



**ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES**

**EFFECT OF DIGITAL MARKETING ON CONSUMER BUYING  
BEHAVIOR IN CASE OF COCA-COLA ETHIOPIA**

**BY:- HAWI TADELE**

**ADVISOR:- MOHAMMED M. NUR (ASST. PROF.)**

**MAY 2019  
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**A THESIS SUBMITTED TO ST.MARY'S UNIVERSITY, SCHOOL OF  
GRADUATE STUDIES IN PARTIAL FULFILLMENT OF THE  
REQUIREMENT FOR MASTER OF MARKETING MANAGMENT**

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## DECLARATION

I **Hawi Tadele**, the undersigned declare that this thesis is my original work, prepared under the guidance of **Mohammed M. NUR (ASST. PROF)**. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

Hawi Tadele

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## **ENDORSEMENT**

This thesis has been submitted to ST.MARY'S University School of graduate studies for the examination with my approval as a university advisor.

**Mohammed M. NUR (ASST. PROF).**

**Advisor**

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**Signature & Date**

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## **ACRONOYMS**

ANOVA - Analysis of Variance

CCBA– Coca-Cola Beverages Africa

EABSC – Ethiopian Bottling Share Company

VIF – Variable Inflation Factor

SPSS– Statistics Package for Social Science

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## ABSTRACT

*The study had examined the effect of digital marketing on consumer buying behavior in the case of Coca-Cola Ethiopia. The sample populations of the study were consumer of Coca-Cola in Addis Ababa. Quantitative research approach been adopted in selecting a sample size of 385. Primary data were collected using questionnaires from the consumers of the product and then collected 355 response, the data collected were carefully edited, coded, encoded using spread sheet and analyzed by using SPSS, Descriptive and explanatory research design was used to analyze the result. The results of the analysis revealed that online display ad, social media and Website were identified by the consumer of coke as factors determining their buying behavior, In accordance with existing empirical literature the results of the present study have supported the established relationship between buying behavior and Digital marketing, The result of the study indicated that the identified factors (Online display ad, Social Media and Website ) have significant Effect on customer buying behavior, according to their respective extent online display ad have the strongest positive effect and followed by social media and website. With these findings the study provides many implications to increase the buying behavior of coke by recommending that the company must strengthen the use of Digital marketing. As the world moving towards digital era, the digital channels plays vital role in increase of sales of any firm 's products. So the present study made an attempt to reveal the impact of digital marketing on customer buying behavior.*

**Keywords** *Digital marketing, Consumer buying behavior, Social media, online display ad, Website*

# CHAPTER ONE

## INTRODUCTION

### 1.1 Background of the study

Ever since the creation of the Internet, the world of business has changed greatly with a redefinition in areas like marketing and customer relations. This medium opened up the doors for the conditions of conducting business through electronic methods. The growth of the internet eventually lead to hundreds of thousands of companies setting up shops online, gaining millions of consumers worldwide as their customers. In the early days, the average computer user might not have been able to use the Internet as we use it today. With the arrival of easy-to- use web browsers, this medium went from being an advanced, text-oriented, and specialized application into a massive multimedia tool on a global scale. (Asif, 2016).

With the advances in the internet and the emergence of Web 2.0, the interconnectivity between individuals has expanded on the internet. This development enables customers and businesses to collaborate on the internet (Füller *et al.* 2009).

Digital marketing is fundamental to businesses' success in today's modern era of engagement marketing. Promoting brands, products, and services online and through mobile applications is quickly becoming table stakes. So as a marketer, you must get on board. (Asif, 2016) digital marketing is also called online market that endorse of goods, services, and company brands through online media channels. Due to the advance in technology, the rise internet and the development of web, interconnectivity between individuals has risen substantially ( Hajili, 2014).

Different scholars define the concept of digital marketing in different ways, according to their experience, background and knowledge. However, the most commonly quoted definitions were given by Kotler and American. Accordingly, Kotler and Armstrong defined digital marketing as is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications and others (Kotler and Armstrong, 2009).

“The term “digital marketing” appeared only recently in the world of professional marketing and communication. It refers to the promotion of products and brands among consumers, through the use of all digital media and contact points. Although digital marketing has many similarities with Internet marketing, it goes beyond it, since it frees itself from the Internet’s single point of contact and accesses all so-called “digital media,” including, for example, mobile telephony (SMS or applications) and interactive television, as the communication channel. The term “digital marketing” therefore seeks to bring together all the interactive digital tools at the service of marketers for promoting products and services, while seeking to develop more direct and personalized relationships with consumers.” (Flores, 2014)

The implementation of digital marketing into business strategy has become a more regularly used strategy. Gaikwad & Kate (2016) noted that marketing has always been around. Zimmer (2017) stated that “marketing is concerned with a relationship called an exchange relationship (p.1).” Digital marketing is a strategy that provides an individual or organization the ability to reach clients by establishing innovative practices, combining technology with traditional marketing strategies.( Charles, 2018).

Now a days, customers have a plenty of opportunities to engage themselves in the digital platform. Business firms additionally have different alternatives, including growing correspondence through different digital media to create wider scopes to connect with the clients in the global village. According to (Retail customer experience, 2011), it has integrated different types of marketing activities through electronic devices. One of the primary types of advanced promoting approaches known as Email marketing which incorporates conveying customized messages to the target customers on the time. Amazon, Flipkart usually deliver all sort of emails tailored to fulfill the requirements of the users. Email marketing is termed to be pillar for any kind of business trying to increase sales through internet (Retail customer experience, 2011. By this technique, it is possible to reach customers, at the same time provoke them to stick to the website (Mariani, 2015).

In other hand Social Media Marketing is one of the effective tools to manage the brand image through numerous social channels like Facebook, LinkedIn, Twitter etc. In a broader sense, it is an incredible route for the organizations keeping in mind the main goal to fulfill the objectives regardless of building brand value, achieving new clients, giving client input that will increase the number of loyal clients (Safko, et.,al 2009.)

Search Engine Optimization or SEO is considered to be the most general type of digital marketing tools used to escalate the visibility of the website through the search engines. Techniques used in digital marketing includes on-site technical analysis, link building, content creation and blogging. According to the Search Engine Land, SEO is the process of receiving traffic from search results based on search engines. One can elevate a website to rank higher for related searches. (Safko, et.,al 2009).

According to different business journals of America, internet advertisement is quicker than traditional one. (Howard, October 2011). With dramatic increase in online advertisement company started to do or spend more on e-marketing rather than traditional one. (Bakshi & Dr. Surender Kumar Gupta, January 2015).

Coca-Cola is one of the most widely known brand in the world; they create their own brand legacy using different marketing strategies. In recent years, most Poplar big brand companies including Coke shift their marketing strategy from traditional to digital marketing. Coca Cola is one of the best and biggest brands in the whole world. Not only they are successful in outbound marketing, but also in inbound marketing, as they have over 90.000.000 followers in their social media channels. In 1959 the Ethiopian Bottling Share Company (EABSC) first bottled Coca-Cola in Ethiopia, Addis Ababa. In 1995, Coca-Cola Sabco bought shares in the business and, in 1999, signed joint venture agreement with Ethiopian owners. On July 02, 2016, SABMiller plc, The Coca-Cola Company and Gutsche Family Investments (controlling 80% of Coca-Cola South African Bottling Company (Sabco) officially merged and created Africa's largest Coca-Cola bottler - Coca-Cola Beverages Africa (CCBA).

The purpose of this research to investigate how the digital marketing activities of Coca-Cola globally affect the customer behavior of Ethiopia. Even though many researchers explained about the success of the Coca-Cola digital plat form with different countries, but there is no research have been done based on Ethiopian Coca-Cola customers.

This research concentrates only on their main product which is the standard Coca-Cola beverage and this research will analyze how Coca-Cola company use digital marketing strategy to influence customer buying behavior.

## **1.2 Statement of the Problem**



This study focus on the effect of digital marketing on consumer buying behavior in the case of Coca-Cola Ethiopia.

Nowadays Internet is one of the major platform where the various forms of Coca-Cola advertisements are placed. Specifically, the brand online advertisement is undertaken through the extensive use of banners, pop-up ads, on-site sponsorships and various other formats of online advertisements in thousands of websites along the globe. Moreover, there are specific forums and many websites globally that are dedicated to Coca-Cola fans and where users share their stories where Coca-Cola is involved (Jhon,2015).

According to Cook (2008) there are four main functions for social software which are communication, cooperation, collaboration and connection. All these four functions are evident in Coca-Cola's social media practice. For instance, they utilize Twitter as a new way to deliver real-time customer service, using the platform to communicate direct with the public often replying to customer's mentions and answering relevant questions. The company uses Pinterest in a more collaborative manner, they manage boards, concentrating in their profile page various materials which was independently created by general users rather than simply using Coca-Cola's created content.

In this research, Coca-Cola is selected because it is a well-known brand and its market presence is felt all over the world. Although, Coca-Cola Invest a huge amount of money on digital marketing to be the lead brand in soft drink industry, however there is no research have been done regarding Ethiopian consumers of Coca-Cola, as we all agree any form of digital marketing activity should be tailor-made with the consumer behavior, culture and social status. However Coca-Cola Company divide the whole world in to six main continets to manage and sustain the brand activitis,this are Africa, Asia Pacific, Eurasia, Europe, Latin America and Noth America

The African digital market is lead from south Africa in this group there are different african counteris which are grouped in to one category this counteris are South Africa, Zibabwe, Namibia Zambi, Malawi, Botswana, Lesotho, Swaziland, Kenya , Uganda, Ethiopia , Tanzania, Eritrea, Somalia, Rwanda, Sierra leone, Nigeria , Ghana and Gambia. However, this conteris have different culture, language,socio economic background. But this countries are categorized in one group and trying to communicate this different social group within one platform. Specially Ethiopian

consumers are different from others because they are more related with their culture, language and social status.

This study will analyze the effect of Coca-Cola digital marketing on the consumer buying behaviour in Ethiopia.

### **1.3 Research Question**

- In what extent social media affect consumer purchase decisions?
- How online display ad influence customer-buying decision?
- Does website influence customer-buying decision?

### **1.4 Objective of the study**

#### **1.4.1 General Objective**

- To assess the effect of digital marketing on consumer buying behavior in the case of Coca-Cola company in Ethiopia.

#### **1.4.2 Specific Objective**

- To examine how social media marketing influence consumers purchasing behavior of Coca-Cola.
- To analyze how online display ad, affect consumer-buying behavior.
- To study the effect of website on consumer-buying behavior.

