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ST. MARY'S UNIVESITY
SCHOOL OF GRADUATE STUDIES

**THE ROLE OF FACEBOOL ON MARKETING STRATEGY
DEVELOPMENT: THE CASE OF COMMERCIAL BANKS
OF ETHIOPIA**

**A THESIS SUBMITTED TO ST. MARY'S UNIVESITY SCHOOL OF
GRADUATE STUDIES DEPARTMENT OF MARKETING, IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE
DEGREE OF MASTER OF MARKETING**

By: Bekalu Leykun

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Addis Ababa, Ethiopia

ST. MARY'S UNIVESITY
SCHOOL OF GRADUATE STUDIES

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DECLARATION

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Abstract

This study aims to examine the assessments of social media users on marketing strategy. It discusses the challenge and opportunity of social media in building customer relationship, target market and marketing mixes such as product, price, promotion and place and the research apply descriptive study in quantitative research approach based on primary data. Questionnaires are prepared both for online users and as postal (hard copy). The online questionnaire are distributed and collected from Ethiopian Facebook users by Google drive form software. Statistical tests are used for analysis and it is automatically analyzed by this software. The software is free and accessible from PC and mobile phones. The software has a feature where a researcher provides questionnaires to participants which automatically synched to the researcher's email account, this enables the researcher get the result as soon as the next respondent hits send on final answer. The study finds that most Ethiopian social media users agree: social media have an impact (positive or negative) in building a relationship with customers; Social media (Facebook) can be used for market segmentation; Social media are suitable for promotion, brand building and to get feedbacks, So that business companies can use social media for building a relationship, for market research, selling activities, promotion activities etc. However, a careful planning and execution is necessary. Any mistake can be spread for millions of customers in a minimum of time and with almost zero cost.

Key words: -Social media, platform, marketing, social media marketing, like, Facebook, promotion, brand, target market, advertisement.

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Chapter One: Introduction

This chapter introduces the reader about social media marketing. First, it discusses about the nature of the subject matter, includes definition of the terms, statement of the problem, research questions, research objectives and significance of the study presented. Finally, scope of the study, limitation of the study and organizational structure outlined.

Background of the study

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, [while] offering a personal channel and currency for user centered networking and social interaction."

The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2009). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on use of social media as an extension of their marketing strategy.

Social media present a big challenge to organizations that have up till recently been able to control their communications and marketing via traditional media channels (Strategic Direction, 2010; Gillin, 2009). The wide range of different online applications enable the "sharing of information, experiences, and perspectives throughout community-oriented websites" (Weinberg, 2009, p.1). They are growing in popularity due to the advantages they offer consumers such as transparency, referrals, and ease of communication, and the empowerment they bring (Urban, 2004).

This constituency of internet-based social tools have revolutionized how consumers communicate by word-of-mouth (WOM) (Eikermann, Hajj and Peterson, 2008), although they have merely restored people's desires and ability to be social (Meadows-Klue, 2008). This has left marketers scratching their heads as to how to react (Mangold and Faulds, 2009). Since they represent a challenge for marketers, the researcher student decided that social media would be the area of

interest for his study. The aim of this study is to explore the assessments of social media on marketing strategy.

Social media's unique characteristics have eroded the control that marketers have over information (Strategic Direction, 2010) and the power is now with the consumer (Constantinides and Fountain, 2008). Consumers are having conversations about brands in which the brands are not involved and this is forcing brands to listen (Weinberg, 2009). With social media, a negative incident or experience of a consumer with a brand can be shared with millions of people very quickly via the internet as Domino's Pizza found out (Beaubien, 2009). Some researchers even go so far as to suggest that as a result of social media, the consumer now defines the brand (Li and Bernoff, 2008).

It is expected the number of social media users will be increased dramatically in Ethiopia, because of the following reasons: First, the government has started a \$1.6 billion project to expand 4g network across the capital city and 3g network all over the country (Ethio Telecom, 2013); second, the population of Ethiopia is estimated around 99 million and most of them are young; finally, the number of Facebook users are increased at an alarming rate, for instance there is 35% from 2013 to 2015 (Internet Usage and Population Statistics for Africa, 2015).

The outcome of the study will help as an input in general for business companies and in particular Ethiopian business companies as an input to decide on using social media platforms for building their companies brand, promoting product, getting feedbacks, selling their product and building a long term relationship with its customers.

Statement of the Problem

Social media platforms are primarily used to connect people. They are suitable devices for sharing ideas, observations and experiences. It is feasible to comment, share, and review corporate or other individual messages with these media. A corporate message can be reached for millions of customers by these users. In marketing perspective, business companies (brands) can communicate with its customers through social media platforms. Engaging customers, building brand, promoting product, making a research are feasible by using these media in addition to that it allow firms to engage in timely and direct end-consumer contact at fairly low-

cost and higher levels of efficiency than can be achieved with more traditional communication tools, so that understanding the effect of social media on marketing strategy primarily help organization to adjust its marketing according to the needs and wants of its customers. In doing so the organization will be able to maintain its“ current customer base by effectively responding to their demand.

Moreover, consumers have got power because of this media. Influential individuals have a power to spread bad or good messages to millions of people. According to Internet Usage and Population Statistics for Africa Nov 15, 2015 there are tremendous amount of people around the nation using social media especially Facebook to interact with each other. However, multinational companies that are hosted in Ethiopia have no localized and dynamic social media marketing tool. For instance, Diageo, Heineken, Coca-cola, Pepsi, ZTE etc have no localized Face book, twitter, LinkedIn pages. Moreover, they are not ready to use opportunities and to minimize the risks of social media (Internet Usage and Population Statistics for Africa, 2015). So, this research aimed for giving evidence for marketers about the impacts of Ethiopian social media users in marketing strategy. (Campbell et al. 2011).

Research Questions

The main theme of this study was to provide evidence for business companies on social media users perspective on promotion of products, brand building, distribution of products and price of the product in social media platform. This dissertation, therefore addresses the following basic research questions:

1. Which type of social media is preferred by Ethiopian social media users to spend most of their time?
2. How social media enable business firms to segment the market?
3. Which marketing strategy components (target market, product, price, place, promotion, building a relationship with customer) are more appropriate to apply for social media users?
4. What are the impacts of social media users on marketing strategy?

Research Objectives

The research has general and specific objectives.

General Objective

The general objective of this paper is to study the impact of Social media users in marketing strategy.

Specific Objectives

The specific objective of this research endeavor includes:

1. To examine the type of social media preferred by Ethiopian social media users to spend most of their time.
2. To study how social media enable business firms to segment the market.
3. To examine which marketing strategy components (target market, product, price, place, promotion, building a relationship with customer) are more appropriate to apply in Ethiopia social media users?

Definition of Terms

The following key terms are operationally defined as they are used in this study.

Blogging: - a kind of online interactive journal

Facebook: - one of a social network interactive platform that allows users to write messages in text, picture, audio and video format (Facebook, 2011).

Like: - it is a button used to show you enjoyed the post.

Like page: - In business perspective, it is a button which is located on Facebook page. It helps a business company to interact with its customers.

LinkedIn: - a social network usually used by professionals.

Market: - It is a collection of buyers and sellers.

Marketing: - It is a function and process of managing customer relationship by offering a value. It includes creating a product and communicating about it.

Marketing Strategy: - planning and execution of ideas, products and services (Kotabe and Helsen, 2008)

Micro blogging: - an interactive journal with limited character.

