ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

COLLEGE OF BUSINESS AND ECONOMICS DEPARTMENT OF MARKETING MANAGEMENT

THE EFFECT OF ONLINE MARKETING ON CUSTOMER SATISFACTION IN CASE OF ETHIOPIAN AIRLINES

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DECLARATION

I declared that this research paper is my original work and prepared under the guidance of Asfaw Yilma (PhD). All the source of material used for this thesis proposal has been duly acknowledged. I further confirm that this thesis proposal has not been submitted either in part or in full to any other higher learning institute for the purpose of awarding any degree.

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ENDORSEMENT

This Is To Certify That **Eden Melkamu**Carried Out Her Thesis On"**The effect of online marketing on customer satisfaction in case of Ethiopian airlines**" And Submitted In Partial Fulfillment Of The Requirements For The Award Of The Degree Of Masters Of Art In Marketing Management At St. Marry University With My Approval As University Advisor.

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Abbreviation / Acronyms

OLM – Online marketing

EAL – Ethiopian airlines

CEO – chief executive officer

SEO - *Search Engine Optimization*

ABSTRACT

The purpose of this study was primarily to analyze the effect of online marketing practice on customer satisfaction at Ethiopian Airlines (EAL) in online marketing attributes perspective. Therefore, by believing that online marketing contributes to thecompetitiveness of EAL in the globalization era, while providing ease to the passengers to obtain their shopping online, the study was designed to assess the contribution online marketing to the success of EAL with customer satisfaction. To this end descriptive survey method was employed. Questionnaires were among the data collection tools. The Sources of data include, 331passengers' were contacted to obtain their experiencesand effecting of online marketing on their satisfaction. Judgmental sampling technique was employed to select the EA L passenger and conveniencesampling techniques were select the passenger respondent's, whereas purposive sampling. The collected data were analyzed using percentage, mean-scores, and standard deviation, correlation and regression analyses. The majorfindings include: service delivery affect customer satisfaction negatively; factors affecting online marketing practice at EAL from the highest to lowest: easy shopping, price, payment security, accurate service information and website design; respondent passengers perceived that the delivery service of EAL were inadequate for practicing OLM service.Finally, the most important benefits of OLM practicing system were identified. Based on these findings, conclusions were drawn and some feasible recommendations are forwarded.

Key Words: Ethiopian Airlines, Online Marketing Service, customer satisfaction.

CHAPTER ONE – INTRODUCTION

1.1 Background of the Study

Internet has its origins in cold war and technological rivalry between USSR and US. In fact, "while the World Wide Web was created in 1991, its origin dates back to 1957 when the Soviet Union launched the Sputnik I satellite" (Dickey and Lewis, 2011: 2). With increasing the number of internet users during the 1990s, entrepreneurs started to appreciate commercial prospects of this new medium.

Online marketing consists of measures and activities to promote products and services and build relationships with customers over the Internet (Kotler et al., 2010). Introduction of internet has changed the rules and marketing practitioner have no way but to adhere to it (Scott, 2009:8). In fact, marketing is just one of numerous fields have been substantially revolutionized by internet-based technological innovations. The internet has played vital and important part to encourage selling products and services online which makes life convenient for the audiences, which in an inter-connected world, is well, the whole world.

On the other hand, e-marketing uses the Internet as a platform for allowing firms to adapt to the Needs of customers, reduces transaction costs, and allows customers to move from time-based and location-based behaviors toward non-temporal and non-locational behaviors (Watson et al. 2002). Online marketing opens new market opportunity, as any firm regardless of the size can offer its product or service to any market in the world (Jobber 2001 p467). Using the new market opportunity could attract customer with the different value of service to satisfy them and make them loyal for the service.

The Ethiopian Airlines started online marketing in 2002 in pursuant to the agreement with Amadeus. This company made a system distribution for airlines to implement booing on the web but later it was changed. Later in the year 2006 Saber Company installed a new software for Ethiopian airlines e-ticketing system. The saber sonic web has better features of online booking and ticketing facilities and it is still being used by the airlines. (Ethiopian airlines: Selamta Magazine,   2007)

Saber Corporation is the leading technology provider to the global traveler industry in Texas USA. Ethiopian airlines sign up for Saber Passenger solution September 1ST 2017. Ethiopian airlines began deploying saber intelligence exchange Micro-Apps- agile and lightweight application that empower airlines to solve for specific business pain pointe in weeks not months. Ethiopian airlines has rolled out a bespoke bundle of Micro-Apps that will help it to drive innovation while providing top class customer service (https://marketplace.sabre.com/ix).

Ethiopian group CEO, Tewolde Gebre Mariam, said: "Our focus towards availing the latest information technology and travel system solution is one of the pillars in our long term growth plan, vision 2025.consequently we have made huge investment in information technology to create a seamless passenger experience (http://corporate.ethiopianairlines.com). More than 225 Airlines currently use Saber technology to decrease operational costs, increase profit and to offer satisfied customer service.

Air transportation in Ethiopia founded 21 December 1945. Ethiopian is a business enterprise committed to the basic objective of providing safe, reliable and profitable air transport services for the passenger and cargo as well as other aviation related services. Since its launch in 1946, Ethiopian has been a pioneer in African aviation industry. Ethiopian Airlines is "Africa's Link to the World." More than 1.5 million people a year fly the carrier to 22 domestic and 44 international destinations on four continents.

The airline's first scheduled flight was to Cairo from Addis Ababa, with a stop in Asmara, Ethiopia, and occurred on April 8, 1946. Weekly flights to Djibouti and Aden were added later. Connecting the country with the outside world was more of a priority than developing an internal route network, though a route between Jimma and the capital was added.

The international route network expanded northward from Cairo to Athens and then Frankfurt in the late 1950s. In 1960, a second leg was extended to Monrovia, Liberia, via Khartoum, Sudan; Lagos, Nigeria; and Accra, Ghana. The 19-hour trip was offered on a weekly basis at first. This was considered a milestone in African aviation as it was the continent's first east-west connection since the days of Imperial Airways. Before then, passengers would fly to different countries in Africa via hubs in Europe.

The airlines become to link almost the whole world network through the brand of Ethiopian Airlines. As airline industry Ethiopians serve with safe and reliable transportation service as well enlargement of sales performance and company profit. Currently the data obtained from

Ethiopian factsheet of the year 2019, EAL has more than 120 international destinations in five continents, more than 61 destinations in Africa, more than 22 domestic destinations in the country, and largest cargo network operator in Africa 54 cargo destination.

As a huge airline industry EAL offer OLM service to the customer. OLM facilitate the service to maximize customer satisfaction. The main reason motivated to do survey in this area is, tostudy OLM attribute effect on customer satisfaction. Thepurpose isEAL able to keepits success to achieve better and identify limitationto take corrective action for the future through OLM for customer satisfaction.

1.2 STATEMENT OF THE PROBLEM

Online marketing plays a significant role in the nation and international communication. Airlines that have achieved an advancedonline -commerce stage realize important benefits**.** They include improved economic performance and stronger brand attraction to expanding distribution channels. Because of its important world leading airlines engaged to offer online marketing for their own customer. By offering online pricing, advertising, social Medias to get loyal followers, including online reservation and check-in process most of world airlines are communicated with world nation. An airline's level of development on online marketing is often associated with how much revenue it generates online. The higher a carrier's online revenue as a share of total revenue, the arguably more advanced the company is in its online marketing capabilities. Due to homogenous nature of airline industry service differentiation is so difficult and costly, this may cause very strong competitive pressure in the airline business. So that Ethiopian airlines is expected to shift its focus toward the effect of online marketing to satisfy the customers.

Research conducted by (Michael Hanke*)* Lack of customer readiness may be one of the external reasons although several internal aspects including lack of overall corporate vision for e-commerce, small talent base, and insufficient resources often play a role as well. Hence this research study would contribute to filling the internal and also the external gaps for online marketing to serve satisfactory customer service at Ethiopian airlines. Some of the effect of online marketing on airlines customer satisfaction studied by different researchers are applicable for some specific world airlines. So it's important to study the effect of online marketing on customer satisfaction over an individual airlines Ethiopian can have a good understanding about Ethiopian airlines.

This research will have theoretical value by adding knowledge on pointing out the effects of online marketing on the satisfaction of Ethiopian airlines customer. Therefore, this research fills

the literature gap by studying how online marketing affect customer satisfaction. Again it has a practical significance by enabling Ethiopian airlines to focus on the importance of online marketing to customer satisfaction. In general, this research hopes to establish customer satisfaction through online marketing.

1.3 Research Question

- How online market affect the Ethiopian airlines customer satisfaction
- What is the gap between Ethiopian airlines online marketing service and the customer need to satisfy?
- To identify the role of online marketing from the customer satisfaction perspective
- How the attributes of EAL online marketing positively or negatively affect EAL customer satisfaction?

1.4 Objectives of the Study
1.4.1 General Objectives
The main objective of the study is to fill the gap between Ethiopian airlines customer satisfaction and online marketing service.

