



The Impact of Social Media Marketing on Consumer Buying
Behavior: The Case of Best Western Plus Pearl Addis Hotel,
Addis Ababa, Ethiopia

By

Selam Berhan

A Thesis Submitted to Addis Ababa University School of
Commerce for the Degree of Master of Arts in Marketing
Management

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Behavior**

Best western plus pearl Addis Hotels of Addis Ababa

By Selam Berhan

Advisor: Saleamlak Molla (PhD)

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Letter of Certification

Letter of Certification this is to certify that Selam Berhan carried out her project on the topic entitled “The Impact of Social Media Marketing on Consumer buying Behavior, the case of Best Western plus Pearl Addis Hotel, Addis Ababa, Ethiopia”. This work is original in nature and is suitable for submission for the award of Master of Marketing Management.

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Declaration

Declaration I, Selam Berhan hereby declare that this thesis work entitled “The Impact of Social Media Marketing on Consumer Buying Behavior in Best Western Purl Hotel, Addis Ababa, Ethiopia” is the outcome of my own effort and it is my original work. This study has not been presented for a degree in any other university and that all sources of material used for the work have been properly acknowledged.

By: Selam Berhan

Signature_____

Date_____

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Abstract

The focus of this research is to examine the impact of social media marketing on consumer buying behavior, specifically in the case of Best Western plus Pearl Addis hotel in Addis Ababa, Ethiopia. A study was conducted using a sample of 120 consumers of accommodations. The study utilized quantitative research through a structured questionnaire. The study use Trust in Information, Vividness, Entertainment content, Interaction, and Concern of Privacy as a key determining factors that influenced consumer purchasing intentions. The results of the study and recommendations for future research are presented. It reveals that Hotel has used social media marketing to promote consumer buying. Statistical analysis presented in chapter four shows a correlation between social media marketing and consumer buying behavior. However, data collected from the study indicates that a significant number of respondents believe that the hotel is not utilizing technology advancements effectively to enhance hotel activities and interaction, particularly in regards to privacy concerns which is negative relation. Therefore, the researcher suggest that as Social media can make additional enables for hotels to interact with visitors in a more intimate way. Hotels can develop a devoted following and establish their brand as a reliable one through interactive posts and compelling content. This may result in more satisfied customers and favorable reviews, which in turn may draw in more customers. Overall, there is no doubt about the advantages of using social media for hotel branding, so it is imperative that international establishments do so.

Keywords: Social Media Marketing, Consumer Buying Behavior, Trust in Information, Vividness, Entertainment content, Interaction and Concern in Privacy

1. CHAPTER ONE

INTRODUCTION

1.1 Background of study

Social media, in its broadest sense, refers to a group of interactive Internet applications that make communication easier for people to create, curate, and share user-generated content it is either individually or collaboratively (Jenny, 2016). It used to help people to reach target market and it can be used to personalize message and get people can target their audience more directly than traditional methods with digital marketing, input important information about the audience and use that information to shape the digital marketing campaigns. It makes it easy to reach to the right people (Smith, 2022). There are More than 4.5 billion people use social media globally. The five biggest social media platforms are Instagram, Facebook, WhatsApp, and Facebook Messenger. (Dollarhide, 2021)

Social media for Africa also an innovative tool by which hotel brands can take a proactive approach to manage brand relationship with their consumers, Hotel marketers can identify the most important attribute of their brands e.g. rooms, front desk ,breakfast, room rates and cleanness by analyzing the consumer's post on the brand page and marketers can take immediate actions based on both complimentary review and compliant about service particularly for uncomplimentary review, marketers can mitigate their potential harmful effects by effectively responding to consumer's comment and all of this efforts can assist hotel brands in creating favorable brand images and building strong relationships with their members. (Samaan and Abdullah, 2016)

In Ethiopians, businesses can use social media users to identify potential target markets. Businesses can also use social media users to promote products, build brands, forge strong bonds with customers, and obtain feedback. Social media has an impact on marketing mix and target market, but has less of an impact on place and price decisions. (Ashenafi, 2016)

The researchers want to study this subject because Social media marketing is a very young topic of study, and there is still much to discover about how it effects customer behavior. By conducting research in this area, the researcher can contribute models that help to explain the impact of social media marketing on consumer purchasing behavior, significant practical implications for businesses, businesses to better understand how to engage with their customers and meet their needs, provide practical insights and recommendations to businesses that can help them to improve their marketing strategies and achieve better results. It also helps to understand how to quantify the impact of social media on customer behavior and how to account for other factors that may influence consumer behavior.

And the rationale for the researcher's focus on hotel situations is The hotel industry is highly competitive, and social media marketing can be a way for hotels to differentiate themselves from their competitors, and new ways for hotels to stand out in a crowded market can be identified, most effective ways for hotels to use social media to promote their services while maintaining high standards for customer experience, may transform the way consumers make purchasing decisions in this industry, and how hotels can adapt to these changes. The investigation may also help hotels improve their marketing efforts, attract more guests, and enhance revenue by offering insights into how social media marketing effects consumer behavior.

And In order to better understand the Study aimed to investigate the relation between Social Media Marketing and Consumer Buying Behavior at Best Western plus pearl hotel Addis Ababa, Ethiopia focusing how the social media marketing can improve the consumer buying behavior through successful knowledge sharing and customer –centric approach.

The Best Western plus pearl Hotel is one of the four star hotel in Addis Ababa located in Bole .The hotel have available rooms and offer a selection of cultural and international delicacies. The Hotel can also host a wide variety of private functions including, corporate events, meetings, conferences, and private parties in one of our modern and spacious meeting rooms and halls.

1.2 Statement of the problem

Conducting Research on the relationship between Social media marketing and Consumer buying behavior is a crucial for the market seeking to establish a sustainable competitive advantage and improve overall profitability of the Market. The Idea to study this topic have that social media marketing on Consumer buying behavior has both proponents and opponents in different literature.

In his study (Michael, 2017) state companies that are adapt at integrating strategies approach to the use of social network platform are likely to be most successful in reaching engaging and maintaining a consumer base moving forward. And (Babita, 2022) shows social media marketing have a positive impact on consumer buying behavior and it followed by their security on social media work environment ,perception of reliability and concern is the most influencing factor that explain for the change of social media effect. Another study by (Perumal and Archchana, 2018) states the Pearson's Correlation analysis explores a strong positive linear relationship between SMM and consumer buying decision making. The correlation coefficient (r^2) was 30.9% at the 1% level which implies that buying decision making can be predicted with social media marketing.

Another Study on social media marketing on consumer behavior by (Adnan et el, 2016) shows on their study result -that the negative impacts of social media advertising that consumer buying behavior and recommend marketing managers whose working using brand direct marketing or as retailers to design their social media advertising as a comparative advertising and avoid providing information about the product itself as consumers don't rely on social media advertising as a source for information searching, Their study on the negative effects of social media marketing (W.Akram and R.Kumer, 2017) what they state has social media marketing have different merits yet it likewise has a few faults which influence individuals contrarily. False data can lead the training framework to disappointment, in organizations wrong promotion will influence the productivity, and online networking can manhandle the general public by attacking on individuals' security, some Pointless sites can impact youth that can end up plainly savage and can take a few wrong activities.

In Ethiopia we can say that there is a lot of social media user as a hotel for their customer attraction, but not actively acting on frequent posting, tweeting, linking, or maintaining an active blog, online debates, hospitality forums, podcasts, RSS (Really Simple Syndication) feeds, and hotel review commentary in order to be relevant in the digital era This indicates that the hotels are missing out on a sizable opportunity in digital marketing.

But they aren't any articulate, thorough, rigorous, and empirically based studies on the topic of social media marketing in Ethiopian hotels that offer a critical analysis and recommendations for the establishments on how best to use social media as a primary, cost-effective method of influencing customer purchasing behavior. And the researchers beliefs that there is an empirical gap that the use of social media marketing and how to implement the opportunities taking conceder of the consumers buying intention in Ethiopia.

This study clearly want to show how Rigorous empirical studies are needed to evaluate the impact of social media marketing on customer purchasing behavior within the unique cultural and economic landscape of Ethiopia. By conducting such research, different models like; Trust in Information, Vividness, Entertaining content, Interaction and Concern of privacy will be used .And the case study will conduct on Best western plus pearl Addis hotel Addis Ababa Ethiopia.

1.3 Research objective

1.3.1 General objectives

To know how the impact of social media marketing on consumer buying behavior at four star Best Western Plus hotels in Ethiopia.

1.3.2 Specific objectives

To determine Trust in Information, Vividness, Entertaining content, Interaction and concern of privacy have impact on consumer buying behavior

1.4 Research Question

The study will try to provide answers to the following queries:

1. Does Trust in information impact the consumer buying behavior?
2. Does Vividness can create impact on consumer buying behavior?
3. Does Entertaining content have role in impact the consumer buying behavior?
4. Does Interaction have an impact to the consumer buying behavior?
5. Does concern of privacy create influence on the consumer buying behavior?

1.5 Significant of the study

This study to finding out how the social media impact the consumer buying behavior would significantly add to the body of knowledge regarding consumer purchasing habits in the hotel business and social media marketing practice on the context of Best Western plus hotels in Ethiopia will be benefit marketers. The findings of this inquiry may also be highly significant and advantageous for the following:

1. **Prospective client:** They are the buyers who have yet to make a purchase from this brand. They are intended to receive insights and overviews of the service from this study, which will aid consumers in selecting the best variation to buy.
2. **Hotels:** They stand to gain the most from this research, which could aid them in strengthening their marketing plans. The company would receive a lot of useful information that they could use to increase sales. Additionally, increasing brand recognition will meet future expectations and customer loyalty.
3. **Community:** Because they are both essential consumers and players in the industry. According to this study, social networking is really making people's lives easier, which encourages them to conserve energy rather than use it to their advantage. Consequently, contributing to the community and improving its quality of life.
4. **Advocates for the Study:** This refers to the students who carried out the research. In this course, they will discover self-fulfillment and acquire knowledge and skills. More researchers will be encouraged and assisted by this study to be more inventive and creative in their future work.
5. **Future Scholars:** Researchers in the field of marketing research will use this study as a source of information. This will act as a roadmap for expanding the research and making the connection to the factors employed.

1.6 Scope of the study

This study is about the impact of social media marketing on consumer purchasing behavior In the instance of Hotel Best Western plus pearl Addis Ababa Ethiopia. The study focuses on how social media marketing create impact to the consumer to have the intention to purchase the service particularly in the hotel industry, using various social media sites to demonstrate the existence of demand or the intention to use the services they perceived to buy.

Even though social media has no geographic boundaries considering the target audience, the study will be geographically limited to Addis Ababa and also will be limited to some customers who use social media as a source of information to fulfill their demand of purchase. This study focuses on the guests of the Best Western Plus Pearl Addis Hotel, and it uses descriptive research method to identify the potential impact of social media to develop strong customer buying behavior.

1.7 Definition of terms

1. Social media: Websites and programs that emphasize communication, community-based input, engagement, content-sharing, and collaboration are collectively referred to as social media.

2. Social Media Marketing (SMM) : A digital marketing approach that makes use of social media to advertise your company online while interacting and connecting with your audience on many levels to increase brand awareness and pique their interest and generate leads and sales.

3. Consumer buying behavior CBB: Consumer behavior in the marketplace when making a purchase refers to a consumer's attitudes, preferences, intents, and decisions.

4. Trust in information- consistent, reliable performance, positive customer interactions, and honest communication. (Nick, 2023)

5. Vividness- the ability to visualize things clearly, strongly, and in detail. (Cambridge Dictionary)

6. Entertaining content- shows, movies, television, or other entertainment performances or activities, or a performance of the articles or sections of a magazine or book, with the page number they are on. (Cambridge dictionary)

7. Interaction- a scenario in which two or more objects or persons interact or respond to one another. (Cambridge Dictionary)

8Concern of privacy- Concern that someone's personal information might be utilized in an unforeseen way by others is what is meant by this.

1.8 Organization of the study

The research background, the researcher's motivation, and the study topics are highlighted in the first chapter's introduction. The second chapter discusses what Social Media, Social Media Marketing and Consumer Buying Behavior. clarifications in terms of social media, types of social media sites, as well as discussions in relating to social media marketing are cover the literature review in order to address all the questions. Decision making process is discussed elaborately so as to provide the components involved in the process before an actual purchase taken place, and how consumers can be affected during the course of the information processing before a purchase and how customers attach. Chapter three will cover the methodology process which should cover the topic, which is theoretical framework, the relation between social media marketing and consumer decision making process is discussed. As for the empirical part, reasons of selected approach and the data collection process are explained in details in order to provide the reliability and validity of the research. Findings form the collected data are analyzed in associating with the discussed theories in the theoretical framework in Chapter 4. Last but not least, conclusions are drawn for the research questions, and suggestions, conclusion and recommendation are made for any further research in future in chapter 5.

