ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

DETERMINANTS OF STUDENTS ATTITUDES TOWARDS SOCIAL MEDIA ADVERTISING: IN CASE OF ST. MARY'S UNIVERSITY

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BY

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JUNE, 2021

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DECLARATION

I, Tsigie Bisetegn, hereby declare that this thesis entitled "Determinants of students attitude towards social media advertising: In case of St. Mary's University is my original work, presented under the guidance of Asfaw Yilma (PhD). I would also confirm that any part of this thesis has not previously been submitted for a degree or any other qualification at this University or any other institution. All sources and materials used for this thesis have been appropriately acknowledged.

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ENDORSEMENT

This thesis has been submitted to St. Mary's university, school of graduate studies for examination with my approval as university advisor.

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Advisor Date and Signature

St. Mary's University, Addis Ababa

ACKNOWLEDGEMENTS

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LIST OF ACRONYMS

➢ SPSS - Statistical Package for Social Sciences

➢ SMU - St. Mary's University

➢ SNS- Social Network Sites

ABSTRACT

We live in an era where technology has come to play a very important role in our society. The beginning of the Internet has taken over people's lives, enabled by the enormous growth of technologies that can be accessed very easily. Social media followed shortly after and the number of people specially students' using these platforms has been growing very rapidly in the past few years and is changing the way people interact and communicate with each other. This leads the marketing to go through an important development, as most organizations saw the opportunity to advertise on social media. In such, this study deals on the student's attitude towards social media advertising of SMU at St. Mary's University. A sample of 315 students was selected from the total population of the SMU University Students through survey questionnaire. SPSS software was used for analysis and descriptive statistics, correlation and regression analysis were conducted. The study results showed that all variables selected are positively correlated and all are influence for the respondent's attitude toward social media advertising. In addition to that the study showed that credibility has more influence than the others. In such managers of the university should focus to improve the entertainment part of the advertising massage keep the students up to date, be credible and ensure that the media used to be interactive among the student.

Key words: *Students Attitude, Social Media Advertising, Entertainment, Informativness,, Credibility and Interactivity*

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Advertising is defined as a set of communications or activities which deliver information to the public by capturing the target consumers' attention (Ducoffe, 2000). It is a paid form of non-personal communication to present and promote ideas; goods or services by an identified sponsor (Kotler, 2000). Besides product and services quality, organizations must give attention to information dissemination to customers about the product benefits and set product position in the mind of consumers'. To do this, they must use well organized planed mass promotion tools of advertising, sales promotion, and public relations in order to create awareness and persuade or to remind information about the product or service which is offered by the organization. These days advertising is supported by technology in order to make it more advanced and effective.

There is remarkable change in our lives do to the use of different media which enhance our day to day activities. Whether we like it or not the world technology is growing faster and every communication and market exchange becomes easy by using online market and communication. The change we sense is not only due to the rapid growth of technology, but also due to the presence online advertising. Online advertising is an advertisement which is available on the internet. This can be useful in creating awareness of an organization and its product and service (AbdAziz, MohYasin, and Syed A.Kadir, 2008). Online advertising is also the type of advertising which currently every business organization try to promote in their business in order to be competent and get a good market share. These days there are different kind of online platforms to communicate with audience one of which is social media.

Social media is defined as "a group of internet-based applications that build on the ideological and technological foundations of Web 2.0 and that allow the creation and exchange of user generated content" (Kaplan & Hanlein, 2009). Social media is computer meditated technologies that facilitate the creation and sharing of information, ideas, career interest and other forms of expression via virtual communities and networks. The variety of stand - alone and built in social media services currently available introduce challenges of

definition; however, there are some common features as stated by Matsoukis from the University of Athens on February 2017.

Due to easy access to the internet, the use of social media has massively increased in recent years (Karikari, Kofi, & Owusu-Frimpong, 2017).With about one fourth of the world's population currently using social network sites (SNS; E-marketer 2013) and according to digital report the global internet penetration rate is 59 %. In Ethiopia there are 21.14 million internet users out of which 6.20 million are social media users. This shows that social media user is increased by 4% between April 2019 and January 2020. (https://datareportal.com). This gives companies the opportunity to advertise their service and product through those media since they can easily reach to their customer. In additions to that it is expected that the number of social media users will increase dramatically in Ethiopia, and mostly higher education institution use social media to advertise their institution in different way.

St. Mary's university like other universities uses social media in order to contact the student by website, Facebook, You Tube, Telegram and so on. Social media has many positive effects on educational institution for better communication, timely information, socializing, online learning, improving skills, making a career among others.

St. Mary's university which was established in 1998 is an Ethiopian institution of higher learning located in the capital city Addis Ababa. After fifteen years of service as a college first and a university college since 2008, it earned university status from the Ethiopian Ministry of Education in September 2013. The university has two campuses in Addis Ababa, 13 Distance Education Regional Centers, and 160 Coordination Offices throughout the country. It has 200 full-time academic staff and 1000 employees. It caters to the needs of 4929 undergraduate students, 6654 students enrolled in distance education programs, and 881 in graduate programs. In the conventional mode of learning, St. Mary's is accredited for ten graduate programs: MBA, HRM, Project Management, Accounting and Finance, Marketing management, Development Economics, Computer Science, Agribusiness, Agricultural Economics and Rural Development. The university has a testing center that provides standardized tests, job placement tests, and international tests such as the IBT- TOEFL and GRE (www.smuc.edu.et).

Analyzing student's attitudes towards social media advertising is very important for establishing advertising on social media strategy. The purpose of this study is to analyze student's attitude toward social media advertising: in the case of St. Mary's University students. This study analyzes the relationship between the various variables of social media advertising of the University and it provides the information to develop the necessary information disseminated through social media according to the needs of students.

1.2. Statement of the Problem

Due to the increase of web plat forms and social networks engagement people's communications have changed significantly. This in fact, has facilitated people's behavioral changes related to activities, habitats and interactions. As a consequence, this consumer behavior changes require organization store – strategize their marketing activities in the digital space (Tiago & Verissimo, 2014).

With the current rise of social media, marketing departments have various options available for branding their products, such as advertising, publishing of brand content participation social networks and developing engagement opportunities for consumers to participate with the brand (Ashley & Tuten, 2015). In addition to that, online social media have growing role in marketing which has important implications for how consumers, channels, and companies perform activates. In social media settings, consumers provide online feedback about products, and this feedback is visible to other agents, including other consumers, channel parents, competitors and investors. The countless characteristics of online social media environments have effects on outcomes of interest to marketers and implications for managerial practice (RajiSrinivasan, 2012). Social media is used for social purposes, business purposes or both through sites such as Facebook, Linked In, Twitter, etc. Some reason proposed by(Weinbreg,2009) are to follow Social media with or instead of traditional media strategies: facilitation in a natural discovery of new content, boost up in traffic numbers, strong relationship building, as well as a cheap alternative to traditional marketing. Meanwhile consumer motives for engaging in social media activities many be information, entertainment, social or shopping aspects (Heinon, 2011).