1.4.2 Specific Objective
The specific objective of this study is

- To identify how online marketing service usable compute with customer satisfaction as international level
- To show factors that affect online marketing service to use broadly in case of EAL.
- What are significance of online marketing to customer's satisfaction

1.5 Scope and Limitation of the Study

The study focus only on Ethiopian airlines and its customer. The outcome of this research are believed to address needs of customer of EAL. However, it would be difficult to assess most airlines online activity effect on customer satisfaction the researcher was forced to delimit the scope of the study only at EAL. This research uses probability sampling method, as most of the targeted population's is visible reality of customer size the research followed qualitative research and used mainly descriptive data analysis methodology while to some extent correlation to discuss relationship between Online marketing and Customer satisfaction. Several limitations could be pointed out for this study. As airline industry is the most reserve to offer information due to security reasons, facing problem to get data's from airlines. Most customer are on rush

time because of the nature of airline service so this is another issue for adequate response from addressing customer with questioners. According to my observation there is limitation also on reference materials which gives detail. Finance and lack of adequate secondary source, published manual and online database source were some of major limitation.

1.6 Significance of the Study

This study mainly increases body of knowledge by showing the effect of online marketing on customer satisfaction of Ethiopian airlines. The study will be an input to decision making for Ethiopian airlines managers, directors and also the concerned one to focus on customer satisfaction through online market to address their ultimate needs from the airline service. Mainly help the company to identify its limitation and to take corrective action. The study also empowers EAL employee to actively engage themselves in promoting the development of online marketing for customer satisfaction by imitate the customer.

1.7 Organization of the Study

The paper has five main chapters. Chapter one is the introduction part which contains background of the study, statement of the problem, main and sub objectives of the study, scope and limitation of the study, significance of the study and organization of the study. Chapter two is literature review includes theoretical and empirical literature review and conceptual frame work. Chapter three is research methodology which contains research design data type and source, sample size and method, data collection methods and instrument, data processing and presentation, method of data analysis and finally ethical consideration. Chapter four is the analysis section. The final chapter five is conclusion and recommendation part of the paper.

1.8 Term Definition

Marketing: Is the science and art of exploring, creating and delivering value to satisfy the needs of the target market at a profit. Marketing identifies unfulfilled needs and desire. It defines, measures and quantifies the size of the identified market and profit potential (Philip Kotler 2010).

Online marketing: online marketing is advertising and marketing the product or service of a bossiness over internet. Online marketing is also termed as Internet marketing, Web marketing, E-marketing or simply OLM.

Micro-App: is an interactive software module designed to perform like a fully coded application or website.

Customer: is an individual or business that Purchases Company's good or service. A customer is a recipient of a good, service product or idea, obtained from a seller, vendor, or supplier from a monetary or other valuable consideration. (www.definations.net)

Customer satisfaction: (Philip Kotler 2000)Philip Kotler defines customer satisfaction as a person feeling of pleasure or disappointment, which resulted from comparing a products perceived performance or outcome against his/her expectation.

   Customer satisfaction = perceived performance, buyer's expectation

(Oliver 1980) Customer satisfaction is an attitude. It is an evaluation formed by customer based on the expectation of what customer would receive from a product or cervices and on their perception on the performance a product or service they actually receive.

CHAPTER TWO – LITERATURE REVIEW

2. Literature Reviews

2.1 Theoretical Reviews

2.1.1 Overview of Online Marketing

Internet has its origins in cold war and technological rivalry between USSR and US. In fact, "while the World Wide Web was created in 1991, its origin dates back to 1957 when the Soviet Union launched the Sputnik I satellite" (Dickey and Lewis, 2011: 2). US reacted with establishment a department of Defense Advanced Research Project Agency (DARPA) which launched in 1960s ARPANET, an experimental project of computer networks from which what we now know as internet developed. Since then internet contributed to science incredibly and "by the late 1980s the internet was being used by many government and educational institutions" (Ferguson, 2008: 69).

Online marketing is a new modern business practice associated with buying and selling goods, service, ideas, information via the internet and other electronics means. Chaffey et al (2000) simply define online marketing as the application of the internet and related digital technologies to achieve marketing objective according to Kotler et al (2010) online marketing consist of measures and activities to promote products and service and build up relationship with customers over the internet. Therefore, the purpose of online marketing is not only to release information, but to persuade customers to accept the released one. OLM consists of all activities and processes with the purpose of finding, attracting, winning and retaining customers. As well online marketing is creating a strategy that helps businesses deliver the right messages and product/services to the right audience.

2.1.2 Methods of Online Marketing

Online marketing which is also called internet marketing and e-marketing includes several methods and techniques which are introduced briefly as follows:

2.1.2.1 Social Network: is a group of internet based application creating profile of some one's brand on social media as airlines have number of customer from the wide world, social medias perform accessible information for customers. With respect to pillars of social media it should be noted that the "social media comes in many forms … [such as] blogs, microblogs (Twitter), social networks (Facebook, Link), media-sharing sites (YouTube, Flickr), social bookmarking and voting sites (Digg, Redit), review sites (Yelp), forums, and virtual worlds (Second Life)" (Zarella, 2010). The data collected from social media is easily measurable with the direct taking

part of customers. Researches show that world leading airlines like KLM, DELTA, JETBLUE have this trend as a leader.

2.1.2.2 Email Marketing: the way of communicating with the customer to answer their queries by using automatic responder and enhance the customer experience with companies' website. Using e-mail for sending promotional messages to internet users, has been considered one of the more effective methods of online marketing. The most important point to remember about email marketing is that you should always secure permission from people before adding them to your email distribution list.

2.1.2.3 Online Advertising: it is placing advertisement on website to attract the viewers' Attention and developing viewer's interest to organizations service. Online advertising involves using of internet for displaying promotional messages on the computer screens (Duguay, 2012). It is the most known technique of online marketing. Major objective of online advertising is to increase sell and build brand. EAL use this one to announce special fare offered with time, accession of new flight etc.

2.1.2.4 Mobile Advertising: it is creating awareness about the business and promoting it on smart phone that people carry with them inseparably.

2.1.2.5 Affiliate Marketing: A web-based marketing practice, often using automated systems or specialized software in which a business rewards their affiliate for each visitor, customer, or sale which is brought about as a result of affiliate's marketing efforts. Most well-designed affiliate programs are easy to implement, require little or no setup, are free, and can instantly generate a new source of revenue for you"(Brown, 2009:17). It is

2.1.2.6 Search Engine Optimization (SEO): The importance of search engine optimization lies in the fact that customers most of the time use engines as a major gate to get around in the internet. So some marketing techniques have been developed to enhance the rank of intended business websites in the search engine results. The purpose of SEO strategies is to place a given website among highly listed entries returned by search engines which in its turn produces more traffic. So, "Web site owners, webmasters and online marketers want search engines to send traffic to their site. Therefore, they need to make sure that their sites are relevant and important in both the eyes of the search engines and the users." (Stokes, 2009).

Therefore, from the list of the above components of online marketing ETHIOPIAN airlines use websites, SEO/SEM, E-mail, Social media, display advertising, affiliate marketing, Meta search. (Source E-commerce department of ETA).

2.1.2.7 Viral Marketing: Viral marketing, in fact, is "a form of word of mouth marketing which aims to result in a message spreading exponentially. 'The number of people have been infected

grows exponentially (Stokes, 2009:150). It is a very cheap mode of marketing and if you use it there is no need to spent massive amounts of money on traditional expensive marketing campaigns. Viral marketing works through encouraging people to share, pass along, and forward a marketing message; it is based on a high rate of pas-along form a user to another user.

2.1.3 Advantages of Online Marketing

Empowering Effect: Internet creates a kind of democratized environment in which marketing has been restructured in such a way that even small businesses are given a good chance to promote and brand their products on a much larger scale (Jobber, 2001; Tapp, 2008). It should be, therefore, stressed that internet has created unprecedented opportunities for small businesses to engage in national and international marketing campaigns which could have been unaffordable due to the huge amount of resources required.

Track-ability: Internet enables measurement of everything taking place on it. So, the number of clicks that a particular promotional piece receives and amount of website traffic is easily measured. In this way the marketer is enabled to track the visitors to her/his website and understand their behavior.

Elimination of Geographic Barriers: One of the key advantages of online marketing is that it removes all geographical limitation from the practice of buying and selling. So internet allows an unlimited global reach. Overcoming the geographic barriers, marketers are now able to present products and services to different groups of costumers across the universe with the simple condition that they have access to internet (Mohammed, 2010).

*Availability (24 hours / seven days' availability)*Internet now can provide customers with timely information due to its availability 24 hours a day, 7 days a week (Lane, 1996). So, due to the establishment of online shops, customers are now able to acquire information and shop online any time of day or night they wish and prefer.

Cost- effectively: online marketing via internet is clearly cost-effective and can accomplished its objectives at a fraction of the cost (Paul, 1996). For instance, it is obvious that the cost of launching an advertising online is far less than placing an advertising in a magazine or on a billboard.