Chapter summary

Social media is a group of interactive Internet applications that make communication easier for people to create, curate, and share user-generated content. It is used to reach a target market and personalize message and get. There are more than 4.5 billion people using social media globally, and businesses use it to promote growth and profitability. Social media for hotel marketing is constantly expanding, giving businesses a platform to be genuine, showcase brand, grow a following, and interact with both previous and potential customers. Consumer purchasing behavior is influenced by a variety of social, psychological, and personal factors, such as how individuals select brands, how they research products and shop, and how marketing efforts can be enhanced. Social media marketing can be used to present a comprehensive picture of customer purchasing decisions, and this study will focus on how social media marketing has impact the consumer purchase patterns at Addis Ababa's four-star hotels. Social media has become increasingly important to marketers, as its user base has grown more than some nations' populations. Influencing consumer satisfaction is a key factor in making a purchase decision, and hospitality businesses can take advantage of the opportunities presented by social media to improve the distribution of rooms branding and draw in new customers.

In Ethiopia, the number of active social media users was 6.35 million as of 2022, an increase from 1.56 million in 2014. Facebook was the most used social networking site, followed by Messenger and LinkedIn. There are many studies showing the positive impact of social media marketing, but there are no articulate, thorough, rigorous, and empirically based studies on the topic that Social media networks can be used to push promotional campaigns and fresh information, providing a different channel of contact and fostering long-lasting relationships with visitors in Ethiopia. This study aims to determine the impact of social media marketing on consumer buying behavior at four star Best Western Plus hotels in Ethiopia. It will answer questions such as how trust in information, Vividness, Entertaining content, Interaction, and privacy influence the consumer buying behavior. The findings of the study will be beneficial for prospective clients, hotels, and community, as social networking is making people's lives easier and encouraging them to conserve energy. This study examines the impact of social media marketing on consumer purchasing behavior in the Hotel Best Western plus Pearl Addis Ababa Ethiopia. It focuses on the guests of the Best Western Plus Hotel, and uses a descriptive research method to identify the potential impact.

2. CHAPTER TWO

2.1 RELATED LITERATURE REVIEW

In order to decide which concepts to support and advance to their full potential, an organization must evaluate a wide range of, occasionally competing and concepts. (Hasa, 2019)

2.1.1 Meaning and concept of Social media?

According to (Maxim et el, 2018) a definition of social media should include the technological (internet and mobility), the ideological (transparency, sharing and integration) as well as functional component. The “social” nature of social media and focus on interpersonal communication and information exchange independent of technological platforms involved. And (Jimmie,2014) set the term often used to refer to new forms of media that involve interactive participation often the development of media is different into two ages ,the broadcast age and the interactive age. The broad cast age media were almost exclusively centralized where one entity –such as radio and television station, newspaper company or movie production studio-distributed messages too many people, Feedback to media outlet was often indirect, delayed and impersonal.

Traditional Social Networks like Facebook, LinkedIn, and Twitter. : Media Sharing like Instagram, Pinterest, TikTok.: Discussion Networks; Discord, Reddit, Quora are the example: Social Blogging Networks like Medium, Tumblr and Blog Meets Brand: Review Networks Yelp, Glassdoor, Google Business Profile, Trip Advisor are the example And type of social media that have been competing to keep up with each other and adding more features to keep people on their platforms. (Ingrid, 2022). Indeed social media change the landscape of interpersonal interaction ,broadening network reach ,strengthening existing ties, creating new ties, stretching ties thin and imploding the meaning of ‘friendship ‘ this affects not only how People presence themselves Both directly and indirectly, but also how people make sense of their relationship with one another, The public interaction of social media in many ways work to establish friendship meanings, solidity and make official significant relationship and

establish distance or schisms through an absence of such public connection in all, these interaction reflect and affect face to face sociality, reinforcing while inextricably altering what it means to be social (Jenny, 2016)

2.1.2 Meaning and concept of social media marketing (SMM)?

Social media marketing is a form of internet marketing that uses social media apps as a marketing tool, that enable brands to connect with their audience to: build a brand; increase sales; drive traffic to a website; and build a community of followers to share and engage with content. Producing relevant content that users will share with their own networks helps brands increase their exposure. It also extends their reach toward fans, potential customers and even potential employees when used as a recruitment tool. The SMM have to consciously generate content of relevance that appears interesting to the target audience, is appreciable, and true, to maintain a healthy and loyal relationship with their audiences (Hsin, et al, 2015).

2.1.2.1 Social media marketing for hotels

Hotels can benefit from the technology for their hospitality industry with the perspective of increasing visibility through paid and organic discovery and potential for direct booking and brand awareness. According to (Cvent.2022) set an expert way how to hotels should do their hotel review, marketing, data science and put together by 1. Share slice –of-life content, showing what is like to be there every day. 2. Use your google business profile because numbers of clients can overlook .3. Start with music by think about the current trending songs across Instagram and tiktok. 4. Follow 80/20 that is the 80 related to customer’s destination, travel tip and 20 is self-promotion .5. Partner up is that happy customer have made is key to social media marketing for hotels. It's not simple to select the greatest hotel reservation website. These days, search engines and even your own hotel website are crucial for increasing reservations. To maximize your distribution strategy, you must be able to pick through the excellent and the bad websites among the seemingly endless number of resources accessible for listing your hotel rooms and deals. Deals should be posted on booking sites to increase bookings because they will receive more visibility there. Different websites can help consumers find hotels and otherwise they wouldn't be able to find on their own. According to (Eva, 2021) There are 8 best site for Hotel booking;

- 1. Hotels Combined-** The intention is for visitors to then book directly on your website.
- 2. TripAdvisor-** without it no distribution plan can be considered complete.

3. **Booking.com**- a lot of focus on properties with appealing photos
4. **Kayak**- Users adore Kayak's user-friendly, uncluttered website
5. **Google Hotels**- search engine is quickly becoming the go-to resource.
6. **Trivago**- an effective metasearch website for hotels
7. **Agoda**- plays a significant role in the Asian hotel industry.
8. **Priceline**- Offering discounts is a wonderful strategy to increase bookings

With the help of social media marketing, customers may schedule, select, and make plans utilizing this agent's websites, saving time, money, and effort. This could have an effect on their purchasing decisions.

2.1.3 Consumer Buying Behavior

Consumer buying behavior that consumer behavior driven by personal, psychological and social factors has changed with the advent of social media that is the access to almost infinite ocean of information at any time, business have a seize every opportunity to be in front of their target audiences and have the right strategies to the brand advantage of social media when it comes to converting visitors into customers (Ranjeet, 2020). And (Babita, 2022) shows social media marketing have a positive impact on consumer buying behavior and it followed by trust in information ,security on social media work environment ,perception of reliability and concern is the most influencing factor that explain for the change of social media effect . (Michael,2017) state on his study companies that are adapt at integrating strategies approach to the use of social network platform are likely to be most successful in reaching engaging and maintaining a consumer base moving forward.

2.1.3.1 Types of Consumer Behavior

1. Complex Buying Behavior of Consumers

This behavior is seen in consumers when they are buying an infrequently brought or an expensive product. So, consumers are highly engaged in the buying process and research before they can invest.

2. Dissonance Reducing Buying Behavior of Consumers

This behavior is observed even when the consumer is involved in the buying process. In this situation, they cannot determine which brand to go for. Dissonance occurs when they have a fear that they would regret their choice later on.

3. Habitual Buying Behavior

Habitual buying behavior does not involve the concern about brand or quality. For instance, buying the same bread at a grocery store that you have been using for 10 years is a habitual buying decision. In short, there's little to no involvement in brand research by the consumers.

4. Variety Seeking Buying Behavior

This is the behavior that's observed when a consumer changes the brand not because he had a bad experience with it but because he likes to try out a new variety of the same product.

After taking considering what type of consumer behavior is there is will strengthen the communication between and business and the consumer to identify and understand the stages consumer take before purchase.

2.1.3.2 Stages of consumer buying behavior

1. **Need recognition**; which is there is something that making a purchase will address the need, the second be
2. **Information search**: that looking for information about the product or service they want to purchase e.g. websites, blog posts and search ads come in handy.
3. **Evaluation of Alternatives** is the third stage for consumer buying behavior that consumer set or evaluates their priorities based on their criteria.
4. **Purchase Decision** is the fourth one which consumer decided to make purchase.
5. **Post purchase behaviors** the consumers do not end with consume feedback about the service or product will be review on website and social media network or word of mouth. According to (Ranjeet, 2020)

2.1.4 Trust in Information

Humans are social creatures, and trust is frequently regarded as a crucial component in any social context. Without trust, people are reluctant to interact with one another and form the kinds of social bonds that are the foundation of any cooperative effort. Trust must be supported by the trustworthy actions of people being trusted in order for it to last. (Shun et al, 2011). The hospitality industry, Trust in information is the basic concept for the consumer for its buying process decision .Effective use of internet technology can improve revenue. Web site ,blogs ,online advertising ,social media Online ordering and information repositories all help convince customers to decide its decision making process.(Prince,2021)

One of the most significant impediments to individuals engaging in e-commerce, which involves transactions in which financial and personal information is provided to merchants via the Internet, has been consistently recognized as a lack of trust. Running out of content ideas is a challenge that hotel marketers frequently encounter.

To grab consumers' attention for their purchasing behavior, marketers should use hotel marketing content ideas whether they are stuck on ideas on what to post on Facebook, Twitter, their blogs, or any other social media platform.(Cvent , 2019)

2.1.5 Vividness

The term "vividness" refers to the representational richness of a mediated environment as indicated by its formal elements, or more specifically, the manner in which an environment communicates information to the senses and vividness is influenced by two factors: sensory depth and sensory breadth. The amount of continuously given sensory dimensions helps to describe sensory breadth. Sensory breadth provides details about a communication medium's capacity across the senses. The resolution within these dimensions thus explains sensory depth. (Jonathan, 1993)

Traditionally, vividness has been viewed as a communication trait innate to the information's sensory properties. For instance, it is considered that concrete, precise language makes information more vivid than more abstract language, and that information that is pictorially shown or recorded is more vivid than spoken statements without such visual assistance. (JS.Hensel and Jacquelyn, 2015).

The hotel sector's use of vividness plays a significant influence in the success of social media marketing relationships with customers, therefore the more vivid a firm is, the more positive an impact they have.

2.1.6 Entertaining Content

One type of social media content that amuses people is Entertaining content. People enjoy laughing or finding humor, so when we spread that joy to others, we feel wonderful. Business-wise, amusing content may transform a brand into a community of people who resemble their audience. Puzzles, enjoyable holiday-related content, memes, viral videos, jokes, comics, contests or giveaways, and nostalgia-related content are some examples of the social media content that can be considered to be entertaining by using data that individuals feel compelled to share Real-time sharing Participate in a greater cause. Make your audience appear knowledgeable (Vinay, 2023)

Attractions, which provide travelers an opportunity to discover the landmarks, amenities, and wonders of their location, are a crucial part of the tourism sector. The typical list of attractions includes museums, zoos, historic sites, heritage homes, water parks, amusement parks, and Cultural attractions. And hotels can use this as the Entertaining content to attract should include in their strategies.

2.1.7 Interaction

Interaction makes use of the two-way dialogue between people and brands made possible by social media. Establishing a social media presence business and informing users about it will increase brand awareness. Generating leads or sales through conversation increasing y following by enticing people of target audience to do so creating a "voice": Employ dialogue to establish the tone of once company (use of humor, emoji's, etc.) Create a relationship with potential customers and ask them to remember the brand for any future sales. Specific goals for obtaining votes for contests, awards, survey results, video views, and event promotion. (Admin, 2015)

In order to maximize connection and dialogue with any networking group, effective use of social media platforms should be a two-way process. To get the most out of having an online presence, make full use of the capabilities provided by these websites. (Amanda, 2022)

2.1.8 Concern of Privacy

A subset of data privacy, privacy concerns with social networking services involve the right to require personal privacy when information about oneself is stored, used for other purposes, given to other people, and displayed online. Due to the volume of data these websites process daily, security and privacy risks with social networks exist. Messaging, invitations, photographs, open platform applications, and other features that attract user participation are frequently the points of access for third parties to a user's private data. Moreover, user privacy may be invaded by the systems required to handle user information. (Wikipedia, 2020)

Prior research has shown that privacy concerns are a major barrier to the creation of new media and that they are a critical factor in purchase intentions in the online context since many customers are concerned about their personal information when they use the internet. Many are concerned that when they utilize social media, their personal information will be

taken. A security problem in caused the unintentional publication of their personal information, which raised privacy concerns. Consumers are said to shun advertisements due to privacy concerns and have negative opinions of the brand.