Even if social media user increased from time to time, there are limited researches conducted specially regarding student's attitudes towards social media in the education sector. In fact

most of previous studies focused on consumer attitudes towards internet advertising, E- Marketing in general not in specific categories. For this purpose this study focused on the student's attitudes towards social media advertising: in case of St. Mary's University.

1.3. Research Questions

As a limited number of studies discussing Social media advertising were conducted especially concerning attitudes towards Social media advertising, this research addresses the following questions:

- Does the entertainment of the advertising massage influence the university student's attitudes toward social media advertising of the university?
- Does the informativness of the advertising massage influence the University student's attitude toward social media advertising of the university?
- Does the credibility of the advertising message influence the university students' attitudes toward Social media advertising of the university?
- Does the interactivity of the advertising message influence the university students' attitudes toward social media advertising of the university?
- What is the most important factor that affects the attitude of university students' to ward social media advertising of the university?

1.4. Objectives of the study

1.4.1. General Objectives

In general, the research objective is to study about the attitude of consumers towards the social media advertising. The overall research consists of four independent variables which are entertainment, informativeness, credibility and interactivity.

1.4.2. Specific Objectives

This research has got the following five specific objectives. The research is designed to:-

- Determine whether the entertainment of the advertising message influence the university students' attitudes.
- Determine whether the informativness of the advertising massage influence the university students' attitudes.

- Determine whether the credibility of the advertising massage influence the university students 'attitudes.
- Determine whether the interactivity of the advertising massage influence the university students' attitudes.
- Identify the most important factor that affects the attitude of the university students toward social media advertising of the university.

1.5. Significance of the Study

It is of extreme importance to any company to protect their market share, identify new media and opportunities to attract the customer's attention and understand the market trends. Social media is the most effective media to reach customer easily, and also because of COVID-19 every business and educational sector try to reach their customers through online in order to sustain in the market.

The major impact of this paper is measuring the four concepts of student's attitude towards St. Mary's university social media advertising and identifies which of this attributes can effectively impact advertisements via social media.

1.6. Scope of the study

Even if the attitudes' of students on social media advertising is a broad term and measures the effectiveness of advertising of social media in many ways this research focused on St. Mary's university social media advertising and tried to see the four dependent variable only as there are many variables that affect and determine attitudes of social media advertising .

1.7. Organization of the Study

The study is structured into five chapters. Chapter one has the introduction part which includes the background of the study, statement of the problem, research questions, objectives, scope and limitation of the study, significance of the study, and organization of the study. Chapter two focused on literature reviews, empirical reviews and conceptual framework. Chapter three looks at the methodology that is adopted for the study. In such this part deals with the research design and area of the study, selection of subjects which consist of population, sampling methods, data collection and instrumentation, data processing and presentation of results and ethical consideration. Chapter four is composed of the data analysis

and discussion of the findings of the study. Finally, chapter five consists of the summary, conclusions and recommendations that is drawn from the findings of the study.

CHAPTER TWO
LITERATURE REVIEW

This chapter presents a review of past studies and researches of existing concepts on advertising, Social Media advertising and attitude toward advertising are explained, an overview literature. Then, the research variables chosen are addressed.

2.1. Theoretical Reviews

2.1.1. Term Definitions

i. Attitude

Attitude is the personal method of thinking and mind when people acquire or feel some specific things. Regularly, attitude involves physical behavior by people who will consider new information that they obtain from their experience

Mackenzie & Lultz (1989) defined attitude towards advertising as "a learned predisposition responding a consistently favorable or unfavorable manner towards advertising in general.

Mahmoud (2012a) described attitudes as a predisposition to like or dislike advertising messages on social media Gordhamer (2009) has related social media marketing to the relationship marketing where firms need to shift from "trying to sell" to "making connections" with the consumers. This explanation of social media marketing takes us to the other side of marketing, where building relations with the potential consumers is the key to repeated purchases and enhanced brand loyalty. Different researcher indicated that attitude is one of the significant variables that measure the advertising response. Attitude can be defend as "A person's consistently favorable or unfavorable evaluations feelings and tendencies toward an objector idea " (Kotler and Armstorng, 2012).

ii. Social Media

Social media defines "new foundations of information that is effectively created, originated, disseminated and applied by consumer's intent on educating each other about products, services, brands, personalities and issues (Blackshaw & Nazzaro, 2006; Mangold & Faulds, 2009). Kaplan & Haenlein (2010) define social media as "a group of Internet-based

applications that build on the ideological and technological foundations of Web 2.0, which allows the creation and exchange of user-generated content". In other words Boyd& Ellison (2007) characterized social media, as online platforms that enable internet users to expand their social network and make it visible to others, which could include friends, family and even strangers.

2.1.2. Concept Briefing

▪ Advertising

Advertising has important role in business achievement as the practicality of advertising will affect customers' determination to try product/service. Besides, advertising typically promotes a company's image, a product's value, increases sales, and so on. Advertising is defend as is paid form of communication delivered though media form an identifiable source about an organization, product, service, or idea designed to persuade the receiver to take some action now or in the future (Grewal/levy, 5th edition Marketing book P.580) In addition Advertising is any paid form of non-personal communication about an organization, product services, or idea by an identified sponsor (Kerin H. R. page 444). Cook states that Advertising is one type of communication tools that are adopted by marketers in order to deliver company or promotional messages to targeted audience (Cook, 2001, p. 281).

Nowadays advertising is a popular and widely used means for communicating with the target market. It is not used only for business and profession, but is widely used by museums, charitable trusts, government agencies, educational institutions, and others to inform and attract various target publics.

Advertiser can use any of the several advertising media to convey the message. Widely used media are print media (newspapers, magazines, pamphlets, booklets, letters, etc.), outdoor media (hoardings, sign boards, wall-printing, vehicle, banners, etc.), audio-visual media (radio, television, film, Internet, etc.), or any other to address the target audience. (https://www.yourarticlelibrary.com)

The link between marketing communications and consumer behavior in advertising is that the consumer behavior has changed to a more cognitive orientation. An important part of advertising is forming attitudes, and an effective marketing campaign has the ability to form

or change an attitude towards a company or a product in the mind of the consumers (Dahlen, Lange & Smith 2010).

Advertiser and advertising agencies set their efforts to obtain positive attitude towards their advertising campaigns despite where they will be conventional or online. Target consumers' reactions and behaviors about the advertising are important for the advertiser. The functions of the attitudes, which are aimed to be influenced by advertisements, are explained as follows (Odabaşı and Barış, 2011, p. 166-169):

- **Function of Being Beneficial:** Emphasizing the benefits of the products and services shown in the advertisements.
- **Function of Ego Protection:** advertisements of cosmetics and personal care products are good examples of this function. This type of advertisements forms attitudes that satisfy egos of the target population.
- **Function of Value Expression:** Target population does not decide to buy a product or services only for their benefits. They also pay for the product or service's meaning to them. A good example for this case is the advertisements of Mercedes. According to these advertisements, Mercedes is not selling a care, but it is selling prestige instead.
- **Function of Information:** Consumers need information about the product or service they demand. As they gather this information about the product or service, attitudes are evolved.