2.1.4 Disadvantages of Online Marketing

Lack of Face-To-Face Contact: lack of personal contact is deficiency of online marketing. Most of customers prefer to talk to store personnel in a face to face manner, touch the related product with their hands, and socialize with other customers. Virtual marketplace cannot provide for this function of offline shopping and lacks personal interaction.

Security and Privacy: security and privacy issues are among challenges in the way of online marketing. Due to today's evolving electronic world customers' data can easily be shared with other companies without asking for their permission. This may cause to fear using online marketing**.**

Lack of Trust: related with the problem of security and privacy is the issue of lack of trust on the part of customers which has been recognized a great challenge on the way of online marketing growth. Because of lack of trust on online marketing customers face mistrust electronic methods of paying and still have doubt whether the purchased items will be delivered or not.

2.1.5 Attributes of Online Marketing

a- Website Design: (Rayport and Jaworski, 2001) proposed the effective site feature seven design elements they call 7Cs.Context (layout and design), Content (text, pictures, sound, video), Community (user-to-user communication), Customization site's (personalization ability), Communications (site-user communication), Connection (links of the other site)

Commerce (ability to conduct transaction). The website is a self-service product that comes without a manual or any further instruction (Garrett 2011). Website must be well design (Lee and Koubek 2010,330) An e-commerce website to "An online marketplace where good and service are purchased "which gives a good description of what this kind of website serves as.

b- Payment Security: Online marketing security is the protection of E- commerce assets from unauthorized accesses, use, alternation or destruction. Online payment should be secure to prevent customer fraud (David Montague, 2010). Organization who offers online payment option have to give confirmation to make the customer fell safe and secured from hacker. (Wealthwisemag.com, 2013) The major reason why many consumers do not

want to shop online is because of the fear of fraud or theft with credit card purchases, the fear of hacker and buying from dishonest seller.

c- Ease of Shopping: when company are focusing on making the user experience amazing, companies also have to focus on ease of purchase. Online marketing website should be easy as possible for people to buy from companies' app. By offering such tactics: Mobile payment, useful in-app search and one-time password companies able to ensure that online marketing app offer the most seamless experience possible (ecommerce website, 2017).

d- Accurate Product Information: Selling online is different than selling physical store because the buyers cannot touch the product or see it in person before making a buyer decision (unless they have seen it somewhere else). Providing quality photos that accurately portray the

product can help to overcome this challenge and can make the buying decision easier on visitors. The web must be offer the actual feature of the service to make them satisfied.

e- Price: Price vary more in E-Commerce than in conventional stores, which causes damage to perceived trustworthiness (Kannan and Kopalle, 2001). In contradiction, other argue that prices online are changed more seldom due to the technical ability to establish satisfactory price levels (Brynjolssson and smith, 2000). However, a majority agree that there is a significant difference between online and offline, and that prices in E- Commerce are generally less expensive (Garbarino and Maxwell, 2010). Simply online market offers an option to compute price of service at Airline industry.

f- Delivery Service: One of the main reason that customer fail to buy online is delivery-be it the cost, the lack of delivery options or a customer's lack of faith in the delivery promise. So if companies improve your delivery strategy and address areas that stop customers from buying, it will increase your online sales (Chloe Thomas, 2014). Chole explain how small change to your delivery process can lead significance growth in customer conversation and satisfaction.

2.1.6 Customer Satisfaction

Customer satisfaction is the most important strategies of the airlines (Gardner, 2004). Simply customer satisfaction is a person feeling of pleasure or disappointment, which resulted from comparing a product's perceived performance or outcome against his/her expectation. "The concept itself is an abstract one. The achievement of satisfaction can be a complex and precarious process. The roles played in the service encounter by service personnel and customers contribution to this. Totally satisfied and unsatisfied customers are hard to find and also an elusive creature" (Peter Mudie and Angela Pirrie 2006). While one should be understanding the extent of the customer satisfaction means how much customer are satisfied. Customer satisfaction has been established as a psychological concept that involves the felling of customer's well-being and pleasure which results from obtaining what he/she hopes for and expects from consuming an appealing product and/or service (Florian and Maren, 2007). Different service attributes in each organization are acting as determinants of customer satisfaction because of the complex interrelationship and dependability that exist between them (Fochen and Robert, 2003). From the wide service attributes, this study tries to focus on online marketing attributes to customer satisfaction. Customer satisfaction has emotional and behavioral response. Emotional response could be defining with attitude of customer, intention to repeat the service and the level of brand loyalty. Behavioral response of a customer shows word of mouth for the service, complain behavior about the service and also repeat purchase of the service. (Zeithaml and Bitner, 2003) In highly involvement decisions it is very important to meet the

satisfaction level. If it is failed to meet the expected level, then the companies will lose the customer. As there won't be any second chance

Customer satisfaction = perceived performance, buyer's expectation (Philip Kotler 2000)

2.1.6.1 Model of Customer Satisfaction

The model used to explain the occurrence of satisfaction is known as Expectancy disconfirmation model. It was first proposed by Oliver in 1977 and has subsequently been tested in a variety of different industry. The model suggests that satisfaction is dependent on customer's expectations and their perceptions of performance in relation to those expectations. One implication of this model is that to secure satisfaction, management need not focused exclusively on improving its performance (Peter Mudie and Angela Pirrie, 2006). It is measured in a given reference of time. So the level of satisfaction changes from time to time.

2.1.6.2 Customer Expectation

Customer expectation is defined as an expected benefit from the purchased service or good. There are five key factor that influence a customer's expectation: previous experience, personal recommendation, personnel need, marketing communication and the level of involvement in the purchase. Research suggested that the most important of these factors in shaping expectations are the consumer's past experience of the service and what other people say about it.

2.2 Empirical Review

In the marketing literature, there is a discussion on the effect of online marketing on customer satisfaction applied to different airlines. Studies exploring customer satisfaction is affected with the listed service variable, summarized in the below table 1.1.

Author (s) and countries where study was conducted	Methodology/ Model	Major findings- customer satisfaction was based on the following listed service variables
Matiullah Saadat, Tahani Rashed Tahbet, Mohammed Asif Mannan, 2018, Malaysia	Descriptive, Quantitative research method	Service provided by flight attendant, tangible feature, food service, online service and ground staff
Murtaza Adenwla, 2014, Mumbai	Exploratory , quantitative	Lack of human skill resource, government policies about online market, customer confidence
Sharon Rudansky-Kloppers, 2014, South Africa	Servqual , quantitative method	Technological factor: security features, website ease of use, user friendly, privacy, shopping factor: ease of payment, low price, product factors: variety well-known brand, logistic factors: delivery performance and delivery service
Byambaa and Chang , 2012	Descriptive	Ease of use, information quality, website designe, payment security, interactivity.

Table 2. 1Summary of empirical reviews (2020)

2.3 Conceptual Framework and Hypotheses

2.3.1 Research Frame Work

The conceptual frame work of this study shows the various studied variables and their dimensions and measures. The predictor variable is effect of online marketing (independent) on customer satisfaction (dependent variable). The predictor variable in turn accounted for the following dimensions (A) Website design, (B) Payment security, (c) Ease of shopping, (d) Accurate Product Information, (e) Price, (f) Delivery service
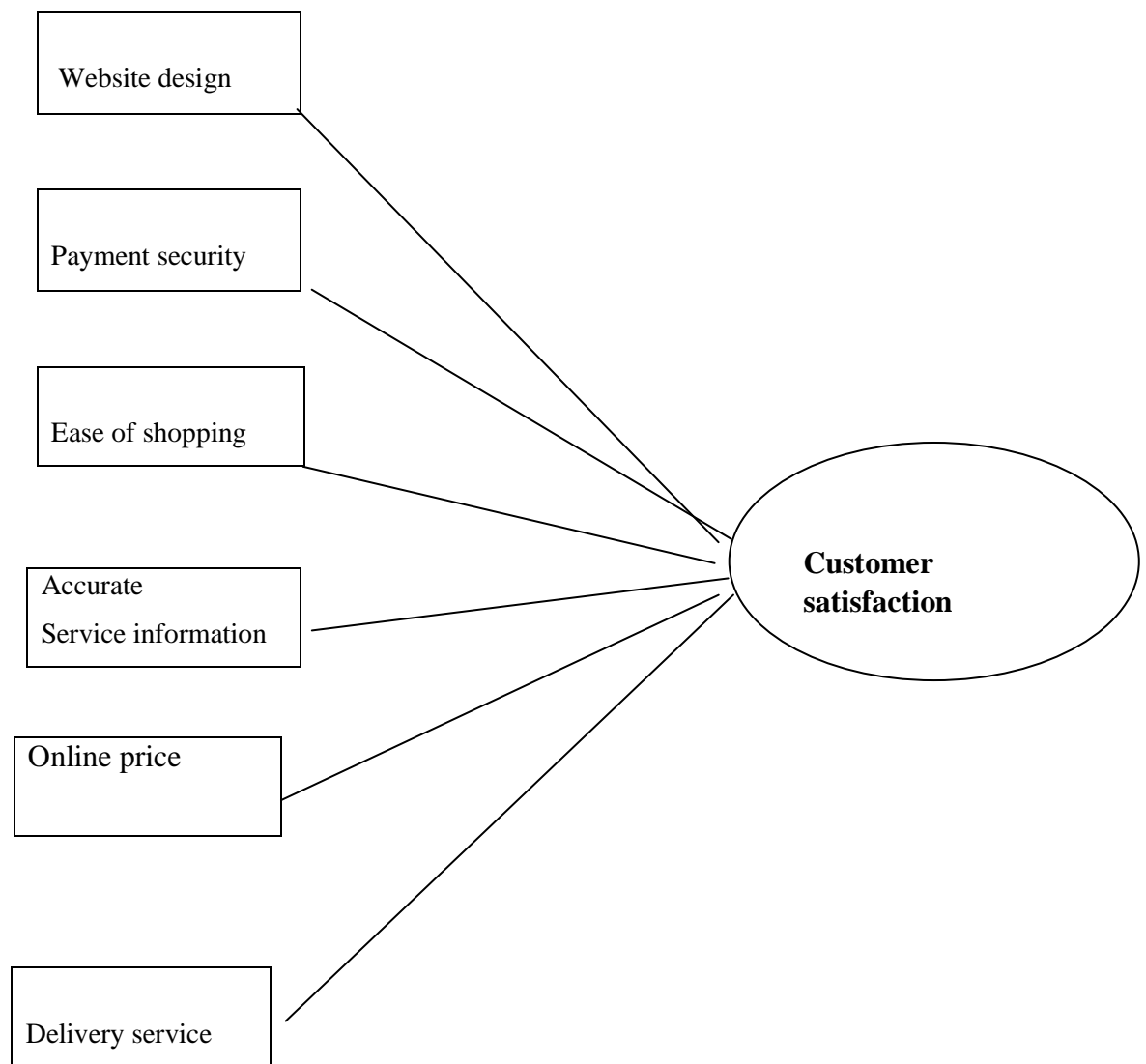
Figure 2. 1 conceptual frame work of the study(2020)