Platform: - a site used to post multimedia files.

Post: - Any multimedia such as text, image or video which is uploaded to Facebook page.

Share: - a button used to spread posts to friends.

Social media: - set of internet based interactive tools that allow people to share ideas (Safko, 2012).

Social media marketing: - it is a process of interacting and building a relationship with customers and makes the products available if the customers need it.

Twitter: - a micro blogging social media site, which allows users to send 160 characters.

Web: - an interactive internet based platform. (Safko, L. (2011) and Mayfield, A. (2010))

Significance of the Study

The outcome of the study will help as an input in general for business companies and in particular Ethiopian business companies as an input to decide on using social media platforms for building their companies brand, promoting product, getting feedbacks, selling their product and building a long term relationship with its customers. It enables business companies as an input to craft their social media marketing strategy. Moreover, this study is a review for tools and techniques of social media. The paper also helps an individual researcher as a reference of similar projects.

Scope of the Study

This paper studies social media impact on marketing strategy. The marketing strategy scope is only on building a relationship with customer, the target market and 4p's of the marketing mix i.e. Promotion, Place, Price and Product.

Limitation of the Study

There will be notable contributions from this study especially, those social activities to develop companies' performance, the significance of this study need to be viewed and acknowledged in lights of its limitation. The limitation of this study includes: first, the collected data may not be sufficient to conclude for all kind of social media users; second, the participants may not give trust worthy answers; third, most of the respondents are social media users who lived in the capital city: Fourth, the study is focused on Facebook among the other social media platforms.

Organization

The paper will be organized into different chapters as follows:

The first chapter consists of the introduction of the paper which includes background of the study, statement of the problem, objective of the study, significance of the study, methodology, scope and limitation of the study and structure of the paper.

The next chapter deals with review of related literature which is the backbone of the study since the validity and reliability of the research will be backed by stating the viewpoints of different authors concerning the topic under study. Then, the research methodology will be discussed which consists of the research approach, data collection methods, sources of data, sampling method and sampling size, data analysis techniques.

After discussing the research methodology, the next chapter deals with the outcomes of the study which will be completed following the accurate interpretation of the findings of the study with appropriate data analysis technique. The last chapter, chapter six, outlines summary, conclusion and recommendation of the study.

Chapter Two: Review of Related literature

Theoretical and Empirical literature

This chapter critically reviews the theoretical background of social media marketing. Its emphasis is on social media platforms, marketing strategy and social media marketing. In the first part, social media platforms which have more active users are discussed. In the second part, the theoretical background of marketing strategy i.e. marketing mix and target market will be reviewed. Finally, social media in marketing mix and target market will be discussed.

Social Media

To consider social media as a marketing tool a retailer must understand every aspect of it. Social media cannot be understood without first defining Web 2.0: a term that describes a new way in which end users use the World Wide Web, a place where content is continuously altered by all operators in a sharing and collaborative way (Kaplan and Haenlein 2010). “It is much more to do with what people are doing with the technology than the technology itself, for rather than merely retrieving information, users are now creating and consuming it, and hence adding value to the websites that permit them to do so” (Campbell et al. 2011, 87). Web 2.0 has evolved from simple information retrieval to interactivity, interoperability, and collaboration (Campbell et al. 2011).

Kaplan and Haenlein (2010, 61) define social media as “a group of Internet based applications that build on the ideological and technological foundations of Web 2.0, and allow the creation and exchange of user generated content.” Sinclair and Vogus (2011, 294) cite O’Reilly’s (2005) definition: “social media is a broad term that describes software tools that create user generated content that can be shared.” However, there are some basic features necessary for a website to meet the requirements as a social network website: the site must contain user profiles, content, a method that permits users to connect with each other and post comments on each other’s pages, and join virtual groups based on common interests such as fashion or politics. (Gross & Acquisti, 2005; Ellison, Steinfield & Lampe, 2007; Lenhart & Madden, 2007; Winder, 2007; Boyd & Ellison, 2007 as cited in Cox 2010).

The phrase social networking sites“ is often used interchangeably with social media. However, social media is different because it allows participants to unite by generating personal information profiles and inviting friends and colleagues to have access to those profiles (Kaplan

and Haenlein 2010, 63). Thus, social media is the environment in which social networking takes place and has altered the way in which consumers gather information and make buying decisions.

Consumers' Sentiment toward Marketing (CSM) is a factor considered by researchers to measure how well consumers will perceive social media marketing. CSM is defined as a concept which refers to the general feelings that consumers have for marketing and the marketplace (Lawson et al. 2001 as cited by Mady (2011)). An individual's perception of the overall marketplace plays a major role in whether or not they are motivated to partake in consumption activities (Mady 2011). In order to create a successful marketing campaign via social media, a consumer must be open to the technology. Consumer technology readiness is defined as "people's propensity to embrace and use new technologies for accomplishing goals in home and work" (Parasuraman, 2000 as cited by Mady 2011, 195). Consumer technology readiness is important for retailers to remember when marketing on social networks because if their intended target market does not use social media, is not familiar with it, or perceives it negatively, then their social media marketing will be unrewarding. Analysis of technology readiness can determine if marketing via interactive advertising would be a good fit for a retailer's target market.

The Innovation Adoption Process (IAP) is another instrument that provides information on a consumer's acceptance of new technology. The IAP is the progression through which an individual goes through the innovation-decision process (Rogers as cited in May 2011). Five steps make up the process: knowledge of the innovation, forming an attitude toward the innovation, deciding to adopt or reject the innovation, implementation of the innovation, and confirmation of the decision (May 2011). Knowledge of IAP can help marketers obtain a social media marketing campaign that is fulfilling.

Social media has advanced from simply providing a platform for individuals to stay in touch with their family and friends. Now it is a place where consumers can learn more about their favorite companies and the products they sell. Marketers and retailers are utilizing these sites as another way to reach consumers and provide a new way to shop. "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" (Shankar et al. 2011, 30).

Shopper marketing is a new concept that has emerged, creating a new touch point for the interactions between businesses and consumers. Shopper marketing is “the planning and execution of all marketing activities that influence a shopper along, and beyond, the entire path of purchase, from the point at which the motivation to shop first emerges through purchase, consumption, repurchase, and recommendation” (Shankar et al. 2011, 29). Perceived fit is an important factor for retailers to consider for shopper marketing; perceived fit is the amount of similarity between an extension product category and existing products affiliated with the brand (DeIVecchio and Smith as cited in Cha 2009). The more people perceive shopping services on social networking sites as useful and easy to use, the more likely they are willing to shop for items on social networks (Cha 2009). Providing shopping services on social networks can provide business growth for retailers due to the diversity of consumers who use social media sites. The wide range of consumers utilizing social networks means that most target markets can be reached (Cha 2009). This provides an effective platform for retailers to promote their brand and products to potential consumers. According to Shankar et al. (2011), shopper marketing can join forces with shoppers to improve products, create clear messages, identify promoters, and serve as a connection to in-store activities, thus demonstrating the importance of social media within a retailer’s marketing plan. Advancements within social media sites have created consumer communities that are defining new ways in which companies and customers can interact with one another to share information on brand products. For example, virtual brand communities are creating a computer-generated space for consumers and retailers to connect with one another via marketing.