### **1.5 Significance of the study**

The study will be helpful to the Coca-Cola company managements for decision-making. The realization of the industry is becoming one of the highly competitive businesses and calls for respective marketing department to adopt properly formulated marketing strategies for identification of purchase intention of consumers and to increase number of loyal customers for the success of the companies.

In addition, the study finding may have a great importance because through marketing expertise, the companies will be better position to gauge their performance and make improvements where to boost their market performance and overall ranking in the industry, and it helps them to know how to develop their digital marketing in order to grow with this growing market.

To those of who are interested in the industry and overall sector, this study may provide a source of reference, literature review and basis upon which further studies may be developed.

## **1.5 Scope of the Study**

The scope of this study was to cover the effect of digital marketing on buying behavior of Coca cola consumer in Addis Ababa city. This research work was restricted to the Digital marketing practice of Coca-Cola Ethiopia. Which enabled the researchers to generalize and affirm how effective digital marketing is in affecting customers behavior to buy, also the study have geographical, theoretical, and methodological scopes,

### **Geographical**

For the purposes of this study, an experiment was taken place in Addis Ababa, and the questionnaire was distributed and collected in that specific city.

### **Theoretical**

Digital marketing is a big concept and there are various number of variables needs to Analyze, However in this research, the researcher focus on Social media, online display Ad's and Website elements of the digital Marketing platform. It is know that other elements such as Search engine; Tv advertisement and other digital Marketing platforms are not included in this scope, thus these omitted Variables might have direct and indirect effect on Consumer buying behavior.

**Methodologically**, the study used quantitative research approach and both primary and secondary data. Survey Research method has chosen where Survey research is a commonly used method of collecting information about a population of interest. Mainly using a questionnaire, which are a typical scale of questions used to collect information from individual and help to have a structured survey.

## **1.6 Limitation of the Study**

This research conduct in capital city of Ethiopia, Addis Ababa however more than 80% of the population live in Sub cities and rural areas therefore Samples from the entire population might not truly representative.

In addition:-

- Because of the Coca-Cola company marketing structure, we can't make interviews with the digital marketing managers.
- Respondents might give random response for sake of responding.
- Shortage of time.

## 1.7 Organization of the Paper

The study will be organized into five chapters. The first chapter will introduce the background of the study, statement of problem, the research objectives, research questions. Besides, it will encompass significance and limitation of the study and scope of the study. The second chapter will present both theoretical and empirical review of the related literatures. The third chapter will deal with methodology of the study. The fourth chapter will mainly concern with the analysis of data collected. The last chapter, which is chapter five, will present the conclusion and the recommendation drawn from findings of the data in addition with implications and recommendation for further research.

## 1.8 Definition of Terms

**Digital Marketing** Digital marketing is a term used to describe the integrated marketing services used to attract, engage and convert customers online. Digital marketing utilizes multiple channels such as content marketing, influencer marketing, SEO, social media and online advertising to help brands connect with customers and uncover performance of marketing programs in real-time. (Lee Oden, 2014).

**Social Media:** Social media is the collective of online communications channels dedicated to community-based input, interaction, content sharing and collaboration. Websites and applications dedicated to forums, microblogging, social networking, social bookmarking, social curation, and wikis are among the different types of social media.

**Online Advertising:** refers to using websites and other online venues as an advertising medium. In other words, advertises on the Internet. In online advertising, promotional messages appear on the screens of online laptops, desktops, tablets, smart TVs, and smartphones. This type of advertising has existed for about twenty-five years, i.e., ever since the Internet started becoming popular.

**SEO (Search Engine Optimization):** Well, it is the most general type of Digital marketing, which is used to increase the website's visibility across the search engines. There are various techniques involved in this process ranging from on-site technical analysis and improvement, to blogging, link-building and content creation. (KVRwebtech, 2015) for the same. (KVRwebtech, 2015)

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

## CHAPTER TWO

## **REVIEW OF RELATED LITERATURE**

### **2.1 Theoretical Review of the Study**

#### **2.1.1 Digital Marketing**

Digital marketing concept originated from the Internet and search engines ranking of websites. The first search engine was start in 1991 with a network protocol called Gopher for query and search. After the launch of Yahoo in 1994, companies started to maximize their ranking on the website (Smyth 2007).

Digital marketing also known as online marketing can be define as marketing of goods and services done through electronic tool. It is developing the tools online transactions of business in buying and selling. It is the modern way of marketing in which technology used drastically. It has now become a huge tool between marketers and customers. (Meng, 2009).

E-marketing is new and rising tool in marketing world. It is done through audio, video, 3D, etc. most MNCs and International Business worldwide effectively adopt it. Its scope is rising throughout the world. (Hooda & Aggarwal, 2012).

Thompson (2005), said that e-marketing has a huge target audience, growing e-technology has a high potential to cut-down the cost and increase revenue. E-commerce, carry day today activities by having low cost and shrinking the time for both buyers and sellers. Dealing with different business sectors and departments, it unite them at one platform, through internet companies all departments deal with customers at a time. As compare to the old traditional marketing e-marketers has low cost to bare. Through this if you want to buy products from different countries you can get them on your home place. (Gangeshwer, 2013).

#### **History of Digital Marketing**

The term digital marketing was first used in the 1990s, but digital marketing has roots in the mid-1980s when the Soft Ad Group, now Channel Net, developed advertising campaigns for automobile companies, wherein people would send in reader reply cards found in magazines and receive in return floppy disks that contained multimedia content promoting various cars and offering free test drives. Digital marketing became more sophisticated in the 2000s and the 2010's; the proliferation of devices' capability access digital media at almost any given time has led to

great growth of digital advertising; statistics produced in 2012 and 2013 showed that digital marketing was still a growing field. Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The term digital marketing has grown in popularity over time, particularly in certain countries. In the USA online marketing is still prevalent, in Italy is referred as web marketing but in the UK and worldwide, digital marketing has become the most common term, especially after the year 2013. Digital media growth is estimated at 4.5 trillion online ads served annually with digital media spend at 48% growth in 2010. An increasing portion of advertising stems from businesses employing Online Behavioral Advertising (OBA) to tailor advertising for internet users, but OBA raises concern of consumer privacy and data protection. (Ibrahim M. Rihan, 2019)

### **2.1.2 Types of Digital Marketing**

There are lot of different types of digital marketing however According to Nail Patel Backs Theory all digital marketing fall in to eleven categories however we will focus on some of the most common forms of digital marketing.

#### **Search Engine Optimization (SEO)**

Data or information about an unknown subject is usually searched on the first page of search engines. After examining first 5 result pages, other remaining pages are not evaluated by users. Because of this, it is important to move a web page to top lists of search engines in order to introduce it better. In order to achieve this, the search engine optimization must be used by web site developers. Because, it is possible to move a web page to the first page of a search engine by using only some necessary optimization rules. It is important to have an effective, well-structured and good-looking web page to introduce the related company, services or products better. But it is also too important for customers to search and find the related web page on a search engine easily. Furthermore, 80 percent of Internet users also search for products or services by using search engines mostly (interactive-advertisements) (Internet3,2010)

The implementation of the websites into an organization's marketing approach is strategic. There is another layer of innovative strategy that marketers use to enhance the visibility of websites on the internet among search engines called Search Engine Optimization (SEO). Wien claw (2017) defined SEO as "the process of increasing the probability that a website will be listed in the results of an online search and that it will be placed prominently in the search results (p.4)(."International

Briefly, the search engine optimization (SEO) is enabling a web site to appear in top result lists of a search engine for some certain keywords. There are many different factors that enable a web site to move up top results. The most effective way to take attention of many users is connected with search engine optimization. Because the search engine optimization is basically based on keywords that are suitable to the web site and can be used to search with search engines. In order to optimize a web site according to search engines, it must be suitable to some technical conditions (Sezgin, 2009)

### **Online display Ad**

Patrutiu Baltas (2016) cited Veges & Grigore (2009) description of online advertising as advertising exhibited on the internet, having comparable suggests as traditional advertising, but implementing the usage of communication and interactive tools with the target audience defined to the digital environment. The literature expressed that the most widely used instrument in online advertising is called an online advertising banner. Dissimilar to traditional advertising, Patrutiu Baltas (2016) noted that online banners are usable in a variety of electronic platforms. These platforms include emails, websites, blogs and social channels.

Dreze and Hussherr (2003) showed that although individuals actively avoid looking at display ads, they still have a positive effect on brand awareness and advertising recall. Cho and Cheon (2004) established perceived goal impediment, the belief that the ad is not relevant to the objective at hand, as the underlying cause of display ad avoidance. This was supported by Danaher and Mullarkey (2003) who found that banner ads have more influence on individuals who are browsing than on those who are performing a goal directed activity.

### **Social Media Marketing**

Social Media is playing significant roles in different aspects of our lives. What is interesting in SM is that it supports users in several sectors, such as, business, marketing, advertising and education (Hennig-Thurau et al., 2010). From business perspective, businesses and buyers can interact directly by SM with each other, and thereby find whatever products and services are looking for (Parson, 2013).



It is all about managing a brand's image across multiple social channels including Twitter, Facebook, Pinterest, LinkedIn and many others. This type has become greatly popular, mature and complex over the last few years. (KVRwebtech, 2015)

According to Gaikwad & Kate, Social Media Marketing as being a powerful marketing tool. Social networking through an online community allows users to communicate with each other. The social networking platform allows marketing between individuals or organizations to be facilitated through online information post and messaging (Zimmer, 2017).

Wienclaw (2017) cited Kaplan & Haenlien (2010) definition of social media as “a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow creation and exchange of user-generated content.

Piñero-Otero & Martínez-Rolán (2016) commented in his work that social media is an amazing method used to establish communication between members through dynamic exchanges.

Gaikwad & Kate (2016) elaborated on the importance of social media in marketing by drawing an adjacent link between social media and word of mouth marketing.

Patrutiu Baltes (2016) cited Bafton (2012) recollection per Fleishman-Hillard, that 79% of consumers follow or like their brands on social media. Facebook, Twitter, LinkedIn, YouTube, Instagram and Pinterest were named by Patrutiu Baltes (2016), as well-known and regularly-used social media platforms. Slade (2016) gave insight that companies benefit from setting aside a social media marketing budget, to finance using premium services offered on social media.

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 (DeVecchio 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.

### **Website**

“A Web site can be defined as a group of interface and functional attributes that are connected to each other to serve high levels of usability, performance, and beauty to users, to satisfy users' wants, and to obtain their satisfaction in a competitive market of online and offline sales and information services” (S.W. Lee and R.J. Koubek,2010)

The design of Web sites becomes a critical success factor especially for E-Commerce purposes. First, Web sites are the main interface between businesses and consumers. Second, the Web site becomes one of the main factors in judging a corporation (S.E. Kim, T. Shaw and H. Schneider 2003).