2.3.2 Research Hypothesis

Based on the literature review and the hypothesized connections presented in the conceptual Framework the following hypotheses were tested:

H1: Website design has positive effect on EAL online marketing customer satisfaction

H2: payment security has positive effect on EAL online marketing customer satisfaction

H3: ease of shopping has positive effect on EAL online marketing customer satisfaction

H4: accurate product information has positive effect on EAL online marketing customer satisfaction

H5: price has positive effect on EAL online marketing customer satisfaction

H6: delivered service has positive effect on EAL online marketing customer satisfaction

CHAPTER THREE-METHODOLOGY

This chapter outlines and elaborates the methodologies of the study. It covers research approaches, research design, sampling techniques, sources of data collection, data collection

procedures, reliability analysis, methods of data analysis and presentation as well as ethical consideration.

3.1 Research Approach

There are three types of research approaches Quantitative, qualitative and mixed research Approach

Quantitative research is defined as research involving the administration of a set of structured questions with predetermined response options to a large number of respondents. Qualitative research involves collecting, analyzing, and interpreting data by observing what people do and say. Qualitative research techniques afford rich insight into consumer behavior. Pluralistic research is defined as the combination of qualitative and quantitative research methods to gain the advantages of both. (Alvin Burns, Ronald Bush, 2014:118).

This study conducted both qualitative and quantitative research approach to gain the advantage of both.

3.2 Research Design

Research design is a set of advanced decisions that make up the master plan specifying the methods and procedures for collecting and analyzing the needed information. Research designs are classified into three traditional categories: exploratory, descriptive and causal. The choice of the most appropriate design depends largely on the objectives of the research. Three common objectives are (1) to gain background information and to develop hypothesis, (2) to measure the state of variable of interest or (3) to test hypotheses that specify the relationships between two or more variables. Descriptive research is undertaken to describe answers questions of who, what, where, when and how (Alvin Burns, Ronald Bush, 2014:71). Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group, whereas diagnostic research studies determine the frequency with which something occurs or its association with something else (Kothari, 2004). So this study conducts descriptive research design. It is better in describing the extent of correlation between variables (online marketing and customer satisfaction). Since the objectives of this research were exploring the effect of e-marketing practice at the EAL (OLM perspective) and examining the perception of customer's satisfaction towards the use of OLM in the company's website, employing descriptive survey was found to be appropriate.

3.3 Data Source and Type

Both primary and secondary data research was conducted for this study. Primary data are that which are specifically collected to address the research objective and secondary data are information collected for other research project or problems. (Tustin, Ligthelm, Martins and Van Wyk, 2010). Data that have been observed, experienced or recorded close to the event are the nearest one can get to the truth, and are called primary data. (Walliman, 2006). There are many ways of collecting and recording primary data. Among them the researcher used questionnaire for the purpose of collecting primary data. Questioners address the customer of Ethiopian airlines.

3.4 Sample size

The sample size for this study was determined by using the estimation formula developed by Cochran (1963, p.75). The reason for choosing this formula is that the population of customers is unknown or infinite Topman formula was applied (Okeke, 2005; Hair, Bush, &Ortinua, 2000). The customer of EAL is huge number and vary with season also.

Accordingly, the sample size for passenger is computed as follows:

$$n = \frac{z^2(p)(q)}{e^2}$$

Where:

n-   Sample size

z-   Standard deviation given a corresponding confidence level of 95%

p-   Estimated proportion of incidence (success rate = 0.5)

q-   (1 −p) or assumed failure rate (0.5)

e-   Proportion of sampling error or error margin in a given situation (5%)

$$n = \frac{z^2(p)(q)}{e^2} = \frac{(1.96)(0.5)(0.5)}{(0.05)^2} = 384$$

The Researcher distributed 385 questionnaires to patients in the selected four private Hospitals in Addis Ababa.

3.5 Sampling Technique

Sampling is the statistical process of selecting a subset called a sample of a population of interest for purposes of making observations and statistical inferences about that population. There are two types of sampling techniques divided as probability and non-probability. Anol B(2012). The target population include all online shopper from Ethiopian airlines. In this study the lack of access to a list of the population under study (unavailable of the sampling frame) makes fully randomized samples (probability sampling) difficult to obtain. Thus purposive (convenience non-probabilistic) sampling was applied to determine the sample size.

3.6 Data Collection Instrument

In this study structured questionnaire will be used since the aim of the study is to assess the effect of e-marketing on customer satisfaction and how it is related to customer satisfaction. A survey questionnaire was distributed to Ethiopian airlines customer. The structured questionnaires were also commented by the advisor and tested before use to the main research analysis. The questioner had two main parts; general question and perception question. The language construction of the questionnaire is English version. Data collection takes place from the month March to April. The questionaries' of the research is also distributing for manager and employee of Ethiopian airlines to obtain research related knowledge and viewing their perception to evaluate the gap between the service offer with EAL and the customer satisfaction.

The questionnaire employed for this study was arranged into a five point Likert scale ranging from 1 for "Strongly Disagreed" to 5 for "Strongly Agreed". The questionnaire is made up of two sections. The first section is made up of general information questions aimed to capture information related to EAL online marketing customer. The second section is comprised of questions aiming to address the basic research questions and has 28 indicator questions headed by 6 constructs, website design, payment security, ease of shopping, accurate service information, price and delivery service as independent variables and customer satisfaction as the dependent variable.

3.7 Data Collection Procedure

Before conducting the actual data collection process, the first draft of questionnaire was given to Asfaw Y(PhD) (advisor) for comments. After the comments, it was duplicated and then a pilot-test was conducted to 30 passengers' respondents to obtain their perceptions regarding EAL OLM practices. The pilot test was conducted in order to evaluate the accuracy of the questionnaire and unforeseen problems such as missing of data, inconsistency of data, to understand respondent concepts on questions and evaluate the nature of respondents as well as estimate the time required to fill a single questionnaire. Finally, the actual data collection process was conducted after making corrections and comments based on the information obtained from pilot-test results.

Targeted populations were identified the questionnaire was administrated to respondents.

The respondents were contacted personally by the researcher during check-in and departure. Data

Collection took place from March to April, 2020 at the Addis Ababa Bole International Airport. 350 questionnaires were distributed among Airline passengers in both domestic and international Terminals. The researcher encouraged and asked the respondents to fill out the questionnaires And return back on the spot. A total of 385 questionnaires have been distributed within the time mentioned above, among which 331 questionnaires were usable showing a response rate 85.9%. Adult passenger those who are willing to participate were contacted to gather unbiased responses as much as possible.

