertisements and responding to advertisement.

In general the finding shows that Heineken Breweries' efforts to communicate with consumers is at lower level than it is supposed to be.

5.2 Recommendations

The research commenced by giving the background of the study and what motivated the researcher to conduct the study on the topic of social media and purchase intentions. It is clear that how social media is slowly becoming an important marketing tool worldwide which offers companies' opportunity to engage with their markets and to learn about customers' needs, important segments and profile. It has also created a new communication platform for consumers to share their brand experiences, to comment and review products/services, to search for the best options available and so on.

Globally the relationship between customers and business is changing and this effect will gradually continue to involve in Ethiopia as new media infuses the culture and society. Therefore, with the rate it is growing in Ethiopia, there will be no escaping of online marketing after few years, either for individuals or for business. Even though some are becoming popular and effective marketing tools, social network sites can pose a threat as well as an opportunity to companies. Thus, SM as a form of marketing tool will present a whole new phase challenges.

Even though, it is widely reported that the effectiveness of traditional media and there use is sharply falling worldwide, SM alone cannot be effective in Ethiopia without augmenting it with other traditional media channels due to lack of infrastructure and internet coverage lack of knowledge on the subject matter; lack of device to access the media and other factors; thus,

1. Local companies small or big could achieve the best result by integrating SMM with traditional marketing efforts.
2. Local scholars should give emphasis to study the impact of SMM on B2C versus B2B.
3. In the near future Ethiopian business will start to use online marketing using SM. So, benefits and challenges of online marketing is a timely topic to be researched.

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ANNEX I. Questionnaire

Hello Sir/ Madam

This questionnaire will be used for conducting research for the Partial fulfillment of Masters Degree in Marketing Management at Addis Ababa University, School of Commerce.

I, TsehayAbebe, with the guidance and support of my advisor I am here to conduct a research survey on the Topic: "The Impact of Social Media Marketing on Consumers Purchase Intention": the case of Heineken Breweries S.C. Ethiopia.

This Questionnaire is designed in two parts. Part one is designed to collect general information and Part two is designed to find out "the Impact of Social Media Marketing on Consumers Purchase Intention .I kindly request you to respond to all questions and be assured that there is no right or wrong answer. Your honest and full response is invaluable for the success and accuracy of this Study.

I am very grateful for taking your time and I like to assure you that your response will be kept confidential and will only be used for this Research purpose. You can contact me through tawgoshu@gmail.com or +251913215138 if you need verification.

Thanks and regards!

Part I. General Information

In answering this part of the Questionnaire, Please use a tick(x) mark in the boxes provided.

1. Your Age

18-29 years 30-39 years 40-49 years 50+ years

2. Gender

Male Female

3. Marital Status

Single Married

4. Your Education Level

- High School completed Diploma
 First Degree Master's Degree and above

5. Why do you use Internet? (you may choose more than one)

- Work-related Stud Social Media Sites
 E-mail, news, banking

6. Which Social Media do you use? (you may choose more than one)

- Facebook Twitter YouTube Instagram LinkedIn

7. Why do you use Social Media? (you may choose as many as you apply)

- To learn more about information on products/ services Entertainment
 Keep in touch with friends/ families Promotions Networking

8. Please choose any of the following if you are a "fan" or "follower "of their Face book, Instagram, or You tube page (you may choose all you apply).

- Walia beer
 Bedele beer
 Harar beer
 Heineken breweries Ethiopia
 Sofi Malt
 None

9. Through what other medium do you learn about Heineken breweries brands? (you may choose two or more media)

- Television
 Radio
 Newspaper
 Magazines

10. How do you view an add message on a social media sites such as Face book, YouTube or Instagram versus traditional media such as TV, Radio or Newspaper?

- They are the same
- They complement each other
- Prefer social media advertisement because it is more interactive
- Prefer traditional advertisement because it is less interactive

Part II. This section is designed to find out your perception about Heineken Breweries S.C. Ethiopia Social Media Marketing Impacts on Consumers Intention. Please indicate the level of your Agreement or Disagreement by placing a tick (√) mark in corresponding boxes.