2.2 Theories of marketing communication

Because information recipients choose what they receive, there has been a change in the contact point communication strategy. Additionally, the commercial information has strengthened customer acceptance of the product and service by focusing their attention and influencing their purchasing decisions. The presence of the genuine purpose of business or service will be maintained if the firm can create the true pictures of goods and services, identify the suitable items for consumers, and create effective integrated communication between the company and the consumer. And there are theories which elaborate this idea of communication. Most marketers work hard to communicate openly and honestly with consumers and resellers. Still, abuses may occur, and public policy makers have developed a substantial body of laws and regulations to govern advertising, sales promotion, personal selling, and direct marketing. (Kotler and Armstrong, 2006)

2.2.1 Sale and promotion

Sales promotion consists of short-term incentives to encourage the purchase or sales of a product or service. (Kotler, 2006) And according to (UKESSAYS.COM, 2017) sales promotion are increasingly important to the total sale and integrate more communication mix elements to boost the sales. Hence, it can be expected that more sales promotion would be emphasized in the future.

2.2.2 Advertising

Advertising is any paid form of non-personal presentation & promotion of ideas, goods, or services by an identified sponsor. (Kotler, 2006). Advertising has a variety of goals, including reaching out to potential customers and encouraging them to buy a particular product. In order for people to pay attention to it, it must be creative, expressive, and inspiring, which includes conveying messages and showcasing videos that will give one advertisement an advantage over the other advertisements out there. (Studious guy, 2023)

Advertising communication have the objects to **Reminder**: to maintain customer relationship **persuasive**: to building brand preference and persuasive of consumer to purchase **informative** advertisement which is Communicating customer value Suggesting new uses for a product Describing available services and support Explaining how a product works Correcting false impressions(Kotler,2006). The theories of advertising for social media will be used in this study because they are more appropriate to the idea of having an impact on consumer purchasing behavior and since the hotels use these strategies to attract customers by using the power of advertising on the media.

2.3 Empirical review

Study on social media marketing on consumer behavior by (Adnan et al,2016) shows on their study result -that social media advertising have an impacts on consumer buying behavior, and recommend marketing managers whose working in fashion retail industry for both brand direct marketing or as retailers to design their social media advertising as a comparative advertising and avoid providing information about the product itself as consumers don't rely on social media advertising as a source for information searching, And the researcher suggest that at the same time it is important to study the differences in the demographic factors if there are regarding to the results in this study when they design the advertising. Providing a guide could be important to be used in fashion retail industry to make sure design advertising supporting the company itself and consumers buying behavior in a way that guaranty benefits for both sides. Another study by (Perumal and Archchana, 2018) states the Pearson's Correlation analysis explores a strong positive linear relationship between SMM and consumer buying decision making. The correlation coefficient (r^2) was 30.9% at the 1% level which implies that buying decision making can be predicted with social media marketing. On the other hand (W.Akram and R.Kumer ,2017) on their study of positive and negative effect Social media on society states has different merits yet it likewise has a few faults which influence individuals contrarily. False data can lead the training framework to disappointment, in organizations wrong promotion will influence the productivity, online networking can manhandle the general public by attacking on individuals' security, some pointless sites can impact youth that can end up plainly savage and can take a few wrong activities.

SM has a part in influencing CBB on the internet, particularly when it comes to the degree of message display and the connection made between the variety of information provided

and the consumer who is about to make a purchase, Customers are primarily influenced by interaction and the information source, which helped them choose Facebook as the best SM site for them to purchase their desired goods online. According to (Latin, 2021)

2.4 Conceptual framework and hypothesis

A conceptual framework is a depiction of the link between variables, features, or properties that a researcher hopes to investigate. Conceptual frameworks are often created using a literature analysis of previous studies on a single topic and can be written or visually presented. (Bas and Tegan, 2022)

2.4.1 Conceptual framework

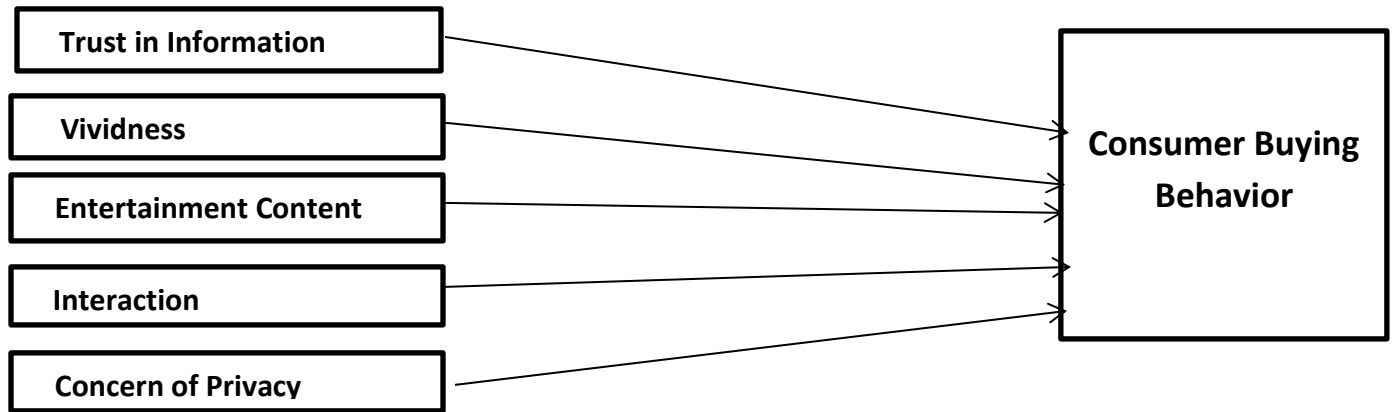
Hotels marketing communication activities on social media have positive effects on influencing public opinion of brand. It is the biggest platform where hotels can influence the public opinion about their brand. With every tweet, retweet, post on Facebook, Book review like share or comment about the service, the message is communicated. The favorable comments, service reviews and readers' recommendations are the great worth to hotels and its marketing strategy. While the role of social media channels is not limited to the geographical boundaries, their service can reach to the audiences worldwide.

The marketing communities based social media have positive effects on the main public attitudes and value creation practices in the societies as well as on trust in information, Vividness, Entertaining content, Interaction, concern of privacy. Thus, public signals take as a model that have effects on value creation practices. Brand societies on social media enhance consumer behavior through using the service practices. Consumer buying behavior is fully mediating. Increased Internet and consumer review site usage has altered these relationships.

On the other hand, new marketing communication reality presents new challenges and opportunities for hotels as purchase decisions are increasingly influenced by social media interactions. People rely more than ever on their social networks when making those decisions. For Hotels specifically social media activities, like Facebook, Websites, Instagram, Telegram and twitter and very recently TikTok user interactions with the organization related activities affect the perception of brands and ultimately influence consumers purchase decision. Social media engagement has positive effects on consumers.

Studies show both side of the impact of social media marketing on consumer behavior in different case study ,this study clearly want to show how the social media marketing create impact on consumer buying behavior when there is still a doubt about it or have impact by using the social media.

Figure 1: Conceptual Framework



: The impact of social media marketing on the consumer buying behavior

Figures: - Adapted from the internet.

2.4.2 Hypothesis

I. Trust in Information and consumer buying behavior

H1 Social networking sites are used as marketing tool by marketers in creating Communication relationship. Trust in information is the basic concept to the result of consumer buying behavior. Whenever there is trust in the mind of the consumer there will be a positive understanding to the company and easy going of transaction.

Create Quality Content. It's always important for businesses to post high-quality content on social media, Share Customer Testimonials, Provide Customer Service. Share Your Value. So Have a transparent and friendly communication transaction create a trusted information consumer’s understanding , providing a sense of familiarity of the brand in the consumer’s mind, acting as a signal of trust in the brand and being enough reason for the consumer to consider the brand in the consideration set. Based on these the following hypothesis is proposed in this study:

H1 Trust in information can create a positive impact on developing consumer buying behavior.

II. Vividness and Consumer buying behavior

Vividness significantly influenced how useful and enjoyable things were regarded, which in turn affected how people felt about virtual reality and how they planned to behave. as the study of (Jung et al, 2021) Even when the information's content is constant, vividness has a significant impact on consumers' assessments of the products. Although information that is vividly presented affects both experts' and novices' judgements, it has a stronger influence on experts' judgments. (Kim, 1991)

Another research about when it delivers information about a crisis scenario, the message's vividness simply influences one's propensity to make a purchase. A video with a lot of colorful content appears to have a big impact on people's propensity to buy, especially in stressful situations. The vividness of the message, however, influences how one perceives a company's reputation both in a neutral situation and during a crisis. (Laura, 2018)

H2 Vividness can create a positive impact on developing consumer buying behavior.

III Entertaining content and Consumer Buying Behavior

The entertainment is satisfied by Consumers can learn more about a product and a brand by watching advertisements. The majority of advertising don't prompt consumers to buy something right away, but they do leave them with an impression of the brand. The consumer will be better able to make future purchases as a result of this impact. (Akshaya, 2022)

Advertising on entertainment content significantly affects consumer purchasing decisions. Understanding the factors that lead to a consumer's purchasing intention might be useful for marketers. They can identify which advertising aspect is most effective and which has a relatively smaller influence. As it has been discussed how ever there is a chance to demonstrate oneself by the marketer using different type of technique and be more close to the consumer Marketers can really affects the consumers buying intention .Studying the type of consumer and stages that consumer take before any purchase will be more professional

way of customer handling for the Hotel Industry. In this case the researcher believes the social media marketing can impact the consumer buying behavior.

H3 Entertaining content can create impact on developing consumer buying behavior positively

IV Interaction and Consumer buying behavior

Social interaction activities that are integrated into social commerce websites have an impact on consumers' intentions to buy, as well as their actual purchase decisions and post-purchase actions. (Yichuan and Chiahui, 2017) stated on their study. The perceived value of clients is impacted differently by different types of online interactions. The online interactions between businesses and customers have the second-largest impact on perceived value after the new and old customers. The social value assessment of green products is most significantly influenced by the online interactions between businesses and customers. (De et al, 2019) on their study of Influence of Online Interaction on Consumers' willingness to the Consumption of Green Products.

So, the Service providers' essential tool is their understanding of consumer behavior and ability to create interactions. They are able to do this by identifying their target market, figuring out what they need, and then creating goods and services to suit those demands. And so on the interaction and consumer buying behavior the researcher believe it has a positive impact.

H4 interaction can create positive impact on developing consumer buying behavior

V. Concern of Privacy and Consumer Buying Behavior

The main causes of privacy issues include privacy/security policies, assurance seals, and attitude toward third-party certification. This finding revealed that assurance seals and security/privacy policies have a substantial impact on privacy concerns in the online domain. (Maram and Gomaa, 2022)

Lack of corporate privacy accountability and regulatory protection can rob consumers of their right to privacy empowerment and erode consumer trust, leading to privacy worries and consequent defensive reactions. (Ruwan et al, 2020)

While using social media as a source to satisfy their purchasing behavior, privacy is a problem for nearly every member of society. Several studies have shown how this affects and strains the society's ability to form beliefs about what to buy. Standing from this idea the researcher make the hypothesis.

H5 Concern of Privacy will have a negative impact on developing consumer buying behavior

Chapter summary

Social media has transformed the terrain of interpersonal connection, increasing network reach, strengthening current relationships, forming new ties, stretching bonds thin and exploding the concept of 'friendship'. To keep up a positive and enduring relationship with their viewers, SMM must consciously create material that is relevant, appealing, and authentic to the target demographic. Social strategy, choosing social media platforms, content mix, planning and posting, listening and engagement interaction, and analytics and reporting are the five social media marketing pillars that will ensure program success. A wonderful way to accomplish marketing objectives is through advertising, but as the program expands, so does the budget.

Hotel reservation websites are essential for increasing reservations. There are 8 best sites for hotel booking: Hotels Combined, TripAdvisor, Booking.com, Kayak, Google Hotels, Trivago, Agoda, Priceline, and social media marketing. Deals should be posted on booking sites to increase bookings. Social media marketing can help customers schedule, select, and make plans utilizing these websites, saving time, money, and effort.

Consumer purchasing behavior is positively impacted by social media marketing, which is motivated by informational trust, security, dependability, and concern. Businesses that successfully integrate their strategy into the utilization of social network platforms are more likely to be successful in attracting and retaining a customer base. Entrepreneurs and marketers can increase revenue and optimize profits by studying consumer behavior. Three distinct types of consumer purchasing behavior exist: complex, ingrained, and variety seeking. When consumers purchase an expensive or infrequently used product, their purchasing behavior is complex, whereas routine purchasing includes little to no brand research. When a consumer switches brands as a result of a negative encounter, variety seeking behavior happens. Understanding these tendencies will improve company and consumer interactions.