3.8 Data Organization, Analysis and Interpretation

Data entry started after the actual data collection and manual editing had been completed. The data were entered into the computer using the statistical package for social science (SPSS) version 20 software. Once the process or data entry was accomplished, cleaning of the data started. Data cleaning and editing focuses on checking whether the assigned value for each case is legitimate, logically consistent and structured. Both qualitative and quantitative methods were used in this study to organize and analyze the data. The responses obtained from the questionnaire were analyzed by descriptive (Mean. Standard deviation and percentage) and inferential statistical techniques (correlation and multi-regression analysis). In so doing, the collected data were coded and edited. Quantitative method of data analysis the study employed correlation analysis to identify the relationships of each variable, and Alpha was set at 0.05. Multiple regressions were applied for evaluation of the effect of independent variables (online marketing) to the prediction of (dependent variable) customer satisfaction.

3.9 Validity and Reliability

Validity is defined as the extent to which data collection methods accurately measure what they were intended to measure (Saunders, 2003). Reliability can be defined as the degree to which measurements are free from errors and, therefore, yield consistent results. Operationally, reliability is defined as the internal consistency of a scale, which assesses the degree to which the items are homogeneous. The internal validity was fulfilled by the consistency between the research data collection and the theoretical framework. On the other hand, the external validity, which was also met by this formal theory generated, represents that the findings were used in more general area. Secondly, the researcher makes an adequate agreement in the process of the research, and the extent of the agreement determines the internal reality. Reliability was computed using Cronbach's alpha coefficient for the entire set of factors affecting the adoption of brand personality and customer loyalty. The use of Cronbach Coefficient to measure reliability of instrument enabled to identify the strength of items included in the questionnaire such that measure between 0.7 and 1.0 signifies a strong consistency of item used in questionnaire (Mugenda, 2003).

3.10 Ethical consideration

The researcher has already obtained consent of the Ethiopian bole international airlines for the study; employees who completed the questionnaire has been informed about the purpose of data collection analysis and the covenant to maintain anonymity of their responses. The respondents are randomly selected from this data base authorized access was obtained from the relevant department. The questionnaire was clear about the voluntary participation.

The research is purely for academic purpose and as a result of this the researcher was not reveal or use any of the confidential information or the business secretes of the airlines for another purpose.

CHAPTER FOUR
DATA ANALYSIS, INTERPRETATION AND PRESENTATION

This chapter presents the data analysis and discussion of the research findings. The data analysis was made with the help of Statistical Package for Social Science (SPSS 21.0). The analysis comprises of both descriptive and inferential statistics. The former refers the demographic profile of the respondents and brand personalities of EAL based on respondent's perception. The latter is about correlation and regression analysis of the study variables. Finally, the proposed hypotheses are tested accordingly.

Pearson correlation coefficient and Cranach's alpha were also used to test goodness and internal consistency of the measure. Results are presented in graphical and tabular format based on the responses given by the respondents.

4.1 Validity and Reliability Analysis

Internal consistency involves correlating the responses to each question in the questionnaire. There are various methods for calculating internal consistency. Cronbach's alpha, one or the most frequently used methods, is the degree of inter-correlations among the items that constitute a scale. A reliability 0.60 and 0.70 or above is considered to be the criteria for demonstrating internal consistency of new scales and established scale respectively (Nunnally 1988). Thus, the alpha coefficient was calculated for all factors, almost all constructs were between 0.701 and 0.912. As a result, all constructs were accepted as being reliable for the research. The Cronbach's alpha coefficient of the six attributes of online marketing and customer satisfaction is shown on Table 4.1 below

Table 4. 1Reliability Analysis of the Variables

Variables	No. of Items	Cronbach's Alpha Coefficients
Website design	5	0.912
Payment security	4	0.701
Easy of shopping	4	0.880
Accurate product/service information	7	0.862
Price	4	0.792
Delivery service	4	0.854
Customer satisfaction	6	0.701
Total	27	0.802

4.2 Descriptive Analysis

To provide a clear picture regarding the study participants' demographic characteristics and their responses for the given questionnaires, descriptive analyses of respondents' profile and their respective perceptions on attributes of OLM at Ethiopian airlines have been described below.

4.2.1 Demographic Characteristics

Descriptive statistics were applied to summarize percentages of respondents on the general Information questions as below tables, relating to the personal profile of passenger participate in This study.

The analysis of the data collected revealed that 119 (36.0%) of respondents were male and the rest 212 (64.0%) accounted for female counterparts. This implies that female passenger was relatively higher than men. Majority of them 97(29%)was found within the age range of $46-60$ years old followed by 80 (24.2%) elders above 61 years old and 74(22.4%) adults within $31-45$ years. Age group between 18 - 30 years and youngsters below 18 years took the last positions as they were accounted for 58(17.5%) and 22(6.6%) respectively. The trend shows the percentage of passenger trip increases along with their age.

Regarding their educational achievements, more than half of the respondents 173 (52.3%) are diploma holders; 59 (17.8%) below diploma; 53 (16.0%) masters; 46 (13.9%) are degree holder and but no Ph.D. holder was found. The implication is majority of them are educated and the possibility of getting balanced responses for the questionnaires is higher.

Majority, 230 (69.5%), of them are foreigners with other nationality and 101 (30.5%) of the respondent have Ethiopian citizenship. This shows other nations are more fly than Ethiopians.

It was also found that the respondents have internet access at work 71 (21.5%), internet access at home 99 (29.9%) and passenger who don't have internet access are 161 (48.6).

Almost half of the respondent who take EAL flight sometimes are lead in number 182 (55%), rarely 62 (18.7%), regularly 56 (16.9%) and 31(9.4 %) of them are first timer. Relatedly the passenger has 6-10 trip with in last 1 year takes 182(55%), 11-15 trip takes 62(18.7%), <5 trip takes 56(16.9%) and 16-20 trip takes 31(9.4%).

Respondent who use EAL OLM by them self's 161(48.6%), by assistant 99(29.9%) and never use OLM are 71(21.5%). still number of people never use EAL OLM.

Description		Frequency	Percent (%)
Sex	Male	119	36
	Female	212	64
Total		331	100.0
Age	< 18 years	22	6.6
	18 - 30 years	58	17.5
	31 – 45 years	74	22.4
	46 – 60 years	97	29.3
	> 61 years	80	24.2
Total		331	100.0
Education	Below diploma	59	17.8
	Diploma	173	52.3
	Degree	46	13.9
	Masters	53	16
	Ph.D.	0	0.0
Total		331	100.0
Nationality	Ethiopian	101	30.5
	Others	230	69.5
Total		331	100.0
Internet	No access	161	48.6
	At home	99	29.9
	At work	71	21.5
Total		**331**	**100.0**

	Regularly	56	16.9
How often have you been taking flight with Ethiopian airlines	Sometimes	182	55
	Rarely	62	18.7
	First timer	31	9.4
Total		331	100.0
How many flights have You taking with Ethiopian airlines in the last 1year	< 5 trip	56	16.9
	6 – 10 trip	182	55
	11 - 15 trip	62	18.7
	16 – 20 trip	31	9.4
Total		331	100.0
I use Ethiopian airlines online market	By my self	161	48.6
	By assistant	99	29.9
	I never use	71	21.5
Total		331	100.0

Table 4. 2Demographic Profiles of Respondents

(Source: Own Survey, 2020)

4.2.2 OLM Attributes Dimensions

The attributes of OLM have significant role on customer satisfaction. In this study, the attributes of online marketing are measured by six factors namely website design, payment security, easy of shopping, accurate service information, price and delivery service. Based on respondents' perception, they are described as below.

4.2.2.1 Web Site Design

Referring Table 4.3, the respondents strongly believed the website of EAL link with other site (might be link with other airlines, banks) (mean 4.03) and the layout of EAL website is designed well attractive form to the customer (mean 3.87). The text, picture, sound and video which is applauded on the website is high quality and clear for customer also the website access of user-to-user communication (mean 3.16). Lastly website allows to customer to communicate with companies' personnel (mean 3.23). This implies that the respondents believed that EAL website is well designed with high quality, link with other site and has an access of user-to-user communication is reliable. In addition to this there is limitation for customer'scommunicate with companies' personnel.

Website design Dimension	N	Mean	Std. Deviation
Layout of EAL website is designed well attractive form to the customer	331	3.87	1.204
The text, picture, sound and video which is applauded on the website is high quality and clear for customer	331	3.61	.964
Website allows to customer to communicate with companies personnel	331	3.23	1.117
EAL website has an access of user-to-user communication (access to invite someone, to forward message from website)	331	3.61	.964
Website of EAL link with other site (link with other airlines, bank)	331	4.03	1.1.1
Valid N (listwise)	331		

(Source: Own Survey, 2020)

Table 4. 3Descriptive Statistics on website design Dimension

4.2.2.2 Payment Security

The results in Table 4.4 show that majority of respondents agreed (mean 3.31) EAL give a confirmation e-mail or text when you done online payment successfully. On the other hand, EAL provide safe and secure payment option during online transaction (mean 3.15). However, respondent confidentiality with all form of payment (mean 3.08) and EAL online payment free from fraud (mean 3.34).The overall payment security dimension of the EAL was perceived positive.

