

**ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT**



**Determinants of Effectiveness of Social Media usage:
The case of Ethiopian Airlines**

A thesis submitted to Addis Ababa University School of commerce in partial fulfillment of the requirements for Masters of Art in marketing management.

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Declaration

I, the undersigned, declare that this thesis is my original work and has not been presented for a degree in any other university, and that all sources of materials used for the thesis have been duly acknowledged.

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TABLE OF CONTENT

DECLARATION	i	
ACCKNOWLEDGEMENT.....	ii	
ABBREVIATION AND ACCRONYM.....	iii	
LIST OF TABLES	iv	
LIST OF FIGURES.....	iv	
ABSTRACT	v	
CHAPTER ONE		
1. INTRODUCTION		
1.1. Background of the Study.....	1	
1.2. Statement of the Problem	3	
1.3. Research Question	5	
1.4. Objective of the Study	5	
1.4.1. General Objective	5	
1.4.2. Specific Objective	5	
1.5. Significance of the Study	6	
1.6. Scope of the Study	6	
1.7. Limitation of the Study.....	6	
1.8. Definition of Terms	7	
1.9. Organization of the Study	8	
CHAPTER TWO		
2. LITERATURE REVIEW		9
2.1. Theoretical Framework	9	
2.1.1. Marketing	9	
2.1.2. Social Media	10	
2.1.3. Social Media Marketing	12	
2.1.4. Social Media in Airline Industry	13	
2.1.5. Ethiopian Airlines Social Media Usage	15	
2.1.6. Social Communication Effectiveness	16	
2.2. Empirical Review	17	
2.3. Conceptual Framework	21	

CHAPTER THREE

3. RESEARCH METHODOLOGY	22
3.1. Description of the Study.....	22
3.2. Research Approach	22
3.3. Research Design	23
3.4. Population and Sample	24
3.5. Data Source and Types	25
3.6. Data Collection Procedure	25
3.7. Ethical Consideration	26
3.8. Data Analysis	26

CHAPTER FOUR

4. DATA ANALYSIS AND DISCUSSION	27
4.1. Demographic Characteristics of Respondents	27
4.2. Reliability and Validity	31
4.3. Assumptions and Diagnostics Tests	32
4.3.1. Normality	32
4.3.2. Linearity	33
4.3.3. Multicollinearity	34
4.3.4. Autocorrelation Test	34
4.3.5. Correlation Analysis between Dependent and Independent Variables.....	36
4.3.6. Regression Analysis	37
4.3.6.1. Regression Model Summary	38
4.3.6.2. ANOVA	39
4.3.6.3. Coefficient Estimation and P – value	39

CHAPTER FIVE

5. SUMMARY, CONCLUSION, AND RECOMMENDATION	42
5.1. Summary of Findings.....	42
5.2. Conclusion	43
5.3. Recommendation	44

REFERENCE

APPENDIXES

ABREVIATION AND ACRONYMS

ET: Ethiopian Airlines

SM: Social Media

SMM: Social Media Marketing

SPSS: Statistical Package for Social Science

TAM: Technology Adoption Model

AIDA: Attention Interest Desire Action

LIST OF TABLES

Table 1. Facebook fans of Ethiopian compared to Qatar Airlines.	3
Table 2. Tweeter followers of Ethiopian compared to Air Asia.	3
Table 3. Youtube subscribers and video uploads of Ethiopian compared to Turkish Airlines.	3
Table 4. Gender and Age group of Respondents Table	28
Table 5. Number of trips made by Respondents	28
Table 6. Social media users of Respondents	29
Table 7. Time spent by Respondents on Social media per day	29
Table 8. Respondents Exposure to ET's Social media activities	30
Table 9. Descriptive Statistics of Respondents Activities	30
Table 10. Chrombach Alpha (Reliability Test)	31
Table 11. Multicollinearity Test Table	34
Table 12. Autocorrelation Test Table	35
Table 13. Pearson Correlation Table	36
Table 14. Regression Model Summary	38
Table 15. ANOVA Table	39
Table 16. Regression Coefficient Analysis of the Model table.	39

LIST OF FIGURES

Figure 1. 2016 Social media status update.	11
Figure 2. Conceptual Framework of the study	21
Figure 3. Normality Test Plot	32
Figure 4. Linearity Test Plot.	33

ABSTRACT

Social media marketing is a new trend. Tools and approaches for communicating customers have changed greatly with emergence of social media and it has become an avenue that marketers can extend their marketing campaigns to a wider range of consumer. (Paquette H. 2013) The airline industry is fast adapting and utilizing social media technology as competition in the industry is fierce, quality service at low cost becomes common place and they are seeking new and innovative ways to sustain competitive advantage. The purpose of this study is to investigate determinants of effectiveness of social media usage by Ethiopian Airlines. To this effect, 4 predictor factors namely perceived usefulness, perceived ease of use, perceived enjoyment and trust were identified and consumer based attitude scale that contains 24 items was developed and questionnaires were completed. Assumption and diagnostic tests were done and in the end, trust was found to be dominative determinant of effectiveness of social media usage by Ethiopian Airlines while perceived usefulness and perceived ease of use were found to have positive significant association towards effectiveness of social media usage by Ethiopian Airlines.

KEYWORDS: *Social Media, Social Media Marketing, Social Media usage, Effectiveness.*

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the study

Technology related developments such as the rise of powerful search engines, advanced mobile devices and interfaces, peer to peer communication vehicles, and online social networks have extended marketers' ability to reach shoppers through new touch points. The introduction of social media technology is accelerating and we can expect it to have a similar impact on business now and into the future. As new technologies became available, businesses that learn to use new technologies gain great benefits (Abu, Irshad and Mohammad, 2012).

Social media is the platform for development and exchange of what is termed as 'User Generated Content'. Web 2.0 is a space where applications and content are consistently altered by various users by way of collaboration and participation (Jay, 2015). Social media is thereby defined as "a group of internet-based applications that build on the ideological foundations of web 2.0 and that allow the creation and exchange of User Generated Content" (Kaplan and Haenlein 2010)

Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends to a place where consumers can learn more about their favorite companies and the products they sell (Paquette H. 2013).

Social media has become a force for democratization of communication and it is most effective in customer empowerment and connecting brand to the traveler (NIIT Technologies, 2015.).

Social media has altered the way companies and brands can communicate their messages to consumers and the way society consumes and contributes to the creation of information.

Technology now allows individuals to easily contribute their thoughts, opinions and creations to the internet. Social media encourages every member for feedback and contributions and facilitates two way interactions, collaborations and sharing of content among users within a defined network (en.m.wikipedia.org).

The social media revolution has altered the communication landscape and has significantly impacted marketing communication. The growing importance of applications like Facebook, tweeter, Youtube and others in consumers' lives has a growing influence on communication habits (Sevrein, 2014). Individuals spend hours in the social media realm exchanging their views and experiences on various products and service. It is reasonable to say that social media represent a revolutionary new trend that should be of interest to companies.

According to (NIIT Technologies, 2015), Social media channels represent a huge opportunity for airlines in terms of word of mouth referrals impacting significantly the opinion of potential travelers searching for next travel deals. They also aid the airline define its service, improve existing customer relationships, and increase brand reach.

Thus, adoption of social media for marketing purpose gives a marketer the ability to reach out large number of present and potential customers. In order to compete, businesses can't afford to be inactive on social media.

Ethiopian Airlines is the fastest and largest growing Airline in Africa. It offers African world class air transport services both for passengers and cargo and offers maintenance repair over haul for customer airlines apart from training of pilots and cabin crews. As of October 2016, the carrier serves 94 international and 19 domestic passenger destinations and 35 cargo destinations (ethiopianairlines, 2016). It connects Africa to large cities in North America, South America, Asia, and Europe which makes the company's operation global.

The airline has social media presence through platforms like Facebook, Twitter, Weibo and Youtube. It uses them for different business objectives such as customer care addressing requests and feed back in real time, to post available promotional package, new destinations and ongoing development. According to information technology company offering social media analytics called Socialbakers Solution, (Socialbakers, 2016), **Facebook** statistics for Ethiopian airlines shows it has 782,698 fans, its tweeter account shows 46,847 followers and its Youtube account shows 929 subscribers.

Here the researcher attempted to investigate determinant factors of effectiveness of social media usage of Ethiopian Airlines so as the company will leverage the opportunities laid in social media platforms presented itself.

1.2. Statement of the problem

Quality service at low cost becomes increasing common place and airlines are seeking new and innovative ways to enhance overall customer experience throughout passenger travel cycle.

In today's technology driven world, social networking site have become an avenue marketers can extend their marketing campaigns to a wider range of consumers. The tools and approaches for communicating with customers have changed greatly with the emergence of social media (Paquette H. 2013).

User generated content (knowledge, experience, information...) via these social medias represent a huge opportunity in terms of word of mouth, well defined data, referrals, service definitions, drive traffic and brand awareness and so on in addition to playing an increasing important role in airlines' daily operations.

Compared to the industry's big players, the following tables present three of Ethiopian social media sites status (socialbaker, 2016).

Table 1. Facebook fans of Ethiopian compared to Qatar. (socialbaker, 2016)

	Facebook	
	Fans	Likes
Ethiopian Airlines	998,883	944,008
Qatar Airlines	12,287,988	12,352,111

Table 2. Tweeter follower of Ethiopian compared to Air Asia. (socialbaker ,2017)

	Tweeter Followers
Ethiopian Airlines	54,104
Air Asia	3,147,488

Table 3 Youtube subscribers and video uploads of Ethiopian compared to Turkish Airlines (Socialbaker 2017).