Micro blogging: - It is a text messaging social media. However, the text sizes are limited. Twitter is the most common type of Micro blogging social media in which the person sends a message (tweet) to his followers. The numbers of characters are 140. It is one of the most popular social media with 284 million active users (till the end of March 31, 2015). Its active users have an increase of 25% year by year (twitter, 2015). It is best used to express real time events, to build community, find new customers, to ask questions, to get customer support and to promote brand loyalty.

Content Communities: - It shares a particular kind of content such as videos and photos. YouTube, Pinterest and Instagram are the most common content sharing social media platforms.

YouTube is video sharing platform and it becomes one of the most advertisement sites for companies. According to eMarketers report (2015, p.4) YouTube will bring \$5.6billion from advertising at the end of this year. Instagram and Pinterest are also picture and short video sharing sites in which its active users are increasing.

Blogs: - It is an interactive online journal, where the contents are organized with most recent first. It is usually written in conversational style. They have also a comment section. In this social media the content are called “blogging” and the writer are “bloggers” (Lietsala and Sirkkunen, 2008). The contents of blogging are video, photo and text. Marketers use blogs as a marketing tool because of its simplicity and popularity. They blog industry related news, updates, tips, ideas and recipes. According to Stelzner (2015, p.30) blogging is the place where most marketing activities takes place. For instance, 72% of business to business marketers have a plan to increase their blogging activity. Moreover, 71% of an experienced social media marketers use blogging for social media marketing purpose.

Wiki: - It is a database or communal document which allows people to edit the content. It can be open, internal, or semi-open. The internal part uses for office purpose like writing a collaborative work. The main feature of this social media is the ability to distribute similar contents on the specific customers. Wikipedia, Wikia and Wiki how are some examples of wiki.

Podcast: - It is multimedia files especially audios and videos and usually available through subscription. E.g. i-tunes *Forums:* - it is a place where virtual communities around the globe in a special topic discusses and argues. E.g. Microsoft forums

Marketing Strategy

Different authors define marketing in a different way and its definition is changing from time to time. Some of them see as one of a business function like human resource, finance, and accounting. Others see as a process of conception of ideas, planning, executing of a product and selling activities. The American Marketing Association (AMA) also revises marketing definition twice in 1985 and 2005. In 1985, it defines as a process of achieving companies’ goal through an

exchange of ideas, goods and services by giving satisfaction to customers. It includes planning and executing of a price, promotion and distribution.

However, in 2005 AMA revises its definition by giving stress to long term relationship and giving a value to customers. According to AMA 2005 definition marketing is a process of achieving companies' goal by delivering a value to customers through building a long term relationship. It is benefiting the stakeholders by managing relationship with customers or achieving a goal by meeting people and satisfying their needs (AMA cited in Ferrell and Hartline, 2011).

On the other hand, the strategy of marketing has also changed for the last two decades because of the advancement of information communication technologies. According to Ferrell and Hartline (2010, p.3) because of this change consumers get product information from different sources, small companies compete the big ones, audiences as well as media are fragmented. In consequence, marketing strategy principle is changed as a way of satisfying customers in this atmosphere.

Marketing strategy is basically composed of target market and marketing mix. Selecting a customer from a group is market segmentation or target marketing. Deciding distribution, price, and communication method and product strategy is a marketing mix. It is a way of deciding the target market and the marketing mixes to fulfill the needs of customers in a very competitive environment by using a fragmented media. The customers may include stakeholders, employees and suppliers.

Target Market

It is the process of market segmentation. It helps the company to focus the whole energy i.e. time and money in a certain selected group. Because of technology advancement knowing the potential customer and focusing on this group doesn't need big investment. For instance, a company who would like to produce an expensive perfume can target the customers in their Facebook profile page. The business company can target based on nationality, work place, academic status, gender and age. A company who uses social media platforms actively can

differentiate their potential customers. For instance, most Facebook users have a detail profile on their personal pages. These profiles are usually public. These include age, sex, nationality, academic status, their interest etc.

Marketing Mix

Traditionally, marketers use the four P's i.e. product, price, promotion and place as an input for their planning activities. The four P's, it is also known as marketing elements or marketing mix or integrated marketing are used to differentiate one company's product from the other. It is usually reflected by company's differentiation strategy.

Product: - It can be tangible or intangible. The tangible products can be differentiated by color, size, shape, form, components and so on. The intangible products are services such as financial institutions, movies, and other consulting services. Products include goods, services, information, ideas, computer software products etc. Bennett (2010, p.45) argues products are the center of any marketing activity. Changing the product type, size, color, specification changes every other marketing mix especially price and promotion expense. Product differentiation is the most important ingredient for company's success. However, because of the advancement of information sharing technologies, industries are matured and many companies find themselves in a very few competitive product differentiation advantage.

Price: - it is the only marketing element in which companies get revenue. Thus, deciding price can make a company profitable or bankrupt. However, deciding the price of the product is complex.

Countries have not only their own territories but also they have an independent tax system, customs laws, finance laws and other legal laws that contribute for price decision (Kotabe and Helsen, 2008, p.407). On the other hand, because of interactivity, simplicity and universality features of social media, customers compare the price of the product independent of territories. Customers accept no or little increment from similar products. They also need similar price from other countries.

Place/Distribution: - it is a means of making companies products available to the customers. Its objective is to make products available at the right time with minimum cost. Nowadays products can be available to customers both virtually in the internet and physically in shops. On internet distribution the company usually sells its product directly to its customers. However, in physical distribution companies usually sell its product by third party.

Promotion: - It includes advertisement, public relations, packaging, personal selling, displays, press releases and web design. It is an integrated marketing communication with objective of persuading, informing and reminding customers (Ferrell and Hartline, 2011).

Social Media Marketing

Gunelius (2011, p.4) classifies marketing as push marketing and pull marketing. In a push marketing the marketers push messages to its customers through television, radio and newspaper. In a pull marketing consumers pull messages from different sources including from friends, companies, conventional media, and other sources. Social media marketing is a type of pull and pushes marketing in which customers get product messages from company, reviews and comments from customers and allows buyers to give feedbacks. This type of marketing has changed the way marketers do business. On one side, it is a powerful medium which helps companies' to get key consumers, companies' advocates and consumer influencers. It also brings word of mouth marketing in to its top level and interaction with customers simple. On the other hand, it shifts the power of marketers to customers and it also makes marketers to not completely control their corporate messages. However, currently it is almost impossible to speed up a business without including social media marketing (Fowder, 2013 and Angelova, 2013). According to Stelzner (2015, p.5) among 2800 marketers 97% of them are using social media for business purpose (Stelzner, 2015).

They use these media to build trust, brand, publicity, awareness and selling in an interactive system. On this medium, the marketers can do any kind of marketing activities such as selling, advertising, branding, building a relationship, research, getting feedback, attracting new customers, knowing potential customers, engaging loyal customers etc...

In social media, millions of people talk about their daily lives. These include shopping, complimenting, complaining and asking for advice (eMarketers, 2015). These activities influence companies' relationship with customers, companies' brand building activities, promotion activities, price decision criteria's, product distribution methods and the way companies conduct a market research (Gunelius, 2011, p.16 and Fowdar and Fowdar, 2013).

Social media on customer relationship: - One of the features of social media is interactivity. Day to day interaction without geographical boundary is feasible with ease of these platforms. The platforms allow communication of brands with consumers, employees and stakeholders. Brands can get feedbacks directly from customers. It is an ideal tool to manage customers and to build good relationship.