A Web site consists of multiple attributes (M. Zhao and R.R. Dholakia, 2009). “Attributes are features or aspects of a Web site. Users see each Web site as a bundle of attributes with varying capacities to satisfy their needs. Attributes can be technology or user-oriented. Technology oriented attributes are the structural properties of a site such as hyperlink multimedia modalities, whereas user-oriented attributes are the qualitative experiences of users in relation to the structural properties of a site, for example navigability and demonstrability”. (M.H. Huang,2003)

The quality of Web site designs depends on task, performance and development. However, Web-based business models are still in the nascent stage as is research into the design and utilization of commercial Web sites.

### **E-mail Marketing**

E-mail marketing is an online marketing technique that uses e-mail to send advertisements or commercial information. This is a communication tool used to attract new customers or make those that one already has loyal to the brand.

E-mail and Internet have gone hand in hand since the Web was created. The beginning of Internet dates back to 1969 (Arpanet at that time), while the first e-mail was sent two years later (1971). This first e-mail showed some basic features that have remained till the present: the use of “@” on the user name, as well as the fields “To”, “Subject” and “Message”. In such a volatile environment, e-mail has been one of the Web tools that have best adapted to change, both in content and in scope and penetration. Therefore, e-mail marketing becomes one of the main tools in a digital strategy. At present, e-mail is the first Internet service ahead of social media. In 2015, the number of e-mail accounts in the world was about 4.353 million users from which 205 billion e-mails were sent (The Radicati Group (2015). This volume of traffic includes legitimate e-mails and spam. The term “spam” refers to those messages we do not request and we do not want or with an unknown sender, usually sent through mass mailing. Although spam can be used on other platforms and devices, for example SMS on mobile phones, e-mail is the most important channel for this practice.

### **2.1.3 Importance of Digital Marketing**

**Cost-efficient:** You can easily plan a successful online marketing strategy within your budget by the use of digital marketing that offers an inexpensive technique in comparison to other advertising channels such as radio, TV and more. A well-planned and well-managed digital marketing campaign can reach a large audience at a lower cost than the traditional marketing methods. To cut-down the cost and increase revenue. Thompson (2005), said that e-marketing has a huge target audience, growing e-technology has a high potential to cut-down the cost and increase revenue. E-commerce, carry day today activities by having low cost and shrinking the time for both buyers and sellers. Dealing with different business sectors and departments it unite them at one platform, through internet companies all departments deal with customers at a time. As compare to the old

traditional marketing e-marketers has low cost to bare. Through this if you want to buy products from different countries you can get them on your home place. (Gangeshwer, 2013).

**Better exposure:** Reach numerous prospects by switching to a *digital marketing campaign* within a small investment. Be found where your audiences are looking for you. You will notice long-term results by using digital marketing. Through e-marketing and e-selling our economy and global economy has increased positively, money floating and foreign currency coming into our country has highly boost up our countries economic level as well. (Gangeshwer, 2013)

**Save Time:** Digital marketing provides real time results within no time. Time is precious for all of us, so why waste even a Nano second. Digital marketing gives you an opportunity to see the number of visitors to your site, what is the conversion rate, what is the peak trading time, how many subscribers have added you in a day and more. As we are living in 21st century, people have less time and more work to do that they planned up. So for those busy people internet marketing is a huge benefit, they feel more comfortable with that. It cut down their travelling cost and other expenses. This web marketing help consumer to be updated and get their product on time with safely. This kind of consumer attitude effect the business men also. Their techniques and ideas changes regarding e-marketing and other websites regarding online marketing as well. Through the study we analyzes that e-marketing relay on 4 dimensions, that is e-mail marketing, web marketing, e-marketing and internet marketing as well. (Ali, Ejaz, Aleem, Saeed, & Tahir, 2015)

**Social currency:** Digital marketing gives you a chance to create *engaging campaigns* using different types of media. These campaigns can go viral on social platforms, passing on from one person to another, hence gaining social currency. We know that nowadays how powerful social media is now becoming for e-marketing purpose. Social media like Facebook, Twitter, Linked inn, YouTube, Blogger etc. that keep your customers update with product information and details. E-marketing help you to wide up the information throughout the globe. Now web designing of companies become way too necessary. (Ross,2016)

**Brand Building:** Brand building is what every business tries to accomplish and *digital marketing* helps develop your brand by promoting it on several platforms, the more viral your brand goes, the more reputation your brand will earn in the eyes of search engines as well as users. Companies like Walmart is highly effectively and efficiently dealing with their online customer and consumer, getting their feedbacks on time, capturing a huge marketing at same time with their traditional

buyers and with their online buyers. This is the reason their sales activities increase rapidly at a limited time. (Chen, Fay, & Wang, 2011).

### **Competitive advantage**

By using Internet platforms, businesses can create competitive advantage through various means. To reach the maximum potential of digital marketing, firms use social media as its main tool to create a channel of information. Through this a business can create a system in which they are able to pinpoint behavioral patterns of clients and feedback on their needs. This means of content has shown to have a larger impingement on those who have a long-standing relationship with the firm and with consumers who are relatively active social media users. Relative to this, creating a social media page will further increase relation quality between new consumers and existing consumers as well as consistent brand reinforcement therefore improving brand awareness resulting in a possible rise for consumers up the Brand Awareness Pyramid. Although there may be inconstancy with product images; maintaining a successful social media presence requires a business to be consistent in interactions through creating a two way feed of information; firms consider their content based on the feedback received through this channel, this is a result of the environment being dynamic due to the global nature of the internet. Effective use of digital marketing can result in relatively lowered costs in relation to traditional means of marketing; Lowered external service costs, advertising costs, promotion costs, processing costs, interface design costs and control costs. (Ibrahim M. Rihan, 2019)

**Easy to Access** A key objective is engaging digital marketing customers and allowing them to interact with the brand through servicing and delivery of digital media. Information is easy to access at a fast rate through the use of digital communications. Users with access to the Internet can use many digital mediums, such as Facebook, YouTube, Forums, and Email etc. Through Digital communications it creates a Multi-communication channel where information can be quickly exchanged around the world by anyone without any regard to whom they are. Social segregation plays no part through social mediums due to lack of face to face communication and information being wide spread instead to a selective audience. This interactive nature allows consumers create conversation in which the targeted audience is able to ask questions about the brand and get familiar with it which traditional forms of Marketing may not offer (Ibrahim M. Rihan, 2019).

## **Inbound and outbound marketing**

Inbound marketing is a marketing approach adapted to the modern buyer who, on average, does 70% of their research on a product on their own before contacting the company they are researching. Inbound is designed to bring potential customers to your business who are actively in the market. It's about getting found when they're looking, rather than forcing your message on people who may or may not be interested. Another way of looking at it is that inbound marketing is designed to better align your organization with the Buyer's Journey, the natural process a modern buyer goes through when searching for a solution online. (Ramona Sukhraj,2017)

Three stage of buying decision

Awareness Stage – Prospect has a problem they want to solve or an opportunity they want to seize.

Consideration Stage – Prospect has researched their problem, understands it, and is aware of potential solutions.

Decision Stage – Prospect has narrowed down the products/services and must decide which one to purchase.

Typical inbound marketing tactics that help take someone through the buyer's journey include:

- Blogging
- Social media
- Email marketing
- Content creation
- Lead magnets
- SEO

Inbound marketing tactics like these are designed to help prospects discover your business in the early stages of the Buyer's Journey and to educate them on the benefits of your solution, all while building trust throughout the process. (Ramona Sukhraj,2017)

As opposed to marketing to people who are already looking for a solution like yours, outbound marketing aims at trying to reach as many people as possible, whether or not they are active buyers.

In general, outbound marketing tends to market to a larger volume of less-targeted people, using tactics like:

- Commercials
- Pay Per Click ads
- Print ads
- Billboards
- Cold-calling
- Direct mail

Unlike inbound marketing, outbound normally doesn't take the Buyer's Journey into consideration.

#### **2.1.4 Consumer Buying Behavior**

Understanding consumer's behavior and "knowing buyers" is not straightforward. Customers may state a certain something yet do another. They can be influenced and change their mind the last minute. Alternatively, their needs or wants change from time to time. Consumer buying behavior refers to the buying behavior of customers who buy goods and services for personal usage. Kotler, P (2008)

(Kumar, 2010) states it as alludes to the purchasing conduct of definite customers, the individuals and family units, who purchase commodities and initiatives for individual utilization

Stallworth (2008) also describes consumer-buying behavior as an arrangement of exercises, which includes the buy and utilization of products, and enterprises, which came about because of the clients' enthusiastic and mental needs and conduct reactions. Also indicates it is a procedure of choosing, buying and clearance merchandise and ventures as indicated by the requirements and needs of the customers.

Schiffman and Kanuk (2007) also describe it as behavior that buyers express when they select and buy the items or services utilizing their accessible assets with the end goal to fulfill their requirements and wants.

In the meantime, Kotler and Keller (2011) highlight the significance of understanding consumer buying behavior of the ways how the consumers pick their items and services can be critical for producers and also service providers as this provides them with advantage over its competitors in a few perspectives. For instance, they may utilize the learning acquired through concentrate the

customer buying behavior to set their systems towards offering the correct items and services to the correct customers emulating their requirements and needs viably.

According to Michael Solomon (2013) consumer behavior is much more of studying what and why to buy, it focuses on how marketers impact consumers and also on how consumers utilize the items and services marketers move, he also states that consumer behavior is the exploration of the techniques included when peoples select, buy, utilize, or discard items, administrations, thoughts, or encounters to fulfill needs and wants.

Likewise, they show that it is fundamental to refer to that in spite of the extraordinary endeavors to learn and comprehend the purchasing conduct of customers; it is exceptionally hard to distinguish the correct reasons why a buyer buys and favors one item or service over another. This is on the grounds that customers here and there settle on acquiring choices dependent on their enthusiastic convictions which they even themselves are not very much aware of.

Egen (2007) states better attention to consumer buying behavior is a positive commitment to the nation's financial state. He likewise proposes that the nature of goods and services are particularly great in nations where consumer-buying behavior of customers is surely knew.

## **2.2 EMPIRICAL REVIEW**

### **2.2.1 Impact of Digital Marketing on Consumer Behavior**

Chan, Wu, and Xie (2011) found that the customers acquired through paid searches purchase more and generate higher customer lifetime value than customers acquired from other online or offline channels, indicating that search engines are an effective selection mechanism to identify high-value customers.