Because humans are social beings, trust is essential in all social situations. For a relationship to be trustworthy, the people who are being trusted must act in a trustworthy manner. In the hotel sector, the fundamental idea for the consumer's decision-making process is trust in the information. Using internet technologies effectively can increase profitability. Marketers

could utilize hotel marketing content concepts to capture consumers' interest and influence their purchasing behavior. In a mediated environment, vividness refers to the representational richness and is impacted by two elements: sensory depth and sensory breadth. Information regarding a communication medium's capability across the senses is provided by sensory breadth. Vividness has traditionally been thought of as a communication quality inherent to the sensory qualities of the information. A form of entertaining content.

According to theories of marketing communication, it is important to paint accurate portraits of products and services, choose products that are right for consumers, and establish efficient, integrated communication between a firm and its customers. Although most marketers make an effort to interact with customers and resellers in an honest and open manner, mistakes do happen. Advertising is a paid method of presenting and promoting concepts, products, or services in a non-personal way by a designated sponsor. It must be imaginative, expressive, and motivating.

Trust in information is the basic concept of consumer buying behavior, and it is important for businesses to post high-quality content, share customer testimonials, and provide customer service to create a trusted and friendly communication transaction. Additionally, vividness has a significant impact on consumers' assessments of products, and can have a positive impact on developing consumer buying behavior. Entertaining content and consumer buying behavior are closely linked. Advertising on entertainment content significantly affects consumer purchasing decisions. Social interaction activities such as social commerce websites have an impact on consumers' intentions to buy, as well as their actual purchase decisions and post-purchase actions. Studying the type of consumer and stages that consumer takes before any purchase is a more professional way of customer handling for the Hotel Industry. The perceived value of clients is impacted differently by different types of online interactions. Online interactions between businesses and customers have the second-largest impact on perceived value after new and old customers. Service providers' essential tool is their understanding of consumer behavior and ability to create interactions.

3. CHAPTER THREE

3.1 RESEARCH METHEDODOLOGY

Methodology of Research

This chapter focuses on the theoretical viewpoint of the research and provides justification for the approaches used to accomplish the study's specific goals and objectives as well as the methodology that was chosen. the description of the study area, research approach, research design, population and sampling design, data type and sources, target population, sampling procedures and sample size, method of data collection and procedure, data processing and analysis and finally the ethical issues surrounding the conduct of this study are some of the topics that are highlighted in the methodology section. The following sections discuss each step in detail.

3.2 Description of Study area

The study will be conducted the Customer of Hotels uses Social media as a tool to fulfill their buying intention. Best Western Plus is one of the four star hotel in Addis Ababa who used the social media marketing to reach their customer and updated themselves daily activities to reach and keep the Customer. The hotel use Facebook, Telegram and booking.com and the Hotels website to reach the customer make them available themselves, Specifically they have thousand follower on Facebook, this research will conduct the research using survey using via direct contact of the customer, Facebook and the company website channel .

3.3 Research Approach

This study used a quantitative research approach to examine the effects of social media marketing on consumer buying behavior. Studies that employ quantitative tools, integrate findings, and derive conclusions from the quantitative elements are referred to as quantitative methods research. The research approach is a plan and procedure that consists of the steps of broad assumptions to detailed methods of data collection, analysis and interpretation. It is therefore based on the nature of the research problem being addressed. (Priya, 2016) And this study will use the deductive approach ,which is popular used as it is enables the research to reason from generic to specific and deduction from general to perspective leads the researcher to develop a theoretical framework and test it thereby concluding a specific

conclusion. For this specific study the approach help to explanation of theories and to develop theoretical frame work and hypothesis and observe the statics.

3.4 Research design

The purpose of this study was to identify and refer to the impact of social media marketing on consumer buying behavior in the case of Best Western Plus Pearl Addis Hotel. The context of social media marketing communications and the fact that research on social media is still at its early stage in Consumer buying behavior. Moreover, due to the purpose of this study, the quantitative approach taken as the most appropriate and efficient approach. Specifically, descriptive research is more formalized and typically attempts to clarify a situation, problem, phenomenon, service or program among variables with stated hypothesis.

3.5 Population and sampling design

A population is a group of individuals that share common connections. A sample is a subset of the population. And the sample size is the number of individuals in a sample. The more representative the sample of the population, the more confident the researcher can be in the quality of the results. (Enago, 2019)

3.5.1 Target population

Target population is any inferences from a sample refer only to the defined population from which the sample has been properly selected. (Amitav and Suprakash, 2010). This study target population is Best Western Plus hotel customers who live in Addis Ababa and. Social media presence uses as sample frame characteristics. And the target population will be conducted through the Hotels Facebook and website accounts and direct contact of customer of the best western plus hotel.

3.5.2 Sampling design and size

There are two sample designs which can be used; these are probability sampling and non-probability sampling. Probability Sampling is a method wherein each member of the population has the same probability of being a part of the sample. Non-probability Sampling is a method wherein each member of the population does not have an equal chance of being selected. When the researcher desires to choose members selectively, probability sampling is considered. Both sampling techniques are frequently utilized. However, one works better than others depending on research needs. (Enago, 2019).

The sample size was drawn from the study's target demographic, which was present on at least one social media site. As sample frame characteristics, social media presence is used. The hotel take 1200 guests with in a 6 month, And the researcher take a population size per month that is 200 guest per month for this numbers according to (Krejcie, R. V & Morgan D. W., 1970). If the population sample size is 200, the sample size will be 132.

TABLE 1
Table for Determining Sample Size from a Given Population

<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>	<i>N</i>	<i>S</i>
10	10	220	140	1200	291
15	14	230	144	1300	297
20	19	240	148	1400	302
25	24	250	152	1500	306
30	28	260	155	1600	310
35	32	270	159	1700	313
40	36	280	162	1800	317
45	40	290	165	1900	320
50	44	300	169	2000	322
55	48	320	175	2200	327
60	52	340	181	2400	331
65	56	360	186	2600	335
70	59	380	191	2800	338
75	63	400	196	3000	341
80	66	420	201	3500	346
85	70	440	205	4000	351
90	73	460	210	4500	354
95	76	480	214	5000	357
100	80	500	217	6000	361
110	86	550	226	7000	364
120	92	600	234	8000	367
130	97	650	242	9000	368
140	103	700	248	10000	370
150	108	750	254	15000	375
160	113	800	260	20000	377
170	118	850	265	30000	379
180	123	900	269	40000	380
190	127	950	274	50000	381
200	132	1000	278	75000	382
210	136	1100	285	100000	384

Note.—*N* is population size.
S is sample size.

Source: - Krejcie, R. V & Morgan, D. W. (1970).

Table 1: Sample size

Where

N= population size

P=population proportion

d= degree of accuracy

χ^2 = table value of chi-square @d.f.=1 for desire confidence level

Sample size formula =
$$S = \frac{x^2 NP(1-P)}{d^2(N-1) + x^2 p(1-p)}$$

So the researcher will take a 132 sample size for 200 guests of the hotel per month.

3.6 Data type and Data source

Data is any type of information that can be measured, accessed or used in any way in a given study. This information from the data is used to answer certain research questions. Logically, the more data present in a study, the more information can be used to answer the research question. (Darko, 2022) Data type and Source this research based on the design used quantitative data types. The data sources of this study were both primary and secondary. Primary data collected form the targeted population though survey, questionnaire. Secondary data gathered from published and unpublished literatures, internet, newspapers, and Social Media sites. Because the research topics are tightly associated since they frequently address each other's inquiries. It is essential to comprehend how researchers engage with the data as well as its very description.

3.7 Data collection Method and procedure

The process of data gathering will be done using an online questioner. Online is one created, distributed and filled over the Facebook and the company's website .that is the best way of reaching the target group. Quantitative data will be gathered for the study. Once data has been collected, it will be examined using the best quantitative research approaches. Quantitative information gathered through a questionnaire will be assessed using a percentage, and the results will be presented in various formats with detailed explanations of the research findings it will categorized, classified and presented in the tabulated form, bar charts and tables.

3.8 Data Processing and Analysis

3.8.1 Descriptive Analysis

Descriptive statistics summarize and organize characteristics of a data set. A data set is a collection of responses or observations from a sample or entire population. In quantitative research, after collecting data, the first step of statistical analysis is to describe characteristics of the responses, such as the average of one variable (e.g., age), or the relation between two variables (e.g., age and creativity). And (Pritha, 2020) state this procedures will be follow during the data analysis process. In the quantitative data analysis, a descriptive statistics frequency, mean, standard deviation, regression analysis that were used to analyze data from the survey. These include the numerical mean and median, graphical and tabular techniques for organizing analyzing and presenting data. In addition, frequency and measure of central tendencies from which the percentages, the cumulative percentage of occurrences and average value of distributions were indicated, calculated and analyzed for the general parts, type of social media usages, ascertaining the position of social media marketing role and the position of social media marketing on consumer buying behavior. In analyzing quantitative data, a statistical software program, SPSS version 29.00 will be used.

3.8.2 Regression Analysis

The aim of regression analysis is to identify the existence of the relationships between the independent variables and the dependent variable (CFI Team,2022) In this study, that was the relationships between Social media marketing activities with its five dimensions of Trust in information, Vividness, Entertainment content, Interaction and concern of privacy with consumer buying behavior. Specifically, by linear (multivariate) regression was used to analyze the strength of those relationships by the coefficient of determination and the multiple correlation coefficients

3.9 Variable Measurement

3.9.1 Independent variable

Social media marketing is the independent variable that the study measures with the dependent variables Consumer buying Behavior. Enhancing consumer buying behavior, are the leading roles that social medial marketing plays in the hotel marketing communication interaction. The social media marketing use five independent variable as a determinant factor on consumer buying behavior. The researcher uses these main potential roles of social media marketing in the conceptual framework.

3.9.2 Dependent variables

The dependent variables are the selected consumer buying behavior: the independent model which are the Trust information, Entertainment content, Vividness, Interaction and Concern of Privacy will measure customer buying behavior .those varying number of items was developed to measure the dependent variable.

3.10 Ethical consideration

The purpose of conducting research is to find an answer to a specific research question. Before beginning the research project, the researcher must inform the participants about all the activities involved in the study and obtain their informed consent. A study project's purpose, projected results, harmful effects on participants, source of financing and how it will be used are all specified in these documents. Additionally, their personal data will be kept private. Also, make sure they maintain their integrity and transparency in front of the ethical committee.

Chapter summary

This chapter focuses on the theoretical perspective of the research and justifies the methods employed to achieve the goals and objectives of the investigation. It covers the following topics: the study topic, research strategy, research design, population and sampling design, data type and sources, target population, sampling procedures and sample size, method of data collection and procedure, data processing and analysis, variable measurement issues of reliability and validity, as well as ethical concerns related to the study's conduct. The research approach is a strategy and process that progresses from general hypotheses to specific techniques for data gathering, analysis, and interpretation. The purpose of this study is to recognize and discuss the influence of social media marketing on consumer purchasing decisions in the context of the Best Western Plus Hotel.

Any type of information that can be measured, accessed, or utilized in any way in a specific study is referred to as data. Primary data for this study came from the targeted demographic, whereas secondary data came from published and unpublished literature, the internet, newspapers, and social media sites. An online survey was used to collect data, and the best quantitative research techniques were used to analyze the quantitative data. A data set's properties were organized and summarized using descriptive statistics, and the responses' features were described using statistical analysis. Ultimately, data organization, analysis, and presentation were done using graphical and tabular techniques.

4. CHAPTER FOUR

4.1 DATA ANALIYSIS AND PRESENTATION

Chapter review

This quantitative study aimed to investigate and analyze the impact of social media marketing on consumer purchasing behavior in the context of a particular four-star Best Western Plus hotel in Addis Ababa. Using Excel and SPSS, the acquired data were displayed, examined, and evaluated. Given that all of the study's independent and dependent variables have been measured on an ordinal scale and that the goal of the investigation is to test the relationship between those variables, statistical testing is the most suitable method for testing.

4.2 Respondents response rate

Out of the 132 administered surveys, 12 were rejected because they were uncompleted or declined; the remaining 120 were duly completed and returned, representing a response rate of 90.91%. This response rate was adequate for drawing study-related conclusions. For analysis and reporting, a response rate of 50% is sufficient; a rate of 60% is good; and a rate of 70% or above is great. Deniran et el (2020)

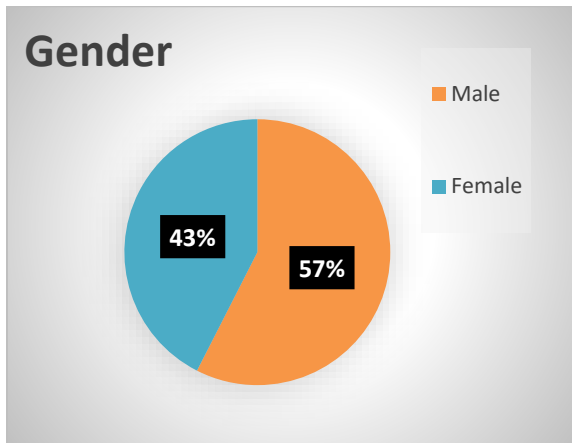
4.3 Respondents profile

The purpose of this part is to compile fundamental knowledge about the subject. Gender, age, education level, and employment status are among the details that are being sought, along with the source from which the respondents received their information. All of these factors made it easier to separate the influence of each category on the influence of social media marketing on customer purchasing decisions.