	Youtube	
	Subscribers	Video View
Ethiopian Airlines	929	376,936
Turkish Airlines	142,997	487,584,396

While social media provides never ending avenues for communicating, content generated by individuals helps to define the brand (Paquette H. 2013).

These social media sites not only provide marketers with a hard number of how large their audiences are, it's vigorous audience activity such as social shares, re-tweets (engagement), ticket bookings, reply time, size of community size and alike helps to measure effectiveness of the social media marketing (SimpliFlying, 2014).

The above social metrics in table 3 shows, Ethiopian Airlines has an opportunity of engaging consumers at a better level where it can reach the industry's big players in the social media marketing application arena. In addition, competition between airlines in the region is fierce. In this fast moving and evolving and hyper competitive industry, as the flow of information gets more real-time, effective use of social media medium will increase the sustainability of the airline's competitive advantage.

According to Linging G. & Xuesong B. (2014), on extended technology acceptance model, factors like perceived usefulness; perceived ease of use, trust, social influence, perceived enjoyment and perceived individual control is positively related to behavioral intention towards the use of IT technologies.

In addition, according to Syaharizad B. A. and NorAzrin B.M (2016) study findings on factors that influencing usage of social media in marketing among small and medium sized enterprises, factors namely **usefulness, ease of use and enjoyment** influence social media usage.

Previous research by Sulaiman A., Farzana P. Sedigheh M. and Noor I.J.(2014) also suggested that factors namely **interactivity, compatibility and cost effectiveness** are significantly related to Facebook usage while **trust** was found not to be significantly related on its usage in terms of financial performance and non financial performance.

Competition in airline industry is intense and growing constantly. Ethiopian Airlines is exposed to fierce completion against regional and global airlines. Leveraging opportunities laid by social media and monitoring its effectiveness will provide innovative ways to enhance customer service that gives the airline the edge to improve existing relationship and increase brand reach.

Thus, based on these previous studies, the researcher is attempting to investigate contribution of factors namely **perceived benefits, perceived ease of use, perceived enjoyment, and trust** to the effectiveness of social media usage by Ethiopian Airlines as a marketing tool.

1.3. Research questions

Research question is an answerable inquiry into a specific concern or issue. It is the fundamental core of a research project, study, or review of literature (researchrundown.com).

The research questions for this investigation are:

1. How does **perceived usefulness** influence the effectiveness of social media usage by Ethiopian Airlines?
2. What effect does **perceived ease of use** have on effectiveness of ET's social media usage?
3. How does **perceived enjoyment** related to effectiveness of ET's social media usage?
4. What is the impact of **trust** in determining the effectiveness of ET's social media usage?

1.4. Objective of the Study

1.4.1. General Objective

The general objective of the research is to study how social media platforms are being utilized by Ethiopian Airlines in its marketing effort and find out determinant factors impeding its social media marketing effectiveness.

1.4.2. Specific Objective

Specific objectives of the research are:

1. To investigate the effect of perceived benefits on effectiveness of ET's social media usage.
2. To examine impact of perceived ease of use on ET's social media use effectiveness.
3. To analyze user's perceived enjoyment effect on social media effectiveness of Ethiopian Airlines.
4. To determine effect of trust on social media effectiveness of the airline.

1.5. Significance of the Study

Social media has become a force for democratization of communication and it is most effective in customer empowerment and connecting brand to the traveler (NIIT Technologies, 2015.). The research study will provide a very good insight for Ethiopian Airlines about its utilization of the Opportunities presented by social media as its marketing communication effort and benefits greatly in improving its effectiveness.

The research outcome will also benefit researchers as source of information for the future study and adds up knowledge to the field. The output will also help marketers have insight on how to employ and manage effective social media marketing.

1.6. Scope of the Study

Ethiopian Airlines provides different services to different customers. These services include passenger transport service (domestic and international), cargo transport service, training service, maintenance repair and overhaul services.

This research focus on Ethiopian Airlines' social media marketing participation targeting customers of international passenger service as this is the main source of revenue for the airline and where fierce competition among the airlines worldwide exists.

The study will also focus on Facebook, Tweeter, Instagram and Youtube social media sites users as these four are the top seven platforms used by marketers (Michael, 2016) and the company has its presentation.

1.7. Limitation of the Study

The significance of this study needs to be viewed and acknowledged in lights of its limitations. The limitation of this study includes: First, regardless of the researcher's effort to contact the persons responsible in handling the company's social media activities, the research could not include the organization or managements perspective of the study. Thus he research was done from the customers' perspective only.

Secondly, the studied independent variables explained only 30.8% of the variance in dependent variable; the rest 69.8% is not included in the study. Including other variables will increase the explanation power. Thirdly, Social media marketing is a new phenomena thus there is only few research to refer to in Ethiopian context.

1.8. Definition of Terms

Here is definition of important terms and concepts that are used in the research.

Effectiveness: The extent to which a social marketing program achieves its intended purpose or function (Walter W., 2011). Also Merriam Webster define effectiveness as producing a result that is wanted: having an intended effect (Merriam Webster – an encyclopedia Britannica Company).

- **Marketing:** Business dictionary defines marketing as the management process through which goods and services move from concept to the customer. It includes the coordination of four elements called the 4 P's of marketing:

1. Identification, selection and development of a **product**
2. Determination of its **price**.
3. Selection of a distribution channel to reach the customer's **place** and
4. Development and implementation of a **promotional** strategy.(Businessdictionary.com)

- **Marketing tools:** The techniques and materials used by those who are involved in the promotion of goods and service (Businessdictionary.com).

- **Social Media:** (SM) is defined as primarily internet or cellular phone based applications and tools to share information among people. (Businessdictionary.com)

Merriam Webster dictionary also defines social media as forms of electronic communication (as web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)(Merriam Webster – an encyclopedia Britannica Company)

- **Social media marketing :**(SMM) is an interdisciplinary and cross functional concept that uses social media (often in combination with other communications channels) to achieve organizational goals by creating value for stakeholders. SMM is the use of social media platforms and websites to promote a product or service. (www.en.wikipedia.org)

1.9. Organization of the Study

The research will consist five chapters. The first chapter is consisted of introduction part which is composed of background of the study, statement of the problem, research questions, general and specific objectives of the study, significance of the study, scope of the study, and definition of terms defining important terms and concepts of the study.

The second chapter presents discussion of related literature review. It contains explanations related to social media, social media marketing, and social media in an airline marketing activities.

The third chapter includes the research design and methodology that the researcher employed to conduct the study. Such includes research approach and the research design, the sampling procedures, the ethical consideration that will be undertaken and discussion of how data will be analyzed.

The Fourth chapter presents the analysis and findings of the research and it discusses their implication with respect to the theoretical presentations in the literature review. Findings are presented with the aid of different tables and graphs.

In the fifth chapter summery, conclusion and recommendations are presented based on the findings of the research.

CHAPTER TWO

2. LITERATURE REVIEW

Social Media is the medium to socialize. Web-based technology is used to quickly disseminate knowledge and information to a huge number of users. It is taking place in homes, small businesses and corporate boardrooms and extending its reach into the nonprofit, education and health sectors. Social media platforms are part of an ever-growing online network of people who discuss, comment, participate, share and create information. The emergence of social media and consumers' increased online time presents opportunities and challenges for brand management. (Sevrein, 2014)

2.1. Theoretical Framework

2.1.1. Marketing

UK Chartered Institute of Marketing defines marketing as “Marketing is the management process responsible for identifying anticipating and satisfying customer requirements profitably” (Shaw, 2007).

Marketing is process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others. Simply put: marketing is the delivery of customer satisfaction at a profit (Sundar B. 2000).

Marketing includes coordination of the four elements called the 4P's of marketing: product, price, place and promotion. The core marketing concept holds that achieving organizational goals depends on determining the needs and wants of target markets and delivering the desired satisfaction more effectively and efficiently than competitors do.

The marketing concept rests on four pillars: target market, customer needs, integrated marketing, and profitability. Customer is an integral part of the marketing process; marketers need to focus on their customer's needs, wants and expectations which will reflect in their products and service. Discovering your ideal target market and learning all you can about why they do what they do will help you determine the best way to present your product to maximize interest.

2.1.2. Social media

Today's customers are armed with sophisticated mobile, social and cloud technologies. They are demanding and opinionated. They expect businesses to treat them in a way that demonstrates a deep understanding of their individual buying habits, needs and preferences. Everybody can be an author, an opinion shaper, a consumer and a producer at the same time, as creating and distributing content is a matter of just a few clicks. This is putting pressure on both the marketing and customer service function to be more responsive to the needs of customers, present and future, and to these technologies themselves.

Social media (SM) is defined as a group of internet-based application that builds on the ideological and technological foundation of web 2.0 and that allow the creation and exchange of User Generated Content. Accordingly, SM covers many internet based applications, including blogs; social networking sites content communities, virtual game worlds and virtual social worlds (Kaplan & Haenlein, 2010).

The main purpose of social media is social interaction and networking with other users. Social media has altered the way companies and brands can communicate their messages to consumers and the way society consumes and contributes to the creation of information. Technology now allows individuals to easily contribute their thoughts, opinions and creations to the internet. Social media encourages every member for feedback and contributions and facilitates two way interactions, collaborations and sharing of content among users within a defined network.

Social media use web-based and mobile technologies on smart phone and tablet computers to create highly interactive platforms through which individuals, communities and organization can share, co-create, discuss, and modify user-generated content or pre-made content posted online.

Social media differ from paper-based or traditional electronic media (any conventional form of one way communication such as television, radio, direct mail, outdoor billboard, newspapers, magazines, newsletters and other print publications) in many ways.