- **Online Advertising**

Online advertising is also called online marketing or internet online advertising or wave advertising and it's a form of marketing and advertising which uses the internet to deliver promotional marketing massage to consumers. (http://blogs.brighton.ac.uk)

These days, there are different media platforms that organizations can use to advertise their product or service to consumer. Kotler & Armstrong (2012) pointed out that for a long period of time, television and magazines used to be the dominant advertising tools. Those traditional mass media improving by internet based media are online advertising, mobile advertising and

social network sites advertising. These new media are more specialized and highly targeted since they allow consumers engagement. Liu (2001) identified four different characteristics of online advertising, which are: active control, two-way communication, freedom of choice and felt synchronicity. These four features allow internet based advertising to deliver advanced interactivity than most advertising delivered through traditional media. The consumers feel that they have no control of advertisement on the majority of current traditional media, while on the internet, users may take control whenever they want and even see whatever they want (Liu, 2001). A key difference that differentiates online advertising from other traditional advertising media is the internet capability of personalized communication, which means that the internet enables the advertiser to put the right message at the right time for the right user (Hanafizadeh, Behboudi, Ahadi & Varkani, 2012).

In last few years, the growth of online advertising is much faster than the conventional one. Franks (2008) identifies two important ways to distinguish online advertisement from the traditional advertisement: target ability and measurability. Wang etal, (2009) consider entertainment, information seeking, credibility and economic values core antecedents of consumer attitude for the online advertisement.

▪ Social Media Advertising

Social media advertising is defined as an online advertisement that incorporates user interaction that the consumer has agreed to display and be shared (Interactive Advertising Bureau, 2009, p.4) and also Social media advertising is the practice of online advertising on social networking channels. It is similar to paid search, with the exception that advertisers, not users, take the initiative – advertisers must "search" for users, rather than the other way around. (https://www.customerinsightgroup)

The term social media encompasses a large range of communication, social networking, sharing and community tools that are consistently being updated and changed. The wide variety of social media platforms has become more popular among a broad spectrum of organizations. The notion of social media may bring to mind many of the larger, perhaps well-known platform such as Facebook, Twitter, Linkedln, as well as the general term Blog. These are, however, just the beginnings of a massive list of social media options available today for organizations.

Social media has also influenced consumer behavior from information acquisition to post-purchase behavior such as dissatisfaction statements or behaviors (Mangold & Faulds, 2009) and patterns of Internet usage (Ross et al., 2009; Laroche et al., 2012).Social media marketing (SMM) involves methods of direct and indirect marketing to generate consumer awareness, recognition and recall for a product, person or a brand being executed through web tools of social networking, content dissemination and micro blogging (Gunelius, 2011).

Brands use social media to initiate and participate in dialog use with consumers, foster relationships, deliver customer support, create brand communities and connect with consumers by interactive applications such as posting videos and photos, responding to comments and marketing communications (Lipsmanet al.,2012;Park etal.,2011)

According to Kaplan and Haenlein (2009, p. 62), there are six different types of social media as shown in Figure1:

  i. *Collaborative projects,*

  ii. *Blogs and micro blogs,*

  iii. *Content communities,*

  iv. *Social networking site*

  v. *Virtual game worlds, and*

  vi. *Virtual social worlds.*

Figure 2.1: Classifications of Social Media
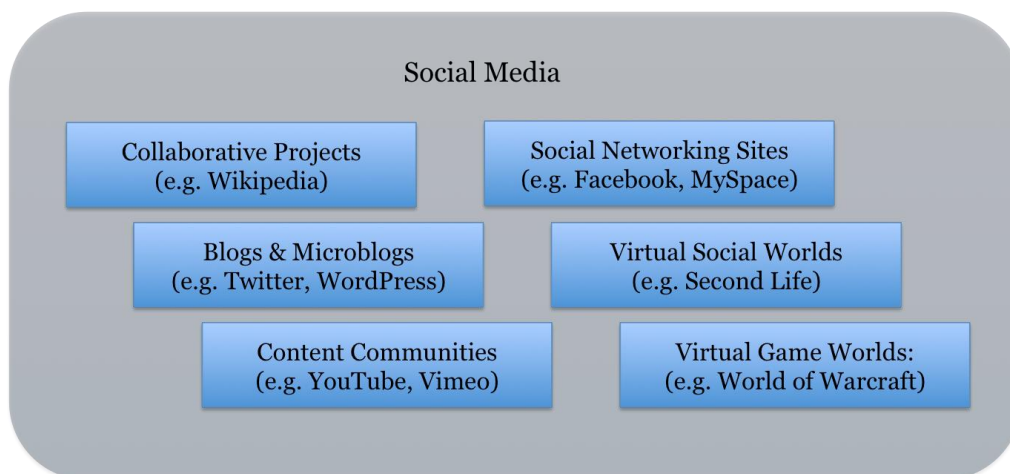
(Source: Kaplan & Haenlein, 2009, p.62)

Social media has been largely realized as an effective mechanism that contributes other firms' marketing aims and strategy; especially in the aspects related to customer's involvement, customer relationship management and communication (Filotel, 2015, Saxenaand Khana, 2013). For instance form perspective of the national governing bodies, social media could strategically enhance two – ways communication between firms and customers, and accordingly, attaching customer more with organization's brands.

■ **Attitudes towards social media advertising**

The customer's attitude towards the website or platform at large is a good indicator of his attitude towards its content: users are more likely to accept and rely on the information they see on a website they appreciate (Chu, 2011).

As per the results of empirical study by Schivinski and Dabrowsk (2014) user generated social media communication had a positive influence on both brand attitude and equity and that further leads to the purchase intention also. Engagement can be promoted through entertaining and interactive posts, useful and relevant content, word of mouth communication from other consumers, as well as extrinsic reinforces such as promotions and giveaways.

Understanding attitudes is important for advertisers for many reasons. First, an advertiser has to break through the clutter to get the needed attention, in order to be effective or successful in the context of the advertising landscape today Second, to create ads that result in a positive attitude for consumers, it is significant to understand what factors affect the attitude and to be able to know what type of appeals to use to achieve the desired result. In the case of digital media advertising, (Mehta & Purvis,1995).

■ **Determinants of Social Media Advertising**

Different scholars explain a number of variables have been set up to influence consumers attitude towards social media advertising for the purpose of this study the following variables were considered.

- **Entertainment**

According to Ekstrom & Gustafsson (2012), the value of entertainment lies within the ability to satisfy the consumers' needs for escapism, diversion, aesthetic enjoyment or emotional

release. Furthermore Yuanxin & Pittana (2011) explain that, the entertainment of advertising refers to the concept that the message of advertising should be humorous and sexy, thus it would immediately draw consumers' attention. It should not only be concise, considering the limited attention span of the consumers. Therefore, an entertaining advertising message could bring opportunity for the company, as it could bring attention to a company's products or services. Based on an assumption, an entertaining advertising message would be perceived more positively by the users of social media, and would eventually affect their attitudes towards it (Yuanxin & Pittana 2011).

Entertainment is also a crucial factor for internet marketing. It is essential that the message is concise and funny, and thus immediately captures consumers' attention (Katterbach, 2002). Parreno et al. (2013) concluded that entertainment was people's emotions directly related to physical behavior. It is sure that more advertising is supported by greater entertainment content owing to pleasurable mood effects to positive responses.