4.4 Characteristics of Respondents

Detail Describtion of the respondant

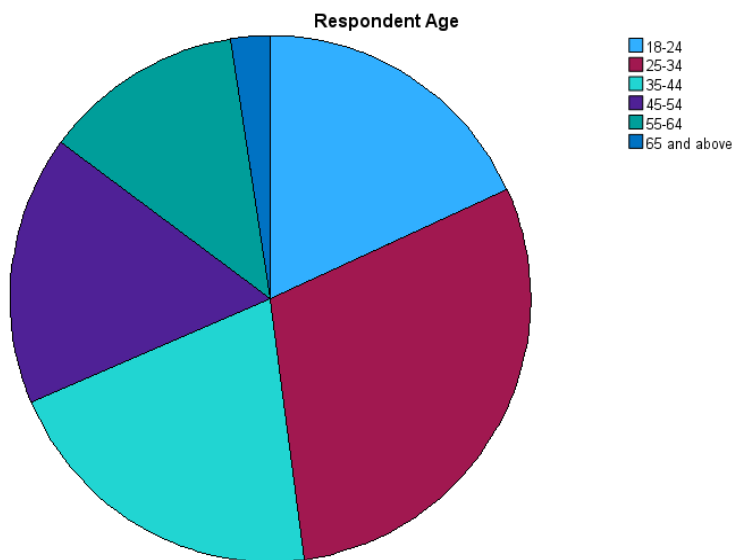
Figure 1 Gender: -



Source: survey result

As the above figure result shows its almost proportional number of respondent participated in the survey.

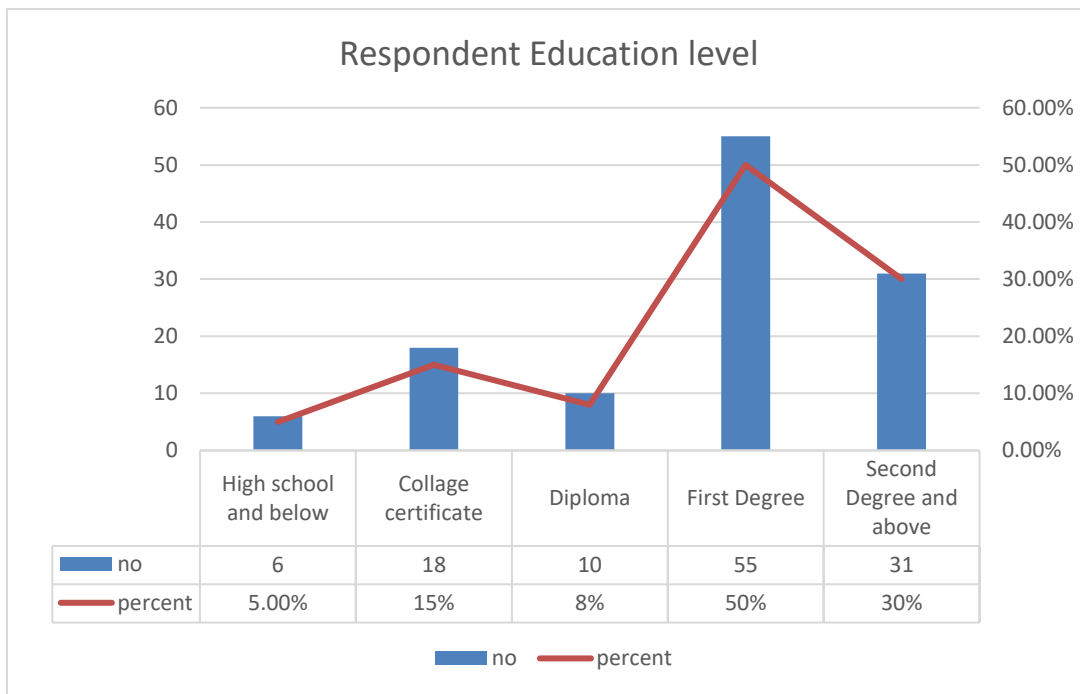
Figure 2: Age category



Source: survey result

Population age ranging from 25-34 are the major dominate age group in this study Covered 32% of the respondent are between 35--44 years old continue after which hold 21 %. Very young people (18-24 years old) cover 18 % % of the sample, and age group between 45-54 years old consisted 18 % of the total sample, age group between age 55-64 hold 12% of the result and the smallest percentage (2 %) of the respondents are above 65 years of old.

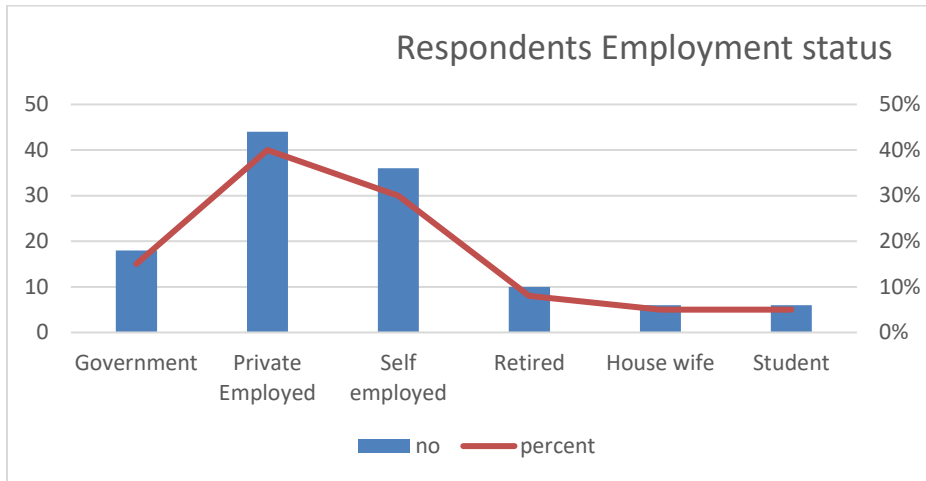
Figure 3 .Education level of the respondent



Source: survey result

As far as education level of the respondent concerned 50 % of them are degree holder, 30 % are master degree and above holder, the rest 15 % ,8 % and 5% are the respondents hold collage certificate ,Diploma with high school education. Largely, majority of the respondents are educated peoples.

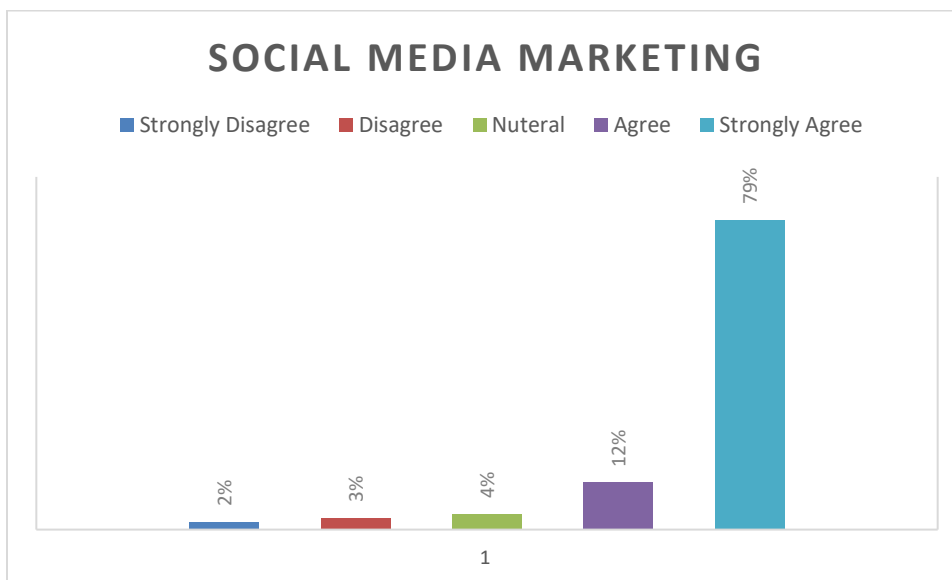
Figure 4 Employment Status of the respondent



Source: survey result

Regarding to employment of the respondent, the majority of the respondents are Private - employee which is 40%, followed by self-employee 30%, and government employee will follow by 18 %, Retired 8 % go to housewives and Student 5% each.

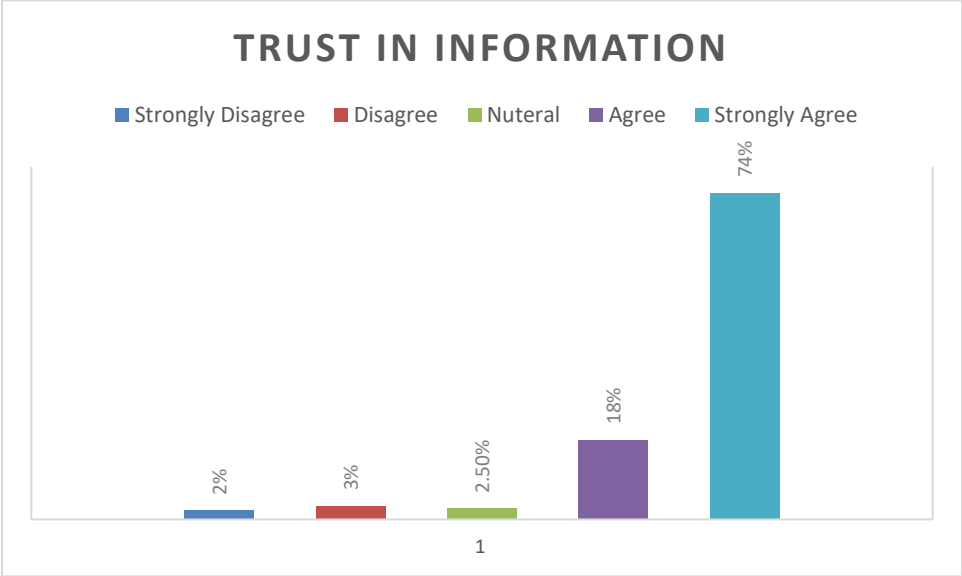
Figure 5 Percentage of Respondents response for Social media marketing measurement



Source: survey result

The majority of the respondents recognize social media in general and use it as a source of information. 79% of the respondents strongly agree with the idea of using social media. And the other respondent agreed by 12% that they are using it. Neutral, Disagree, and Strongly Disagree are listed with a very low number of respondents: 4%, 3%, and 2%, respectively.

Figure 6 Trust in information on social media marketing for consumer buying behavior measurement

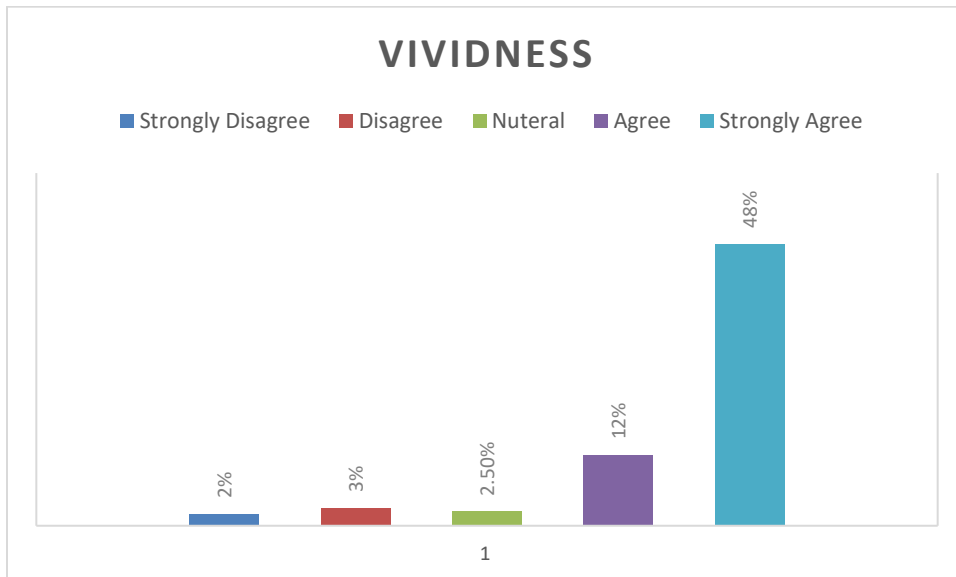


Source: survey result

According to the survey's findings, social media marketing is crucial for hotels to engage visitors and raise awareness of their establishment. Visitors to hotels frequently find inspiration on social media sites like Facebook and Twitter.