Social media has the following characteristics in comparison with Traditional one (Michael J V, Fatemeh H. H, Riza C, Carl B. D, VAny L M, 2016)

- **Interactivity and Individualization:** Allows two way interactions between customers and marketers technologically sophisticated.

- Integration of communication and distribution channels: Social media brought these channels closer and made it easier for customers to move between them in seamless and imperceptible manner.
- Immediacy: Social media monitoring and behavioral tracking allows consumer centric information to be obtained and disseminated quickly. It empowers consumers by providing quick access to information, facilitating a faster response to marketing activities.
- Informational Collection: Social media offers new ways of researching customers as it allows marketers to observe consumer comments via social media platforms that capture consumers own words presenting opportunity for more informed decision making.

Social media has influence on business activities and business performance. Social networking sites are a place where in one forms communities of interest to connect to others. Social networking sites utilize social media technologies to connect with people and build relationship (Abu, Irshad & Mohammed 2012).

According to key digital statistical indicators (Dave, 2016), out of 7.395billion world population, 3.419 billion are internet users and 2.307 billion are active social media users with 10% annual growth of which 3.790 billion are unique mobile users and 1.968 billion are active mobile social media users.



Fig.1 2016 Social media status updates (<http://www.smartinsights.com/Social-media-strategy/New-global-social-media-research>)

Applications like Facebook, Tweeter, Youtube, and many others have seen enormous growth in the past decade and have become a revolutionary trend influencing the way we use the internet, communicate with others, and search for information. Most of these social media platforms have their own built-in data analytics tools. As consumers are becoming more familiar with advanced communication and media technologies, they now have to be recognized as active creators instead of passive, consuming participants (Sevrein, 2012)

There are hundreds of active social networking websites. According to social media marketing industry report (Michael, 2016), Facebook, Twitter, Linkedin, Youtube, Google+, Instagram, and Pinterest are the top seven platforms used by marketers.

2.1.3. Social media marketing (SMM)

Social media marketing is a form of internet marketing that utilizes social networking websites as a marketing tool. The goal of SMM is to produce content that users will share with their social network to help a company increase brand exposure and broaden customer reach (Margaret, 2011). One of the fastest ways in which organizations gain consumer attention at a wide reach to their customers is through the social media.

In 2016, the number of social network users reached 2.22 billion, a number that is expected to increase to 2.72 billion by 2019 (www.statista.com). Because social media provides an inexpensive way to interact and engage with these large numbers of potential customers, social media marketing has become a valuable channel for marketers. The larger the number of fans, followers and subscribers are, the larger the audiences and the base from which to communicate and build engagement, promotions and all the key elements that adds value to the airline.

The main focus in social marketing is to keep consumers informed. The effectiveness of social media marketing is typically measure using proxies rather than monetarily, as linking social media marketing activities to key financial indicators is difficult.

Although the negative effects of social media marketing could affect the brand of the organization and affect the overall performance of the organization, it is a new era in marketing where there is a shift in power from the producer to the consumer (Icha O. & Agwu M.E., 2015). Depending on the goal, these proxy measures can include web traffic generated, clicks, repeat

visits, number of new followers, search volume, mentions in other social media channels and peer to peer recommendations.

According to N.Thangavel & M. Vanmathi (2015), metrics for social media marketing includes:

- Channel reports: involves tracking the volume of visits, leads and customers each individual social channel is generating
- Return on investment Data: Although social media is a useful marketing tool, it is often difficult to quantify to what extent it is contributing to profit. ROI can be measured by comparing marketing analytic value to contact database or CRM and connect marketing efforts directly to sales activity.
- Customer response rates: Customers are turning towards social media to express their appreciation or frustration with brands, product or services. Therefore marketers can measure the frequency of which customers are discussing their brand and judge how effective their social media marketing strategies are.
- Reach and virality: Popular social media such as Facebook, Twitter, LinkedIn and other social media networks can provide marketers with a hard number of how large their audience is nevertheless large audience may not always translate into large sales volumes. Therefore an effective SMM cannot be measured by a large audience but rather by vigorous audience activities such as social shares, retweets, etc.

Social media marketing became more common with the increased popularity of social media platforms. It is about understanding how technology is making it easier for to connect with their social networks and how businesses are making profit from that understanding.

Successful social media marketing requires meaningful participation, authenticity and real engagement. Marketers need to merge social media marketing into the brand and marketing plan to increase exposure and improve online positioning.

2.1.4. Social media in Airline Industry

The airline industry is the second most socially devoted industry and social media is playing an increasing important role in airlines' daily operations (NIIT Technologies, 2015). A number of social media incidents have scared airlines to embrace the medium fully but the repercussions can be terrible if airlines choose not to use social media.

The studies by Simpliflying, revealed that different airline uses social media for different business objectives (Shashank, 2014). These include:

- To listen to what their customers are saying and to respond in real time.
- For market intelligence that aid with new business development.
- For product marketing and customer relationship management (create greater interaction with customers).
- To drive traffic, facilitate engagement with customers, and to increase awareness about the brand.
- To allow customers to take advantage of special promotions offered only with these channels.
- To be transparent and give customers backstage access to see how the airline is operating.

With the rapid growth of social media, most airlines have now realized that staying offline would be a huge competitive disadvantage. In an industry where there is a race to get more customers, engagement online is seen as an important way to create value for more customers. In the words of Bill Marriott, CEO of Marriott Hotels, “social media is not going away; it’s not a passing fad. If you don’t start playing now then you are going to be playing catch up and falling further behind as it moves more mainstream” (Shashank, 2014).

Monitoring of social media with tools for online brand management can help the business know the nature of talk about the band, the voices behind the dialogue (gender, location), time of talking (point of purchase, research, post-sale) and much more.

The first thing to look for information on an airline is on its webpage. Information about its routes, schedules, aircraft fleet, history, new, special offers and travel information can be accessed. The airline industry is fast adapting social media technology and tools for its growth and development. According to NIIT Technologies (2015), social media is being utilized as a mechanism for product marketing, brand development, enhancing customer experience as well as improvising passenger experiences.

The industry is focused on getting more and more customers and online engagement and interaction is therefore considered important ways to build value for all existing and potential customers.

According to (SimpliFlying 2015), the top three most uses of social media data are for consumer insights, consumer service, and new product strategies.

Top challenges for airline and social media strategy includes:

- Insufficient resources,
- Lack of training,
- Lack of software tools,
- Lack of senior management support and inflexible team structure.

2.1.5. Ethiopian Airlines Social Media Usage:

Ethiopian Airlines is the fastest and largest growing Airline in Africa. It offers African world class air transport services both for passengers and cargo and offers maintenance repair over haul for customer airlines apart from training of pilots and cabin crews. As of October 2016, the carrier serves 94 international and 19 domestic passenger destinations and 35 cargo destinations (ethiopianairlines, 2016). It connects Africa to large cities in North America, South America, Asia, and Europe which makes the company's operation global

Ethiopian Airlines uses social media platforms such as Facebook, Tweeter, Weibo, Instagram, Goole+, LinkedIn and Youtube. The company uses its social media pages as one means of customer care channel to address customers' requests/feedback in a timely manner. Also available promotional packages, new destinations and ongoing developments are continuously posted through the company's social media pages. (www.ethiopianairlines.com)

Social media enabled the company to widely promote company's status, update activities, promote services, and communicate effectively with customers both internally and externally on real time.

As of April, 2017, Ethiopian Airlines has 998,694 fans on its Facebook pages and 54,104 followers on its Tweeter account. It has also Youtube 376,936 views. (Socialbaker, 2017)

The social media activity is done centrally by IT department and is being managed under corporate communication department. The company has a dedicated team helping the airline identify the needs, wants and critical issues of its customers.

2.1.6. Social media Communication Effectiveness:

Marketing communications activities must be integrated to deliver a consistent message and achieve the strategic positioning. The starting point in planning marketing communication is a communication audit that profiles all interactions customers in the target market may have with the company and all its products and services.

To implement the right communications program and allocate dollars efficiently, marketers need to assess which experiences and impressions will have the most influence at each stage of the buying process and understand the fundamental elements of effective communication (Kotler & Keller, 2012)

According to Kotler & Keller (2012) AIDA model is one of the models that concentrate on consumer's specific response to communication which assumes the buyer passes through cognitive, affective and behavioral stages during the buying process of product or service. Be it a billboard or a facebook ad, attention is always the first step in engagement. As consumers will be using different platforms, engaging at different touch points and requiring different information throughout the stages from various sources, using AIDA model to plan the social media communication campaign may be a good start for effective social media communication. (<http://www.smartsights.com>).

Acronym AIDA in social media marketing communication stands for attention (create attention or awareness of your brand or website), interest (generating interest, encouraging customer to start searching, creating interest in the buyer for further information about your product or service), desire (emotional connection, moving customer from 'liking' to 'wanting' it, stirring up a desire to buy a product or service), and action (move the visitor in to interaction with your company). Tailored and targeted communication campaign plan based on AIDA model follows:

- Awareness stage: can be “which tools or platforms to use, what the message is, how to make buyers aware and what our strategy should be etc.”
- Interest stage: can be “how to gain interest, what content strategy should be, where to make information available and etc “

-
- Desire stage: Why our product/service desirable, how to interact and make emotional connection, chat, etc)
 - Action stage: What is the call of actions and where do we place them? Plan which platforms are you using and how to engage them.

2.2. Empirical Review

Some of related previous research works done on explanatory and dependent variable of the study, have been referred by the researcher. A study done by Lingling Gao and Xuesong Bai (2013), aimed to develop and test an integrative model of factors determining consumer's acceptance of internet of things, (IoT) technology. Based on Technology acceptance model (Tam), the authors Proposed an IoT acceptance model that consists of three technology factors (perceived usefulness, perceived ease of use, and trust); one social context factor (social influence); and two individual user characteristics (Perceived enjoyment and perceived behavioral control). Data from 368 Chinese consumers were used to test the research model through the use of structural equation modeling and the result showed particularly strong support for the effects of perceived usefulness, perceived ease of use, social influence, perceived enjoyment and perceived behavioral control. However trust played an insignificant role in predicting the intention.