Fusun CIZMECI et al., (2015) investigated the impact of digital marketing tools on brand awareness generation among housing companies. Under this study theoretical framework was drawn for usage of trends in digital marketing. Based on the review made it's apparent that there is a change in trend of the shopping behavior of the consumers because of the emergence of digital marketing. The study also attempted to examine the preference of digital channels by the consumers based on product types.

Chevalier and Mayzlin (2006) studied the important relationship between online reviews and sales using online book reviews. They found that online reviews are generally positive and that these reviews can increase a book's sales rank, but that negative reviews have a stronger impact than



positive ones. Moe and Trusov (2011) identified two dimensions of online reviews – product evaluations and social dynamics – and found both influence sales.

Afrina Yasmin, Sadia Tasneem, Kaniz Fatema, 2010 review the Effectiveness of Digital Marketing in the Challenging Age This article focuses on the importance of digital marketing for both marketers and consumers. They examine the effect of digital marketing on the firms' sales. Additionally, the differences between traditional marketing and digital marketing. This study has described various forms of digital marketing, effectiveness of it and the impact it has on firm's sales. The examined sample consists of one hundred fifty firms and fifty executives that have been randomly select to prove the effectiveness of digital marketing. Collected data has been analyze with the help of various statistical tools and techniques.

Marko Merisavo (2013) study the Effects of Digital Marketing on Customer Relationships. He Views the use of digital channels in marketing from a customer relationship perspective offers several benefits to a marketer. Brand communication can be frequent and personalized, and different options for a dialogue exist. The benefits of dialogue include learning from and about customers, revealing their needs and interests, and being able to provide them with better and more personal service. From a customer perspective, the Internet has given power to get up-to-date information, to compare products and services more easily, and to get in touch with marketers. In a digital environment, customers increasingly use self- service and have more options to initiate action. A customer's perceived value of using digital channels and interacting with a marketer can come in several ways; it could be money, time, information, convenience, and so forth.

Ducoffe's (1996) study of attitudes toward Web advertising shows that entertainment and information in Web advertising is positively relate to perceived value of the ad and irritation is negatively relate to perceive value of the ad. Most consumers do not see high entertainment or information value of online ads.

In Tan and Piron's (2003) study of Singaporean advertising agencies and advertisers, Internet advertising is found to be the least effective but is unique in itself compared to other traditional advertising media.

Pashupati and Lee's (2003) comparison of Korean and India online banners ads in newspaper sites reveal the importance of Internet penetration in the use of advertising online by advertisers. Korean is a much more developed Internet market and online newspapers have more diverse

advertisers than India. India online newspapers target primarily at Indian expatriates who are more likely to use online newspapers than domestic users.

Dahlen, Murray and Nodenstorm's (2004) study of Swedish business students is an experiment with real online advertisements. It illustrates the importance of differentiating between light and heavy Web users. Their study shows that Web advertisements outperform the print advertisements for low involvement products in understanding and recall of the ad, and for consumers with a negative disposition towards the advertised brand and for light Web users.

Social networking sites are being utilized to enhance a company's brand appeal and increase their target market because "new technologies allow for more personal, targeted communications, as well as increased consumer participation in the creation of marketing and brand related information" (Cappo 2033; Jaffe 2005 as cited in Muñiz and Jensen Schau 2007,35).

Mangold and Faulds (2009) recommend that social media should be regard as an integral part of an organization's integrated marketing strategy and should not be taken lightly. As Curran et al. (2011) points out, almost 1 in every 13 person in the world is an active Facebook user, which points to the potential of finding a ready market for any product or service.

Rutz and Bucklin (2012) examined and quantified the link between display ad exposure and brand interest. Using data from a third party automotive site, they showed that display ad exposure can influence within site browsing behavior. Specifically, consumers were significantly more likely to seek content on the site related to previously advertised brands than those that were not advertised. In line with previous work, they found that effect sizes varied by browsing behavior, with users who created less focused click streams showing a greater response to advertising.

Manchanda et al. (2006) moved beyond the classical brand-based measures of ad effectiveness, directly linking banner ad exposure and purchase behavior. Using a semi-parametric hazard model, they found that banner ad exposure had a positive effect on purchase frequency for existing customers. This effect was greatest when consumers viewed a large number of web pages across a variety of websites (i.e., when across site browsing increased).

Lewis et al. (2011) pointed out that heavy browsers are also more likely to perform a wide variety of online behaviors independent of advertising exposure. Because the probability of ad exposure increases with browsing duration and intensity, unaccounted for correlation between browsing behavior and the outcomes of interest will create a confound (Cameron and Trivedi

2005). In their application, Lewis et al. found that correlational measures would have led to significant overestimation of display advertising's influence on these behaviors of interest. The results from Lewis et al. highlight the need to use caution when interpreting findings about display advertising that may not have controlled for selection bias.

Lambrecht and Tucker (2013) also examined the impact of targeted display advertising, focusing on the dynamic relationship between appeal type effectiveness and consumer preferences.

Using a quasi-experimental design and data from an online travel provider, they found that dynamically retargeted ads (i.e., those that show specific products the consumer previously viewed) generally underperform more generic appeals. However, this relationship is reversed when a consumer has visited an online review site, which is interpreted as a refinement in product preferences. This indicates that there exists a dynamic relationship between display advertising effectiveness and the consumer's position in the purchase funnel.

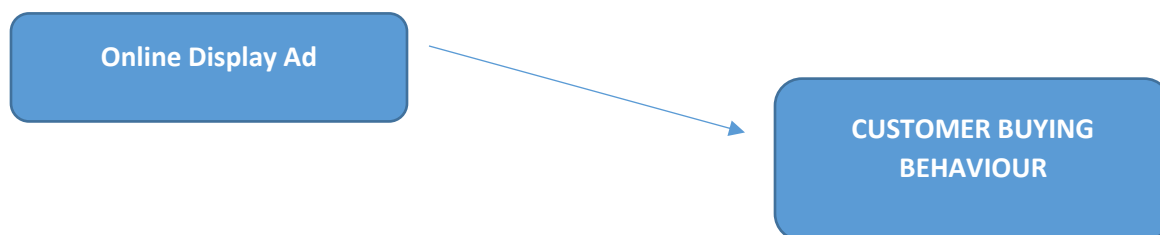
## **2.3 Conceptual Framework and Hypothesis of the study**

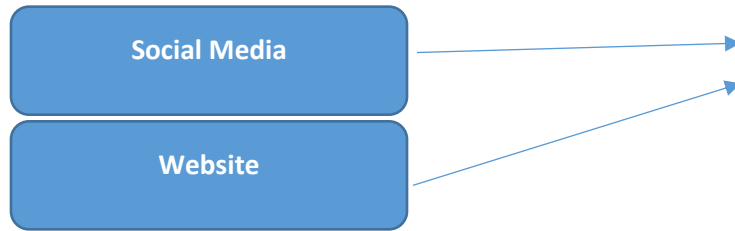
### **2.3.1 Conceptual Framework**

A conceptual framework is an analytical tool with several variations and contexts. It is used to Make conceptual distinctions and organize ideas. Strong conceptual framework captures Something real and does this in a way that is easy to remember and apply (www.wikipdia.org,as read in April 2016).

The figure below shows the relationship between dependent and independent variables of this research. It shows that consumers buying behavior is a dependent variable as it depends upon the various digital marketing gears. On the other hand, social media and online Display Ad's and Website are independent variables.

Figure 1 Conceptual Framework,





Source: - Kotler (2011)

### **2.3.2 Hypothesis of the study**

The hypothesis of the study was developed after a care full empirical review and based on the proposed conceptual frame work as listed below

H1. Social media has a significant and positive effect on customer buying behavior

H2. Online display ad has a significant and positive effect on customer buying behavior

H3. Website has a significant and positive effect on customer buying behavior.

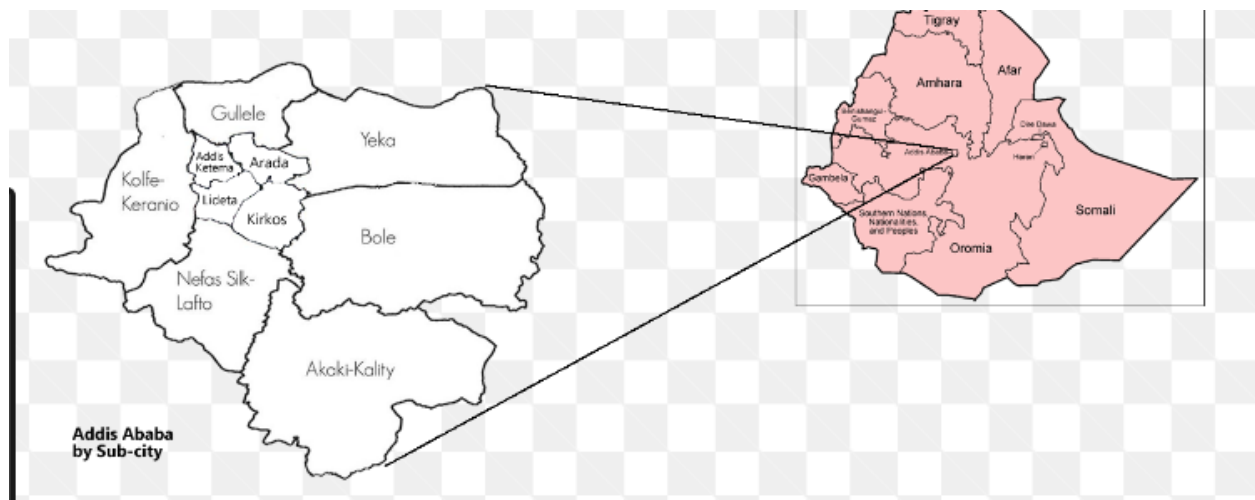
## **CHAPTER THREE**

### **METHODOLOGY OF THE STUDY**

### 3.1. Research Area

The Research area is mainly focus on main city of Ethiopia, Addis Ababa. Because I believe that sample population in Addis Ababa can represent the whole country. In addition we can find different people with different culture, religion, economic status and literacy, thus I select Addis Ababa to be the focus area in this study. The study was conducted on the customers of Coca-Cola at the region of Addis Ababa.

Figure 2 Addis Ababa map



Source; Google map

### 3.2. Research Design

According to Kothari (2000) research design constitutes the blue print for the collection measurement and analysis of data.