- **Informativness**

One of the main motivations for social media is exchange of information (Muntinga, 2011) during buying and getting a service form different organization consumer primarily prefer to gather sufficient level of information about the product or service they want to purchase and also before deciding to join any University assess information from different media. Wang et.al (2009, p. 63), suggest that information factor is a positive predictor on shaping consumers' attitudes towards online advertisement

The excellence of evidence placed different media by the company's and posted on company's web site shows a direct influence on the customers' awareness of the company and the company's products. Thus, information delivered to them via online media also needs to show qualitative features, such as accuracy, timeliness and usefulness for the consumer (Siau and Shen, 2003).

One of the advertising purposes is to make customers aware of new products or new features of existing products also inform them about changes in products' price (Kotler and Keller, 2009).Moreover, when customers required information about the company's product and services, an informative advertisement is able to tell the consumers the brands feature which they are looking for (Kweketal., 2010). It helps to customer easily differentiate the company's

product and services from others competitors.

Consumers' attitude towards advertising influences positively in the formativeness of an advertisement post (Ramanathan, Subramanian, & Parrott, 2017). Ling et al. (2010) defined informative as a significant marketing tool of advertising and business owing to positive or negative consumers' attitudes towards online advertising depends on information that the marketers communicate with receivers, attitude relates directly to buying behavioral decisions.

- **Credibility**

Adler and Rodman (2000) define credibility as the believability of the addressor and its perception in the listener's mind. Advertising credibility is related to the level of trust worthiness and factualness perceived by the consumer (MacKenze and Luts, 1989. P.51). Which also Credibility of advertising influences consumers' attitudes and behavior. Wang et al. (2002) found that credibility relates directly to value and attitude toward advertising. The relevance or the advertised utility or information should be closed to the needs and desire of the consumers to strengthen its credibility towards the receivers Gongetal (2007) argue that the context and the way the message is delivered influence the overall credibility of the advertisement in forming the attitude of online advertisement receivers. Advertising credibility turned out to be significantly relevant to advertising value of web advertising (Brackett and Carr, 2001).

- **Interactivity**

Advertising through social networks has a unique feature of interaction (Yuanxin & Pittana, 2011). The term interaction has been defined by many researchers and is identified as the major differentiating feature between traditional and online advertising methods (Morris & Ogan, 1996; Rafaeli & Sudweeks, 1997). Interaction can be defined as communication or a short intermediate action before making a purchase. Social networking sites have facilitated the process of interaction to an unimaginative extent (Winer, 2008). It allows the flow of information. Yuanxin and Pittana (2011) found that interaction is a major component affecting customer attitudes on Facebook. As compared to traditional advertising methods, social networking-based advertisements offer a platform for interaction between the customer and the company on a larger scale (Wang et al., 2007). Additional, interaction has been stressed as an important strength of advertising on social net- working sites (Strauss and

Frost, 1999). In order to increase their sales and promote their products, companies are including interaction as an important component in their marketing design (Kapferer, 2008).

2.2. Empirical Reviews

An empirical literature review is more commonly called a systematic literature review and it examines past empirical studies to answer a particular research question https://gohavacy f. word press.com)

Table 2.1: Empirical Review

Source	Purpose/Thesis	Major Findings
Dao et al. (2014)	The antecedents of social media advertising value and its effect on purchase intention	An ad's informativeness, entertainment value, and credibility influence its perceived value, which in turn influences purchase intentions. Effects of informativeness and entertainment are more pronounced when it comes to You Tube users.
Pingjun (2013)	Factors influencing user reactions to marketing communications in SNS	Users' attention to marketing communications is positively predicted by their belief in locating product information from SNS and their belief in SNS being legitimate vehicles for advertising.
Saxena and Khanna (2013)	Factors influencing the perceived value of advertising in SNS	Information and entertainment positively affect the Perceived value of an Advertisement. Irritation has a negative impact.
Taylor, Lewin, and Strutton (2011)	Factors influencing attitudes towards advertising in SNS	The entertainment and information value of an ad have a particularly strong influence on positive Attitudes towards advertising. In addition, acceptance of advertisements is further facilitated by positive peer Influence and congruity between a user's self and an advertised brand.

Source: *Adopted from different literatures (2021)*

2.3. Conceptual Framework

As discussed in the reviews, there is substantial empirical research that supports the argument that entertainment, informativness, credibility, and interactivity plays a vibrant role in influencing student's attitudes towards social media advertising. The study would try to explore the four variables and its effects on the attitude. The conceptual framework of the study will show the dependent variable and independent variable. The dependent variable which known as outcome variable is attitude. On the other hand, the independent variables of the study are entertainment, informativness, credibility, and interactivity.

Based on the theoretical and empirical reviews presented in the above pages, the following conceptual framework is developed to guide the research study:

Figure 2.2: Conceptual Framework

Independent Variables   **Dependent Variable**
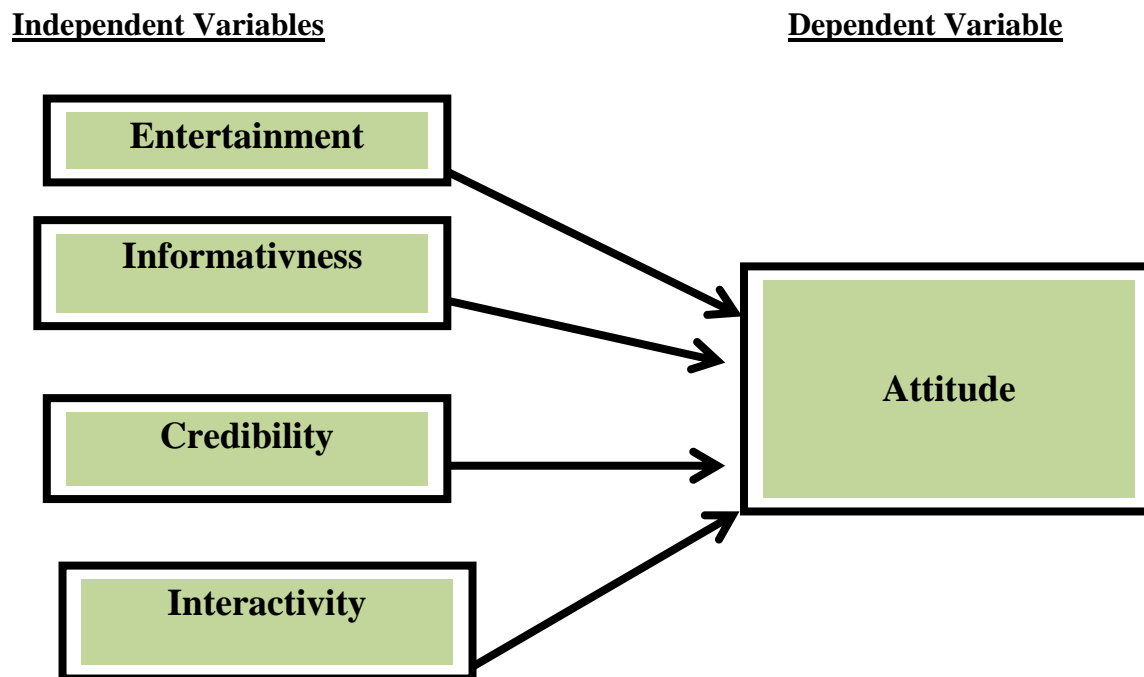
Source: Adapted From different Literature Review (2021)

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CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

This chapter deals with methodological issues such as research design, research methods, the source of data, the tools used for data collection, population and sampling design, the methods of investigating and analyzing the problem and ethical consideration

3.2. Research Design

A research design is a major plan that specifies the methods and procedures for collecting, analyzing and understanding the needed information. According to Burns and Bush (2003) research design categorized into three types: exploratory, descriptive, and causal. Exploratory research is characterized as seeking new insights, or bringing some facts into new light. And descriptive research is used to describe characteristics of objects, people, groups, organization, or environments. The third one is causal or explanatory, which may be thought of as understanding a phenomenon in terms of conditional statements.