The research contributed to constructs of social influence, enjoyment, and perceived behavioral control to the TAM (in addition to perceived usefulness, perceived ease of use and trust) in the IoT technology context.

In addition, Syaharizad B. A. and NorAzrin B.M (2016) studied on factors that influencing usage of social media in marketing among small and medium sized enterprises in Malaysia. Comprehensive searches based on document analysis/ academic literatures have been constructed. The findings revealed that factors namely usefulness, ease of use and enjoyment positively influence the usage of social media by the Malaysian SMEs and resulted in proposing a conceptual frame work.

Also article by same authors, Syaharizad B. A. and Nor Azrin B.M. (2015), discussed the relationship between the factors of usefulness, ease of use and enjoyment in the use of social media and its influences on brand performance which have two components namely brand awareness and brand image based on theories such Technology Acceptance Model and Customer

Based Brand Equity. Based on the literature review, it is proven that the usefulness, ease of use and enjoyment have the relationship with the use of social media among individuals, organizations or firms.

Another previous research by Sulaiman A., Farzana P. Sedigheh M. and Noor I.J. (2014), also investigated factors that influence Facebook usage among small and medium enterprises and the impact of Facebook usage on financial and non financial performance of the SMEs. Using integrated model, the study examined the influence of compatibility, cost effectiveness, interactivity and trust on Facebook usage. Compatibility, cost effectiveness and interactivity was identified as factors that influence Facebook usage while **trust** was found not to be significantly related on its usage in terms of financial performance and non financial performance.

A research done by Namho Chung & Chulmo Koo (2015) examined the travel information searches using social media as new search behavior from a value perspective based on Value-based Adoption Model (VAM). Factors such as Information reliability, enjoyment, complexity and perceived effort mediated by perceived value were tested using data collected from 695 respondents and run a structural equation model and found that users of new social media, for travel information searches are influence by all tested factors, however, only enjoyment makes an impact directly on social media usage.

A research by Sangwon L & Moonhee C. (2011), on examination of determinants of Twitter and Facebook use, factors that influence the use of social media in a mobile broadband environment was studied. The result of a multiple regression analysis suggest that perceived user values like mobility and interactivity, perceived characteristics like relative advantage and observability and **perceived ease of use** are influential factors in explaining the formation of an attitude towards twitter use and observability and **perceived usefulness** have formed an attitude toward Facebook use.

A research was also done by Loranzo R. C., Alarcon-del A.M. & Constantinides E. that studied factors affecting the acceptance of social media as a business strategy by Spanish retailers titled “Determinants of use of social media tools in retailing sector”. A Model that explains the adoption of social media tools has been created on the basis of a technology acceptance model by adding the perceived strategic value generating an extended model useful for academics and practitioners. The main TAM constructs are the attitude, perceived usefulness and Perceived ease

of use. The result confirmed that the central role played by the perceived ease of use of use of social media in the process of its adoption as a marketing tool.

Competition in airline industry is intense and growing constantly. Quality service at low cost becomes increasing common place and airlines are seeking new and innovative ways to enhance overall customer experience throughout passenger travel cycle. Ethiopian Airlines is exposed to fierce completion against regional and global airlines. User generated content (knowledge, experience, information...) via social media platforms represent a huge opportunity in terms of word of mouth, well defined data, referrals, service definitions, drive traffic and brand awareness and so on in addition to playing an increasing important role in airlines' daily operations. Leveraging opportunities laid by social media and monitoring the effectiveness will provide innovative ways to enhance customer service that gives the airline the edge to improve existing relationship and increase brand reach.

Thus, based on these previous studies, the researcher is attempting to investigate contribution of factors namely **perceived benefits**, **perceived ease of use**, **perceived enjoyment**, and **trust** to the effectiveness of social media usage by Ethiopian Airlines as a marketing tool.

Hypotheses Development:

Perceived usefulness: According to innovation diffusion theory, users are only willing to accept innovations if those innovations provide unique advantage compared to existing solution (Linging G. & Xuesong B., 2014). Perceived usefulness refers to users' feelings of improved performance when they use the technology. The technology adoption model indicates that perceived usefulness is a significant determinant of behavioral intention to use IT. Therefore, the researcher hypothesizes:

H1: Perceived usefulness has a significant effect on the effectiveness of social media usage.

Perceived ease of use: Refers to the degree to which the prospective user expects the target system to be free of effort (Fathul W., 2007). By assuming that other variables are constant, the easier is a technology to be used, the higher is its possibility to be adopted by users. Extensive previous studies state that perceived ease of use is a significant determinant of behavioral intentions to the technology. Hence the researcher proposes:

H2: Perceived ease of use has a positive significant effect on the effectiveness of social media usage.

Perceived enjoyment: Enjoyment has a significant effect on technology acceptance that extends beyond usefulness (Namho C. & Chulmo K., 2014) stressed that intrinsic motivation compel the individual to use a computer because it offers enjoyment. According to technology acceptance model, Enjoyment is referred to as the extent to which the activity of using the computer is perceived to be enjoyable in its own right.

The results found in Syaharizad B. A. and NorAzrin B.M (2016), showed that enjoyment significantly influences social media usage behavior. It indicated that social media interactivity contributes to enjoyment in social media usage. Also previous studies as cited by Syaharizad B. A. and NorAzrin B.M (2016), showed that enjoyment is seen to be a strong factors towards Facebook usage, influences travelers to share their travel experience on social media, and is one of the drivers of blog usage. Thus, the researcher hypothesizes the following:

H3: Perceived enjoyment has a positive significant effect on the effectiveness of social media usage.

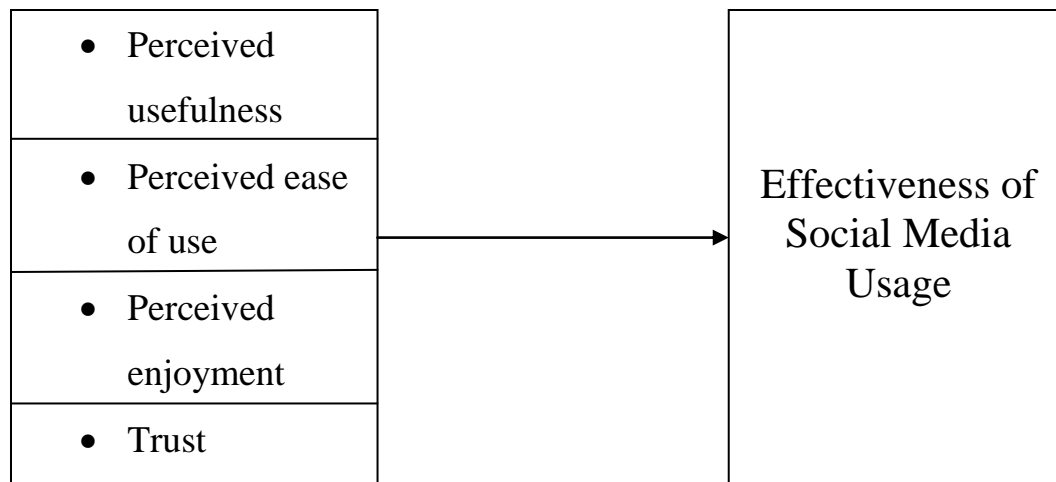
Trust: Informational trust is defined as a users' belief about the reliability, credibility and accuracy of information obtained from social media and is an important factor that influence usage (Sulaiman A., Farzana P. Sedigheh M. and Noor I.J., 2014).

Organizations post information about their organization, products, services and other promotional activities. Customers share their opinion and experiences and also expertise within organization could share their ideas and knowledge. Trust is one of the tools for reducing uncertainty and risks and generating a sense of safety. Therefore the following hypothesis is proposed:

H4: Trust has positive significant effect on the effectiveness of social media usage.

2.3. Conceptual Framework

The researcher adopted and modified four determinant factors that lead to the effectiveness of social media usage as a marketing tool based on the previous research works of Linging G. and Xuesong B. (2014) on extended technology acceptance model related to behavioral intention towards the use of IT technologies and Syaharizad B.A. & Nor Azrin B.M. (2016) study on factors influencing usage of social media in marketing among small and medium sized enterprises.



Source: adopted and modified from works of Linging G. & Xuesong B. (2014) and Syaharizad B.A & Nor Azrin B.M (2016).

Fig. 3 Conceptual Framework of the study.

CHAPTER THREE

3. RESEARCH METODOLOGY

Research is defined as something that people undertake in order to find out things in a systematic way, thereby increasing their knowledge. The term methods refer to techniques and procedures used to obtain and analyze data where as methodology refers to the theory of how research should be undertaken (Saunders, Lewis & Thornhill, 2009).

Here under, the researcher will clarify how this something, (the research), was undertaken and what techniques and procedures (methods) were employed to increase the knowledge and give improved insight and explanation on the determinants social media usage of Ethiopian airlines.

3.1. Research Approach

There are two main research approaches: deduction and induction. With deduction theory and hypotheses are developed and a research strategy designed to test the hypothesis. With induction, data are collected and a theory developed as a result of the data analysis (Saunders, Lewis & Thornhill, 2009).

This research followed deductive research approach as the research questions and hypothesis to be tested are developed and it seeks systematical gathering and analyzing of relevant data in order to develop foundation for determination of effectiveness of usage of social media platforms as marketing tool.