As this study try to examine the effects of digital marketing on customer buying behavior of Coca-Cola from the viewpoints of customers. This research is combination of descriptive and explanatory research type, Explanatory type of research was used to identify the nature of cause-and-effect relationships and descriptive research design was used to describe the situation or usually some kind of categorical descriptions.it does not answer questions about how/when/why the characteristics occurred rather it addresses the "what" questions.

### 3.3. Research Approach

This research wanted to address questions which include predictions about possible relationships between the two variables, Digital marketing and customer buying behavior.

As objectivity is reflected here, quantitative research approach was employed. It involves collecting and converting data into numerical form so that statistical calculations can be made and conclusions drawn. (Bryman and Bell 2011:149) described quantitative analysis as a research method holding numerical data and measurement techniques in order to explore, analyze and address the research objectives.

Quantitative approach is applied because it allows the study to examine the effect of Digital marketing on the consumer buying behavior in case of Coca-Cola. Qualitative researchers, those who engage in this form of analysis have expectations about testing theories deductively, and being able to generalize and replicate the findings.

### **3.4. Sample Size and Sampling Technique**

#### **3.4.1 Target Population**

Target population means the total number of entities in which the researcher is interested in, it could be the collection of individuals, objects or events about which the researcher wants to make inferences, The target population of the study was the customers of Coca-Cola in Addis Ababa also the target population of the study could be considered infinite population because the soft drink users cannot be considered structured and easy accessed for data collection.

#### **3.4.2 Sample Size**

As the target population is described, this research paper was focus on Addis Ababa soft drink consumers and have a significant knowledge about digital marketing. Thus the population size is infinite.

For populations that are large and infinite, (Cochran, 1963) developed the following equation to yield a representative sample for proportions.

$$SS = \frac{Z^2 P(1-P)}{C^2}$$

SS: - Sample size (Assume 95% confidence interval level)

P:-Percentage of population

C: - Confidence interval (Assume 0.04 or 4 percent)

Z=Z value is 1.96 (from the cumulative normal probability table represents the probability that a sample will fail within a certain distribution)

$$SS = \frac{Z^2 P(1-P)}{C^2} = \frac{1.96^2 * 0.5 * 0.5}{0.04^2}$$

= 385

Which is valid where SS, is the sample size,  $Z^2$  is the 1-p equals the desired confidence level, which is 95%, C is the desired level of precision, p the estimated proportion of an attribute that present in the population, and q is 1- p. the value of Z is found in statistical tables. So for the purpose of this study the researcher formulated a sample size assuming p is 0.5(maximum variability), 95% of confidence level and +/- 5% precision, the sample size is 385.

Participants are selected with non-probability sampling technique. When in a sampling method, all the individuals of the universe are not given an equal opportunity of becoming a part of the sample, the method is said to be Non-probability sampling. Under this technique as such, there is no probability attached to the unit of the population and the selection relies on the subjective judgment of the researcher.

### 3.5. Data source and Method

The research consisted of both primary and secondary sources of data, in order to realize the target consumer. The primary data collected both through online questionnaire and paper questionnaire, which give the respondents a choice to respond the questioner. Secondary data were gathered from different articles, letters, and company articles, blog, and website and published articles.

### 3.6 Data Collection Tools

To collect the appropriate data to this research, questionnaire were distribute for the target customers. The questioner was design based on likert scale. A **survey scale** represents a set of answer options either numeric or verbal that cover a range of opinions on a topic. It's always part

of a closed-ended question (a question that presents respondents with pre-populated answer choices). Questionnaire technique gives accurate and reliable information however in order to minimize the risk, minimum response rate, the researcher applies Saunders Lewis and Thornhill (2009) recommendation, which is, “design the questions clearly to have a clear layout”.

### 3.7 Methods of Data Analysis

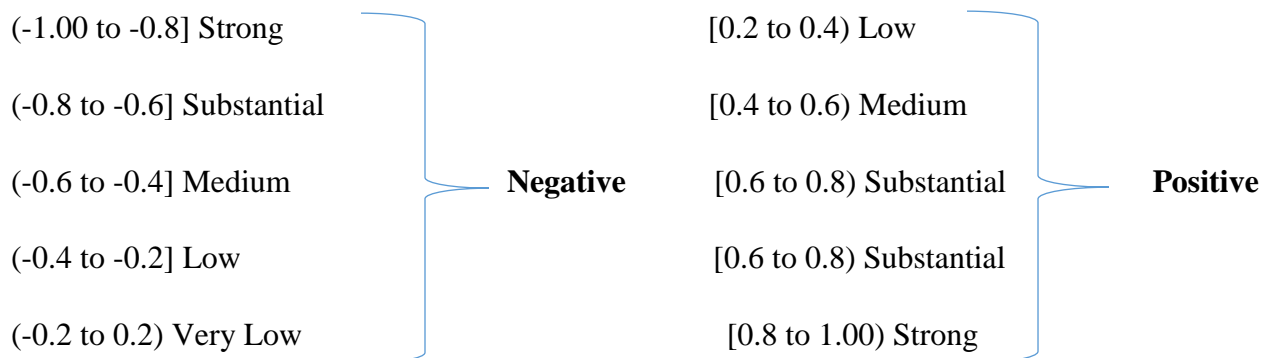
This research has use both quantitative and qualitative data but mostly quantitative data. The data represents exact facts and figures. Numbers are used to state important facts such as degrees of relationship between the different variables that are considered in the study and historical data.

Qualitative data is a descriptive form of data. Instead of numbers, descriptions and more detailed information are used in the study. This form of data is used to state facts and represent degrees in the form of words. As the data is not mathematical and cannot be quantifiable, it cannot be easily recorded or interpreted. The data cannot be simply added up to form greater results (Langer, 2006). The collected data through questionnaires and documents was edited, coded, tallied, tabulated and converted into frequencies.

### 3.8 Data Processing and Analysis

Descriptive analysis such as frequencies, percentages, means and standard deviations used to summarize and present the demographic data. In addition to this, Pearson correlation coefficient were used to show the interdependence between the independent and dependent variables.

According to Duncan and Dennis (2004), correlation coefficient can range from -1 to +1. The value of -1 represents a perfect negative correlation while a value of +1 represents a perfect positive correlation. A value of 0 correlations represents no relationship. The results of correlation coefficient may be interpreted as follows.





### 3.9 Validity and Reliability of the Instrument

#### 3.9.1 Validity

Validity defined as the extent to which data collection method accurately measure what they were intended to measure (Saunders *et. al.*, 2009). Validity is concerned with whether the findings are really about what they appear to be about.

A number of different steps were taken to ensure the validity of the study. First data were collected from reliable sources, from respondents who are more experience in using digital media; survey question were made based on literature review and frame of reference to ensure the validity of the result.

In regard to the digital marketing and consumer buying behavior, a question adopted from previous researches is used for this study and related literature. Proper detection by an advisor were also take to ensure validity of the instruments.

#### 3.9.2 Reliability

Reliability is the consistency of responses; the degree to which an instrument measures in the same way each time under the same conditions. Reliability is used to ensure internal consistency and to achieve high degree of homogeneity between questionnaire statements.

Polit and Hunger (1985). We can compute reliability through different methods like test- retest reliability, internal consistency reliability, and equivalent forms reliability. In this research, we checked questionnaire reliability by choosing internal consistency reliability method. By using this method, we can measure the correlation between each item in the questionnaire. In addition, we do not need to perform more than one test, or to design two equivalents forms. According to Malhotra& Birks (2007), Likert scale questionnaires use cronbach alpha ( $\alpha$ ) method to check for convergent and discriminate validity of the constructs. Accordingly, cronbach's alpha was calculated for all statements in the questionnaire to test its reliability as follows.

Table 1 Reliability Statistics

Measurement Scale	Cronbach's Alpha	N of Items
Social Media	0.744	9

<b>Online Display Ad</b>	0.731	7
<b>Website</b>	0.722	7
<b>Consumer buying Behavior</b>	0.835	11

Source; own Survey 2019

According to Malhotra & Birks (2007) A Cronbach's Alpha coefficient close to 1.0 means that the questions are measuring similar dimensions of a factor. Although the general limit is  $> 0.7$ , thus the questioners are reliable.

### **3.10 Ethical Considerations**

All the research participants included in this study were appropriately informed about the purpose of the research and their willingness and consent were secured before the commencement of distributing questionnaire. Respondent were informed their full right to fill the questions or to withdraw from the study at any time without any unfavorable consequences, and they are not harmed as a result of their participation or non-participation. Moreover, no information were modified or changed, therefore information were presented as collected and all the literatures collected for the purpose of this study were appreciated in the reference list.

## **CHAPTER FOUR**

### **DATA PERESENTATION AND INTERPRETATION**

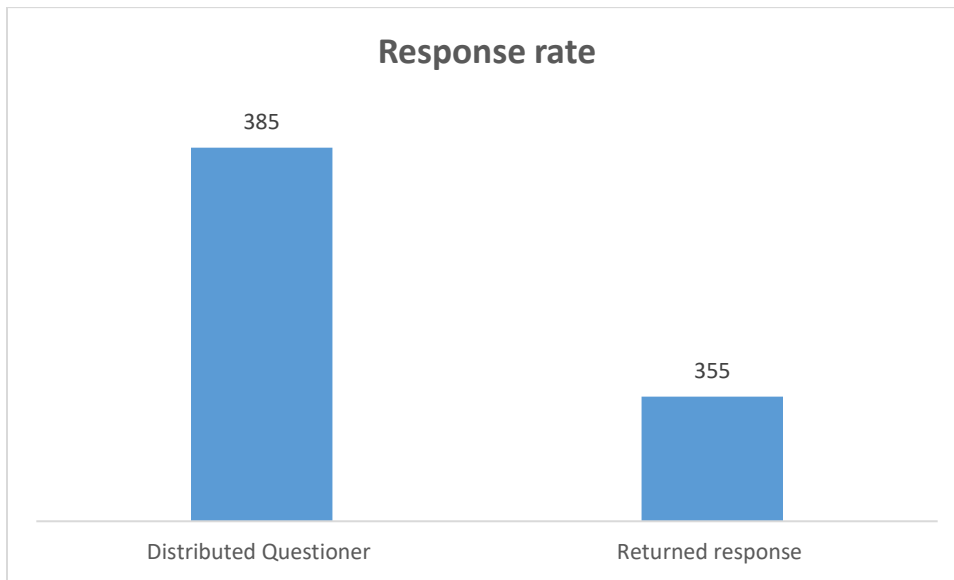
In this chapter, results have been presented and discussed to address the research questions and objectives. The following are the main headings: Response rates, Respondents' characteristics, Assumptions, results of the regression analysis and discussion of results.