Table 4. 4Descriptive Statistics on payment security dimension

Payment security Dimension	N	Mean	Std. Deviation
Does EAL provide safe and secure payment option during online transaction	331	3.15	1.113
Does EAL online payment is free from fraud	331	3.34	1.520
Do you feel confidential with all form of payment from EAL website	331	3.08	1.640
Does the EAL give a confirmation e-mail or text when you done online payment successfully	331	3.31	1.457
Valid N (listwise)	331		

(Source: Own Survey, 2020)

4.2.2.3 Easy Of Shopping

Table 4.5 shows that majority (mean 3.7) of the respondents agreed on the statement "OLM of EAL is so easy and understandable." followed by "EAL online marketing able to finish with simple and short process."; "EAL website needs one-time password for application of online marketing." and "EAL offer all language option considering the whole customer ease understanding." with mean scored value of 3.66, 3.62 and 3.53 respectively. However, they were indifferent (mean 3.33) on the statement "Its medical staffs are faithful". This implies that respondents perceived easy of shopping at EAL positively

Table 4. 5Descriptive Statistics on Easy Of Shopping

Easy of shopping dimension	N	Mean	Std. Deviation
Do you agree EAL online marketing able to finish with simple and short process	331	3.66	.922
Do you agree online marketing of EAL is so easy and understandable	331	3.7	.882
Does the website of EAL offer all language option considering the whole customer ease understanding	331	3.53	1.338
Do you agree on EAL website needs one time password for application of online marketing	331	3.62	1.305
Valid N (listwise)	331		

(Source : Own Survey, 2020)

4.2.2.4 Accurate Service Information

The results in Table 4.6shows that majority of the respondents strongly agreed with the website inform you online booking and check-in has an incentive and privileges with mean scored value of 4.11 followed by online booking and check-in has incentive and privileges (mean 3.88) ,website give the accurate and clear information about the flight and flight concerned issues (including FFP, frequent flyer program (mean 3.87), EAL website is the clear form of the actual service at ground and on flight (mean 3.79), EAL online advertising and message released the accurate service quality information(mean 3.76), website tell you all the service right and obligation during online shopping (mean 3.59) and EAL online advertising meet the actual service of the airlines (mean 3.33). This implies that respondents perceived getting accurate service information of EAL OLM positively.

Accurate service information Dimension	N	Mean	Std. Deviation
Does the EAL online advertising and message released the accurate service quality information	331	3.76	.833
Does the EAL online advertising meet the actual service of the airlines	331	3.33	1.064
Do you believe EAL website is the clear form of the actual service at ground and on flight	331	3.79	.787
Does the website inform you online booking and check-in has an incentive and privileges	331	4.11	1.013
Does the website give the accurate and clear information about the flight and flight concerned issues (including FFP, frequent flyer program	331	3.87	.645
Does the website tell you all the service right and obligation during online shopping (you can do or not)	331	3.59	1.310
Does online booking and check-in have incentive and privileges	331	3.88	.629
Valid N (listwise)	331		

(Source: Own Survey, 2020)

4.2.2.5 Price

Referring Table 4.7 the results revealed that majority of the respondents strongly agreed EAL online price is customer satisfaction centered (mean 4.47), online price of EAL is expensive (mean 4.21), price of EAL fit the service delivered (mean 4.08), and believe the EAL online shopping price is fare (mean 4.28). This implies that respondents perceived online price positively.

Table 4. 7Descriptive Statistics on Price Dimension

Price Dimension	N	Mean	Std. Deviation
Do you believe the EAL online shopping price is fare	331	3.74	.841
Do you think the online price of EAL is expensive	331	4.21	.898
Do you think EAL online price is customer satisfaction centered	331	4.47	.847
Does the price of EAL fit the service delivered	331	4.08	1.046
Valid N (listwise)			

(Source: Own Survey, 2020)

4.2.2.6 Delivery Service

Referring Table 4.7 the results revealed that majority of the respondents strongly agreed on OLM of EAL has significance for the delivery service (mean 2.36), agree overall process of EAL online delivery service is able to satisfy customer(mean 2.27), agree online check-in will completely remove of waiting time in the terminal(mean 2.21), and believe online booking and check-in process provide print out and preparing you for the service delivered (mean 3.01). This implies that respondents. The overall delivery service dimension of the EAL was perceived slightly less positive which requires substantial improvement.

Table 4. 8Descriptive Statistics on Delivery Service

Delivery service Dimension	N	Mean	Std. Deviation
Do you believe the online shopping of EAL has significance for the delivery service	331	2.36	.215
Do you agree online check-in will completely remove of waiting time in the terminal	331	2.21	.136
Do you believe online booking and check-in process provide print out and preparing you for the service delivered	331	3.01	.362
Do you agree overall process of EAL online delivery service is able to satisfy customer	331	2.27	.220
Valid N (listwise)	331		

(Source: Own Survey, 2020)

4.2.2.7 Customer Satisfaction

The results on Table 4.8 revealed that the overall Customer satisfaction of the respondent. The majority agreed on EAL offer customer satisfaction centered online marketing (mean 3.75), EAL serve with quality online marketing service and hear any one has fraud compliant on EAL online payment with the same (mean 3.73),tell positive for someone about EAL online marketing service and payment security of EAL website has positive impact on your service satisfaction with mean value 3.62 and 3.56 respectively, EAL has complain handling system for online service quality improvement (mean 3.33).This has the implication of being satisfied to the service of EAL OLM even though a great deal of efforts has been required to gain more satisfied. Thus, EAL should work hard on customer's perceived quality online marketing service provisions through different online activities to enhance their satisfaction. Mainly the real feedback of the customer has been argued to be important information source for individuals also airlines, improving complain handling system for better quality online service is essential.

Table 4. 9Descriptive Statistics on Customer loyalty

	N	Mean	Std. Deviation
Do you agree that EAL offer customer satisfaction centered online marketing	331	3.75	.820
Does payment security of EAL website has positive impact on your service satisfaction	331	3.56	1.320
Do you agree EAL serve with quality online marketing service	331	3.73	.847
Do you hear any one has fraud compliant on EAL online payment	331	3.73	.847
Do you tell positive for someone about EAL online marketing service	331	3.62	1.305
Do EAL has complain handling system for online service quality improvement	331	3.33	1.064
Valid N (listwise)	331		

(Source: Own Survey, 2020)

4.3 Correlation Analysis of OLM and Customer Satisfaction

Correlation analysis helps define the direction of the relationship between the variables and used mainly to evaluate the magnitude (between -1 and $+1$) and also helps gain insight in to the strength of their relationship.

The results on Table 4.9 showed that the simple bi-variant correlations between various variables understudy. It can be explained that the dependent variable (customer satisfaction) was found to be significantly ($p<0.01$, and $p< 0.05$) associated positively and negatively with the independent variables (website design, payment security, ease of use, accurate service information, price and delivery service). The significant association between the dependent variable and the independent variables was reported from higher to lower as follows, easy shopping (0.708), price (0.668), payment security (0.458), accurate service information (0.454) and website design (0.295) correlate with significant at the 0.01. On the other hand, delivery service was correlated (0.150) significantly at 0.05. Since, the value of ' r" is greater or near to 1 that independent variable is highly correlated.The result of correlation indicated that the correlation between dependent variable and easy of shopping was positively correlated (r=0.708, p<0.01) which is

highly correlated than the other variables. This suggests that passengers will not apply the system unless they are able to easy use of the system in online. So, easy of shopping can highly positively associated with OLM than the other independent variables. Accordingly, price, payment security, accurate service information and website design. This shows that the existence of higher correlation coefficient value (positive) of OLM practice was associated with the majority of independent variables. Those correlations show that the constructs are both conceptually and empirically distinct from each other and together determine strong predictive power as a result of the present study. It may thus be assumed that the practice of OLM as perceived by the users/passengers as subject to test the condition of multi-co linearity.

This implies that dimensions OLM had positive strong relationship except delivery service but it wasn't as such highly correlated each other. This could be taken as a confirmation that there were no multi-collinearity problems to proceed for regression analysis. That means when the independent variables in this model are highly correlated with one another (greater than 0.80), they are basically measuring the same thing or they both convey essentially the same information. Based on the above correlation analysis, there was no strong relation coefficient among the predictor variables which is greater than 0.80 and this clearly implies there is no multi-collinearity problem in this model.

Correlations

		website Design	Payment Security	Easy Shopping	AccuSvcinfo	Price	DeliverySvc	CustomerSat
website Design	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	331						
Payment Security	Pearson Correlation	.295**	1					
	Sig. (2-tailed)	.000						
	N	331	331					
EasyShopping	Pearson Correlation	.458**	.607**	1				
	Sig. (2-tailed)	.000	.000					
	N	331	331	331				
AccuSvcinfo	Pearson Correlation	.708**	.409**	.689**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	331	331	331	331			
Price	Pearson Correlation	.454**	-.001	.097	.400**	1		
	Sig. (2-tailed)	.000	.000	.005	.000			
	N	331	331	331	331	331		
DeliverySvc	Pearson Correlation	.668**	.123*	.391**	.772**	.409**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	331	331	331	331	331	331	
CustomerSat	Pearson Correlation	.150*	.510**	.857**	.773**	.153**	.553**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	331	331	331	331	331	331	331

Table 4. 10Correlation Analysis of Variables

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

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

 (Source, Own Survey, 2020)

4.4 Assumption Test for Regression Analysis

The regression analysis is the final step to disclose the information about the unique contribution of each promotional mix dimensions and its' effects on brand equity. The regression includes one dependent variable (customer satisfaction) and six independent variables (website design, payment security, easy of shopping, accurate service information, price and delivery service). The dependent variable is a variable which is dependent on independent variables (Pallant, 2005).