74% of respondents said they strongly agreed that social media marketing tools can be trusted in its information concerning hotels' activities and 18% said they agreed that social media marketing by hotels is approachable, those who still do not trust it, with responses of 3% disagree, 2.5% neutral, and 2% strongly disagreeing. Social media is often seen as a valuable component of a hotel's marketing toolset.

Figure 7 Vividness in social media marketing for consumer buying behavior measurement



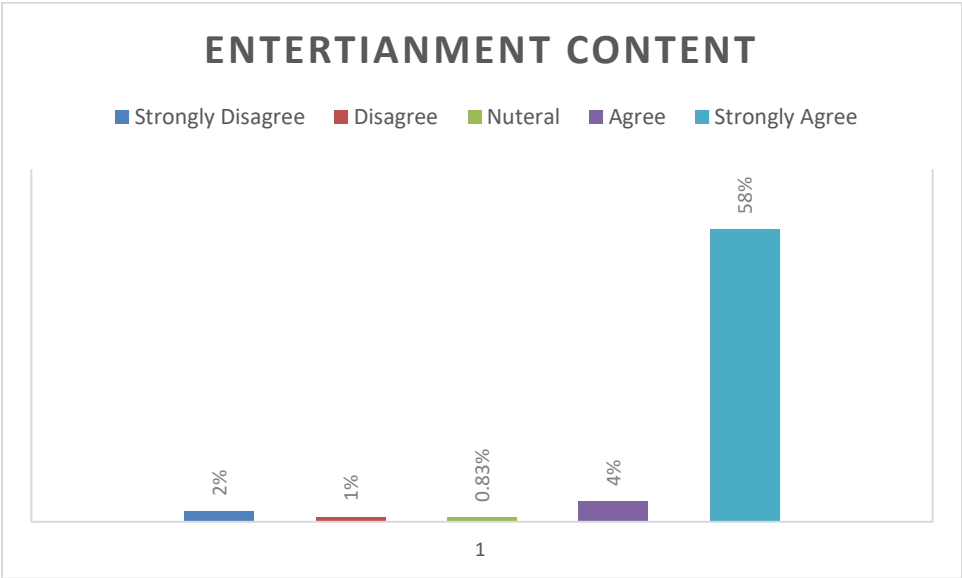
Source: survey result

Social media marketing may benefit from vividness. Here are some of the survey's findings: Nearly 50% of respondents indicated that they strongly agreed, with 12% agreed, on the significance and appeal of colorful social media marketing. However, some respondents indicated that they disagreed by 2.5% %, while others were neutral also 3% and the remaining 2% strongly disagreed.

Richness of a company's posts is determined by their level of liveliness, which resonates users' interest and Create interactive virtual settings that can affect users' mental imagery and reactions. Visual images on social media typically receive more engagement and sharing.

In social media marketing, vividness appears to have the potential to boost user emotions and engagement.

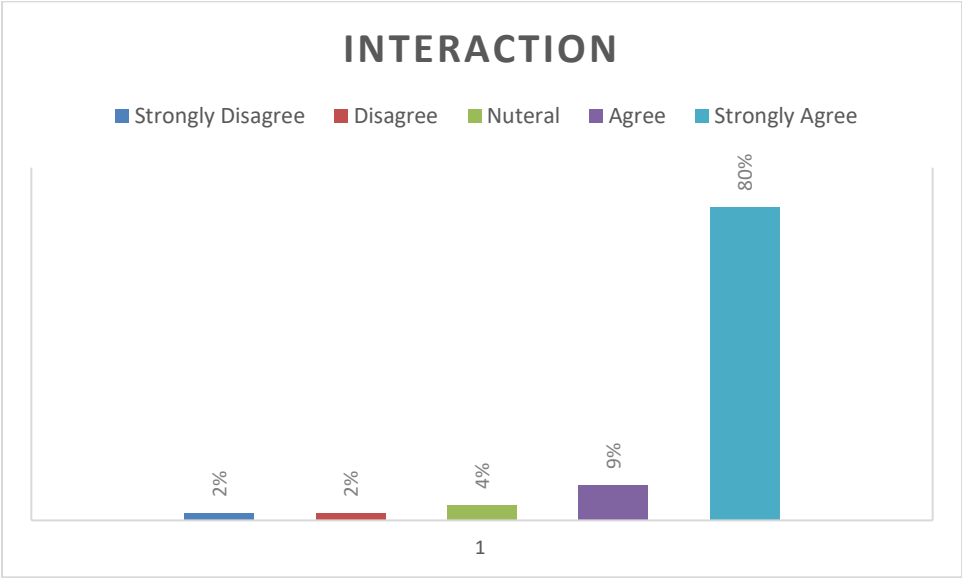
Figure 8: Entertainment content in social media marketing for consumer buying behavior measurement



Source: survey result

One of the aspects of social media marketing that might affect consumer purchasing behavior is entertainment. Social media can help a brand reach the right audiences and advertise its products or services. This is how the survey's findings are presented: 58 % of respondents strongly agree, 4% agree, 3% disagree, 0.83% neutral, and 2% strongly disagree that they will be drawn to the amusing content of social media marketing.

Figure 9: Interaction on Social media marketing for consumer behavior measurement

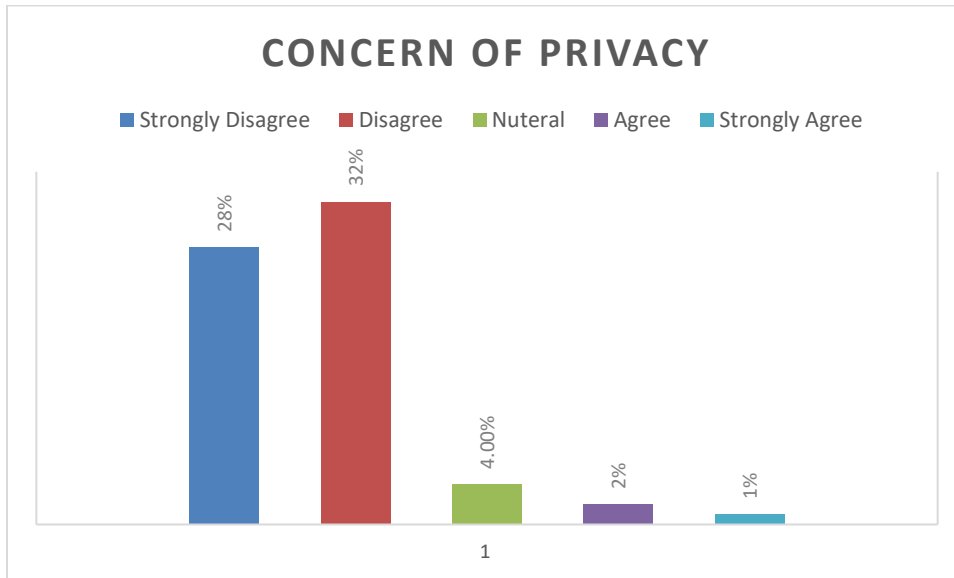


Source: survey result

In social media marketing, engagement is crucial. The two-way interactions and touchpoints that take place between businesses and customers are referred to as social media interaction.

It is crucial for ensuring long-term client pleasure and can have a significant impact on client retention. Hotels use it to build their internet image, raise brand recognition, and disseminate important details about their commercial endeavors. Companies can make their content more relevant to gain meaningful, valuable insight, build relationships, and support organic industry growth by actively engaging with followers. This will increase the visibility of their brand and foster better relationships with current and potential customers. This is how the result of the survey show how the consumer are strongly agree by 80% and 9% agreed by their response , the other strongly disagree ,neutral and Disagree 2%,4%and 2% each which is a very low percent with the idea.

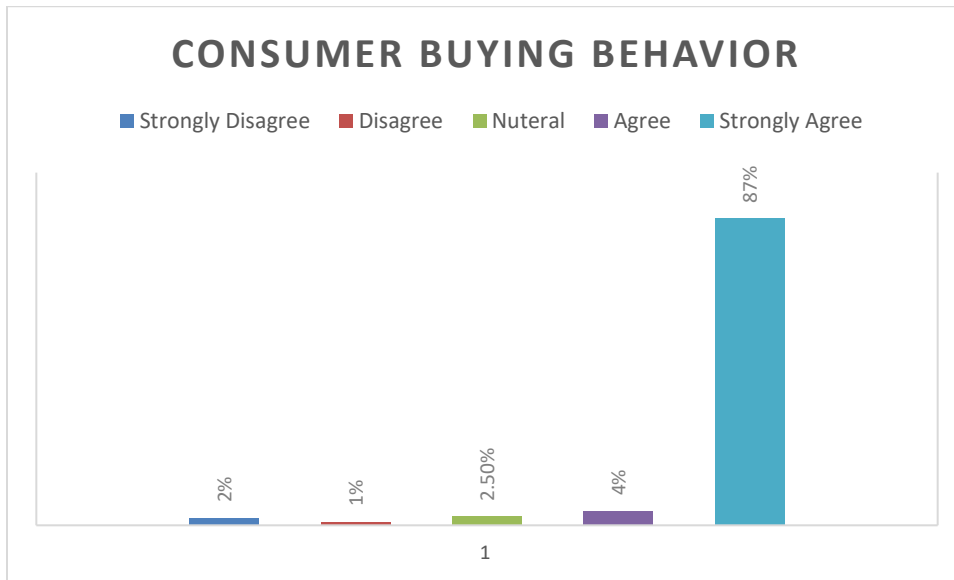
Figure 10 Concern of Privacy on Social media marketing for consumer buying behavior measurement



Source: survey result

online privacy information has a big impact on purchasing behavior and is a major factor in determining customer trust when making purchases on social media, Concerns about privacy and trust are crucial when using social media for marketing. And Customers are less inclined to utilize social media to make purchases due to privacy concerns. Building customer trust requires the implementation of privacy and security measures. And this survey result show how costumers are concerned about their pricay issue when they intend to use or purchase from social media marketing 28% Strongly Disagree and 32% of the respondent agree ,which is the majority numbers of the participant concern about their privacy issue .the other 4%,2 % and 1% are for nuteral and agree and strongly agree .

Figure 11 Social media marketing on Consumer buying Behavior measurement



Source: survey result

This figure shows how consumers be impacted on so consumer purchasing decisions through the social media marketing activities and influenced for their buying behavior the hotel. 87% of the respondent strongly agree and 4% agree that social media create influence on the consumer and the other 2.5 %, 1% and 2% are for neutral, Disagree and strongly disagree.

4.5 Descriptive statistics For Trust in Information, Entertainment content, Vividness, Interaction, Consumer buying behavior and social media marketing.

The scale used for measuring Trust in information, Entertainment content, Vividness, Interaction ,Concern of privacy and Consumer buying behavior. The item scales have been tested and found to be reliable in different paper, for this specific research the finding of the study presented below.

Table 2: Mean Score and Standard Deviation for Social media marketing

Item Statics'			
Social Media	Mean	Standard Deviation	N
Are you frequently exposed to the hotel's marketing activities in social media?	4.6	0.87	120
Do you use social media for Information	4.71	0.82	120
Do you have substantial information about the hotel from Facebook, Twitter and the hotels website?	4.53	0.91	120

Source: survey result

As you can see above item number 2 (X=4.71), number 2 (X=4.6) has the highest mean out of this particular measurement, which implies that most of the respondents are Use social media as a source of information and engage themselves in hotel activates and get a substantial information from the Hotels Facebook, Twitter and from the hotels website on social media. The lowest mean was on item 3 (X=4.53) which implies the respondents are less exposed to frequent social media concerning hotel activities from this categories.

Table 3: Mean score and Standard deviation for Trust in Information

Item Statics'			
Trust in Information	Mean	Standard Deviation	N
Do you trust social media	4.19	0.96	120
Do you think the company website and booking review marketing activities of the hotel are helping in word of mouth communications of the hotel?	4.73	0.84	120
The activities of the hotel on social media activities are helping in value creation of the hotel	4.84	0.59	120

Source: survey result

This Trust in Information mean and standard deviation shows item number 3 ($X=4.84$), number 2($X=4.73$) are the bigger number that implies how the respondents have a positive attitude about the information passed through the hotels website and booking review activities which creates value and trust. The other two number 1($X=4.19$) has the medium highest mean out of this particular measurement, that interpreted more often social media is trusted as far as it concerned with the activities of the hotel.