3.2. Research Design

The research design refers to the overall strategy that a researcher choose to integrate the different components of the study in a coherent and logical way, thereby ensuring one will effectively address the research problem. The classification of research purpose most often used in the research methods' literature is the threefold one of **exploratory**, **descriptive** and **explanatory** (Saunders, Lewis & Thornhill, 2009).

The purpose of this research is to investigate determinant factors which affect the effectiveness of Ethiopian Airlines' social media usage as a marketing tool and provide a better insight that can be used to leverage the opportunities presented.

Thus, the researcher employed a descriptive and an explanatory research design. These enabled the researcher to describe characteristics of the population and phenomenon that was being studied and identify the impact of independent variable (perceived usefulness, perceived ease of use, perceived enjoyment and trust) on the dependent variable (effectiveness of social media usage).

Quantitative methods was made using online survey as a means of collecting data that are used as input to explore and understand impeding factors of effective social media usage. Using these multiple methods, provided better opportunities to answer the research questions and to evaluate the extent to which findings may be trusted and inferences made (Saunders, Lewis, & Thornhill, 2009).

3.3. Population and Sample

The full set of cases from which a sample is taken is called the population. For some research question it is possible to collect data from an entire population as it is of manageable size. For all research questions where it would be impractical to collect data from entire population, sample will be selected (Saunders, Lewis & Thornhill 2009).

The population of this study is customers of Ethiopian Airlines international passenger service. Because of the geographic dispersion and proximity of the population, Non probability convenience sampling technique is used to select the members of the sample. The total population of this study is unknown.

Thus, the following formula was applied in order to calculate the sample size to be representative of the population.

$$n = \frac{z^2 * p(1-p)}{e^2} \quad \text{or} \quad n = \frac{z^2 (p * q)}{e^2}$$

Where,

n = required sample size

z = degree of confidence

p = probability of positive response

q = probability of negative response

e = tolerable error

For this case, a confidence level of 95%, and 5% of error margin with variability measured by \sqrt{pq} assuming its highest value when $p = q = 0.5$ is considered.

Accordingly, $n = \frac{1.96^2(0.5 * 0.5)}{0.05^2}$

$$n = 3.8416 \times 0.25 \div 0.0025 = 384.4 \approx 385$$

3.4. Data Sources and Types

Both primary and secondary data source were used. As social media is recent phenomena in order to build the base for the study, the researcher used secondary sources of data like journals, articles, and related researches mainly from internet. Primary data was collected using online survey questionnaire to get information from the view point of the customers.

3.5. Data collection Procedures

Survey is a popular and common strategy in business and management research and is most frequently used. Surveys are popular as they allow the collection of large amount of data from a sizeable population in a highly economical way often obtained by using a questionnaire (Saunders, Lewis & Thornhill 2009).

For the primary data collection, the researcher used online survey questionnaire developed through kobotoolbox_ (<https://ee.kobotoolbox.org>) and posted on Facebook, sent by Viber and emails to respondents due to the wide geographic presentation of the respondents and as social media is the subject of the study too. . The gathered data through online questionnaire provided the researcher with the customer's demographics, exposure, engagement, and opinions on usefulness, ease of use, enjoyment, and trust of Ethiopian Airline's social media sites, so as to measure its utilization and to identify determinants of its effectiveness.

The survey questionnaire was consisted of 24 items of which 8 are demographic characteristics, 4 are measure of effectiveness (exposure and engagement), and 12 are opinion items of Independent variables (3 perceived usefulness items, 3 perceived ease of use items, 3 perceived

enjoyment items and three trust items). It was distributed on line assuming all the respondents are English literate.

3.6. Data Analysis

The data was collected through structured online questionnaire created via KoBoToolbox (www.kobotoolbox.org). Quick analysis was done in real time and inspection of data; moments after it is collected. Filled out data are down loaded and in excel format and advanced analysis were done using IBM SPSS version 22.

Online survey does not achieve response rates that to what is achieved with paper based surveys. The response rate represents the number of people who completed the survey divided by the sample size (Fluidsurvey.com). Lower result will compromise the validity of the collected data. According to fluidsurveys.com, the average response rate for email surveys is 24.8%.

Thus to increase the response rate and usable forms, the researcher distributed 30% more using emails and social media sites totaling 500 questionnaires.

The research adopts four factors (variables) that lead to effectiveness of social media usage. The four factors are perceived usefulness, perceived ease of use, perceived enjoyment, and trust that are independent variables and effectiveness of social media usage is a dependent variable also known as outcome.

In order to test the four hypotheses set earlier, the researcher employed linear regression analysis. The purpose of linear regressions is to learn more about the relationship between several independent or predictor variables which are perceived usefulness, perceived ease of use, perceived enjoyment and trust and a dependent or criterion variables which is effectiveness of the social media usage.

The model specification of the conceptual frame work of the study will be:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

Where Y = Effectiveness of social media usage by Ethiopian Airlines

a = y intercept (is a constant and represents effectiveness of social media usage when
Every independent variable is zero)

b₁ = the beta or regression coefficient of perceived usefulness

x₁ = Perceived usefulness

b₂ = the beta or regression coefficient of perceived ease of use

x_2 = Perceived ease of use

b_3 = the beta or regression coefficient of perceived enjoyment

x_3 = Perceived enjoyment

b_4 = the beta or regression coefficient of trust

x_4 = Trust

e = error term

And to test direction and strength of relationships Pearson correlation test was employed.

Online survey is very useful in facilitating the process of data organizing, cleaning, coding and analyzing quantitatively in a manner suitable for descriptive analysis and investigate casual effects of factors.

3.7. Ethical Consideration

The respondents are not mentioned by names and anonymity is to be ensured. Sensitive information and collected materials are also kept confidentially. Prior to conducting the survey fill outs, consent is received and purpose and intention of the data generated is well communicated with respondents. All ethical consideration is watched out.

CHAPTER FOUR

4. DATA ANALYSIS AND DISCUSSION

This chapter presents the analysis of the data and discussion of the result. In the first part the demographic data of the respondents will be presented and then analysis of collected data will be discussed.

Through social media sites and email, total of 500 questionnaires were distributed to customers of Ethiopian Airlines international passenger service who are active on social media, out of which 220 usable, completely filled out were returned over the period of 7 days. The data was collected through structured online questionnaire created via KoBoToolbox. Quick analysis was done in real time and inspection of data; moments after it is collected. Filled out data were downloaded in excel format and advanced analysis were done using IBM SPSS version 22.

(<https://ee.kobotoolbox.org/:YB8Y>)

4.1. Demographic Characteristics of the Respondents

The study sought to establish the gender, age brackets, number of trips made for the past two years, social media usage of customer, type of social media platforms used, years of active social media usage, customer's daily time spending on social media, and customer's purpose of company's social media visit.

As shown on table 4 of gender and age group respondents, 48.2% were female and 51.8% were male. 23.1% of the respondents are aged between 18-34 years, 42.7% are aged 35-44 years and 34.1% are aged 45- and above.

Gender percentage compositions of the respondents are fairly distributed. This implies that both genders were involved highly in the study and the finding of the study did not suffer from gender bias.

The age bracket of the respondents indicates that the respondents were well distributed in terms of their age. It shows that the respondents were comprised of heterogeneous group which in turn enabled the researcher to get varied responses across the sample units. The bigger percentage of the respondents is aged 35-44 with 42.7% but the study did not suffer from age bracket bias.

Table 4 Gender and Age group of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Gender Female	106	48.2	48.2	48.2
Male	114	51.8	51.8	100.0
Total	220	100.0	100.0	
Age 18 - 24 years	10	4.5	4.5	4.5
25 - 34 years	41	18.6	18.6	23.2
35 - 44 years	94	42.7	42.7	65.9
45 - 54 Years	55	25.0	25.0	90.9
above 55 years	20	9.1	9.1	100.0
Total	220	100.0	100.0	

All the respondents have used Ethiopian Airlines’ international passenger service and 67.7% of them made 1-5 trips within the past 2 years whereas 22.3% of them traveled 6-10 times as the rest made more than 11 trips.

Table 5. Number of trips made with Ethiopian Airlines for the past 2 years.

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 - 5 Trips	149	67.7	67.7	67.7
6 - 10 Trips	49	22.3	22.3	90.0
11 - 15 Trips	12	5.5	5.5	95.5
16 - over Trips	10	4.5	4.5	100.0
Total	220	100.0	100.0	

This is an indication that respondents were well acquainted to the brand (Ethiopian Airlines service). It enabled the researcher to get opinion of great value of input for the study.

95.9% of the respondents are active users of social media sites, of which 89.5% of them are on Facebook, 38.2% are on Tweeter, 43.6% are on Youtube, 29.5% are on Instagram, 1.4% of them

are on Weibo and 27.3% are using other social media platforms. 26.4% of these respondents have been active social media users for the past 5 years where as 63.6% was for more than five years.

Table 6. Do you use social media platforms such as Facebook, Tweeter, Youtube and alike?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	211	95.9	95.9	95.9
	No	9	4.1	4.1	100.0
	Total	220	100.0	100.0	

Here the percentage distribution shows that almost all respondents are active on social media (only 4.1% are not active) and of which active users, a great majority are using Facebook followed by Youtube, Tweeter and Instagram. This indicates that the customers are reachable through the use of social media and the company needs to intensify its presence and message on platforms frequented by its customers (Facebook in this case).