A multiple regression analysis explores the inter-relationship between several variables and provides information about what variable that best predict a specific outcome. For example, the test uncovers information about the unique contribution of each variable that the theoretical CSR model consists of. In this study a standard multiple regression analysis will be conducted. This means that one dependent variable (customer satisfaction) and all the independent variables (OLM service attribute) will be entered in to the regression equation at once instead of entering them step by step. The result of this regression is also generalizable (repeatable), due to the sample size of 331 respondents, which increases the reliability of the study (Pallant, 2005).

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represented the sample and that researcher has obtained the best results (Hair, 1998). Two assumptions for regression analysis used in this study is discussed for the individual variables: multi - collinearity and linearity. In the following paragraphs, each assumption is explained.

4.4.1 Multi-Collinearity Test

Before entering the variables in the regression model, tests were made to assure that statistical assumptions were not violated. For the independent variables to be accepted, the correlation between the variables must not exceed a value of 0.7. One of the methods to inspect if the independent variables are relevant to include in the regression model is to look at the correlation values. If the correlation is too high, the independent variables must be modified (Pallant, 2005). Table 4.10shows that the independent variables was found to be within the recommended range of VIF and tolerance value.

Multi Collinearity test Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	website Design	.428	2.337
	Payment Security	.590	1.695
	EasyShopping	.373	2.681
	AccuSvcinfo	.196	1.103
	Price	.621	1.388
	DeliverySvc	.321	3.118

a. Dependent Variable: CustomerSat

4.4.2 Normality Test

According to Bagozzi and Yi (1998), one of the first things that should be done in the evaluation of regression analysis is assessment of the adequacy of input data and statistical assumption underlying any estimation methods used in analysis. The estimation of multi-regression model requires continuous data with normal distribution. A common rule-of-thumb test for normality is to run descriptive statistics to get skewness and kurtosis. Both Skew and Kurtosis should be within the +2 to -2 range when the data are normally distributed (Hair, 1998). Normality analysis for seven variables was conducted with SPSS and all the seven variables are within +2 to -2 range meaning they are normally distributed.

Table 4. 11Normality Test Results

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
websiteDesign	331	-1.272	.134	0.976	.267
PaymentSecurithy	331	0.003	.134	-0.495	.267
EasyShopping	331	-1.027	.134	0.499	.267
AccuSvcinfo	331	-2.136	.134	0.965	.267
Price	331	-0.474	.134	-0.094	.267
DeliverySvc	331	-2.641	.134	1.702	.267
CustomerSat	331	-1.313	.134	1.417	.267
Valid N (listwise)	331				

4.5 Multi-Regression Analysis

In order to investigate the impact of OLM dimensions on overall Customer satisfaction, Customer satisfaction score was regressed against OLM dimensions. Multiple linear regression analysis was applied to investigate the relationship aiming to see the extent to which overall customer satisfaction dimensions are affected by OLM dimensions. As can be inferred from the model summary, overall customer satisfaction is explained by the predictors such as website design, payment security, easy of shopping, accurate information, price and delivery service. In this case, it was found that the R^2 value is 0.808 which implies that 80.8% of the variance in the overall customer satisfaction, thereby confirming the fitness of the model.

Table 4. 12Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R square change	F change	DF1	DF2
1	.899[a]	.808	.804	.28891	.808	226.749	6	324

a. Predictors: (Constant), DeliverySvc, PaymentSecurity, Price, EasyShopping, websiteDesign, AccuSvcinfo

From the ANOVA analysis table (*F=226.749, p<0.05*), a good fit was established between OLM service attribute and customer satisfaction with *P = 0.000*. This also implies that OLM has positive and significant effect on overall customer satisfaction.

Table 4. 13ANOVA

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.558	6	18.926	226.749	.000[b]
	Residual	27.044	324	.083		
	Total	140.602	330			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), DeliverySvc, Payment Security, Price, EasyShopping, websiteDesign, AccuSvcinfo

The findings have confirmed significant positive relationship between customer satisfaction with, easy of shopping, accurate service information, and price at p< 0.05). Delivery service has week relationship with customer satisfaction. Easy of shopping has relatively the highest beta coefficients of 0.521, while website design and delivery service showed relatively lower effect with β = 0.004 and β = -0.07 respectively.

Regarding the contribution of each predictor variables, beta values are used for the comparison of their effect on the construct. It was found that all the four predictors have significant effect except delivery service and easy of shopping has the highest influence followed by accurate information, delivery service and price. Whereas, delivery service negative but significant effect

which implies that respondents have doubt on the service delivery of EAL. However all variables are significant for customer satisfaction, this means that each independent variable has its own unique contribution except website design in explaining the dependent variable. Thus, the regression analysis is summarized hence, the effect of OLM service attribute on overall customer satisfaction is represented as:

OCS=.521EOS+.389ASI+.170PS+.068PR+.054WD -.07DS

Where,

Y-   Overall Customer satisfaction

X1-   website design

X2-   payment security

X3-   easy of shopping

X4-   Accurate service information

X5-   price

X6-   Delivery service

$\beta_{1,2,3,4 and 5}$ - Coefficients of website design, payment security, ease of ashopping, accurate service information, price and delivery service.

Table 4. 14Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.051	.155		.330	.000
	WebsiteDesign	.054	.037	.054	-1.457	.000
	Payment Security	.170	.028	.012	.365	.011
	EasyShopping	.521	.033	.627	15.711	.000
	AccuSvcinfo	.389	.075	.284	5.162	.000
	Price	.068	.034	.058	-2.004	.002
	DeliverySvc	-0.07	.050	.147	3.426	.000

a. Dependent Variable: CustomerSat

*(*Source: Own Survey, 2020)

It can be concluded that the results of the regression analysis highlighted the priority areas of OLM strategy for the fact that not all the predictors contribute equally to the customer satisfaction. The findings indicated that among the various OLM attributes, easy of shopping, accurate service information, delivery service and website design are the dimensions with the largest β value of 0.54, 0.521, 0.389, 0.068, 1.70 and 0.54and respectively. Therefore, superior performance on the most important dimension may be helpful in providing long term customer satisfaction. Based on the results analyzed above, all the five proposed hypotheses $H_{1, 3, 4, \text{ and } 5}$ are supported except H_2. Summary of the hypotheses are presented on Table 4.15

Table 4. 15Summary of Proposed Hypotheses

Code	Hypothesis	Status
H_1	Website design has positive effect on Customer satisfaction	Supported
H_2	Payment security positive effect on Customer satisfaction	Supported
H_3	Easy of shopping has positive effect on Customer satisfaction	Supported
H_4	Accurate service information has positive effect on Customer satisfaction	Supported
H_5	Price has positive effect on Customer satisfaction	supported
H_6	Delivered service has positive effect on Customer satisfaction	Rejected

(Source: Own Survey, 2020)

4.6 Discussion

This study was conducted to enhance the customer satisfaction by qualitatively and quantitatively analyzing the reviews of EAL passengers OLM service practice. Therefore, this study quantitatively analyzes the impact relationships among the six OLM service evaluation factors of customer satisfaction. The airline with higher satisfied customers were rated high in all areas. The result supported the hypothesis that airlines with higher satisfied customer are getting more passengers. OLM plays significant role to maximize satisfaction of customers. Six attributes of EAL OLM service (website design, payment security, accurate service information, easy of shopping, price and delivery service regression analyses to measure the effects on customer's service satisfaction. Understanding online reviews as a manifestation of passenger's satisfaction can help EAL to identify the main attributes required to achieve positive perception and to minimize negative intention.

This section discusses how OLM service attributes affects customer's satisfaction at EAL. The results revealed that OLM dimensions have significant and positive effect on customer satisfaction except delivery service. Information security threats include communication and resource related threats. Security service offering protection from security threats are identification, authentication, confidentiality, integrity, access control, and non-reputation (Bargh et al. 2008). With regards to the issue of security, it was indicated that the EAL fulfilled all the necessary security tools.

Finding indicates that easy of shopping significantly affects satisfaction of EAL customer. According to Davis (1993) and Shan, et al., (2006) found out the existence of a positive relationship between perceived usefulness and easy of shopping with the acceptance of internet based business transaction. Similarly, accurate service information, deliver service and price related positively.

Service delivery system includes the structured (facilities, equipment, etc), infrastructure (job design, skills, etc) and processes for delivering a service (Goldstein et al. 2002). Service delivered is the value between customer and service provider, with physical presence of the customer in the system.The overall process of online marketing could be concluded with the final delivery service.