In today's economy where technologies are matured and differentiating companies' product difficult; building a good relationship is mandatory for company's sustainable development. According to Safko (2012), dissatisfied customer will tell his/her bad experience up to 20 other persons and a satisfied customer will tell his experience up to 12 other persons. This is in millions if a person uses social media tools like Facebook, Twitter, LinkedIn or YouTube. It has a dramatic exponential effect. Building a strong relationship with online influencers, peers, and other consumers are key for marketers in order to minimize the negative effect and maximize the positive one.

Social media on product brand building: - Brands are representatives for companies. It represents the company products and services in real world. On the other hand, Social media platforms are web based interactive sites, which give an opportunity for a brand to communicate with customers. Currently people are spending their time on social media. For instance, 64% of Facebook users spend more than one hour per day in their site (Stelzner, 2015). Brands can engage these people interactively, both for offline and online. This gives companies to strengthen their brand. On the other hand, people can also spread bad rumors or bad messages about the brand. Giving truthful feedbacks, improving products based on feedbacks helps companies to build their brand.

Social media on promotion: - Social media sites are suitable for giving discounts for potential customers. It is also ideal to generate traffic by using games, short term promotion campaigns and interacting customers with each other.

Social media on cost: - Social media technologies are user friendly. Promotional images, videos, texts and audios can be created without professionals. Moreover, messages are distributed through inexpensive technologies. The messages can be available everywhere nevertheless of geographical boundaries. On customer side, comparing the costs of products are uncomplicated. On both sides social media influences the cost of the product (Stelzner, 2015).

Social Media on distribution of products: - Traditionally, the distribution of goods and services from manufacturing to consumers are lengthy. Transporters, importers, exporters, retailers, brokers, whole sellers and consumers are participating at least once in each distribution of goods and services. But, by using social media companies can interact directly to consumers and transport products and services directly to the consumer.

Social Media on Market Segmentation: - Another social media influence on marketing strategy is its influence on getting the target market group or market segmentation. Social media platforms request individuals to fill out their personal profiles. These profiles include age, nationality, academic status, gender, and other important consumer data's. Most of this data are public. Marketers use these data's to directly communicate to their potential consumers and to know the demographics of their potential customers (Bolotaeva and Cata, 2011).

Importance of the study of social media's impact

The a priori assumption is that social media's unique characteristics have eroded the control that marketers have over information (Strategic Direction, 2010) and the power is now with the consumer (Constantinides and Fountain, 2008). Consumers are having conversations about brands in which the brands are not involved and this is forcing brands to listen (Weinberg, 2009). With social media, a negative incident or experience of a consumer with a brand can be shared with millions of people very quickly via the internet as Domino's Pizza found out (Beaubien,

2009).Some researchers even go so far as to suggest that as a result of social media, the consumer now defines the brand (Li and Bernoff, 2008).

Chapter Three: Research Methodologies

Introduction

The purpose of this research paper is to examine the assessments of social media on marketing strategy. It illustrates the opinions and behavior of Ethiopian social media users' towards marketing strategy. Because of this, the researcher uses a descriptive study with deductive approach and a survey strategy. Primary data's are collected in questionnaire format. The questionnaires were sent to respondents via Facebook, SMS for mobile users and through email. Hard copies are also prepared in postal formats. In order to achieve a higher response rate: the researcher gives proper orientation to the respondents, designs the questions carefully both in local and English language, and gives attention to the layout of the questionnaire. Reliability and validity are also checked by proper methods.

Research Approach

The researcher uses a deductive approach because the aim of the study is to test social media marketing in Ethiopia. It shows social media user's opinion and experience in marketing strategy.

Data Collection Tools

The purpose of this research is to study social media users. The researcher selects a questionnaire, because questionnaire technique gives accurate information. But in order to minimize the risk i.e. minimum response rate, the researcher applies Saunders, Lewis and Thornhill (2009, p.362) recommendations i.e. design the questions clearly, to have a clear layout, to include the purpose of the questionnaire in letter head and to plan and execute the questionnaires properly.

Source of Data

The researcher collects fresh data and the data are primary data. The sample of the data are defined with 5% margin of error (see 3.5), the online questionnaire were distributed by SMS and email in addition to Facebook, besides the respondents are identified randomly. The Google drive software automatically calculates the necessary statistics in the researcher Gmail account

Immediately after the respondent click the button “submit”. During this process the Google free application i.e. „drive form“ eases the data collection and analysis process. On the other hand a respondent that creates a Facebook group and sends the questionnaire in Facebook messenger as a group (social media questionnaire group) creates a problem. It took time to the researcher to clear out the purpose of the questionnaire to this group. The researcher will send an individual message for each person that explains the purpose of the research and the researcher will also encourages the member of the group to read the cover letter.

Population and Sampling Techniques

In this paper, the sampling frame is Ethiopian Facebook users. The total population is 3.7 million, According to Saunders, Lewis and Thornhill (2009, p.219).

The sample size for 3.7million users are 384. However, there are refusals to respond the questionnaires. The sample size calculated with the Confidence level of 95%, margin error 5% and proportion estimate 50%.

$$n=N / (1+Ne^2)$$

$$n= 3.7 / (1+3.7(0.0025)$$

$$n=384$$

The actual sample size are calculated as follows

$$\text{Actual Sample size} = \text{Sample Size} / \text{percentage of response rate}$$

$$= 384 / 30\%$$

$$= 1280$$

Among 1280, 250 are distributed in postal form and the rest in SMS, email and Facebook)

Data Analysis Technique

This research paper uses a questionnaire to collect data and a quantitative analysis method to convert the data in to information. The quantitative analysis technique helps to convert data in to meaningful charts, graphs and statistics. Currently because of the advancement of computer technology, data analysis can be carried out by computer software such as SPSS, Excel, Google drive form etc. Saunders, Lewis and Thornhill (2009, p.416) explains before data collection the researcher should consider the type, format and coding of data. Moreover, there should be a mechanism to check for errors.

Reliability

Reliability refers to the degree to which the data collection tools or analysis procedures will yield consistent findings. (Saunders et al, 2009) Reliability analysis measures the internal consistency of a group of items which is used in questionnaire construction. Reliability analysis examines the homogeneity or cohesion of the items that comprise each scale. Cronbach's alpha coefficient is the most frequently used index of reliability (Ntouman, 2001). A value of Cronbach's alpha coefficient above 0.70 is regarded as acceptable.

For the purpose of this study the Cronbach's alpha coefficient result is used to measure the reliability of the questionnaires constructed. A pilot survey was administered by dispatching the questionnaire of the study with selected Ethiopian Facebook users.

Table 1. The reliability coefficient Cronbach's alpha

Variables	Reliability coefficient Cronbach's alpha
The most preferable Social Media by Ethiopian social media users	0.827
How social media enables business firms to segment the market	0.793
Marketing strategy components appropriate to apply in Ethiopia social media users	0.87
The impacts of social media users on marketing strategy	0.86

Source; result of this study pilot survey, 2016

To ensure the reliability of the instrument, the questionnaire of the study was distributed for total of 90 randomly selected Ethiopian Facebook users. The resulting Reliability coefficient Cronbach's alpha as shown in the above table shows that Cronbach's alpha for the most preferable Social Media by Ethiopian social media users were found 0.827, 0.793 for the how social media enables business firms to segment the market, 0.87 for marketing strategy components appropriate to apply in Ethiopia social media users and 0.86 for The impacts of social media users on marketing strategy.