Table 7. On average, how much time do you spend on social media sites per day?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0-3 H	180	81.8	81.8	81.8
	4 - 9 H	35	15.9	15.9	97.7
	10 - 15 H	3	1.4	1.4	99.1
	16 - 24 H	2	.9	.9	100.0
	Total	220	100.0	100.0	

And 81.8 % of these social media active customers spend up to 3 hours a day while 18.2% of them spend more than 4 hours. This shows that great majority of the customers are devoting time on social media and Ethiopian airline is presented with opportunity to interact and relate with its

customers. This also indicates that the respondents are familiar and have know how of the focus of the study.

Table 8. How well are you exposed to Ethiopian Airline's social media pages, posts, tweets, etc?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not at all well	50	22.7	22.7	22.7
	Not so well	50	22.7	22.7	45.5
	Somewhat well	70	31.8	31.8	77.3
	Very well	44	20.0	20.0	97.3
	Extremely well	6	2.7	2.7	100.0
	Total	220	100.0	100.0	

Percentage of respondents who extremely well exposed to Ethiopian airlines social media pages, posts or tweets are 2.7%, very well exposed are 20% and somewhat well are 31.8%. And percentages of respondents who are not exposed at all are 22.7% and not so well are 22.7%.

This indicates that majority of the respondents are exposed to the social media platforms of Ethiopian Airlines (total of 54.5%) but there are also large percentage of respondents (45.5%) who are not at all or not so well exposed. The study had benefited of accumulated knowledge from the majority of the respondents that had been exposed.

Table 9. Descriptive Statistics of respondent activity.

		Gender	Age	Number of trips made with Ethiopian Airlines for the past 2 years.	Do you use social media platforms such as Facebook, Tweeter, Youtube and alike?	Facebook	Tweeter	Youtube	Instagram	Weibo	other	How long have you been using the social media platform/s
N	Valid	220	220	220	220	197	84	96	65	3	60	220
	Missing	0	0	0	0	23	136	124	155	217	160	0
	Mean	1.52	3.15	1.47	1.04	1.00	1.00	1.00	1.00	1.00	1.00	2.54
	Std. Deviation	.501	.981	.796	.199	.000	.000	.000	.000	.000	.000	.671

Of 54.5 % of the respondents who are exposed to Ethiopian Airlines social media, 52.3 % of the respondents visited Ethiopian Airlines social media to look for news and information, 40.9% of them to check for promotions, 32.7% of them to book ticket, 18.6% of them to write complaints or suggestion, 18.2% of them to sign in to their Shebamile account and the rest 14.5% for other purpose.

The upmost purpose of visit of Ethiopian Airlines social media by respondents was to look for news and information followed by checking for promotions and booking of tickets. This indicates that majority of the respondents who are exposed to the social media presence of the company are engaged and make use of the platforms for travel purpose. Also the respondents' experience and observations of their engagement were of great value for the research.

4.2. Reliability and validity

4.2.1. Reliability

Reliability refers to constancy or repeatability of the research over time (Saunders, 2003).

To measure the consistency of the questionnaires, the reliability analysis was done using Cronbach's Allpha (α). It is the most common measure of scale reliability test and is a model of internal consistency, based on the average inter-item correlation **Cronbach's Alpha>0.50**.

Table 4 of reliability test indicates that Cronbach's Alpha based on standardized items of 0.841 which is greater than 0.50. Thus the consistency of the questionnaire is reliable.

Table 10 Reliability Test Table

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.835	.841	5

4.2.2. Validity:

Validity is concerned with the research measuring what it purports to measure and to approximate the legitimacy of the results. In other words, whether the research findings are really about what they appear to be about (Saunders, 2003).

To preserve data integrity a great emphasis was put on design of the questions and the structure of the questioner. It was also adopted and modified from previous research work of Fathul Wahid (Fathul W. 2007) in addition to the research advisor's approval.

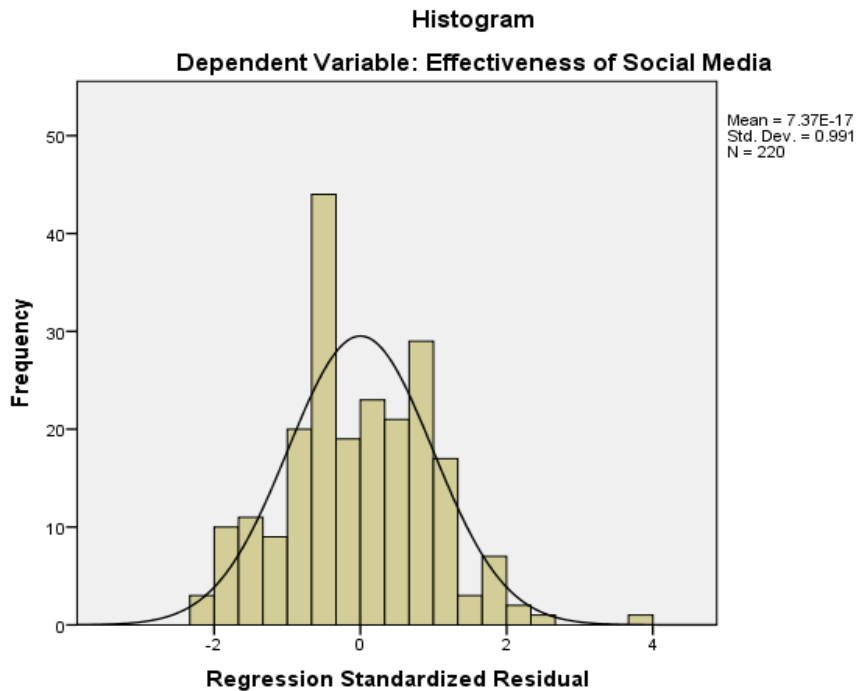
4.3. Assumptions and Diagnostic tests

The following tests were conducted in order to ensure the appropriateness of data to assumptions of regression analysis to test determinants of effectiveness of social media usage.

4.3.1. Normality test

In order to conduct hypothesis test about the model parameter, the normality assumption must be fulfilled. The normality assumption is about the mean of the residuals is zero (normality of the error distribution). In this study, the normality of the data was checked and as shown in fig.2, the histogram is bell-shaped, which lead to infer that the residual are normally distributed meaning the residual mean is zero and standard deviation approaches zero. Thus, no violations of the assumption normally distributed error term.

Figure 3 Normality Test



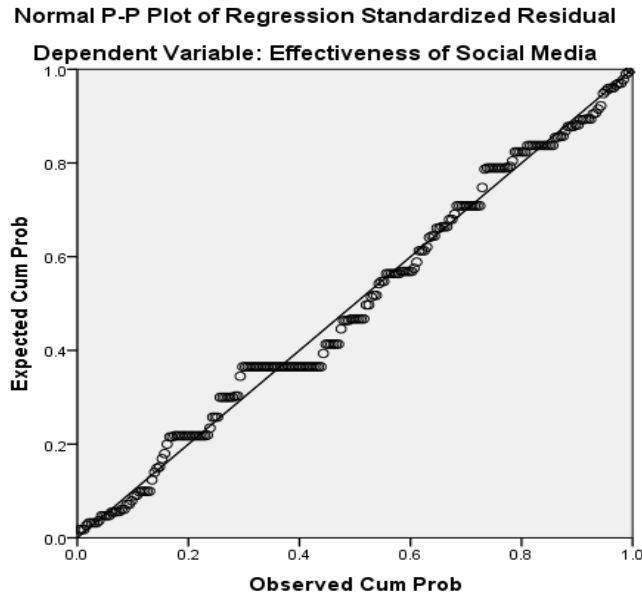
4.3.2. Linearity test

Linearity is one of the assumptions which justify the use of linear regression models for purpose of prediction. It is the degree to which the change in the dependent variable is related to the change in the independent variables. Linearity of the relationship between dependent and independent variables is most evident in a plot of residual versus predicted values of the part of standard regression output.

Fig. 4 shows the plot of standard regression output of the study indicating linearity of the relationship between effectiveness of social media usage (dependent variable) and perceived usefulness, perceived ease of use, perceived enjoyment and trust (Independent variables).

The depicted graph here under suggests that the relationship is linear. Hence the normality assumption is fulfilled as required and based on the graph it is possible to conclude that the inferences that the researcher will made about the population parameter from the sample is somewhat valid.

Figure 4 linearity test plot



4.3.3. Multicollinearity test

Multicollinearity is a condition that occurs when some predictor variables in the model are correlated with other predictor variables. To measure multicollinearity, we can examine the variance inflation factors (VIF). VIF measure how much the variance of an estimated regression coefficient increases if predictors are correlated. As a rule of thumb, if any of the VIF values are 5 -10, it implies that the associated regression coefficients are poorly estimated because of multicollinearity.

The Correlation between

Table 5 of collinearity statistics of the study output shows that all VIF measures of each predictor variables do not fall between 5 and 10, indicating there is no exact relationship between them, Indicating there is not problem of multicollinearity, thus enhanced the reliability of regression analysis. Therefore, all the variables were retained for use in the estimation.

Table 11 Multicollinearity test table

		Coefficients ^a	
		Collinearity Statistics	
Model		Tolerance	VIF
1	Perceived Usefulness	.669	1.496
	Perceived Ease of use	.490	2.039
	Perceived Enjoyment	.468	2.137
	Trust	.513	1.950

a. Dependent Variable: Effectiveness of Social Media

4.3.4. Autocorrelation test

Autocorrelation is a characteristic of data in which the correlation between the values of the same variables is based on related objects. Autocorrelation occurs when the residual are not independent from each other. The liner regression model for autocorrelations can be tested with the Durbin-Watson test. Values between $1.5 < d < 2.5$ show that there is no autocorrelation in the data. Table 6 of the model summery shows that Durbin-Watson value of the study output as 1.921 indicating there is no or little autocorrelation in the data.