This study is using both descriptive and simple linear regression analysis. The descriptive design implemented to identify the behavior of the respondents. Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. The main characteristic of this method is that the researcher has no control over the variables; he/she can only report what has happened or what is happening (Kothari, 2004). To make the finding conclusive, the linear regression analysis is used to examine the association between independent variables and the dependent variable that the descriptive design cannot indicate before over all analysis going on correlation analysis is used to test hypothesis.

3.3. Research Methods/Approaches

A Research approach is selected based on the research objective and the nature of the research, the problem area, and research questions. There are three basic types of research approaches such as quantitative, qualitative, and mixed approach. Qualitative research use a variety of methods for the coverage and seriousness of understanding of how people

perceive their social environments and in consequence, how they act within the social environment, Quantitative research gathers data in a numerical form and it can be measured in different units of measurement. And the third one is a mixed approach which is combination of the two (Creswell, 2003). The overall goal of mixed methods research is combining qualitative and quantitative research components to expand and strengthen a study's conclusions

3.4. Source of Data

To get primary information which is important to the study, questionnaires prepared and distributed to the respondents. The questionnaire is designed based on literature and previous researches.

3.4.1. Primary Data

Primary data is collected from St. Mary's university students through questionnaires.

3.4.2. Secondary Data

In this study, the researcher used secondary data from St. Mary's university published and unpublished sources, books and journals and different web- sites.

3.5. Population

Population is a group of individuals, objects or items from among which samples are taken for measurement Kothari (2004). Thus the populations of this study consisted of the students of St. Mary's university in Addis Ababa campus.

3.6. Sample Size and sampling Techniques

Due to time and financial limitations and the nature of the population, sample determination method develop by Carvalho was preferred to be used by researcher as a method to determine a sample size.

Table 3.1: Carvalho's Sample Size Determination

Population Size	Small	Medium	Large
51-90	5	13	20
91-150	8	20	32
151-280	13	32	50
281-500	20	50	80
501-1200	32	80	125
1201-3200	50	125	200
3201-10,000	80	200	315
10,001-35,000	125	315	500
35,001-150,000	200	500	800

Source: Carvalho

Since the total population of the study is 12464, out of this about 315 students were considered as sample size of the study as per Carvalho's sample determination method indicated in table 3.1 and to get more feedback take the medium size was applied in considering with the given population .I tried to select the respondent with random sampling.

3.7. Methods of Data Collection

The study used primary data which was collected through e questionnaires. Each respondent who had agreed to take part in the study was invited to fill the questionnaire. Explanations were given if necessary. Questionnaire consisted of two parts. First part of the questionnaire consisted of demographics and general questions related to social media and students attitude. Part two consisted of questions related to variables mentioned above. The questionnaire was prepared using close-ended method questions and 5 Point Likert-Scale approaches (i.e., from "Strongly Disagree to Strongly Agree"). For the 5-point Likert scale the respondents were asked to indicate their level of agreement with the ratings of Strongly Agree (1), Agree (2), Neutral (3), Agree (4) and Strongly Agree

3.8. Methods of Data Analysis

Quantitative data analysis is used to analyze the data which are collected from primary and secondary data collection instruments. In such quantitative data analysis technique, both percentage and frequency are used to analyze the data that is obtained through close ended question and present by using table. The Linear regression and correlation are important methods to investigate the relationship between two variables (Bewick et al., 2003). In this study is analyzed using the SPSS software to test the reliability, correlation and regression.

3.9. Reliability and Validity

3.9.1. Reliability

The test of reliability is performed in a research study to evaluate the degree of internal consistency or stability of the observations, research instrument, survey or a test. It measures/examines the degree to which consistent results are generated by an assessment tool. The current research thesis uses Cronbach's alpha (α) to examine reliability, which ranges from 0 to 1. The reliability of each construct (Social Media advertising and Students attitudes) are tested and presented in the following table.

Table 3.2: Reliability Test Statistics

Dimension	Cron.Alpha	No of Items
Entertainment	*0.733*	3
Informativness	**0.748**	3
Credibility	*0.823*	4
Interactivity	*0.707*	3

Source: Survey Data, 2021

According to Fraenkel and Wallen (2008) reliability refers to the consistency or Homogeneity of scores or answers from one administration of an instrument to another and from one set of items to another. This reliability of a research is affected by errors of measurement and errors of instruments, which are caused either by random errors or systematic errors that in turn result incorrect interferences Drost (2011). Whereas, an instrument is reliable it provided

consistent result. Cronbach's alpha is a commonly used test of internal reliability of an instrument. Therefore, the research here insured the validity, reliability and stability of both instruments

3.9.2. Validity

This is the most critical criteria and that indicates the degree to which an instrument measures what it is supposed to measure (Kothari, 2004). In order to achieve validity, the researcher will ensure the measuring instrument provides adequate coverage of the topic by containing adequate and relevant items.

The results of validity test are done with the help of correlation coefficient between each dimensions, carried out using Pearson Product Moment Correlation, if r-score > r-table (based on the number of respondent), then is determined as valid or not valid. Where the higher the value is the accuracy of the data and the higher the validity of the data.

3.10. Ethical Consideration

Research participants were fully informed about the procedures and risks involved in a research prior to giving their consent to participate. They also had the right to withdraw their consent at any time and any data they provided would have been destroyed if they did request and there were no resultant adverse consequences on them.

3.11. Discussion

This chapter commenced by presenting the Research Design, Research Methods/approaches, source of data the population chosen, sample size and sampling technique, used by the researcher in this study. Afterward, the development and design of the questionnaire are explained. In addition, the data collection method and data analysis techniques are discussed and also validity and reliability test of independent variable included. The following chapter is the data analysis chapter, in which the researcher introduces, presents and interprets the results obtained from the data analysis.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

This chapter presents the analysis and interpretation of data collected through questionnaire from the respondents. The first section deals with the general information of the respondents and the next section deals with the analyses of data related to social media advertising and student attitude. The results are presented in the form of tables.