Validity

As cited by Aldowaisan, (2011) validity of a survey questionnaire refers to the degree to which the survey questionnaire actually measures what it is designed or intended to measure. Validity refers to the extent to which a test measures what it is actually intended to measure (Kothari, 2004). Establishing the validity of a survey questionnaire is crucial because it strengthens the data generated from the data collection process, which results in greater confidence in the interpretation of the survey results (Aldowaisan, 2011).

The translation of the research question was first done by the researcher then it was submitted to an expert in Folklore and literature studies and an expert in marketing management. In addition to this the researcher distributed the questionnaire to some of Facebook users in Ethiopia to ensure the clarity of translation and modification was performed accordingly.

For the purpose of ensuring validity of the study the following techniques were used. First expert opinion was used from group of selected experts in marketing and management, and also lecturers were asked to evaluate the content validity. Finally the research advisor of this study reviewed the validity of items in the questionnaire. Thus, expert opinion and the research advisors approval validity of the questionnaire were used to ensure validity in the study.

Chapter Four: Data Presentation, Analysis and Interpretation

4.1. Introduction

This chapter presents the analysis of data. In the first part the demographic data of the respondents will be presented and then analysis of collected data will be discussed. The population size (Ethiopian Facebook users) of the study is 3.7million and the sample size of this research with 95% confidence level was 348. All 348 respondents are Facebook users who are living in Ethiopia. The total number of response from hardcopy was 95 and from online users 204. There are two kinds of questions that are sent to respondents. The first part is the demographic and the second is questions about the subject matter. The link of the questionnaire is distributed via Facebook in addition to Short message, email and hardcopy. The reply of the respondents was automatically saved in the researcher g-mail account.

4.2 Demographic Variables of the Respondents

Before presenting and analyzing the collected data, summary of the major demographic values of the respondents such as age, gender, relationship status, academic status and job role was discussed.

Gender: -Among 348 participants 39% of them were females and 61% were male.

Age: - In this survey all age group categories were included and most of them were above 24 years old i.e. a total of 89%.

Academic Status: - The two reasons that made Facebook popular were its simplicity and inexpensiveness. A little knowledge about computers is enough in order to interact with other users. In this survey 16% have a master's level, 50% first degree, 18% diploma, 6% university student, 7% high school complete and 3% high school student.

Job Role: - This paper is intended to be an input for marketers to use social media as one of marketing tool. Both the decision makers and customers are represented with this survey with manger (14%), business owner (12%) and workers (66%).

Table 2. Demographic Data of Respondents (Age and Gender)

S.n.	Variable	Classification	Respondents
1	Age	18-23	11%
		24-29	40%
		30-35	25%
		36 and Above	24%
2	Gender	Female	39%
		Male	61%
3	Academic Status	Masters or Above	16%
		B.Tech /Any First Degree	50%
		Diploma	18%
		University Student	6%
		High School Completed	7%
		High School Student	3%
4	Job Role	Manager	14%
		Business Owner	12%
		Worker	66%

4.3. Presentation and Analysis of Collected Data

These data's are collected in order to answer the basic research questions. It includes general Facebook questions, opinions of Ethiopian Facebook users towards marketing and Ethiopian Facebook users experience in marketing activities.

Facebook joining Year	Participants
2014 GC	6%
2013 GC	6 %
2012 GC	12 %
2011 GC	18%
2010 GC	19%
2009 GC	20%
2008 GC	12%
Before 2008 GC	6%

Table 3. Facebook Joining Year of the Participants

In Ethiopia the numbers of Facebook users are increasing from time to time. Most of them joined Facebook from 2009 to 2012. This shows most of the participants have an experience on using Facebook

Number of Facebook Friends	Responses
Less than 100	31%
101 – 250	20%
251 – 400	22%
More than 400	24%

Table 4. Number of Facebook Friends

Facebook is a place where groups of people with similar interest gather and share opinions, experience and observations. An individual with 400 friends can distribute his/her message for 400 people. In business perspective this means an individual can distribute corporate messages to 400 customers. In this survey 66% Ethiopian have more than 100 Facebook friends. Messages can be distributed easily to more than 100 persons within a couple of hours. If this message is attractive, it might be distributed in thousands and millions with\in a couple of days.

Time Spent on Facebook per week	Responses
Less than 30 min	21%
30 min – 1 hour	24%
1 hour – 3 hours	26%
3 hours – 6 hours	9%
More than 6 hours	19%

Table 5. Time Spent on Facebook

In Ethiopia the price of mobile internet data is 0.45 birr per bandwidth. It is expensive for most Ethiopian. But most people spend their time in Facebook, 54% spend at least one hour per week on Facebook. Marketing is all about people (AMA, 2005). People spend significant amount of time in Facebook, which is a great opportunity for marketers.

Media Platforms	Interests
Television	25%
Radio	15%
Facebook	43%
Newspaper	11%

Table 6. People interest

Regarding platforms of spending time 43% prefer to spend their time in Facebook. This is a good finding for marketers. Bashar, Ahmed and Wasiq (2012) argue that it is impossible to ignore social media in marketing strategy. In Ethiopian perspective a significant number of people prefer to spend their time in Facebook. But other conventional media have also a place. This shows marketers should integrate social media in their marketing strategy.

Personal Data on Facebook	Responses
Real Name	94%
Gender	94%
Academic Status	54%
Age	47%
Places where you live	56%
Email address	51%
Tel Number	26%
Birthday	69%
Marital Status	58%
Work Place	43%
Other	3%

Table 7. Personal Data

One of the important features of social media is its feature to allow members to put their personal profile in their page. This helps business companies to conduct a research and for market segmentation. This information helps companies to target a certain selected group of people. For instance, a perfume company can target a female; or a shoe company interviews male young ages.

One of the research questions of this paper is to identify the possible purposes of Facebook. Gunelius (2010) argues social media can be used for all kinds of marketing activities. Selling of a product, promoting existing and new product, getting feedbacks, doing a market research, building a trust relationship is possible in social media.

Ethiopian Facebook users (93%) also agree Facebook can be used for all these purposes with different level. Promotion (73%), brand building (63%) and building a relationship with customer (66) are the most applicable purposes of Facebook. Selling a product (23%) is the least applicable purpose of Facebook, according to Ethiopian Facebook users. So, business companies can craft brand building, customer relationship strategy and promotion strategy prior to selling in Facebook.

Purpose of Company's Facebook Page	Responses
For promoting new and existing products	71%
To build a relationship with customers	66%
To gather feedback on where company resellers can be located	45%
To get feedbacks on the price of the product	41%
To sell products online/if the product is suitable for transportation	23%
To tell customers about the advantage of the product	63%
To collect requirements or questions from customers	50%
Companies should not build Facebook page because it is not used for marketing	7%

Table 8. Purpose of Facebook

Attractiveness of advertisements	Responses
Strongly Agree	24%
Agree	39%
No Comment	46%
Disagree	46%
Strongly Disagree	5%

Table 9. Conventional Media

The other important finding in this research is conventional media situation. Most respondents (63%) agree conventional media advertisements such as radio; television and newspaper are still attractive. Marketers should integrate social media advertisement with conventional media in order to get maximum benefit.