#### **4.1. Response Rate**

A descriptive statistical analysis is used to present and interpret the data collected on various variables which used to determine the factors that contributed to consumer buying behavior. Subsequently, linear regression analysis was used to test the conceptual model and the 3 hypotheses. The researcher has used SPSS version 25 software to analyze the dependent and independent variables.

Out of the distributed 385 questionnaires, 355 were collected back and found useful for the study giving a response rate of 92%, such a response rate is considered sufficient for statistical reliability and generalizability (Mokhlis, 2009) and a reliability of 88.4%. After collection, the questionnaires were diligently checked for errors and omissions and entered into SPSS version 25.0 (statistical package for social sciences) to generate descriptive statistical reports. Inferential analyses were performed to indicate the possible nature of relationships that exist among the dependent and independent variables in the study.

Figure 3



Source: - own survey 2019

#### 4.2. Respondents' Demographics

Table 2 Respondents Profile

Gender			Frequency	Percent
	Valid	Female		150
Male			205	57.7%
Total			355	100%

<b>Educational Background</b>	<b>Valid</b>	<b>12 grade Complete</b>	20	5.6%
		<b>Diploma</b>	20	5.6%
		<b>Bachelor's Degree</b>	225	63.4%
		<b>Master's Degree</b>	85	23.9%
		<b>PHD</b>	5	1.4%
		<b>Total</b>	355	100%

Source; Own survey, 2019

Results of the demographic characteristics of respondents are shown in table 2 above. As observed from the table majority of respondents are male which comprises 57.7% while the remaining 42.3% are female respondents. From these result male respondents are likely to have more interaction with Digital media than females.

Concerning the educational status of the respondents the majority of respondents were those with bachelor degree (63.4%) followed by those with masters holder (23.9%), (5.6%) were both diploma holders and 12 grade complete, and the rest of (1.4%) were Phd. As the study, the indication is that respondents are generally of sound educational background. The high education group consumers have clear understanding on digital marketing because generally they have a higher knowledge of new technology information and skills compared to consumers in the low education group.

Table 3, Respondent's perception on digital Marketing

			<b>Frequency</b>	<b>Percent</b>
	Valid	Coca-Cola	270	76.1%

<b>Which soft drink brand first comes in your mind regarding Digital marketing</b>		Merinda	25	7.0%
		Sprite	50	14.1%
		Royal Tonic	5	1.4%
		Other	5	1.4%
		Total	355	100%
<b>Which marketing platform should a brand use more to create relationship with customers?</b>	Valid	Social Media	210	59.2%
		Email	5	1.4%
		Website	15	4.2%
		Traditional Media	125	35.2%
		Total	355	100%

Source; own survey 2019

Concerning with the experience of the respondents regarding digital marketing 76.1% respondent's select Coca-Cola brand regarding digital marketing, this percentile show that Coca-Cola is doing well regarding digital marketing and compering to other soft drink brands. Coca-Cola is one of the best and biggest brands in the whole world. Not only they are successful in outbound marketing, but also in inbound marketing, as they have over 90.000.000 followers in their social media channels.

In recent years digital marking have a great influence on consumers regarding creating relation with the brands, in the above table around 59.2% of the respondents says social media is the best marketing platform followed by traditional media 35%.

### 4.3 Descriptive Statistical Analysis

This section of the paper is devoted to presenting descriptive analysis which will be summarize the date in terms of frequencies and mean scores. First independent variables will be analyzed based on the consumer response, then dependent variable will be analyzed.

Table 4:- Independent and dependent variables Frequency

	<b>Mean</b>	<b>Std.Diviation</b>	<b>N</b>
<b>Social Media</b>	3.50	0.5	355
<b>online display ad</b>	3.16	0.6	355
<b>Website</b>	3.57	0.55	355
<b>Consumer Behavior</b>	3.69	0.61	355

Source own survey 2019

As compared to the mean score of independent variable in the researcher, the mean score of all independent variables have mean score from 3.16-3.69 which this deemed to be moderate/average. Moreover, perceived ease of use, perceived usefulness, and customer support mean score falls between 3.56 up to 4.29. This implies that the dependent variable highly described by the three independent variables. Mean score of customer buying behavior (3.69) indicates that customers are highly influenced by the independent variables.

## **4.4 Regression Analysis**

### **4.4.1 Results of Regression Analysis**

In order to check the effectiveness of the data the following four assumptions namely normality, autocorrelation, linearity and multicollinearity are conducted and discussed as follows.

#### **1 Normality Test**

The researcher employed multiple regression model to regress independent variables and dependent variables. The fulfillment of regression model assumption should be checked first. A normality test is used to determine whether sample data has been drawn from a normally distributed population. The dependent and independent variables of this research is normality distributed as shown below on Figure.

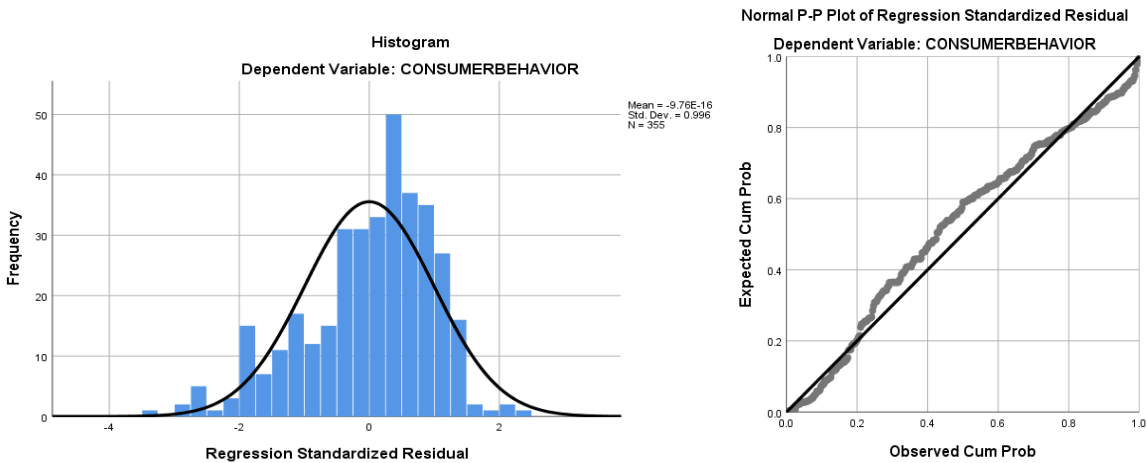


Figure 4:- Graphical test of Normality Assumption  
Source; SPSS result of Normality,

From the above figure, we can see that residuals of the model are approximately normally distributed, because a straight line seems to fit the data reasonably well.

## 2. Test for Multicollinearity

Table 5 VIF values of predictors

Coefficients <sup>a</sup>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	SOCIAL MEDIA	0.376	2.658
	ONLINEDISPLAY AD	0.442	2.265
	WEBSITE	0.428	2.338

**Dependent Variable: CONSUMERBEHAVIOR**

Source:- own survey 2019

Multicollinearity exists when there is a strong correlation between two or more predictors in a regression model (Saunders, 2007) there should be no perfect linear relationship between two or

more the predictors. Variable Inflation Factor (VIF) technique was used. The VIF is a measure of the reciprocal of the complement of the inter-correlation among the predictors:  $VIF = 1 / (1 - r^2)$ . The decision rule is a variable with VIF value of greater than 10 indicates the possible existence of multicollinearity problem.

Tolerance (TOL) defined as  $1/VIF$ , It also used by many researchers to check on the degree of collinearity. The decision rule for Tolerance is a variable whose TOL value is less than 0.1 shows the possible existence of multicollinearity problem. (Gujarati, 2004)

The above table showed that VIF values for all variables became less than the tolerable value, i.e. 10. And Tolerance value of all variables also became above 0.1 which indicates that this model is free from multicollinearity problem between the independent variables.

### 3. Test of Auto correlation

Table 6:- Level of Auto correlation

Model	R Square Change	F Change	df1	df2	Sig. F Change	Durbin-Watson
1	.560 <sup>a</sup>	149.208	3	351	0.000	1.919

Source:- own survey 2019

Based on the above table there is no auto correlation. Regression analysis is based on uncorrelated error/residual terms for any two or more observation (Kothari, 2004). This assumption is tested for each regression procedure with the Durbin-Watson test, which test for correlation between variables residuals. The test statistic can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated (Field, 2009). A value greater than 2 indicates a negative correlation between adjacent residuals, whereas a value below 2 indicates a positive correlation. As a general rule, the residuals are independent (not correlated) if the Durbin Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.50 (Muluadam, 2015). In this study the Durbin-waston value was 1.919, which is very close to 2, therefore it can be confirmed that the assumption of independent error has almost certainly been met.

#### 4.2.1 Multiple Regression Analysis



**Analysis of Variance /ANOVA/ Test**

ANOVA is the appropriate statistical technique to examine the effect of an independent variable on dependent variable. If the F test result is not significant, the model should be dismissed and there is no need to proceed to further steps (William, 2010)

Table 7:- ANOVA

ANOVA <sup>a</sup>						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	75.03	3	25.01	149.208	.000 <sup>b</sup>
	Residual	58.834	351	0.168		
	Total	133.864	354			

a. Dependent Variable: CONSUMER BUYING BEHAVIOR

b. Predictors: (Constant), ONLINEDISPLAYAD, SOCIALMEDIA, WEBSITE

Source:-own survey 2019

The result in the ANOVA table confirmed the significance of the overall model by p- value of 0.000 which is below the alpha level, i.e. 0.05, which means, the independent variables taken together have statistically significant relationship with the dependent variable under study.