Table 12 Autocorrelation test table

Model Summery					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.566 ^a	.320	.308	.753	1.921

a. Predictors: (Constant), Trust, Perceived Usefulness, Perceived Ease of use, Perceived Enjoyment

b. Dependent Variable: Effectiveness of Social Media

Thus, from the above assumption test examinations of the study, the researcher concluded that there are no significant data problems that would lead to say the assumptions of classical linear regression have been seriously violated.

4.3.5. Correlation Analysis between Dependent and Independent variables.

Pearson correlation test was done to test the strength of a linear association between two variables (association, magnitude and direction). The Pearson correlation coefficient, r , can take a range of values from +1 to -1. 0 indicates no association between the two variables.

Table 13. Pearson correlation table (Correlation Matrix with dependent variables)

		Correlations				
		Effectiveness of Social Media	Trust	Perceived Enjoyment	Perceived Ease of use	Perceived Usefulness
Effectiveness of Social Media	Pearson Correlation	1	.501**	.446**	.468**	.411**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	220	220	220	220	220
Trust	Pearson Correlation	.501**	1	.660**	.583**	.431**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	220	220	220	220	220
Perceived Enjoyment	Pearson Correlation	.446**	.660**	1	.627**	.464**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	220	220	220	220	220
Perceived Ease of use	Pearson Correlation	.468**	.583**	.627**	1	.550**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	220	220	220	220	220
Perceived Usefulness	Pearson Correlation	.411**	.431**	.464**	.550**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	220	220	220	220	220

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

As shown in table 7 of Pearson correlation, Trust has the highest correlation coefficient which is 0.501. This indicates that trust has significant positive relationship with effectiveness of social media use. Perceived ease of use, perceived enjoyment and perceived usefulness have a correlation coefficient of 0.468, 0.446 and 0.411 respectively at 0.01 level of significant. This also implies that perceived ease of use, perceived enjoyment and perceived usefulness have effect on the effectiveness of social media usage with the level of 0.01 significance.

4.3.6. Regression Analysis

The following four hypotheses were formulated on the basis of previous research work on extended technology acceptance model by Linging G. & Xuesong B. (2014). It has been investigated that whether these dimensions have positively related to behavioral intention towards the use of IT technologies.

- H1: Perceived usefulness has a positive significant effect on the effectiveness of social media usage.
- H2: Perceived ease of use has a positive significant effect on the effectiveness of social media usage.
- H3: Perceived enjoyment as a positive significant effect on the effectiveness of social media usage.
- H4: Trust has positive significant effect on the effectiveness of social media usage.

The regression model was employed to test the above hypotheses. The operational model of the study is:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

- Where Y (effectiveness of social media usage) is dependent variable and
- $b_1, b_2, b_3,$ and b_4 are beta coefficient of perceived usefulness, perceived ease of use, perceived enjoyment and trust respectively.
- $x_1, x_2, x_3,$ and x_4 are (perceived usefulness, perceived ease of use, perceived enjoyment and trust respectively) and are independent (explanatory) variable.
- The error term (e) contains the extraneous variable aside from independent variables that determine the value of the dependent value for a specific observation.
- And $a =$ is a constant and represents effectiveness of social media usage when every independent variables are zero.

The regression results are shown in the following tables.

4.3.6.1. Model summary for dependent variable:

Table 8. Regression model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.566 ^a	.320	.308	.753	1.921

a. Predictors: (Constant), Trust, Perceived Usefulness, Perceived Ease of use, Perceived Enjoyment

b. Dependent Variable: Effectiveness of Social Media

Source: SPSS output (2017)

R-square measures the goodness of fit of the independent variables (perceived usefulness, perceived ease of use, perceived enjoyment and trust) in explaining the variations in effectiveness of social media usage. Adjusted R-square measures the proportion of the total variation in dependent variable explained by the regression model.

As shown in Table 8, the adjusted R-square value of 0.308 implies that the independent variables in this study explain about 30.8 percent of the variation in the level of effectiveness of social media usage. This indicates that the remaining 69.2 percent of variation in effectiveness of social media usage is explained by other variables which are not included in the model.

Durbin Watson statistics is the most celebrating tests for detecting the existence of serial correlation. If there is no serial correlation (of the first order), it is expected to be about 2. Therefore, the value of Durbin Watson statistics in this model is 1.921 which shows there is no a serial correlation problem.

4.3.6.2. ANOVA Table

Analysis of Variables, ANOVA is used to compare differences of means among more than two groups. It does this by looking at variation in the data and where that variation is found. It compares the amount of variation between groups with the amount of variation within groups.

Table 15 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	57.411	4	14.353	25.342	.000 ^b
	Residual	121.767	215	.566		
	Total	179.177	219			

a. Dependent Variable: Effectiveness of Social Media

b. Predictors: (Constant), Trust, Perceived Usefulness, Perceived Ease of use, Perceived Enjoyment

Source: SPSS output (2017)

From the ANOVA test table 9 above, it shows that the sig. value 0.01 is greater than the calculated sig. value 0.000. It reflects that there was a statistically significant correlation between dependent variable and independent variables at 1% significant level. The F statistics (25.342) which used to measure the overall test of significance of the model is presented (>5) and P-value is 0.000 is sufficiently low (sig. < 0.05). This implies that the explanatory variables (perceived usefulness, perceived ease of use, perceived enjoyment and trust) have contribution to effectiveness of social media usage and the model is well fitted at 1 percent level of significance.

4.3.6.3. Regression Coefficient Analysis of the Model:

Coefficient Estimation and P-value.

The regression result depicted in table 10 indicates the impact of the four independent variables on the effectiveness of social media usage of Ethiopian Airlines. Out of the four dimensions, **trust** has the most significant influence on effectiveness of social media usage with $\beta = 0.381$, $T = 3.598$ and $P = .000$. This implies that (other things being constant), for one unit increase in trust results in 0.381 unit increase of effectiveness of social media usage and at 1 percent level of significance. From the customers' point of view, trust is the most important dimension of four in the context of effectiveness of social media usage. Also the result shows trust with $T = 3.598$ which is the biggest value than others implying it have the strongest effect on effectiveness of social media usage than the other three. Previous research works of Lingling G. & Xuesong B.

(2013) and Sulaiman A., Farzana P. Sedigheh M. & Noor I. J. (2014), has found trust not to be significantly related on social media usage.

Trust was found to be positive predictor of effectiveness of social media usage with statistically 1% level of significance. Accordingly,

H4: Trust has a significant positive effect on effectiveness of social media usage is Supported.

Table 16 Regression coefficient analysis of the model

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.199	.303		-.658	.511
	Perceived Usefulness	.192	.082	.161	2.344	.020
	Perceived Ease of use	.198	.098	.162	2.020	.045
	Perceived Enjoyment	.095	.094	.083	1.006	.315
	Trust	.381	.106	.282	3.598	.000

a . Dependent Variable: Effectiveness of social media usage.

Source: SPSS output (2017)

Perceived ease of use with $\beta = 0.198$, $T = 2.020$ and $P = 0.045$ is the other dimension that impacts the effectiveness positively. Other things being constant, a unit change in perceived ease of use will results in 0.198 unit increase of effectiveness of social media usage at 5 percent level of significance.

Perceived usefulness with ($\beta = 0.192$ $T= 2.344$ and $P = 0.020$), implies that, other things being constant, one unit increase in perceived usefulness results in 0.192 unit increase of effectiveness of social media usage at 5 percent level of significance.

Compared to previous research works reviewed empirically, such as Lingling G & Xuesong B. (2013), Syaharizad B.A. and Nor Azrin B.M (2016), Swangwon L. & Moonhee C. (2011) and others the effect of perceived ease of use and perceived usefulness on the usage of the social is minimal.

Accordingly, perceived usefulness and perceived ease of use was found to be a predictor of effectiveness of social media usage with statistically 5% level of significance.

Thus, H1: Perceived usefulness has a positive significant effect on effectiveness of social media usage is supported. And

H2: Perceived Ease of use has a positive significant effect on effectiveness of social media usage is supported.

Perceived enjoyment has value of $\beta = 0.095$ $T = 1.006$ and $P = 0.315$ which implies that other things being equal, an increase of perceived enjoyment in one unit will increase effectiveness of social media usage only by 0.095 unit which is statistically insignificant even at 10% level of significance.

The study shows different result than previous research work by Lingling G. and Xuesong B. (2013), Syaharizad B.A and Nor Azrin B.M (2016), Namho Chung & Chulmo Koo (2015) and others which found enjoyment to strongly influencing social media usage.

Perceived enjoyment was found to be a predictor of effectiveness of social media usage statistically insignificant even at 10% level of significance. Thus,

H3: Perceived enjoyment has a positive significant effect on effectiveness of social media usage is failed to be supported.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1. Summary of the Findings:

In this section, based on the finding of the study summary and conclusions are drawn and possible recommendations are forwarded. As stated in chapter one the purpose of this study was to investigate determinant of effectiveness of social media usage of Ethiopian Airlines, and specifically to give answer for the four research questions.

In attempt to answer the research questions, the researcher targeted customers of Ethiopian Airlines' international passenger service, and gathered 220 useable filled out survey collected through email and social media sites.

Here are summary of the findings:

- Gender percentage composition of the respondents were fairly distributed that both genders were involved highly in the study.
- The age brackets of the respondents were comprised of heterogeneous group (with 42.7% of them aged 35- 44 years) which in turn enabled the researcher to get varied response across the sample unit.
- All the respondents have used Ethiopian Airlines' international passenger service with a number of trips with in the past 2 years which indicated that the respondents are well acquainted to the brand.
- 95.9% of respondents are active users of social media sites of which 89.5% are Facebook users, 38.2% are on tweeter, 43% on Youtube, 29.5% on Instagram and 1.4% of them on Weibo on which ET has presence on. This implies the respondents are knowledgeable about the study focus and also helps the company on which social media platforms does most of its customers are found (Facebook 89.5% of respondents)
- 81.8% of the respondents spend up to 3 hours a day while 18.2% of them spend more than 4 hours.