The study implies that the EAL did not well organized to promote online marketing service through delivery service.

CHAPTER FIVE

SUMMARRY OF MAJOR FINDINGS, CONCLUSION &RECOMMANDATION

This chapter presents the summary of major findings, conclusions based on the findings and then recommendation in terms of the findings and their respective conclusion.

The purpose of the research was to determine the effect of online marketing on customer satisfaction. It is noteworthy that some of the recommendations made can help implement the online marketing practices which could be employed to bring improvement in customers' satisfaction for longer.

Primary data was collected by the use of questionnaire from a population of 385 respondents; however, 331 of the questionnaire were retrieved from the respondents and analyzed. The objectives of the study were to explore the degree of effectiveness of OLM practices at Ethiopian airlines to analyze the extent to which their practices affect overall customer satisfaction.

5.1 Summary of Major Findings

The findings of the study are summarized as follows:

Personal Details

- The analysis of the data collected revealed that 119 (36.0%) of respondents were male and the rest 212 (64.0%) accounted for female counterparts, 29% was found within the age range of 46 – 60 years.

- Regarding their educational achievements, more than half of the respondents 173 (52.3%) are diploma holders. Majority of the respondents 230(69.5%) have other nationality and 101 (30.5%) are Ethiopian. So research finds EAL serves foreigners more.

- It was also found that the majority of respondents 170(51.4%) have internet access. The least numberof respondent 56 (16.9%) use EAL regularly.

- The majority of respondent 161(48.6) use EAL OLM service by themselves. This shows the ease of use or shopping. But 71(21.5) of them never use EAL OLM system. This indicates EAL need improvement to address the majority of customer with OLM service.

Online marketing attributes dimension

- The study finds the respondents believed that EAL website is well designed with high quality, link with other site and has an access of user-to-user communication is reliable.On the other hand, Website allows to customer to communicate with companies' personnel with the least mean need improvement by EAL side.

- The study finds respondent strongly perceivedpositively: Payment security, easy ofshopping, price and accurate service information.

- The overall delivery service of EAL was perceived slightly positive (average mean score 2.4625) which requires substantial improvement.

- The overall OLM dimension accounted for 80.8%variance in the overall customer satisfaction. Website design has the highest effect(β = .524) followed byeasy of shopping (β =. 521.), accurate service information (β = .389), payment security (β =.170) and online price (β =.068).

- Delivery service has negative effect on customer satisfaction (β = -.07).

5.2 Conclusion

Based on previous theories and researches conducted in the areas of OLM and its outcomes, this study could show clear links between online marketing and customer satisfaction, which helps to deeply understand the relationship and interaction between them. The findings support the assumption that online marketing dimensions can enhance the satisfaction of customers for longer period and in turn increase customer satisfaction.

Based on the results, it can be concluded that the respondents believed the EAL utilized well designed, high quality website design with access of user-to-user communication and link with other site. They also felt EAL provide safe payment security and giving an email confirmation to protect customer from fraud.

The overall ease of shopping dimension was perceived positively implying that the services are easy to use, understandable and shortly process. Accurate service information of EALonline marketing attributes was perceived positively the website give the accurate and clear information about the flight and flight concerned issues (including FFP, frequent flyer program and service right and obligation during online shopping). Price dimension also perceived positively EAL serve with fare price. The overall perception of customer satisfaction based on respondent's perception shows that customers are being satisfied to for EAL OLM service even though a great deal of efforts has been required to gain more satisfied customer as a world competitive airlines. Thus, EAL should work hard on customer's perceived quality in regards to the delivery service to make them satisfied. The overall OLM significance should convince the customer for the final delivery service. When the delivery service meets customer expectation at OLM service of EAL, able to maximized customer satisfaction.

From the analysis made to assess the relationship between customer satisfaction and OLM dimensions, it could be found out the five dimensions of OLM are positively affect to customer satisfaction except delivery service.

5.3 Recommendations

Based on the major findings and conclusions, the following recommendations have been suggested:

- Management and employee of EAL should keep their OLM services in terms of the following five groups of factors such as website design, ease of shopping,accurate service information, payment security and price so as to build high customer satisfied service.

- These factors are crucial to the management to set strategy and objectives to capture the consumers' interest, each component of the factors has a distinct and different extent impact. Therefore, managers can use as a basis for selection of the services and should focus on investment depending on strategies to match with EAL OLM services.

- According to the results of the analysis, the Website design and Ease of shopping factors should be the most important and the most strongly correlated with customer satisfaction. These features are consistent with the current situation; consumers usually come to hospitals that are less bureaucratic, utilizing modern equipment and having reliable and honest medical staffs.

- Delivery service has negatively influence on customer satisfaction. This infers that EAL consider the least factor but customers concerned more on the actual delivered service. So management exert more efforts I creating awareness as delivery is the final point of the actual service shouldneed special attention and effort take these OLM features into account.

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APPENDIXES

APPENDIX 1 – QUESTIONNAIRES IN ENGLISH

Survey on the effect of online marketing on customer satisfaction at Ethiopian Airlines

Dear respondent,

My name is Eden Melkamu, M.A Marketing Management graduating student of St Mary's university. Given below are the items to evaluate your experience and perception with Ethiopian airlines related to online marketing and customer satisfaction. This information will be used for academic purpose and responses will be treated in strict confidentiality. In advance I thank you very well for your active cooperation.

Part one – General information

1. Nationality: A) Ethiopian   B) Others (please specify)
2. Sex   A) Female   B) Male
3. Age group   A) Below 18   B) 18-30   C) 31-45   D)46-60

    E) Above 61
4. Educational status:

A) Below Diploma   B) Diploma   C) Degree   D) Master's degree   D) PHD and above

5. Access for internet

A) No access   B) At home   C) At work   D) At internet cafe   E) Others Please specify

6. How often have you been taking flight with Ethiopian airlines?

A) Regularly   B) Sometimes   C) Rarely   D) First timer

7. How many flights have you taking with Ethiopian airlines in the last 1year?

A) Less than 5trip   B) 6-10 trip   C)11- 15 trip   D) 16-20

    E) Other please specify

    8. I use Ethiopian airlines online market (might be online advertising, online reservation, online check-in, online payment...)

A) By myself   B) By assistant
B) I never use   D) Other way please specify

PART TWO – PERCEPTION OF ONLINE MARKETING SYSTEM

For each of the following, please place a "√"in the bellow box that best represents your level of agreement or disagreement. Strongly agree=SA, Agree=A, Neutral=N, Strongly disagree=SD and Disagree=D

No	Questions to evaluate customer satisfaction from EAL online marketing point of view	SA	A	N	SD	D
	About website design					
1	Does the layout of EAL website is designed well attractive form to the customer					
2	Does the text, picture, sound and video which is applauded on the website is high quality and clear for customer					
3	Does the website allows to customer to communicate with companies personnel					
4	Does the EAL website has an access of user-to-user communication (access to invite someone, to forward message from website)					
5	Does the website of EAL link with other site (link with other airlines, bank)					
	About payment security					
6	Does EAL provide safe and secure payment option during online transaction					
7	Does EAL online payment is free from fraud					
8	Do you feel confidential with all form of payment from EAL website					
9	Does the EAL give a confirmation e-mail or text when you done online payment successfully					
	Easy of shopping					
10	Do you agree EAL online marketing able to finish with simple and short process					
11	Do you agree online marketing of EAL is so easy and understandable					

12	Does the website of EAL offer all language option considering the whole customer ease understanding					
13	Do you agree on EAL website needs one time password for application of online marketing					
	Accurate service information					
14	Does the EAL online advertising and message released the accurate service quality information					
15	Does the EAL online advertising meet the actual service of the airlines					
16	Do you believe EAL website is the clear form of the actual service at ground and on flight					
17	Does the website inform you online booking and check-in has an incentive and privileges					
18	Does the website give the accurate and clear information about the flight and flight concerned issues (including FFP, frequent flyer program					
19	Does the website tell you all the service right and obligation during online shopping (you can do or not)					
20	Does online booking and check-in has incentive and privileges					
	Price					
21	Do you believe the EAL online shopping price is fare					
22	Do you think the online price of EAL is expensive					
23	Do you think EAL online price is customer satisfaction centered					
24	Does the online price of EAL fit the service delivered					
	Delivery service					
25	Do you believe the online shopping of EAL has significance for the delivery service					
26	Do you agree online check-in will completely remove of waiting time in the terminal					
27	Do you believe online booking and check-in process provide print out and preparing you for the service delivered					

28	Do you agree overall process of EAL online delivery service is able to satisfy customer					
	Customer satisfaction					
29	Do you agree that EAL offer customer satisfaction centered online marketing					
30	The payment security of EAL website has positive impact on your service satisfaction					
31	Do you agree EAL serve with quality online marketing service					
32	Do you hear any one has fraud compliant on EAL online payment					
33	Do you tell positive for someone about EAL online marketing service					
34	Do EAL has complain handling system for online service quality improvemntvfghbvv22					

Thank you valued time, response and cooperation!!!