Table 8:- Model Summary

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.749a	0.56	0.557	0.40941

a Predictors: (Constant), ONLINEDISPLAYAD, SOCIALMEDIA, WEBSITE

b Dependent Variable: consumer buying behavior

Source:-own survey 2019

As per the above table, it can be interpreted that  $R = 0.749$ ,  $R$  represents which indicated a high degree of correlation between the individual variables and customer buying behavior.  $R$  square is 0.56 which shows that 56% of the variance in consumer buying behavior is significantly explained by independent variables. This depicts that the model accounts for 56 % of the variations in influencing customer buying behavior while 44 % remains unexplained by the regression model. Adjusted  $R$  square is 0.557, measures the number of independent variables.  **$R$  Square = 0.560 indicate that 56% of variability in Digital marketing can be accounted by or explained by Social media, Online display Ad and website which is good.**

Table 9 Coefficient of the variables

Model		Coefficients <sup>a</sup>				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.710	0.165		4.312	0.000
	<b>SOCIALMEDIA</b>	0.241	0.065	0.196	3.680	0.000
	<b>WEBSITE</b>	0.167	0.060	0.150	2.773	0.006
	<b>ONLINEDISPLAYAD</b>	0.485	0.059	0.474	8.209	0.000

a. Dependent Variable: Consumer buying behavior

Source:- own Survey 2019

The model for the study that depicted effects of digital marketing on customer buying behavior in the case of Coca-Cola is

$$\text{CBB} = \beta_0 + \beta_1 \text{SM} + \beta_2 \text{ODA} + \beta_3 \text{W} + \varepsilon$$

Where; CBB is = customer buying behavior of Coca-coal

$\beta_0$  = The Constant intercept

$\beta_i$  = The coefficient of the independent variables

SM= Social Media

ODA=online buying behavior

W= Website

$\varepsilon$  = The Error term

$$CB=0.71+0.24SM+0.16W+0.48ODA+ \epsilon$$

\*Implies results are significant at 0.05 level \*\*Implies results are significant at 0.05 level

The SPSS output in the above table 7 provides details of the model parameters (the beta values) and the significance of these values. So from the table, we can say that b0 is 0.710 and this can be interpreted as meaning that when no consideration is given for the three variables (when X=0), the model predicts that 0.710 consumer behavior will be resulted. The other value is the slope of the regression line, b represents the change in the outcome resulting from a unit change in the predictor and that if a predictor is having a significant impact on our ability to predict the outcome. And, then this b should be different from 0 (and big relative to its standard error). As a general rule, if this observed significance is less than 0.05, then social scientists agree that the result reflect a genuine effect (Andy, 2010). Therefore, if online display ad increased by one unit, then our model predicts that 0.485 increase in Consumer buying behavior, when Social media increased by one unite then our model predict that 0.24 increase in consumer purchase behavior , Website is increased by one unit then our model predict that 0.16 increase in consumer purchase behavior

In general the table titled coefficient helps us to see which among the three independent variables influences the dependent variable (i.e. the most important). If we look at the column Beta under standardized coefficient, we see that the highest number in the beta is 0.48 for online display ad.

Table 10 Pearson Correlation

Correlations					
		SOCIAL MEDIA	WEBSITE	ONLINEDISPL AYAD	CONSUMERBEHAVIO R
SOCIALMEDIA	Pearson Correlation	1	.668**	.716**	.635**
	Sig. (2- tailed)		0	0	0
	N	355	355	355	355
WEBSITE	Pearson Correlation	.668**	1	.726**	.625**

	<b>Sig. (2-tailed)</b>	0		0	0
	<b>N</b>	355	355	355	355
<b>ONLINEDISPLAYA D</b>	<b>Pearson Correlation</b>	.716**	.726**	1	.723**
	<b>Sig. (2-tailed)</b>	0	0		0
	<b>N</b>	355	355	355	355
<b>CONSUMERBEHA VIOR</b>	<b>Pearson Correlation</b>	.635**	.625**	.723**	1
	<b>Sig. (2-tailed)</b>	0	0	0	
	<b>N</b>	355	355	355	355
**. Correlation is significant at the 0.01 level (2-tailed).					

Source Own survey 2019

Correlation is an effect size and so we can verbally describe the strength of the correlation using the guide that Evans (1996) suggests for the absolute value of r: 0 .00-.19 “very weak” 0.20-.39 “weak” 0.40-.59 “moderate” 0.60-.79 “strong” 0.80-1.0 “very strong. Thus based on Evans Suggestion all the independent variables fall between 0.6-0.79, which is all the independent variables have strong effect on consumer behavior, comparing to other variable online display ad have strong effect. Followed by social media and website.

#### 4.5 Hypothesis testing summary

There are three hypotheses that aim to see if there is relationship between the three independent variables of sales promotion (lottery, buy one get one free, and premium) and consumer buying behavior. The Sig result of each hypothesis test is less than 0.05 thus each test can be confirmed. The tests are summarized as follows:

<b>Hypothesis</b>	<b>Result</b>
-------------------	---------------

<b>H1:</b> online display ad has a significant and positive relationship with consumer buying behavior.	<i>Not rejected</i> (the outcome of the coefficient of correlation supports the hypothesis; $\beta_1 = 0.485$ , $P < 0.05$ ).
<b>H2:</b> Social media has a significant and positive relationship with consumer buying behavior.	<i>Not rejected</i> (the outcome of the coefficient of correlation supports the hypothesis; $\beta_1 = 0.24$ , $P < 0.05$ ).
<b>H3:</b> website significant and positive relationship with consumer buying behavior.	<i>Not rejected</i> (the outcome of the coefficient of correlation supports the hypothesis; $\beta_1 = 0.167$ , $P < 0.05$ ).

In brief

Ha<sub>1</sub>: The online display ad form of digital marketing has a significant and positive influence on the customer buying behavior of Coca-Cola.

(Supported:  $\beta_1 = 0.485$ , t-Value = 8.20,  $P < 0.001$ )

As indicated on the above online display ad form of advertising has a positive effects on customer buying behavior of Coca-Cola. As it can be observed from the table keeping the other factor constant a one unit increase in buy one get one method of promotion caused a 0.485 unit increase in customer buying behavior.

Ha<sub>2</sub>: The social media form of digital marketing a significant positive influence on the customer buying behavior of Coca-Cola.

(Supported:  $\beta_1 = 0.241$ , t-Value = 3.6,  $P < 0.05$ )

As indicated on the above table social media has positive effects on customer buying behavior of Coca-Cola. As it can be observed from the table keeping the other factor constant a one unit increase in social media a 0.241 unit increase in customer buying behavior.

Ha<sub>3</sub>: The website form of digital marketing has a significant positive influence on the customer buying behavior of Coca-Cola.

(Supported:  $\beta_1 = 0.167$ , t-Value = 2.7,  $P < 0.001$ )

As indicated on the above table website has positive effects on customer buying behavior of Coca-Cola. As it can be observed from the table keeping the other factor constant a one-unit increase in website a 0.167-unit increase in customer buying behavior.

In general online display ad advertising method has its high impact on customer buying behavior of Coca-Cola followed by Social media and website method of promotion respectively.

## 4.5 Discussion

The first thing that must be discussed here should be the overall fitness of the model; this fact has been confirmed by different types of statistical results.

The first way is the ANOVA test that produced a P-value of 0.000 which is below the alpha level, i.e. 0.05. That means the overall independent variables have statistically significant relationship with that of the dependent variable, i.e. digital marketing have significant relation with consumer behavior

The r (Coefficient of Correlation) which is simply measures the degree of (linear) association between the dependent variable and the independent variables jointly. It only measures degree of association or covariation between the two variables. (Gujarati, 2004).thus from the correlation table online display ad have strong relation with consumer behavior which is 0.723, followed by social media and website (0.635&0.625).

In this case the value of R, R which indicate that 74% of variability in coca cola digital marketing can be accounted by or explained by Social media, online display ad and website which is good. those three independent variables (Social media, online display ad and website) is explained 74% of the factors that affect consumer buying behavior of Coca-Cola , which as the digital marketing have significant and valuable effect on consumer buying behavior

The last one is by checking the adjusted R square (Coefficient of Determination), can be defined as the proportion of the total variation or dispersion in the consumer buying behavior of Coca-Cola (dependent variable) that explained by the variation in independent variables in the regression. So with adjusted R Square value of 0.55, meaning, 55% of the variation in consumer behavior of Coca-Cola is explained by the linear relationship with all the independent variables.. Thus when adjusted R square is high it means that the independent variables included in the study play an important part in affecting the dependent variable.

Generally speaking, the regression model developed under the study can be considered as a good fit or predictor of consumer behavior of Coca-Cola.

The individual effects of the independent variables can be explained by their respective beta coefficients. As per the regression result table digital marketing of Coca-Cola and customer buying behavior have the strongest positive effect. As it can be observed from the table keeping the other factor constant a one unit increase in online display ad 0.48 unit increase in customer buying behavior, which describes online display ad have significant impact on consumer buying behavior.

The second variable under study was social media and according to the regression result, it has a positive effect with customer buying behavior and keeping the other factor constant a one-unit increase in online display ad method of promotion caused a 0.24 unit increase in customer buying behavior. This also shows that social media also have a great influence on consumer buying behavior

The third variable was website, this factor also has a positive effect with customer buying behavior with a magnitude of keeping the other factor constant a one unit increase in giving website coverage caused a 0.16 unit increase in customer buying behavior. Although this variable have positive impact on consumer buying behavior, however it is not as significant as the other to variables (online display and social media).

From the above discussion we can say that digital marketing have a significant and positive effect on consumer buying behavior and it also align with other scholars which study about digital marketing. As an example, Mohan Nair (2011) takes social media as a complex marriage of sociology and technology that cannot be underestimated in its impact to an organization marketing communication, choice as to when to engage, how to manage and measure, and whether to lead or to follow is complex but not an impossible task. These cannot be answered simply by one formula because the context and the market dynamics are strong variables in these decisions. Even though the interest for social media is huge, few companies understand what the term —social media can mean to their businesses. But how much it has been given importance, as an IMC tool, varies from region to region (PricewaterhouseCoopers (PwC), 2009; BuddeComm & Chiltern Magazine Services Ltd. (BCMSL), 2009).

Chen et al. (2007, pp.1047) also notes that —from both theoretical and practical perspectives, it is worth studying what makes marketing communication introduce and promote products effectively, especially in high-tech industries.

Online display ad (banners) have two way communication with the customers and companies can have a great association with the customers through online display ad. besides traditional banner ads (468 by 68 pixel), there are now many different forms of interactive advertising such as popups/ layer, video ads, or new large-format ad spaces (button 2, skyscrapers, wide skyscrapers, Leaderboards). The main purposes of interactive advertising for example are: delivering detailed information of a destination site's offer, leading to a sale, and brand awareness.

Over all from a marketing perspective, we are at a pioneering stage in understanding how these work. The emergence and popularity of social networking websites and social media has made it just as easy for an individual to communicate in real time with thousands of total strangers as with a single close friend. Social networking websites have also been a great equalizer, making it just as easy for an individual to build or break a marketing brand as for a large corporation – as well as making it easy for a large corporation to mimic a sincere "grassroots" individual who lacks corporate motives. A social networking website is defined here as "one that allows internet users the ability to add user-generated content such as: comments, feedback, ratings, or their own dedicated pages" (iProspect, 2007, p. 3).