4.1   Data Presentation

4.1.1 Response rate

As it is shown in Table 4.1 below 315 questionnaires were dispatched, among these 281 respondents were successfully completed the questionnaires and returned back. The total number of response rate that is incorporated in the analysis is 90 %(281), leaving the rest 10% (31) of the respondents were left out from the analysis because of incorrect and incomplete responses. According to Cooper Schindler (2014); Muenda (2003), 50 % response rate is adequate for analysis; hence, the response rate of this study is highly adequate to make the analysis.

Table 4.1: Response Rates

No	Category of Respondents	Responses	
		Sample size (Fr.)	Response rate (Fr.)
1	Under graduate regular program	172	167
2	Under graduate extension program	48	32
3	Postgraduate program	63	60
4	Under graduate distance program	33	22
	Total	**315**	**281**

Source: *Survey Data, 2021*

4.1.2 Gender of Respondents

As indicated in Table 4.2 below, 171 (60.9%) of the respondents were female and 110 (39.1%) of them were male. This implies that the number of female respondents greater than male ones and these matches with the Statistical Data of the University shows number of female students greater than male students.

Table 4.2: Gender of Respondents

	Gender	Frequency	Percent
Valid	Female	171	60.9
	Male	110	39.1
	Total	**281**	**100.0**

Source: Survey Data, 2021

4.1.3 Age of Respondents

According to the above Table 4.3 below majorities of the respondents 160 (56.9%) are between the ages of 21 and 25 years, 54 (19.2%) are between 26 -30 years the next age category which comprise 36 (12.8%) is between 18 -20.The list number of respondents were categorize in the age range of above 30 years which is 31 (11%) students. Knowing the demographic distribution of customers is really vital for marketer to establish important and essential decision.

Table 4.3: Age of Respondent

		Frequency	Percent
Valid	18 - 20 Years	36	12.8
	21 - 25 Years	160	56.9
	26 - 30 Years	54	19.2
	Above 30 Years	31	11.0
	Total	**281**	**100**

Source: Survey Data, 2021

4.1.4 Respondent's program attending

Table 4.4 below indicates that (59.4%) of the respondents were from the undergraduate regular program, 21.4% of the population as shown in the table below are from post graduate program, followed by the Under graduate extension program (11.4), Under graduate Distance program (7.8%) which is are presented in the table.

Table 4.4: Respondents Program Attending

		Frequency	**Percent**
	Under graduate regular program	167	59.4
Valid	Under graduate extension Program	32	11.4
	Postgraduate program	60	21.4
	Under graduate Distance program	22	7.8
	Total	**281**	**100**

Source: Survey Data, 2021

4.1.5 Respondent's social media usage

As shown in the table 4.5 below, 68% of respondents use social media always, next to that 31.7% of the respondents use sometimes and 0.4% of respondents not use usually. From the table below data as the respondents age is very conducive for social media usage and they are very friendly the technology.

Table 4.5: Respondents social media usage

		Frequency	**Percent**
	Yes, always	191	68.0
	Yes, sometimes	89	31.7
Valid	No, usually not	1	0.4
	Total	**281**	**100**

Source: Survey Data, 2021

4.1.6 Respondent's time spent on social media

The finding of the below mentioned table indicate that 40.2% of respondents spent their time 4 - 6 hours on social media ,38.4% respondents spent 2 – 4 hours on the social media,15.7% of respondents spent 0 - 2 hours,3.6% of respondents spent 6 -8 hours and 2.1% of respondents spent their time on the social media more than 8 hours.

Table 4.6: Respondents time spent on social media

		Frequency	*Percent*
Valid	0 –2 hours	44	15.7
	2 - 4 hours	108	38.4
	4 – 6 hours	113	40.2
	6 – 8 hours	10	3.6
	More than 8 hours	6	2.1
	Total	**281**	**100**

Source: Survey Data, 2021

4.1.7 Respondent's usage in social network, website

The result below shown 95.4% of respondent use social media and website for various purposes and 4.6% the respondents were not uses social media for different reason.

Table 4.7: Respondents usage social network, website

		Frequency	**Percent**
Valid	Yes	268	95.4
	No	13	4.6
	Total	**281**	**100.0**

Source: Survey Data, 2021

4.1.8 Purpose of using internet

Regarding purpose of using internet respondents state that 36.3% uses the internet for seeking information's, 20.6% for Email, 19.9% for relaxation purpose, 16.4% for studying and 6.8% getting news from it.

Table 4.8: Purpose of Usage

		Frequency	Percent
Valid	E-mail	58	20.6
	News	19	6.8
	Studying	46	16.4
	Looking for Information	102	36.3
	Relaxation	56	19.9
	Total	281	100.0

Source: Survey Data, 2021

4.1.9 Respondent's frequency of social media usage

From the table 4.9 below indicates that 31% of the respondents usually follow you tube and telegram followed by 25.3% of the respondents use Facebook 10.7% of the sample population use Instagram and the rest of sampled population which embrace 2.1% uses are TikTokfor various purposes. Finally we can conclude that major of the respondents uses YouTube and telegram followed by the Facebook as it gives pleasure in their contents.

Table 4.9: frequency of social media usage.

		Frequency	Percent
Valid	Facebook	71	25.3
	TikTok	6	2.1
	Youtube	87	31.0
	Telegram	87	31.0
	Instagram	30	10.7
	Total	**281**	**100.0**

Source:Survey Data, 2021

4.1.10 Information about SMU social media advertising

As shown in table 4.10, 97.2% of respondent have information about SMU social media advertising and website and 2.8% of the respondents don't have no information about social media advertising of SMU. We can conclude that SMU should work on social media exposure for the university community to bring 10% popular among the community.

Table 4.10: Information about SMU social media

		Frequency	**Percent**
	Yes	273	97.2
Valid	No	8	2.8
	Total	**281**	**100.0**

Source: Survey Data, 2021

4.1.11 Respondents follow advertising of SMU social media frequency

The majority of the respondents (59.4%) prefer telegram, 22.1% follow from SMU web site, 13.2% follow by Facebook and the rest 5.3% of respondents follow the information from Youtube.

Table 4.11: Respondent frequently follows social media

		Frequency	**Percent**
	Facebook	37	13.2
	Youtube	15	5.3
Valid	Web Site of SMU	62	22.1
	Telegram	167	59.4
	Total	**281**	**100.0**

Source: Survey Data, 2021

4.2   Descriptive Analysis of Major variables

This section presents the descriptive analysis of the variables selected for the study. As mentioned above these variables are entertainment, informativness, credibility, and Interactivity. As Biggam (2008) stated descriptive statistics are used for presenting quantitative data in a manageable form, and are also used to understand more on the description of the variables.

4.2.1 Descriptive Statistics of Entertainment

As shown in the table above, the entertainment of social media advertising contains lot of excitement and surprises which show mean value of 3.11. The mean value of 2.56 shows on the descriptive statistics on Entertainment show that the advertisements of SMU on the social media advertising is makes the respondent feel comfortable, and 2.41 mean value of respondent the advertising of the SMU on social media indicates as more enjoyable.