-
- Percentage of respondents who are exposed to ETs' social media posts or tweets etc extremely, very and somewhat well are 54.5%, implying the majority have exposed and are engaged on the company's social media platforms for different travel purpose.
 - On the other hand, a large percentage of respondents (45.5%), were not at all and not so well exposed to ET's social media pages, posts or tweets.
 - The regression summary model indicates adjusted R square value of 0.308 signifying that independent variables of the study explain about 30.8% of the variation in the level of dependent variable and the rest 69.2% variation is explained by other variables not included in the mode.
 - Regression Coefficient Analysis of the model which signifies the magnitude, direction and significance shows that
 - ❖ Perceived usefulness has $\beta = 0.192$, $T=2.344$ and $P=0.020$, indicating having a positive effect of the effectiveness of social media usage with 5% significance.
 - ❖ Perceived ease of use $\beta = 0.198$, $T= 2.020$ and $P = 0.045$, indicating to have a positive effect on effectiveness of social media usage with 5% significance.
 - ❖ Perceived enjoyment $\beta=0.095$, $T=1.006$ and $P=0.315$, implying it has insignificant effect on effectiveness of social media usage even at 10% significance.
 - ❖ Trust with $\beta=0.381$, $T=3.598$ and $P=0.000$, indicates that it has a positive significant effect on effectiveness of social media usage with 1% significance.
 - The strongest effect on effectiveness of social media usage comes from trust, followed by perceived ease of use and perceived usefulness while perceived enjoyment being the least.

5.2. Conclusion

The study aims to answer what determinant factors are affecting the effectiveness of social media usage by Ethiopian Airlines. Based on the results of the research the author concluded the following points.

- Though the included independent variables in the study explained 30.8% of the variations on dependent variable the, all the predictors have impact on the effectiveness of social media usage. But impact from perceived ease of use and perceived usefulness is minimal while impact from perceived enjoyment is insignificant.

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- Based on the finding, most of the customers are active (95.9%) on social media platforms. And 44.5% of the customers have not exposed to the company's social media page, posts or tweets at all or not so well. This explains why the effect of perceived ease of use and perceived usefulness is minimal (as customers are already on social media) and the effect of independent variable studied explains 30.8% variation on the dependent variable.
 - Out of the studied independent variables, trust is found to be the most determinant factor of effectiveness of social media usage than the other three independent variables studied. It has positive significant effect on the effectiveness as it has greater β value than other three and p value of 0.000.
 - Perceived usefulness and perceived ease of use also have significant positive effect on effectiveness of social media use of Ethiopian Airlines with β value of 0.192 and 0.198 and P value of < 0.05 .
 - Perceived enjoyment has insignificant positive association with effectiveness of social media usage even at 10% level of significance.

5.3. Recommendation

As discussed in chapter one and two, while operating in a fast moving, evolving and hyper competitive airline industry, as the flow of information gets more real time and opens huge opportunity for more customers, being active on social media and monitoring its effectiveness will provide innovative ways to sustain the Ethiopian Airlines' competitive advantage. Based on the findings established during the course of this study, the following is recommended by the researcher:

- The descriptive statistics of the study shows that, 95.9% of the company's customers are active on social media platforms of which 81.8% of them spending up to 3 hours daily. This shows that Ethiopian Airlines are presented with a huge opportunity to connect to its customers and to better understand them directly from the thoughts and views expressed by them. Thus the researcher recommends the company to devote more time and resource to fully understand the way to manipulate the use of social media and search for ways to find their interest and engage them engaged.

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- Also 89.5% of the customers who have their presence on social media have Facebook accounts. Though all social media platforms have similar advantages and functions, the company has to choose suitable social media platforms that promote its service better. The researcher recommends that the company has to figure out the best way to present itself on this platform to leverage this opportunity by making the companies Facebook page appealing to them.
 - Though 95.9% of the customers of the company are active on social media, 44.5% of the customers have not exposed to the company's social media page, posts or tweets at all or not so well. To increase exposure, the researcher recommends the company to:
 - ❖ Revise the content and publish fresh, relevant information on regular basis.
 - ❖ Engage customers in friendly competitions and take part in self-promotion by uploading photos of events.
 - ❖ Invest sufficient resource, time, training and support of senior management.
 - Based on the study findings, though the predictor variables studied explains only 30.8% of the variance in the dependent variable, trust is found to be the most determinant factors on effectiveness of social media usage. In order to enhance this trustworthiness, the researcher recommends that,
 - ❖ Ethiopian Airlines has to understand there has been a shift of power from the producer to consumer.
 - ❖ Provide a platform for its customers to speak their thoughts regarding the company.
 - ❖ Timely address customer's complaints, be transparent to customers, and be interactive.
 - ❖ Whether a comment is negative or positive; a comment placed on the social media is seen by everyone. The company has to have a damage control team and strategy to handle criticism and negative publicity.

For future research:

Independent variables that are explaining 69.2% of variance in effectiveness of social media usage are not discussed in this study. According to Sujin S. & Myongjee Y., (2016), explanatory variables such as functional benefits, monetary benefits, hedonic benefits and socio-

psychological benefits affects of social media use in purchasing decision. Thus the researcher recommends future researchers to incorporate these and other unidentified variable on their study.

Furthermore, the study was done only from customer perspective. The researcher strongly recommends future researchers to include from the organization and management perspective of the company.

This research contributes to the development of a wider understanding on how to employ and manage effectiveness of social media usage to marketers and provides an insight for the opportunities presented by social media in their marketing communication effort. It's outcome also benefits researchers as a source of information for the future study and adds up knowledge to the filled.

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APPENDIX - A

Online Survey Questions

Dear respondents,

I, Eskedar Baheru, am conducting a research survey for partial fulfillment of master degree in Marketing Management at Addis Ababa University, School of Commerce on topic “Determinants of Effectiveness of Social Media Usage – A case of Ethiopian Airlines”. I kindly request your time to fill up the questionnaire. The information provided will be used only for this educational purpose and your response is highly valued as the success of the research depends on it. I deeply appreciate your support.

Demographic Character:

1. Gender

Female Male

2. Age

18 - 24 25 - 34 35 - 44 45 - 54 above 55

3. Number of trips made with Ethiopian Airlines for the past 2 years.

1 - 5 6 - 10 11 - 15 16- 20 20 - over

4. Do you use social media platforms such as Facebook, Tweeter, Youtube and alike?

Yes No

5. If yes for Q3, which Social media platform/s you have an account with?

Facebook Tweeter Youtube Weibo Other_____

6. How long have you been using the social media platform/s?

_____months _____years

7. On average, how much time do you spend on Social media sites per day?

- 0 - 3 4 -9 10 - 15 16 - 24

PLEASE STATE YOUR AGREEMENT BY TICKING IN THE BOX.

1=Strongly Disagree/Not at all 2=Disagree/Not so 3=Uncertain/Somewhat
4=Agree/Very 5=Strongly Agree/ Extremely

8. How well you were exposed to Ethiopian Airline social media posts, tweets etc?

- Not at all well not so well somewhat well
 very well Extremely well

Perceived Usefulness:

9. Ethiopian social media sites are Functional/Useful?

- Strongly disagree Disagree Uncertain Agree Strongly agree

10. Ethiopian social media sites are capable of addressing my need?

- Strongly disagree Disagree Uncertain Agree Strongly agree

11. Using the social media sites for travel purpose is advantageous.

- Strongly disagree Disagree Uncertain Agree Strongly agree

Perceived Ease of use:

12. Using ET's social media sites for travel the purpose is simple.

- Strongly disagree Disagree Uncertain Agree Strongly agree

13. It is easy to understand information on the social media sites.

- Strongly disagree Disagree Uncertain Agree Strongly agree

14. It is easy to find what I am looking for on ET's social media pages.

- Strongly disagree Disagree Uncertain Agree Strongly agree

Perceived Enjoyment:

15. Ethiopian Airlines social media sites are updated and informative.

Strongly disagree Disagree Uncertain Agree Strongly agree

16. Ethiopian Airlines social media content is Creative and fun.

Strongly disagree Disagree Uncertain Agree Strongly agree

17. Ethiopian Airlines Social media is interactive.

Strongly disagree Disagree Uncertain Agree Strongly agree

Trust:

18. Posts/tweets made by Ethiopian Airlines on its social media are reliable, credible and accurate.

Strongly disagree Disagree Uncertain Agree Strongly agree

19. Opinions and experiences shared by Ethiopian Airlines customers on social media are reliable, credible and accurate.

Strongly disagree Disagree Uncertain Agree Strongly agree

20. Ideas and knowledge shared by expertise within Ethiopian Airlines on social media are reliable, credible and accurate.

Strongly disagree Disagree Uncertain Agree Strongly agree

Effectiveness of Social Media Usage

21. For what purpose do you visit ET's social media sites?

Check ET news/information Write complaint/suggestion

Check Promotion Book Ticket

Sign in ET Shebamile Other purpose

22. How engaged are you as fan, follower, or subscriber on any of ET's social media site?

- Not at all engaged Not so engaged somewhat engaged
 very engaged Extremely engaged

23. How likely are you to comment, like, re-tweet, share, download or replay to Ethiopian's social media posts?

- Not at all likely Not so likely some what likely
 Very likely Extremely likely

24. How likely will you continue to use ET's social media in the future?

- Not at all likely Not so likely some what likely
 Very likely Extremely likely

Thank you for participating in this study.