Are Facebook Adverts watchable?	Response
Strongly Agree	21%
Agree	44%
No Comment	20%
Disagree	9%
Strongly Disagree	3%

Table 10. Facebook Advertisement

At the right hand side of personal Facebook page and occasionally at the middle, there is an advertisement. Facebook Company advertises business company's products and services in a minimal rate based on target group. Companies can use agree with Facebook and advertise their products with targeted group of people. In Ethiopia 66% of Facebook users agree these advertisements are watchable. Among 66% - 21% of them strongly agree Facebook advertisements are watchable. For marketers Facebook provides another inexpensive way of advertisement of their product.

Is Facebook Suitable to Spread Information	Responses
Strongly Agree	56%
Agree	35%
No Comment	4%
Disagree	3%
Strongly Disagree	1%

Table 11. Facebook to spread message

This is also another important finding in this research paper. 91% of the respondents agree Facebook is suitable platform to spread bad or good message. Business companies can benefit from word of mouth marketing in social media.

Is Facebook suitable to give comments to companies?	Responses
Strongly Agree	31%
Agree	46%
No Comment	16%
Disagree	4%
Strongly Disagree	2%

Table 12. Facebook in getting comments

Social media are interactive platforms. It allows people to comment, share, and like company's corporate messages. In Ethiopia 77% of Facebook users agree Facebook is an opportunity for companies to get comments about their product. Companies can readjust their product price, appearance, color, location and/or features based the comment.

Does "Like" ing Companies Facebook Page helps to know more about the Company?	Responses
Strongly Agree	19%
Agree	34%
No Comment	16%
Disagree	6%
Strongly Disagree	3%

Table 13. Facebook Page "like" button

One of the most important features of Facebook page is “like” feature. It helps companies to broadcast corporate messages. In social media companies can communicate with its customers with this feature. In Ethiopia 53% of Facebook users agree “like”ing a company helps to know about the company more. This is an interesting finding for companies. This result was found for business companies that have a general Facebook page such as axe, Coca-Cola. If business companies, hosted in Ethiopia, craft a localized strategy, the numbers will be more.

Is Facebook suitable platform for Business Companies to get feedbacks?	Responses
Strongly Agree	27%
Agree	52%
No Comment	11%
Disagree	6%
Strongly Disagree	4%

Table 14. Facebook as a tool to get Feedbacks

79% of respondents agree companies can use Facebook to get feedbacks. This is the other important features of social media’s. Companies can get feedbacks about their new product before its official release. They can test the product from different demography of people with minimum cost.

Have you ever browsed business companies Facebook page	Responses
Never	31%
Rarely	31%
Sometimes	33%
More Often	1%
Always	3%

Table 15. Experience in browsing Companies Facebook page

People initiative to browse companies Facebook page prior to buying decision is one of the motives for companies to construct their Facebook page. On the other hand, companies attractive social media marketing strategy persuade customers to browse companies Facebook page. In Ethiopia social media marketing is in its infant stage. However, 69% of Facebook users browse companies Facebook page at least once. It shows there is a potential to promote, sell, getting feedbacks, conducting a research in Social media platform.

Have you ever liked your favorite business companies Facebook page?	Responses
Never	40%
Rarely	23%
Sometimes	30%
More Often	4%
Always	1%

Table 16. Experience on “like”

40% of Facebook users have no experience on “like”ing companies page. However, 60% of them have at least one Experience in “like”ing business companies Facebook page. Safko (2011, p.33) argues getting like in social media takes time. But it is a nice place to do a business such as customer service, public relation, selling and promotion. He also recommend in order to get more likes, companies should have 15% business related contents and 85% informative and resourceful contents in their Facebook page.

Have you ever watched advertisements on your Facebook page?	Responses
Never	16%
Rarely	32%
Sometimes	37%
More often	11%
Always	3%

Table 17. Experience on Facebook advertisement

In Ethiopia advertisement through social media like in Facebook page is in its infant stage. Among Facebook users only 16% have never watch advertisements in Facebook. As in fig 16 people have an interest to spend their time in Facebook, currently 78% of Facebook users spend a minimum of 30minute per week in their Facebook page and 65% of Facebook users agree Facebook advertisements are watchable. These findings shows advertisement in Facebook is another opportunity for Ethiopian business companies to market their products.

Have you ever consulted your Facebook friends about the product that you want to buy?	Responses
Never	69%
Rarely	16%
Sometimes	11%
More Often	1%
Always	2%

Table 18. Experience on asking consultation from friends

Ethiopians has a little experience on consulting their Facebook friends prior to their buying decision. 69% of Facebook users have never asked their Facebook friend about the product they want to buy. These include consultation about the product quality, price and location.

Are You eager to read your Facebook friends post?	Responses
Never	23%
Rarely	19%
Sometimes	32%
More Often	10%
Always	14%

Table 19. Excitement on Facebook friends Post

The main purpose of advertisement is to persuade people to buy a product. In social media friends are influencing each other. People are eager to watch friend posts. In Ethiopian perspective most people are eager to watch friends post. Only 23% have never eager to watch their friends posts.

Table 20. Impact of Social media

No	Category	Strongly Agree	Agree	No comment	Disagree	Strongly Disagree
1	Facebook advertisements are watchable	10%	22%	14%	12%	42%
2	Facebook is suitable platform in spreading bad or good messages	7%	54%	1%	2%	36%
3	Facebook is suitable platform to get feedbacks	17%	27%	0%	4%	52%

The respondent's opinions towards Facebook marketing are presented as in table 3 and fig 6 Hence, 64% of respondents agree Facebook advertisement are watchable, 90% agree Facebook is suitable platform to spread bad or good messages, 79% agree Facebook is suitable platform to collect feedbacks. As it is shown in fig 6, the respondents agree Facebook is suitable for promoting new and existing products (73%), to tell customers about the advantage of the product (66%), to build a relationship with customers (65%), to collect requirements or questions from customers (53%), to gather feedback on where company resellers can be located (46%), to get feedbacks on the price of the product (41%), to sell products online /If the product is suitable for transportation (24%) and companies should not built Facebook page because, it is not used for marketing (7%).

The Findings suggest that a majority of respondents have the same opinion on social media (Facebook), impact on advertisement, word of mouth, promotion, branding, to build a relationship with customers and to collect requirements. It is important to note that social media marketing contributes to the achievement of the company's objective.

Chapter Five: Summary, Conclusions and Recommendations

This chapter explains the major findings, the conclusions and recommendation of this thesis paper.

Summary of Findings

In business perspective, social media is a tool used to interact with customers. From this interaction a business company can benefit in building a company brand, building a relationship with customer, and with other marketing activities. In Ethiopia social media marketing is in its infant stage. However, the findings of the study shows business companies should mix social media in their marketing strategy.

The major findings of the data are listed as follows:

- First, majority of social media users prefer to spend their time on Facebook; Facebook is an ideal platform for word of mouth marketing i.e. it is suitable platform to spread messages
- Second, Companies can get personal profiles from Facebook users (market segmentation);
- Third, majority of respondents agree Facebook can be used for promotion, brand building, building a relationship with customers and for getting feedbacks;
- Finally, the study shows that most Ethiopian social media users agree: social media have an impact (positive or negative) in building a relationship with customers. As a result this has impact on any business firm marketing strategy.