Table 4.14: Entertainment

Descriptive Statistics			
Entertainment	**N**	**Mean**	**Std. Deviation**
Social media advertisement of SMU more enjoyable than other media content	281	2.41	.870
I usually feel entertainment when I view/see social media contain of SMU	281	2.56	.814
Social media advertisement of SMU contains a lot of excitement and surprises.	281	3.11	1.011
Social media advertisement of SMU contains funny and enjoyable content.	281	3.11	1.295
Valid N (listwise)	281		

Source: Survey Data, 2021

Notes 4: 1–Strongly Agree; 2-Agree;3–Neutral;4–Disagree; and5–Strongly Disagree

4.2.2 Descriptive Statistics of Informativness

As shown in the table 4.7, regarding the Informativness, the information posted on social media advertising of SMU assists the students making decision has the mean value of 2.45.Plus,the mean value of 2.26 from the descriptive statistics on informativness, has shown the advertisements of SMU on the social media advertising as valuable source of information about the university service. Then, the 2.56 mean value of respondent regarding the advertising of the SMU on social media keeps them up to date about service delivered by the community.

Table 4.13: Informativness

Descriptive Statistics			
Informativness	**N**	**Mean**	**Std. Deviation**
Social media advertisement of SMU is valuable source of information about services	281	2.26	1.020
Social media advertisement of SMU information that assist me in decision making	281	2.45	.873
Social media advertisement of SMU keeps me up to date about service available in the university	281	2.56	0.955
Valid N (list wise)	281		

Source: Survey Data, 2021

Notes 4: 1–Strongly Agree; 2-Agree; 3–Neutral; 4–Disagree; and 5–Strongly Disagree

4.2.3 Descriptive Statistics of Credibility

As shown in the table above, the credibility of social media advertising mostly because of credible the mean value of 2.45. The next reason is trust worthiness of the advertise message which has shown the mean value of 2.28 the last reason shows in the mean value of 1.81 are believable and convincible.

Table 4.12: Credibility

Descriptive Statistics			
Credibility	**N**	**Mean**	**Std. Deviation**
The Social media advertisement of SMU is credible	281	2.45	1.006
The Social media advertisement of SMU is trustworthy	281	2.28	1.161
The Social media advertisement of SMU is believable	281	1.81	.850
The Social media advertisement of SMU is convincible	281	1.81	.850
Valid N (list wise)	281		

Source: Survey Data, 2021

Notes 4: 1–Strongly Agree; 2-Agree; 3–Neutral; 4–Disagree; and 5–Strongly Disagree

4.2.4 Descriptive Statistics of Interactivity

As shown in the table 4.9. The Interactivity of social media advertising helps the respondent to share information with other users which show mean value of 2.20. The mean value of 2.28 shows on the descriptive statistics on Interactivity show that the advertisements of SMU on the social media advertising is allow them to communicate with others. The 2.88 mean values of respondents the advertising of the SMU on social media makes them feel comfortable to express their opinion.

Table 4.15: Interactivity

Descriptive Statistics			
	N	Mean	Std. Deviation
Social media advertisement of SMU makes me feel comfortable to express my opinions	281	2.88	1.022
Social media advertisement of SMU allows me to communicate with others.	281	2.28	1.161
Social media advertisement of SMU able to share information with other users.	281	2.20	1.111
Valid N (listwise)	281		

Source: Survey Data, 2021

Notes 4: 1–Strongly Agree; 2-Agree;3–Neutral;4–Disagree; and5–Strongly Disagree

4.2.5 Descriptive Statistics of Attitude

From the table below , the respondent attitude towards social media advertising of SMU indicates that 2.88 mean value support social media advertising of SMU because of creativity is appreciate. 2.45 mean value of the respondent indicates as they get innovative ideas and enjoy the best deal out of the competing service advertised. The 2.41 mean value of respondent regarding their general opinion of the adverting on social media by SMU is favorable. The 2.40 mean value of respondent is stated that it is useful as it promotes the latest service and 2.31 mean value of respondent states that they support social media advertising of SMU because the information on the advertising plays important part in their education choice decision.

Table 4.16: Attitude toward Social Media Advertising of SMU

Descriptive Statistics			
Attitude toward social media Advertising	N	Mean	Std. Deviation
I consider Social media advertisement of SMU is useful as it promotes the latest service advertised	281	2.40	.905
Through Social media advertisement of SMU I got more innovative ideas	281	2.45	1.098
I refer to Social media advertisement of SMU because it allows me to enjoy the best deal out of the competing service advertised	281	2.45	1.006
I support Social media advertisement of SMU advertising because it plays an important part in my educational choice decision	281	2.31	1.007
I support Social media advertisement of SMU because it is where creativity is highly appreciated	281	2.88	1.022
My general opinion regarding Social media advertisement of SMU is favorable	281	2.41	.979
Valid N (list wise)	281		

Source: Survey Data, 2021

Notes 4: 1–Strongly Agree; 2-Agree;3–Neutral;4–Disagree; and5–Strongly Disagree

4.3 Multiple Regression Assumption Test

When we run regression we hope to be able to generalize the sample model to the entire population. To do so we have to meet several assumptions of the regression model. If we are violating these assumptions it stops our generalizing conclusion to our target population because the results might be biased or misleading. The study conducted Multi-collinearity, Normality and linearity assumption test presented below.

4.3.1 Multi-Colinearity Test

Multi-conlinearity is a problem that occurs in the regression analysis when there is a high relationship one independent variable with the other independent variables. The researcher has to identify the unique contribution of each variable in predicting the dependent variable, if the variables are highly associated it indicates that there is Multi-conlinariy problem. According to Pallant (2005), collinearity can be checked based on result of tolerance and VIF. Tolerance is an indicator of how much the independent variable explained with the other independent variables. If this value is very small less than 0.10, it shows that Multi-

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conlinarity in the other variable is high. Also in the Variance Inflation Factor (VIF), if the value is above 10 it indicates the presence of multi-collinearity.

As we can see in the Table 4.17, there is no multi-coliniarity problem among independent variables. Because, the tolerance value for all independent variables is greater than 0.10 and also the VIF value of each variables are less than 10.

Table 4.17: Multi-Collinearity Test

Coefficients[a]			
Model		**Collinearity Statistics**	
		Tolerance	**VIF**
1	(Constant)		
	Entertainment	.849	1.179
	Informativness	.776	1.289
	Credibility	.591	1.693
	Interactivity	.509	1.693
a. Dependent Variable: Attitude(toward)			