## **CHAPTER 5**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION**

#### **5.1 Summary of Major Findings**



The study intended to find out the effect of Digital marketing on consumer behavior on Coca - Cola. From the analysis and data collected the following discussions, conclusions and recommendations were made. The analysis was based on the objectives of the study

The objective of this research is to examine the effects of digital marketing on the consumer buying behavior. As such the researcher selectively studied different digital marketing plat forms these are social media, online display ad and website that affect the consumer buying behavior. The result of this research provides important information about the impact of digital marketing on the consumer buying behavior and also leads us towards the most effective digital marketing practices,

As the study was conducted using the structured questionnaire it helps the researcher to understand the insight on factors that are affecting the buying behavior. Based on the analysis of data and discussion of results, the followings are the summary of major findings of the study.

Descriptive statistical techniques were used to analyze the primary data collected through structured questionnaires from Coca-Cola consumers. Appropriate tests are also undertaken in order to check the validity and reliability of questionnaires.

- From the Pearson correlation analysis we have found out that online display, social media and website have strongly correlate with consumer buying behavior.
- The linear regression analysis output stated that all the three variables which are online display, social media and website positively affect consumer behavior.
- The coefficient of online display ad was found .485 implying 48.5% effect on consumer buying behavior, on five percent significance level. So the effect of online display on consumer buying behavior is highly significant. As a result, social media have positive impact on consumer buying behavior than social media. Even though social media have a significant impact consumer buying behavior compare to website.
  
- The coefficient of website on consumer buying behavior was found to be .165 implying relatively weaker effect on consumer buying behavior comparing to other independent variables at five percent level.
- the research result has found that digital marketing as one of the best marketing plat form to influence consumer buying behavior

- All in all, the digital marketing used by the companies has helped to win consumer buying behavior. These results are perfectly in line with the theories and finding stating the significance effect of positive brand image results from non-monetary sales promotion and overall sales promotion on brand image.

## **5.2 Conclusion**

With the overall research, the researcher come to the point that all independent digital marketing variables such as Social media, Online display ad & website all are positively relating to Consumer buying behavior, that is why all hypothesis has been accepted in this research paper. Survey statistics shows that the growth of digital marketing has rapidly increase since past few years, with the increase of technologies and its multiple usages. The researcher use three type of test Descriptive analysis, Correlation test and coefficients test which has clearly shows that online display ad , Social media & Website plays an important role in affecting consumer buying behavior.

Different online business and social webs has highly effecting Sales to grow more. Today's business is totally depending on digital than traditional media. With the study we analyzes that people are more interesting to see online marketing rather than watch advertisement on TV, billboard, magazines, books, pamphlets, newspapers etc. It update customers time to time on different apps by showing them short ads on Facebook, Whatsapp, Google, Twitter, YouTube, e-mails, e-webs LinkedIn and other online marketing tools.

Survey shows that digital marketing has reach to the point where it become compulsory for companies to adopt it if they want to stay in the business world. With the high usage of internet customers demand and choices fluctuated very quickly and that is why digital marketing has been adopted in today's advertisement agencies and sectors. With the use of digital marketing companies market their product or services throughout the world.

With the use of digital marketing companies can advertise their product 24/7, because there is no time duration fix for internet marketing, and any customers can go to the internet at any time and any part of the world.

### **5.3 Recommendation**

From the results of the research, it has been observed that customers responded positively to the various digital marketing platforms offered by the company. Accordingly, given the significantly positive relationships between digital marketing (online display ad, social media and website) and consumer buying behavior, therefore, in the light of this, the following recommendations have been given for better and more impact of digital marketing.

- ❖ Based on the result, Coca-Cola company should give high priority to digital marketing specially on online display ad's instead of other Traditional marketing
- ❖ Consumers find certain benefits in online marketing over traditional marketing; therefore the company can spend more on online media rather than other traditional Medias.
- ❖ The Company should mix and match various mediums of digital marketing to reach their desired target audience. This will help to spread awareness among them and to influence buyers behavior thus companies must formulate an effective digital Marketing Communication plan where they can combine various tools to grasp maximum prospects.
- ❖ However Coca-Cola is doing well on digital marketing, but still the communication on the digital marketing are not custom tailored to Ethiopian customers. Therefore Coca-Cola Company must revise some content in digital marketing which has to be more related to Culture and Language.

Generally speaking, in Ethiopia digital marketing is in infant stage. However besides the difficulties and the challenges that are happen in the ground may not constrain companies to invest on the digital marketing. In addition with digital marketing the company can reach wide audience with small advertisement budget. Thus from my research and from other scholars finding digital marketing have a significant effect on consumer buying behavior.

### **5.4. Limitations**

Any research is not complete and there is always a scope of further research. There are a few limitations in this entire study and first one was geographical. Data was collected only from Coca-

Cola users in Addis Ababa. More categories specific and with more geographically spread research need to be done in order to examine how Digital Marketing actually impact consumer buying decision process. Secondly as data was collected by non-probability sampling, though enough precaution has been taken to avoid the biasness still there is scope of improvement. So, there is scope of further research which will give more comprehensive conclusion for Digital marketing attribute and consumer buying behavior.

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**APPENDIX I**

**QUESTIONNAIRE**

**ST.MARYS UNIVERSTY**  
**SCHOOL OF GRADUATES STUDENTS**  
**Department Marketing Management**

**Research Questionnaire**

**Dear respondents:**

This Questioner is develop for an academic effort planned for the collection of data to conduct a thesis paper on the title of “The effect of Digital marketing on consumer purchase decision of Coca-Cola Ethiopia”, in partial fulfilment of the requirement for the award, Degree of masters of marketing management at St.Mary University. The information obtained from this questioner will be kept confidential and will not use for any other purpose. Hence, I am kindly asking respondents to give your candid information. On the following question, the respondents should have some knowledge about digital marketing and should be a consumer of Coca-Cola.

Please cover all the questions

If you would like further information about this study, or have problem in completing this questionnaire please contact me via+251-9-11 83 73 90

**Thank you for your cooperation!**

**Instruction: Please read each statement carefully and mark your answer with a tick mark (√) in the space provided.**

**No need of writing your name**

**PART1: General information of Respondents**

1 Gender  Male  Female

2 your education background   
 < 12 grade  12 Grade complete  Diploma  
 Bachelor’s Degree  Master’s Degree  PHD

2 which soft drink brand first come on your mind regarding digital marketing

- Pepsi
- Coca-Cola
- Merinda
- Sprite
- Royal Tonic
- Other

5 Which marketing platform should a brand use more to crate relationship with customers?

- Social Media
- YouTube
- Website
- Other online Forms
- Traditional Media (Radio, magazine, TV)

## Part 2 Digital marketing plate forms

To what extent you agree or For the below question please show agreement level by using (√)

1 strongly disagree, 2=Disagree 3= neutral, 4=Agree 5=strongly agree

<b>Social Media (Facebook, Instagram, LinkedIn)</b>	1	2	3	4	5
Coca cola Social Media page keeps me update on the brand campaign activity					
I am able to recognize coca cola brand from other competitive brand					
Information sharing is possible on social media of coca cola page					
Discussion and exchange of opinions is possible in social media of Coca-Cola					
I say positive and favorable things to others about Coca-Cola through social media					
I follow social media of Coca-Cola, Because the visual and videos posted are in grate quality					
I recommend Coca-Cola social media page to others					
I share posts from Coca-Cola Social Media page					
Overall, I encourage friends and acquaintances to consume Coca-Cola based on my experience					
<b>Online Advertisement(Online Display Ad's And Pictures )</b>					

I can easily identify Coca-Cola online Display Ad					
I feel Coca-Cola actively updated their online display ad					
I feel close to the brand through online display ad					
I think Coca-Cola Online Ad is funny and Emotional					
I think Coca-Cola Online display Ad is more related to our culture					
I share contents from coca cola online display ad (photo, videos..)					
I think Coca-Cola is active in digital media than other competitive brands					
<b>Website of Coca-Cola</b>					
I check Coca-Cola Website every time					
I feel Coca-Cola actively updated their Website page					
I feel close to the brand through their Website page					
I think Coca-Cola Website page is attractive					
I think coca cola Website page is more related to our cultural					
I think Coca-Cola is active in digital media than other competitive brands					
I share contents from companies brand and product (photo, videos..)					
<b>Consumer Buying behavior</b>					
I am loyal to Coca-Cola brand because I am convinced of the communication I see on Digital Media (Social Media, Online Display Ad &Website )					
I am proud to tell others that I am a customer of Coca-Cola					
If there is another brand as good as Coca-Cola, I prefer to buy Coca-Cola.					
The taste of Coca-Cola instantly comes to my mind					
I can easily understand what Coca-Cola stands for					

Coca-Cola would be my first choice to consume					
I would recommend this brand for other people to buy					
I am loyal to Coca-Cola brand because I am convinced of the communications I see on digital media					
Because of their Website page I choose coke to consume					
Because of their online Ad's I choose coke to consume					
Because of their Social Media Activities I choose coke to consume than other soft drink brands					

## APPENDIX II

### TIME AND BUDGET SCHEDULE

#### Time Break Down /Work Program /

		January	February	March	April	May
1	Proposal development					
2	Submission of final proposal	As pare the universities schedule				
3	Questionnaire development		✓			
4	Distribution of questioner to the respondents			✓		
5	Data collection			✓		
6	Data coding, entry and cleaning			✓		
7	Data analysis and interpretation				✓	
8	Conclusion and recommendation				✓	
9	Draft submission of paper				✓	
10	Finalizing paper writing					✓
11	Submission of final paper					✓
12	Approval of thesis report	AS per the university schedule				

### APPENDIX III

#### Budget Breakdown

No	Item	Quality	Unit cost	Total cost
1	Stationeries			
1	Paper	4 pack	120 birr/pack	480.00
2	Pen	14	5 birr	70.00
3	Flash disk 16 GB	1	210birr	210.00
4	CD R w	10	15	150.00
	Writing pad	2	10	20.00
<b>II</b>	<b>Secretarial service</b>			
8	Printing paper	85 pages	1.00	600.00
9	Binding final paper	4 pads	60	240.00
10	Photocopy			100
11	Internet service	45 hour	15 birr/hr	675.00
<b>III</b>	<b>Communication cost</b>			
12	Telephone cost	4 cards	100 birr/hr	400.00
13	Transport		2000 birr	2000.00
<b>IV</b>	<b>Personal cost</b>			
14	Data collector	1 person for 10 days	150	1500.00
15	Personal services	45 days	100 birr /day	2,500.00
	Subtotal			6,927
	Contingency 10			1,092.75.00
	<b>Total</b>			<b>8,019</b>