Conclusions

The purpose of this research was to obtain Ethiopian Facebook users opinion and experience on social media marketing especially in Facebook marketing. It was based on the fact that social media are used for all kinds of marketing activities. For instance, Research shows social media are used to build brand (Bolotaeva and Cata, 2011), to promote product (Ramsaran-Fowdar and

Fowdar, 2013), to advertise product (Dao and Chen, 2014), for research and for all kinds of marketing activities (Gunelius, 2010).

According to Ethiopian Facebook users: Facebook users have a power to alter the attitude of a customer towards a company by spreading bad or good messages; Companies can benefit from social media users in selecting potential target markets, because most Ethiopians display their profile in their Facebook account; Companies can also benefit in promoting products, building brand, building a strong relationship with customer and getting feedbacks from social media users; social media have an impact on marketing mix and target market but its impact is less on place and price decisions.

The approach of this study is descriptive. It states Ethiopian Facebook user perspective towards social media marketing. The research is not an end rather it is a means for crafting and executing a strategy for social media marketing.

Recommendations

Market study is important for every business, for setting up a business to make major changes in an existing one. Most successful businesses conduct market research in a continuous basis for different purposes. It can be to identify potential customers or develop effective market strategies.

Social media can be a useful way in building company's brand, promotion, getting feedbacks, selling products and building long term relationship. Generally business owners should focus on Facebook among the other social media platforms to promote and target the potential customers. Collecting feedbacks through Facebook will ensure the long term relationship maintenance for every company regardless of their size, giving a due attention for social media marketing will be able those companies to gain the most out of the modern marketing.

The corporate message, that a company would like to distribute, should be designed carefully. Moreover, companies should consider the cultural background of the country. Finally, the intent of this paper is only for academic purpose and in the future a case study on crafting and executing social media marketing strategy will be interesting.

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Appendix 1: - Questionnaire in Amharic version

ፋስቲክ በግብይት ሂደት ላይ የሚኖረውን ተፅዕኖ በተመለከተ የቀረበ መጠይቅ

ይህ መጠይቅ የማስተርስ ፕሮግራም የመመረቂያ ፅሁፍ ለማዘጋጀት እንደ ግብአት የሚረዳ ሲሆን ዋና አላማው ፊስቲክ ተጠቃሚዎች በግብይት ስርዓት ውስጥ ሊኖራቸው የሚችለውን ተፅዕኖ ማጥናት ነው። መጠይቁ 14 ጥያቄዎች ሲኖሩት አብዛኛዎቹ ጥያቄዎች እርስዎ በፊስቲክ ላይ ያለዎትን ልምድ፣ እይታ እና ሃሳብ የሚገልጹበት ነው። የጥያቄዎች መልስ በአጠቃላይ የቢዝነስ ተቋማት ፊስቲክን እንደ ግብይት ስርዓት ለመጠቀም ያለውን ሁኔታ ለመዳሰስ የሚረዳ ሲሆን መላሾች ስማቸውን እና አድራሻቸውን እንዲገልጹ አይገደዱም።

በመጨረሻም ይህን መጠይቅ ለመመለስ ፈቃደኛ በመሆንዎ እያመሰገንኩ ጥያቄውን በመመለስ የሚያሳልፉት ጊዜ አስደሳችና ጠቃሚ እንዲሆንልዎ በመመኘት ነው።

ከትክክለኛው መልስ ጎን የራይት/ ምልክት ያድርጉ

1. እድሜዎ በየትኛው ክልል ይካተታል?	1) ከ 18 እስከ 23 ባለው	
	2) ከ 24 እስከ 29 ባለው	
	3) ከ 30 እስከ 35 ባለው	
	4) ከ 36 እድሜ በላይ	
2. ፆታዎን ይግለጹ?	1) ወንድ	
	2) ሴት	
3. የጋብቻ ሁኔታ	1. በትዳር ላይ	
	2. ከትዳር ዳደኛ ጋር አብሮ የማይኖር	
	3. ያላገባ	
4. የትምህርት ደረጃዎ	1. ማስተርስ ዲግሪ ወይም ከዛ በላይ	
	2. የመጀመሪያ ዲግሪ ያጠናቀቁ	
	3. ዲፕሎማ ያጠናቀቁ	
	4. የዩኒቨርሲቲ ተማሪ	
	5. የሁለተኛ ደረጃ ት/ት ያጠናቀቁ	
	6. የሁለተኛ ደረጃ ት/ት ተማሪ	
5. የስራ ሃላፊነትዎ ምንድን ነው?	1. አስተዳደር	

	2. የንግድ ባለቤት		
	3. መደበኛ ሰራተኛ		
	4. በጊዜያዊነት ስራ የለኝም		
6. ፊስቲክ መጠቀም መቼ ጀመሩ? (እንደ አውሮፓ አቆጣጠር)	1)2014	5)2010	
	2)2013	6)2009	
	3)2012	7)2008	
	4)2011	8)ከ2007 በፊት	
7. የፊስቲክ ዳደሾችዎ ብዛት ስንት ነው?	1. ከ100 ያንሳል		
	2. ከ101 – 250 ይሆናል		
	3. ከ251 – 400 ይሆናል		
	4. ከ400 በላይ ናቸው።		
8. በሰውነት በአማካኝ ምን ያህል ጊዜ በፊስቲክዎ ገፅ ያሳልፋሉ?	1) ከ30 ደቂቃ በታች		
	2) ከ30 ደቂቃ - አንድ ሰዓት ባለው ጊዜ ውስጥ		
	3) ከአንድ ሰዓት በላይ ከሶስት ሰዓት በታች		
	4) ከሶስት ሰዓት በላይ ከስድስት ሰዓት በታች		
	5) ቢያንስ በየቀኑ አንድ ሰዓት		
ከሚከተሉት ውስጥ በየትኛው ጊዜዎን ማሳለፍ ይመርጣሉ? /ከአንድ ጊዜ በላይ ቲክ/ ማድረግ ይቻላል/	1. አገር ውስጥ የቴሌቪዥን ጣቢያዎችን በመከታተል		
	2. አገር ውስጥ የፊደሎ ጣቢያዎችን በማድመጥ		
	3. ፋስቲክ በመመልከትና በመሳተፍ		
	4. የአገር ውስጥ ጋዜጦችን በማንበብ		
10. በፊስቲክ አዳራሻዎ ላይ የትኛውን የግል መረጃ አስቀምጠዋል	1. ትክክለኛ ስምዎን		
	2. ፆታዎን		
	3. የትምህርት ደረጃዎን		
	4. እድሜዎን		

	5. የት አካባቢ እንደሚኖሩ	
	6. ኢሜል አድራሻ	
	7. ስልክ ቁጥር	
	8. የተወለዱበትን ቀን	
	9. የትዳር ሁኔታ	
	10. የስራ ቦታ	
	11. ሌላ ካለ ይግለጹ	
11. የፊስቡክ ግንዛቤዎን እንዴት ይገልጹታል /ከተስማሚው ቦታ ላይ ብቻ ✓ ያድርጉ።/	1. እስካሁን አልገባኝም	
	2. ምንም አይልም ጥሩ ነው፡	
	3. በጣም ጥሩ ነው	
	4. ዕጅግ በጣም ጥሩ ነው	
12. በዕርስዎ ሃሳብ የንግድ ድርጅቶች ፊስቡክን ለምን አላማ ቢያውሉት ተጠቃሚ ይሆናሉ ብለው ያስባሉ? /ከአንድ ጊዜ በላይ ✓ ማድረግ ይቻላል/	1. አዳዲስ እና ነባር ምርቶቻቸውን ቢያስተዋውቁበት	
	2. ከደንበኞቻቸው ጋር መልካም ግንኙነት ለመፍጠር	
	3. አዳዲስ ቅርንጫፎችን ከመክፈታቸው በፊት አስተያየት ቢቀበሉበት	
	4. ምርቶቻቸውን የሚሸጡበትን ዋጋ አስተያየት በመቀበል	
	5. ምርቶቹ ለማጓጓዝ አመቺ ከሆኑ በፊስቡክ አማካኝነት ምርቶቻቸውን ቢሸጡ	
	6. ምርቶቻቸው ስለሚያስገኙት ጥቅም ቢገልጹበት	
	7. የደንበኞችን ፍላጎት ቢሰበስቡበት	
	8. ፊስቡክ ከላይ ለተጠቀሱት አላማዎች ሊውል አይችልም	
	9. ሌላ ካለ ይግለጹ	