The rating level are:

1.=Strongly disagree, 2= Disagree, 3= Neither agree nor disagree

4= Agree, 5= Strongly agree

Key: WOM= Electronic word of mouth

OC= Online community

OA= online advertising

PI= consumer purchase intention

Item No	Electronic Word of Mouth	Strongly Agree(5)	Agree(4)	Nether Agree nor disagree(3)	Disagree(2)	Strongly Disagree(1)
WOM ₁	I often recommend the Heineken breweries products to friends/families					
WOM ₂	I have told my friends about the "Heineken takeover" campaign as a result of what have seen on its social media sites					
WOM ₃	I want my friends to like Heineken companies' page					
WOM ₄	The posts on the Heineken companies' pages are things I like to talk about					
	Online Communities					
OC ₅	I receive responses on the comments I present to the Heineken companies, I follow					
OC ₆	I often give comments and participate in ratings on social media pages of brands of Heineken breweries					
OC ₇	I am interested in becoming a "fan" of or "follower" of Heineken brands through their social media sites					
OC ₈	I talk or share about the information I observed from online advertisement of Heineken breweries through their social media sites					
	Online Advertising					
OA ₉	I very quickly share the information I observed from Heineken breweries with friends					
OA ₁₁	Heineken breweries social media sites often make me learn more about their products/brands					
OA ₁₂	While I am online I responded to online advertising displayed on Heineken breweries' social media sites					

	Consumers Purchase Intension					
PI ₁₃	The information often I get from friends about Heineken breweries' social media sites influence me to buy their products					
PI ₁₄	Using social media sites of Heineken brands help me make decisions better before purchasing their products					
PI ₁₅	I like listen to friends before deciding to buy Heineken breweries' products					
PI ₁₆	Using social media sites of Heineken breweries increase my interest in buying their products					
PI ₁₇	I expect to purchase Heineken breweries' as marketed on their social media sites, I follow					
PI ₁₈	I intended to purchase Heineken breweries products advertised on their social media sites, I follow					
PI ₁₉	I will definitely buy Heineken breweries' as marketed on their social media sites, I follow					

ANNEX II REGRESSION ANALYSIS TABLE

REGRESSION

/MISSING LISTWISE

/STATISTICS COEFF OUTS R ANOVA

/CRITERIA=PIN(.05) POUT(.10)

/NOORIGIN

/DEPENDENT pi12

/METHOD=ENTER pi13 pi14 pi15 pi16 pi17 pi18.

Table 1. Regression model on the dependent variable- the inf. often i get from friends about Heineken breweries' SM sites influence me to buy their products

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.566	.132		4.275	.000
Using SM sites of Heineken brands help me make decisions better before purchasing their products	.497	.045	.485	11.104	.000
I like listen to friends before deciding to buy Heineken breweries'	.032	.048	.031	.666	.506
using SM sites of Heineken breweries' increase my interest in buying their products	.189	.048	.198	3.910	.000
I expect to purchase Heineken breweries' as marketed on their SM sites, I follow	.062	.054	.062	1.155	.249
I intended to purchase Heineken breweries' products advertised on their SM sites, I follow	.020	.020	.037	1.002	.317
I'll definitely buy Heineken breweries' as marketed on their SM sites, I follow.	.040	.045	.046	.900	.369

REGRESSION

/MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT pi13
 /METHOD=ENTER pi14 pi15 pi16 pi17 pi18 pi12.

Table 2. Regression model on the dependent variable- Using SM sites of Heineken brands help me make decisions better before purchasing their products

Model	Un standardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.464	0.127		3.65	0
I like listen to friends before deciding to buy Heineken breweries'	0.156	0.045	0.157	3.45	0.001
using SM sites of Heineken breweries' increase my interest in buying their products	0.049	0.047	0.053	1.043	0.298
I expect to purchase Heineken breweries' as marketed on their SM sites, I follow	0.095	0.051	0.098	1.861	0.063
I intended to purchase Heineken breweries' products advertised on their SM sites, I follow	-0.002	0.019	-0.005	-0.133	0.894
I'll definitely buy Heineken breweries' as marketed on their SM sites, I follow.	0.098	0.043	0.116	2.305	0.022
the inf. often i get from friends about Heineken breweries' SM sites influence me to buy their products	0.453	0.041	0.464	11.104	0.000

REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT pi14
 /METHOD=ENTER pi16 pi17 pi18 pi12 pi13 pi15.