Table 4: Mean score and Standard deviation for Vividness

Item Statics'			
Vividness	Mean	Standard Deviation	N
Does advertisement of the hotel on social media content lively helps you to purchasing behavior?	4.65	0.86	120
Does the vividness of hotels on social media marketing have a highly stimulating to the senses?	4.39	0.98	120

Source: survey result

The above Table about Vividness shows 1($X=4.65$) mean and (0.86) standard deviation that how being vivid and lively creates an intention for consumers to buy and how it stimulate the sense of the consumer by 2($X=4.39$) which is a still high number of value when it measured. Being visible on social media creates a unique opportunity for individuals and businesses alike to showcase their personalities and connect with their audiences. From crafting compelling captions to sharing visually stunning content, social media allows us to express ourselves in creative ways that were once unimaginable

Table 5: Mean score and standard deviation for Entertainment content

Item Statics'			
Entertaining content	Mean	Standard Deviation	N
Do you think creating something fun have influence hotels customers?	4.78	0.73	120
Do you think the Entertainment activity in the hotel that advertises in the social media can attract consumer?	4.7	0.89	120

Source: survey result

As you can see above item number 1 (X=4.78) and number 2 (X=4.7) are both the highest number of the respondent replay how their impressed by Entertaining content can influence the purchasing behavior of the customer By creating entertaining content that resonates with consumers, businesses can influence their buying behavior and Social media influencers in this case the hotel industry can play a significant role in this process.

Table 6: Mean score and standard deviation for Interaction

Item Statics'			
Interaction	Mean	Standard Deviation	N
Do you actively engage with any activities that are posted in the social media posted by the hotel E.g. Like, Comment and Share?	4.58	0.93	120
If you have complained the hotels activities via social media, have you been happy with the response/resolution?	4.73	0.68	120
The hotel's Facebook and company website pages influenced your opinion about the hotel's social interaction.	4.64	0.88	120

Source: survey result

This Interaction mean and standard deviation shows item number 2 ($X=4.73$) make it the highest for this specific table that interaction and service recommendation which every reaction by the hotel make the consumer to be stay loyal and impressed and help them out on their purchasing decision process and the next two , number 3($X=4.64$) and number 1($X=4.58$) follow the first flow by expressing their engagement by their reaction of like and comment and share the hotels activities and resolving their doubt by their interaction with the hotel .

Table 7: Mean score and standard deviation for Concern of privacy

Item Statics'			
Concern of privacy	Mean	Standard Deviation	N
Do you consider sites recording your Internet activity without your knowledge to be a violation of privacy?	1.74	0.92	120
Are you concerned about privacy of information (such as name, address, credit card number) while at your stay in hotels?	1.79	0.76	120

Source: survey result

Hotel guests are more concerned than ever about their privacy when staying at a hotel. There are a number of factors that contribute to this concern, including the use of key cards to access rooms, the presence of security cameras throughout the property, and the sharing of personal information with third-party. Concern of Privacy is the very important issue which Hotel industry that should be take care of by the concerned department this what the table result show number 2($X=1.74$) and 1($x=1.79$) this number show how consumer taking concerned they concern of privacy seriously .

Table 8: Mean score and standard deviation for Consumer Buying Behavior

Item Statics'			
Consumer Buying Behavior	Mean	Standard Deviation	N
Do you feel social media conversation influence your service choice or buying decision process?	4.77	0.69	120
Do you think Social media marketing activities of the hotel has a key role on consumer buying behavior overall?	4.83	0.65	120
Is it important that service recommendations from your online network when it comes to your decision making process?	4.68	0.91	120

Source: survey result

The above Table about Consumer Buying behavior shows number 2 ($X=4.83$) mean and (0.65) standard deviation and 1 ($X=4.77$) that mean how conversation and activities in social media marketing are make influence on the consumers buying behavior. And Social media marketing has become an essential tool for businesses looking to understand and influence consumer buying behavior.

Table 9: Summary of Cumulative mean of Variables

Descriptive Statics'			
	Mean	Standard Deviation	N
Social Media Marketing	4.62	0.59	120
Trust in Information	4.58	0.55	120
Vividness	4.52	0.61	120
Entertainment Content	4.74	0.60	120
Interaction	4.6	0.52	120
Concern of Privacy	1.76	0.56	120
Consumer buying behavior	4.76	0.46	120

Source survey result

As the above summary result show the independent variables the social media marketing, Trust in information, Vividness, Entertainment content, interaction and concern of privacy are the determinant with the dependent variable the consumer buying behavior that the table show good enough relationship between the two variables

4.6 Correlation and Regression analysis

4.6.1 Correlation Analysis

In statistics, correlation refers to a measure of the strength and direction of the relationship between two variables. Correlation is often used to determine if there is a relationship between two variables and, if so, whether the relationship is positive (as one variable increases, so does the other), negative (as one variable increases, the other decreases), or zero (there is no relationship between the variables). The most common measure of correlation is the Pearson correlation coefficient, also known as Pearson's r . This coefficient ranges from -1 to 1, with -1 indicating a perfect negative correlation, 0 indicating no correlation, and 1 indicating a perfect positive correlation. (Fernando, 2023). To calculate Pearson's r , you need to have data on two variables and their values for each observation. The formula for calculating Pearson's r involves calculating the covariance between the two variables (a measure of how much they vary together) and dividing this by the product of their standard deviations.

It's important to note that correlation does not imply causation. Just because two variables are correlated does not necessarily mean that one causes the other. Other factors that are not measured or considered in the analysis could be responsible for the relationship. Therefore, correlation should be interpreted with caution and should not be used to make causal claims.

Table 10: Pearson Correlation Regression

		Correlations						
		Consumer Buying Behavior	Trust In Information	Vividness	Entertainment Content	Concern Of Privacy	Interaction	Social Media Marketing
Consumer Buying Behavior	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	120						
Trust In Information	Pearson Correlation	.469**	1					
	Sig. (2-tailed)	<.001						
	N	120	120					
Vividness	Pearson Correlation	.218*	.155	1				
	Sig. (2-tailed)	.017	.090					
	N	120	120	120				
Entertainment Content	Pearson Correlation	.342**	.098	-.059	1			
	Sig. (2-tailed)	<.001	.286	.522				
	N	120	120	120	120			
Concern Of Privacy	Pearson Correlation	-.030	-.044	-.058	-.043	1		
	Sig. (2-tailed)	.744	.630	.529	.644			
	N	120	120	120	120	120		
Interaction	Pearson Correlation	.340**	.239**	.301**	.452**	.088	1	
	Sig. (2-tailed)	<.001	.008	<.001	<.001	.339		
	N	120	120	120	120	120	120	
Social Media Marketing	Pearson Correlation	.597**	.611**	.227*	.293**	-.016	.440**	1
	Sig. (2-tailed)	<.001	<.001	.013	.001	.858	<.001	
	N	120	120	120	120	120	120	120

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source: survey result

Social media marketing have the highest correlation with the consumer buying behavior in the table and the relation between Trust in information will follow by its correlation with consumer buying behavior and Entertainment content, Interaction and Vividness have their relation with the consumer buying behavior, but Concern of privacy result shows there is no relation or negatively related with the consumer buying behavior. Beside, this data show how the Hotels industry didn't create enough interaction and not take the opportunity of the technology to expose they environment with their consumers using the social media to feel safe whenever the privacy issue raise.

4.6.2 Regression Analysis

Regression analysis is a statistical method used to determine the relationship between a dependent variable and one or more independent variables. It is often used in data analysis to identify and quantify the influence that one or more independent variables have on a dependent variable, and to make predictions about the values of the dependent variable based on the values of the independent variables. The general idea behind regression analysis is to find a mathematical equation that best describes the relationship between the independent and dependent variables. This equation is often represented graphically as a line or curve that

best fits the data. (Gallo, 2015) .There are two main types of regression analysis: simple linear regression and multiple linear regression. Simple linear regression involves one independent variable and one dependent variable, while multiple linear regression involves two or more independent variables and one dependent variable. And this data use the multiple liner regression because there are five independent and one dependent variable.

Table 11: **Regression result: Coefficients of relationship of variables**

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.397	.478		2.921	.004
	TrustInInformationMean	.334	.066	.401	5.091	<.001
	VividnessMean	.113	.062	.150	1.816	.072
	EntertainmentContentMean	.215	.068	.278	3.156	.002
	InteractionMean	.065	.084	.073	.775	.440
	ConcernOfPrivecyMean	.002	.063	.002	.024	.980

a. Dependent Variable: ConsumerBuyingBehaviorMean

Source: Survey result

The above result of regression analysis of social media marketing and consumer buying behavior presented. It's helpful to understand the five independent variable are significant and more important in explaining the variance in consumer buying behavior .The unstandardized coefficient (b) give the estimate change in the dependent variable for a one unit increase in each independent variable, The Standardize coefficients (beta) show the relative importance of each independent variable in explaining the variance in dependent variable ,Each independent variable has been in the order of their significance

The coefficient for Trust in Information is 0.334 with a standard error of 0.066.it is the highest standard coefficient(beta) of 0.401, indicating that trust in information plays a significant role in explaining consumer buying behavior .The t-value of 5.091 and the low p-value <0.01 suggest that this relationship is highly statistically significant.

The coefficient for Vividness is 0.113 with a standard error 0.062. It has a standardized coefficient (beta) of 0.150 indicating that vividness has low role in explaining consumer buying behavior. The t-value 1.816 and the significant level p-value of .072 suggest that this relationship is not statistically significant.

The coefficient for Entertainment content is 0.215 with a standard variable 0.068. It has a standardized coefficient (beta) 0.278 indicating that entertainment content plays a significant role in consumer buying behavior. The t-values 3.156 and with the low p-value of .002 that the relationship is statistically significant.

The coefficient for Interaction is 0.065 with a standard error of 0.084. It has a standardized coefficient (beta) of 0.073, indicating that interaction has a low influence on consumer buying behavior. The t-value of 0.775 and the significant level of p-value .440 suggest that this relationship is not statistically significant.

The coefficient for concern of privacy is 0.002 with the a standard error of 0.063.it has a very low standardized coefficient (beta) of 0.002,indicating that concern of privacy very weak influence on consumer buying behavior .the t-value of 0.024 and p-value of .980 suggest that this relationship is not statistically significant.

Over all the above table shows the relationship between the independent variables (Trust in information, vividness, entertainment content, interaction and concern of privacy) and their impact on consumer buying behavior .as it is indicate Trust in information and Entertainment content are the most influential factor in determining consumer buying behavior, while vividness, interaction and concern of privacy have relatively weak or inconclusive effect on consumer buying behavior.

4.6.3 Hypothesis testing

H1: Trust in information has a positive impact on consumer buying behavior

Based on the regression result the β value for trust in information is 0.401, indicating that for every unit increase in trust in information, consumer buying behavior is predicted to increase by 40.1% with the significant p-value of <0.01 ,which is less than 0.05 .this suggest that trust in information has a positive and significant impact on consumer buying behavior , as trust in information increase customer more likely have intention to purchase on the hotel .the regression model for predicting consumer buying behavior which include a single predicted

variable which is trust in information that influence customer buying behavior. So Hypothesis 1 is accepted.

H2 Vividness has a positive impact on consumer buying behavior

As the regression table show the β value for vividness is 0.150, it indicating it every value predict by 15% for the consumer buying behavior with the significant p-value of 0.072 which is greater than 0.05. This suggest that vividness has no positive and significant effect on consumer buying behavior. So Hypothesis 2 is rejected.

H3 Entertainment Content has a positive impact on consumer buying behavior

Entertainment content on the regression result table its β value is 0.215, its indicating that for every unit increase in entertainment content, consumer buying behavior is predicted to increase by 21.5 % with the significant p-value of 0.002, this suggest that Entertainment content has a positive and significant impact on consumer buying behavior , so Hypothesis 3 is accepted .

H4 Interaction has a positive impact on consumer buying behavior

According to the regression table Interaction have a β value of 0.073 which indicate that when it increase in every unit its only 0.7 % predicting the consumer buying behavior with the significant high p-value of 0.440 ,this suggest that interaction has no positive and significant impact on consumer buying behavior, So hypothesis 4 is rejected.

H5 Concern of privacy has a negative impact on consumer buying behavior

Concern of privacy in the table shows its β value of 0.002 indicating that it has predicting value at all on the consumer buying behavior with its significant value of 0.998 which is the negative implication from the beta should be <0.05 ,this suggest that concern of privacy has negative impact on consumer buying behavior ,So hypothesis 5 is accepted.