13. ከሚከተሉት አረፍተ ነገሮች ውስጥ በዕርስዎ እይታ የስምምነትዎን ደረጃ ✓ በማድረግ ይግለጹ

	በጣም እስማማለሁ	እስማማለሁ	ሃሳብ የለኝም	አልስማማም	በጣም አልስማማም
➤ በሬደዮ እና በቴሌቪዥን የማዳምጣቸው ማስታወቂያዎች አስደሳች ናቸው።					
➤ በፋስቲክ የሚሰራጩ ማስታወቂያዎች ለመመልከት አመቺ ናቸው።					
➤ መጥፎም ሆነ ጥሩ መረጃዎችን ለማሰራጨት ፊስቲክ አመቺ ነው።					
	በጣም እስማማለሁ	እስማማለሁ	ሃሳብ የለኝም	አልስማማም	በጣም አልስማማም
➤ የንግድ ድርጅቶች ስለ ምርቶቻቸው አስተያየት ለመሰብሰብ ፊስቲክ አመቺ ነው።					
➤ Like ያደረጉት የንግድ ተቋም ስለ ምርቶቹ በቂ መረጃ እየሰጠኝ ነው። /ምንም አይነት የንግድ ተቋም Like ካሉደረጉ ጥያቄውን ይለፉት/					
➤ የንግድ ድርጅቶች ከተጠቃሚዎች ምርቶቻቸውን በተመለከተ አስተያየት ለመቀበል ፊስቲክ አመቺ ነው።					

14 ከሚከተሉት ውስጥ በርስዎ ልምድ መሰረት ትክክለኛውን ራይት ✓ በማድረግ ይግለጹ

	አላውቅም	በጣም አልፎ አልፎ	አልፎ አልፎ	በተደጋጋሚ	ሁልጊዜ
➤ የንግድ ድርጅቶችን የፊስቲክ ገፅ ተመልክተው ያውቃሉ?					
➤ የንግድ ድርጅቶችን ፊስቲክ Like አድርገው ያውቃሉ?/የሚያውቁት እና የሚያደንቁት ድርጅት ከሆነ					
➤ በፊስቲክ ገፅ ላይ ያሉትን ማስታወቂያዎች ተመልክተዎቸው ያውቃሉ?					
➤ መግዛት የሚፈልጉት እቃ በሚኖርብዎት ወቅት ከፊስቲክ ዳደሾች ምክር ጠይቀው ያውቃሉ?					
➤ ምክር ጠይቀው የሚያውቁ ከሆነ ዋጋን በተመለከተ የፊስቲክ ዳደሾችዎን አማክረው ያውቃሉ?					

<p>➤ የሚፈለጉት እቃ የት እንደሚገኝ ከፋስቡክ ዳይጃችዎ ጠይቀው ያውቃሉ?</p>					
<p>➤ በፌስቡክ አድራሻቸው ድርጅቶች ጥያቄ ጠይቀው ያውቃሉ?</p>					
<p>➤ በፌስቡክ ምን ፖስት እንደተደረገ ለመመልከት ዳጉተው ያውቃሉ?</p>					

Appendix 2:- Questionnaire in English

(It is also available

in https://docs.google.com/forms/d/1_ztLYY4kUWcb4jnjLsDk2TqGIcsNkN62OpNO24UHJI/viewform)

Questionnaire: - The assessment of Social Media

Thank You for participating in this survey. Your genuine reply helps to a research on “Ethiopian Face book user’s impact on marketing strategy” This research is only for academic purpose as part of final MBA thesis.

1) What is Your Age?



18-23



24-29



30-35



36 and above

2) What is Your Gender?



Female



Male

3) Which of the following best describes your current relationship status?



Married



Divorced / Separated



Single / Never Married

4) What is Your Academic Status?



Masters or above

B.Tech, BSc, BA, or any First degree

Diploma

University Student

High School Completed

High School Student

5) What is Your Job Role?

Manager

Business Owner

Worker

Currently, I don't have a job

6) When did You Join Facebook?

2014 G.C

2013 G.C

2012 G.C

2011 G.C

2010 G.C

2009 G.C

2008 G.C

Before 2008 G.C

7) How many Facebook friends do you have?

Less than 100

101 - 250

251 - 400

More than 400

8) Roughly how much time do you spent in your Facebook page per week?

Less than 30 min

From 30 min to 1hr

From 1 hr to 3 hr

From 3 hr to 6 hr

More than 6hr

9) Which Platform interests you more to spend your free time?

Watching Television

Listening Radio

Browsing Facebook

Reading Newspaper

10) Which Personal data have you included in your Facebook page?

- Your Real Name
- Gender
- Academic Status
- Age
- Places where you live
- email address
- Tel.Number
- Birthday
- Marital Status
- Work Place
- Other:

11) How do you rate your awareness about Facebook?

- Poor
- Moderate
- Very well
- Excellent

12) In your opinion, which of the following reasons could be the purpose of Face book page?

- For promoting new and existing products

- To build a relationship with customers
- To gather feedback on where company resellers can be located
- To get feedbacks on the price of the product
- To sell products online /If the product is suitable for transportation
- To tell customers about the advantage of the product
- To collect requirements or questions from customers
- Companies should not built Facebook page because It is not used for marketing
- Other:

13) Evaluate the following Statements

	Strongly Agree	Agree	No comment	Disagree	Strongly Disagree
Advertisements on conventional media such as Radio and Television are attractive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Advertisements on Facebook are watchable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook is suitable platform to spread bad or good information.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

	Strongly Agree	Agree	No comment	Disagree	Strongly Disagree
Facebook is suitable platform to give comments to companies.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
"Like"ing of companies Facebook page helps to know more about the company.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook is suitable platform for business companies to get feedbacks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

14) Evaluate the Following Statements based on Your Experience

	Never	Rarely	Sometimes	More often	Always
Have you ever browsed business companies Facebook page?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Have you ever "like" your favorite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Never Rarely Sometimes More often Always

business
companies
Facebook page?

Have you ever
watched
advertisements
on your
Facebook page?



Have you ever
consulted your
Facebook
friends about
the product that
you want to
buy?



Have you ever
asked your
Facebook
friends about
the price of the
product that you
would like to
buy?



Have you ever
been informed
from your
Facebook
friends about
the location of a
product that you
would like to
buy?



Never Rarely Sometimes More often Always

Have you ever
send a message
or comments to
a business
company?



Are you eager to
read your
Facebook
friends post?