Table 3. Regression model on the dependent variable- I like listen to friends before deciding to buy Heineken breweries'

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.748	.132		5.668	.000
I expect to purchase Heineken breweries' as marketed on their SM sites, I follow	.190	.054	.194	3.528	.000
I intended to purchase Heineken breweries' products advertised on their SM sites, I follow	.027	.020	.053	1.377	.169
I'll definitely buy Heineken breweries' as marketed on their SM sites, I follow.	.190	.045	.223	4.266	.000
the inf. often i get from friends about Heineken breweries' SM sites influence me to buy their products	.033	.049	.033	.666	.506
Using SM sites of Heineken brands help me make decisions better before purchasing their products	.175	.051	.174	3.450	.001
using SM sites of Heineken breweries' increase my interest in buying their products	.175	.049	.187	3.554	.000

REGRESSION
 /MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT pi15
 /METHOD=ENTER pi16 pi17 pi18 pi12 pi13 pi14.

Table 4. Regression model on the dependent variable- I expect to purchase Heineken breweries' as marketed on their SM sites, I follow

Model	Un standardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	B		Beta		
(Constant)	.374	.120		3.111	.002
I intended to purchase Heineken breweries' products advertised on their SM sites, I follow	.036	.018	.067	2.020	.044
I'll definitely buy Heineken breweries' as marketed on their SM sites, I follow.	.304	.038	.349	8.079	.000
the inf. often i get from friends about Heineken breweries' SM sites influence me to buy their products	.050	.044	.050	1.155	.249
Using SM sites of Heineken brands help me make decisions better before purchasing their products	.085	.046	.083	1.861	.063
I like listen to friends before deciding to buy Heineken breweries'	.150	.043	.147	3.528	.000
using SM sites of Heineken breweries' increase my interest in buying their products	.257	.043	.268	6.022	.000

REGRESSION

/MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT pi16
 /METHOD=ENTER pi17 pi18 pi12 pi13 pi14 pi15.

Table 5. Regression model on the dependent variable- using SM sites of Heineken breweries increase my interest in buying their products

model	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.
	B		Beta		
(Constant)	.083	.334		.247	.805
I'll definitely buy Heineken breweries' as marketed on their SM sites, I follow.	.053	.111	.032	.477	.634
the inf. often i get from friends about Heineken breweries' SM sites influence me to buy their products	.120	.120	.063	1.002	.317
Using SM sites of Heineken brands help me make decisions better before purchasing their products	-.017	.126	-.009	-.133	.894
I like listen to friends before deciding to buy Heineken breweries'	.163	.118	.084	1.377	.169
using SM sites of Heineken breweries' increase my interest in buying their products	.389	.121	.214	3.230	.001
I expect to purchase Heineken breweries' as marketed on their SM sites, I follow	.268	.133	.141	2.020	.044

REGRESSION

/MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT pi17
 /METHOD=ENTER pi18 pi12 pi13 pi14 pi15 pi16.

Table 6. Regression model on the dependent variable- I intended to purchase Heineken breweries' products advertised on their SM sites, I follow .

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.216	.146		-1.481	.139
I'll definitely buy Heineken breweries' as marketed on their SM sites, I follow	.047	.052	.041	.900	.369
the inf. often i get from friends about Heineken breweries' SM sites influence me to buy their products	.126	.055	.107	2.305	.022
Using SM sites of Heineken brands help me make decisions better before purchasing their products	.216	.051	.185	4.266	.000
I like listen to friends before deciding to buy Heineken breweries'	.198	.052	.180	3.774	.000
using SM sites of Heineken breweries' increase my interest in buying their products	.438	.054	.382	8.079	.000
I expect to purchase Heineken breweries' as marketed on their SM sites, I follow	.010	.021	.017	.477	.634

REGRESSION

/MISSING LISTWISE
 /STATISTICS COEFF OUTS R ANOVA
 /CRITERIA=PIN(.05) POUT(.10)
 /NOORIGIN
 /DEPENDENT pi18
 /METHOD=ENTER pi12 pi13 pi14 pi15 pi16 pi17.

Table 7. Regression model on the dependent variable- I'll definitely buy Heineken breweries' as marketed on their SM sites, I follow.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.216	.146		-1.481	.139
the inf. often i get from friends about Heineken breweries' SM sites influence me to buy their products	.047	.052	.041	.900	.369
Using SM sites of Heineken brands help me make decisions better before purchasing their products	.126	.055	.107	2.305	.022
I like listen to friends before deciding to buy Heineken breweries'	.216	.051	.185	4.266	.000
using SM sites of Heineken breweries' increase my interest in buying their products	.198	.052	.180	3.774	.000
I expect to purchase Heineken breweries' as marketed on their SM sites, I follow	.438	.054	.382	8.079	.000
I intended to purchase Heineken breweries' products advertised on their SM sites, I follow	.010	.021	.017	.477	.634