Table 12: Hypothesis test Summary

Hypothesis Description			
		Analysis Method	Remark
H1	Trust in Information have a positive impact on consumer buying behavior	Regression	Accepted
H2	Vividness have a positive impact on consumer buying behavior	Regression	Rejected
H3	Entertainment Content have a positive impact on consumer buying behavior	Regression	Accepted
H4	Interaction have a positive impact on consumer buying behavior	Regression	Rejected
H5	Concern of Privacy have a Negative impact on consumer buying behavior	Regression	Accepted

Source: survey result

Table 13: Model summary evaluation

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584 ^a	.341	.312	.38505

a. Predictors: (Constant), InteractionMean, ConcernOfPrivacyMean, TrustInInformationMean, VividnessMean, EntertainmentContentMean

b. Dependent Variable: ConsumerBuyingBehaviorMean

Source: Survey Result

The Model Summary table gives the R (.584) and R square (.341). The Adjusted R square statistics ‘corrects’ R square value to provide a better estimate of the true population value. The R square value tells how much of the variance in the dependent variable (Consumer buying behavior) is explained by the model including 5 independent variables. In this case the value is .341 expressed as a percentage (multiply by 100) it becomes 34.1% this means that the model explains 34.1 % of the variance in consumer buying behavior. In other words, 34.1 % of the dependent variable is explained by the independent variables.

5. CHAPTER FIVE

5.1 Finding, Conclusion and Recommendation

5.1.1 Finding

This study have aims to analysis the impact of social media marketing (SMM) on Consumer buying behavior at the Best western plus pearl Addis hotel. Trust in information, Vividness Entertainment, Interaction and Concern of Privacy used as a determining factor for social media marketing. The study consider demographic factors such as gender, age, educational status and employment status, this study distributed 132 questionnaire and collected 120 data, the remain 12 data were missed. The data filled on SPSS 29 software the finding reveal a significant correlation between the social media marketing and consumer buying behavior, the main result found from the study presented as follows.

According to the survey result who filled the data Population age ranging from 25-34 are the major dominate age group which is 32% and age group 35-44 years old hold 21 % and Very young people 18-24 years old cover 18 % of the sample, this indicated that most of them are young and exposed to social media and Regarding to employment of the respondent, the majority of the respondents are Private -employee which is 40%, followed by self-employee 30% and as far as education level of the respondent concerned 50 % of them are degree holder, 30 % are master degree and above holder, and this finding is based on the above level of respondent which is have a significant for the result find of the relationship between the social media marketing and consumer buying behavior .

➤ Trust in information: which is one of the independent variable have a strong positive relationship with the Dependent Variable consumer buying behavior that show whenever there is a trusted information is available in the social media marketing the consumer buying intention will rise up. And according to the survey result we have seen they use the social media marketing used by the hotels like websites and reviews helps the as a way of communication to build their trust and it gets 74% from the survey and cumulative of 4.5 its mean value and 0.59 of standard deviation 0.469 Correlation relation, this all result have a positive strong relation with the consumer behavior.

➤ Vividness: the ability to produce compelling, memorable, and impactful material is referred to as vividness in social media marketing. To grab the audience's attention and leave

a lasting impression, vivid content makes use of vivid language, visuals, and sensory details. It is a crucial component of social media marketing since it can make companies stand out in a congested online space and boost audience engagement. Businesses may emotionally engage with their audience and create a lasting experience by producing vivid content. The cumulative mean for vividness is 4.52 with 0.61 standard deviation with 0.218 low correlation relation with the consumer buying behavior. Overall, the relation is very weak and vividness do not have a significant effect on the dependent variable that need more improvement of the hotels social media marketing activities.

➤ Entertainment content : is according to the result of the survey have 58% which have adequate positive relationship between the independent and dependent variable that need to be more collaboration and effort to keep it more grasp the attention of the consumers as It is more likely that users of social media will share and interact with entertainment-related content. Businesses may improve engagement, attract a wider audience, and forge closer bonds with their consumers by producing interesting content that appeals to their target demographic. It elicits an emotional response from the audience, the mean value is 4.74 and 0.60 standard deviation .342 is the correlation relation between the consumers buying behavior. Which might cause them to positively associate the service or product. Businesses may make their audience feel remembered and good about themselves, which can affect their purchasing decisions, by utilizing comedy, excitement, or other emotional triggers.

➤ Interaction: The other variable that will lay the Consumer buying behavior on social media marketing is the Interaction .as interaction and communication on social media platforms between a brand and its audience. 80% of respondents indicated that they strongly agreed with the premise that hotels should engage in social media marketing. However, the correlation analysis was only 0.340, with the mean value 4.6 is its mean value and 0.52 of standard deviation the relation between interaction and consumer buying behavior is very weak, more work is required.

➤ Privacy Concern An important topic that may affect consumer purchasing behavior in social media marketing is privacy concerns. Consumers are becoming more aware of the dangers of disclosing personal information online, therefore companies must address these worries if they hope to gain the confidence and credibility of their clients. Additionally, it can reduce customers' faith in a service or item. Consumers may be less likely to interact with the business or make a purchase if they believe that their personal information is not

being secured. This is exactly why the survey respondent shows them disagreement by 60 %, cumulative mean value of 1.76 and 0.56 of standard deviation and the correlation relationship is -0.03 which is negative relation with the consumer buying behavior ,the hospitality sector must take action to safeguard client data and make clear and honest disclosures about its privacy practices.

In the field of hospitality, ensuring customer satisfaction is of utmost importance. It's not solely about providing a comfortable lodging or a delectable meal; it's about crafting an experience that will leave a lasting impact. This mandates a keen attention to detail and a steadfast commitment to going above and beyond. From the instant a guest enters the premises, they should feel warmly welcomed and appreciated. This entails greeting them with a smile, offering assistance with their baggage, and suggesting personalized recommendations for nearby attractions. Throughout their stay, it is essential to anticipate their needs and address any concerns promptly. Such a high level of service necessitates a well-trained workforce that is enthusiastic about hospitality and committed to ensuring that each guest feels special.

5.1.2 Conclusion

The theoretical framework based on the research difficulties was supported by the empirical framework's findings. The study demonstrates how social media has become into a significant tool for marketing and consumer purchasing decisions. In fact, it is predicted that in the near future, not only will there be a shift from traditional advertising to social media platforms in the hotel industry, but some scholars are even debating the shift from traditional distribution channels to the digital one in this dynamic hospitality industry.

Even though theoretical studies and the results of this study have demonstrated the crucial role that social media marketing plays in consumer purchasing decisions, the respondents' exposure to the hotel's social media marketing activities—which was determined by counting the number of potential consumers—was measured. According to this study's findings, the majority of respondents were strongly agreed, followed by agreed, and then at some point, neutrally disagreed and strongly disagreed. However, when it came to privacy concerns, the majority of respondents said they strongly disagreed and disagreed. According to a regression analysis, only 0.5% of consumers will become more likely to make good purchasing decisions for every 1% invested in social media marketing.

This idea and importance of social media marketing for hotels in today's digital age with a significant number of daily social media users, hotels have the opportunity to reach a wide audience and promote their brand and products. The survey shows that many users are exposed to hotel social media activities, such as Facebook, company websites, and Twitter. This exposure provides valuable information to potential customers and helps to increase word-of-mouth communication about the hotel. As a result, social media marketing has become an essential tool for hotels looking to expand their reach and attract new customers. By utilizing these platforms effectively, hotels can create engaging content that resonates with their target audience and drives traffic to their website. Overall, social media marketing is a powerful tool that hotels should leverage to stay competitive in today's market

5.1.3 Recommendation

The following suggestions for the hotel are made based on the researcher's results, literature reviews, and general experience about the influence of social media marketing on consumer behavior. The following suggestions have been made in order to enhance the hotel's overall visitor experience.

As we have seen on the descriptive there it's the young generation who have exposed themselves to the social media marketing and who are mostly private and self-employee which show how they are near to the social media marketing and the hotels could have this as an opportunities to grasp and hold the consumers buying behavior.

- The hotel should concentrate on producing interesting material that appeals to their target market. This might entail giving visitors a peek behind the scenes at the hotel, showing special services and amenities, and advertising nearby sights and activities. The hotel will gain a reputation as a reliable resource and develop a devoted clientele by doing this. The hotel should also stay current with the newest social media trends and best practices, including the use of hashtags, prompt replying to messages and comments, and utilizing user-generated material. A planned approach to social media marketing can help the hotel efficiently market its name, draw in new guests, and eventually boost sales.

- Vividness can be utilizing by the improvement practice of social media marketing, hotels may increase their understanding of consumer purchasing behavior. Utilize high-quality

visuals: Visuals are a crucial part of social media marketing, displaying experiences: meaningful and individualized experiences that might affect purchasing decisions, as opposed to merely highlighting the hotel's attributes; utilize storytelling: Hotels can utilize storytelling to enhance the vividness and memorability of their brand on social media. to elicit an emotional response from prospective guests Personalization and customized content can help to enhance the vividness and relevance of your hotel and produce a more meaningful and unique experience that may affect purchasing choices.

- The hotel should focus on creating engaging and interactive social media content that showcases the unique features and amenities of the property. In addition to demonstrating how much your hotel values its visitors, replying to social media comments and messages gives you the chance to address any problems they may have encountered while they were there. Hotels may show their dedication to offering great customer service by accepting criticism and acting to improve upon it. Additionally, replying to reviews—both favorable and negative—can boost interaction with current visitors and prospective clients. It's crucial to keep in mind that social media is a potent tool for developing relationships with visitors, and that maintaining a helpful online presence for your hotel requires being responsive. Therefore, don't be afraid to interact with audience and let them know that the hotels value and appreciate their input. Also in Other way can include behind-the-scenes glimpses of the hotel, special promotions, and guest testimonials. This can be achieved through targeted advertising and messaging, as well as by using data analytics to understand guest behavior patterns; the hotel should encourage guests to share their experiences on social media by providing incentives such as discounts or free upgrades for those who post about their stay. By implementing these recommendations, the hotel can enhance its image about the Hotel, increase guest satisfaction, and ultimately drive revenue growth through effective social media marketing strategies.

- And Finally, The implementation of strong access controls and routine system monitoring for potential breaches are further recommendations for hotels. In the event of a data breach, hotels should have a plan in place that includes alerting the appropriate authorities and any affected clients. And the collection, use, and sharing of customer data should be clearly outlined in hotels' privacy policies, which they should make available to all of its clients.

5.2 Limitation of the study

The researcher has to be dedicated and persistent in order to overcome the obstacles encountered during the study process. Despite the time restrictions and the hotel's lack of dedication, the data was eventually gathered as effectively as feasible. An explanation for why some firms are cautious to fully embrace social media marketing is because it is still a relatively young field of study with regard to how it affects consumer behavior in hotels and organizations. But in the quick-changing digital world of today, organizations must adapt and look for new development opportunities. Companies may stay ahead of the curve and remain competitive in their respective businesses by removing bureaucratic barriers and being open to experimenting

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Part II

Please show the extent to which you believe the Hotel has the feature described by the statement. Indicating circle (O) to '1' means strongly disagree, '2' disagree, '3' neutral, '4' agree and '5' strongly agree. There are no right or wrong answers; all the researcher interested in is a number that best shows your perception about the hotel.

	Questionaries' Item	Strongly disagree	Disagree	Neutral	Strongly Agree	Agree
I	Social Media					
	Are you frequently exposed to the hotel's marketing activities in social media?					
	Do you use social media for Information					
	Do you got substantial information about the hotel from Facebook, Twitter and the hotels website?					

	Questionaries' Item	Strongly disagree	Disagree	Neutral	Strongly Agree	Agree
	Trust in Information					
	Do you trust social media					
	Do you think the company website and booking review marketing activities of the hotel are helping in word of mouth communications of the hotel?					
	The activities of the hotel on social media activities are helping in value creation of the hotel					
	Vividness					

Does advertisement of the hotel on social media content lively helps you to purchasing behavior					
Does the vividness of hotels on social media marketing have a highly stimulating to the senses					
Interactive					
Do you actively engage with any activities that are posted in the social media posted by the hotel e.g Like, comment and share?					
The hotel's Facebook and company website pages influenced your opinion about the hotel's social interaction.					
If you have complained the hotels activities via social media, have you been happy with the response/resolution?					
Entertaining content					
Do you think creating something fun have influence hotels customers?					
Do you think the Entertainment activity in the hotel that advertises in the social media can attract consumer?					
Concern of Privacy					
Is it Okay concerned about privacy of information (such as name, address, credit card number) while at your stay in hotels?					
Are you okay with sites recording your Internet activity without your knowledge to be against your privacy?					

Part III

	Questionaries' Item	Strongly disagree	Disagree	Neutral	Strongly Agree	Agree
I	Consumer Buying Behavior					
	Do you feel social media conversation influence your service choice or buying decision process?					
	Do you think Social media marketing activities of the hotel has a key role on consumer buying behavior overall					
	Is it important that service recommendations from your online network when it comes to your decision making process?					

If you would like to add anything -----

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