Source*: Survey Data, 2021*

4.3.2 Linearity Test

The linearity between the dependent and independent variable assumed to be linear. In order to test the assumption, generating a scatter plot of X vs Y is the best one. This allows to visually seeing the linearity between the two variables. If it looks like the points in the plot could fall along a straight line, then there exists some type of linear relationship between the two variables and this assumption is met (Zach,2020).
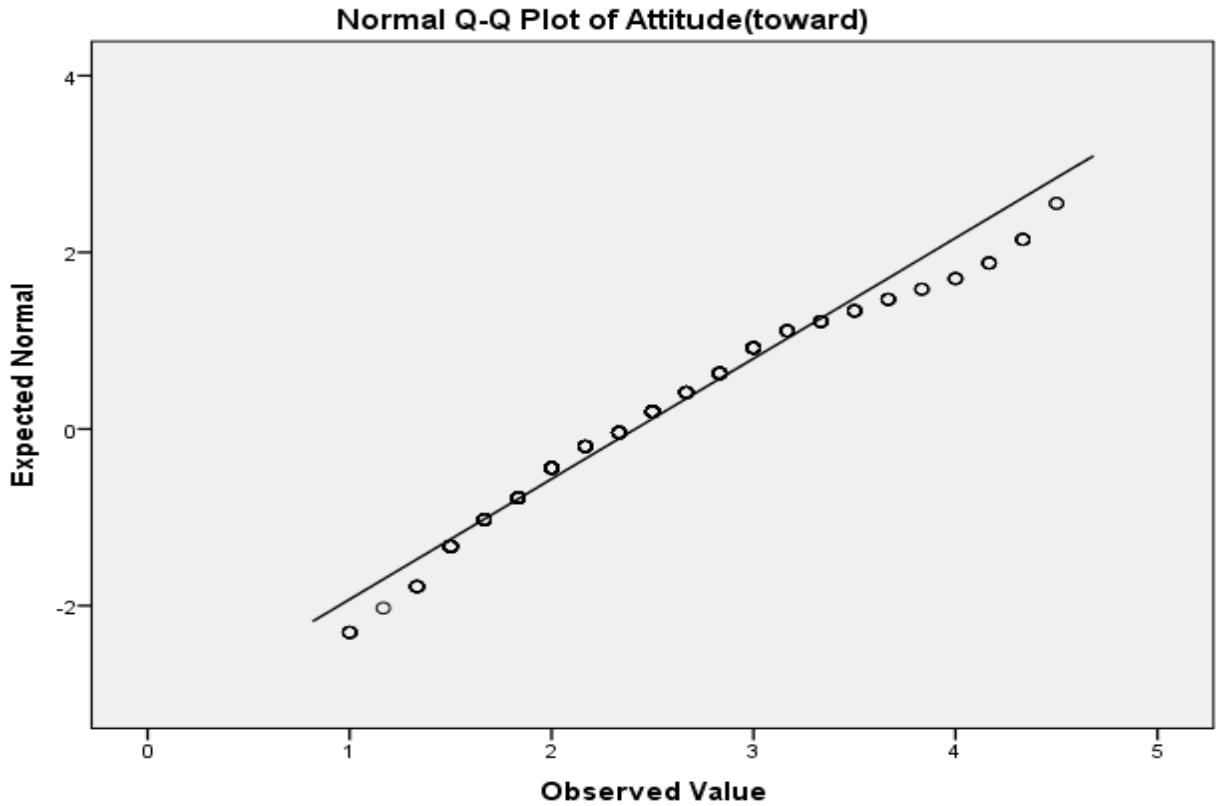
Source: Survey Data, 2021

4.3.3 Normality Test

The Normal distribution of the acquired data is important for linear regression. The best one for checking the assumption visually is using Q- Q plots; short for quantile- quantile plot is a type of plot that issued to determine whether or not the residuals of a mole follow a normal distribution. If the points on the plot roughly form a straight diagonal line, then the normality assumption. If the points on plot roughly form a straight diagonal line then the normality assumption is met(Zach, 2020) this assumption is measured by the Kwenss and Kurtosis, its distribution is ±. Therefore; as it can be seen in the following. Therefore this study fulfills the assumption of Normality distribution as shown in the table
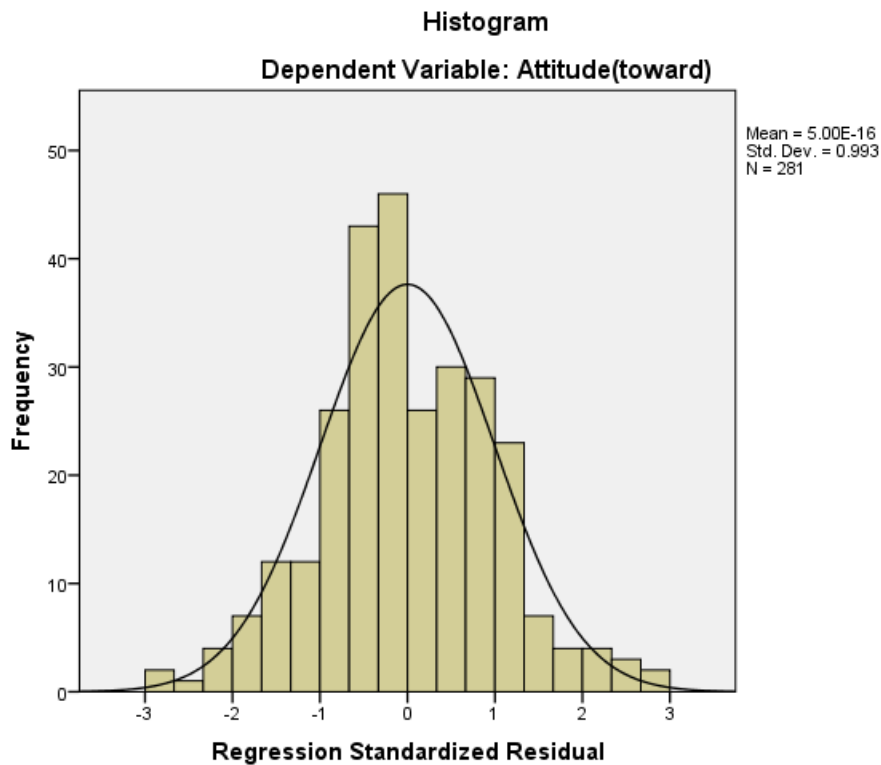
Source: Survey Data, 2021

4.4 Correlation Analysis

The relationship between Social Media Advertising and Student attitude was investigated using two-tailed Pearson correlation analysis. The correlation coefficient which is indicates the strength and direction of relationships. A positive correlation shows that as one variable increases the other variable also increase in a same way. A negative correlation shows that there is an opposite relationship between the two variables, that is, an increase in one variable is related with the decline in the other variable.Correlation analysis a statistical method used to evaluate the strength of relationship between two quantitative variables (Monica Franzese, Antonella iuliano,2019).

The table below shows the relationship between independent variables and dependent variables. The r value shows a positive correlation between the four variables in detail the r value of entertainment 0.400 , informativness 0.531, credibility is 0.607, and interactivity

0.645 which shows that all variables are positively correlated and all variables are influence the respondents attitude toward social media advertising.

Table 4.18: Correlation Analysis

		Entertainment	Informativness	Credibility	Interactivity
Students Attitude Organizat ional Culture	Pearson Correlat	0.400**	0.531**	0.607**	0.645**
	Sig. (2-tailed)	.000	.000	.000	0.000
	N	281	281	281	2.81

*** Correlation is significant at the 0.001 level (2- tailed)*

Source*: Survey Data, 2021*

4.5 Regression Aanalysis

Regression analysis will tell us to what extent the dependent variable explained by the independent variable. In this study the regression analysis was made based on theFour independent and one dependent variable Such as entertainment, informativness, credibility and interactivity for independent variable and Students' attitude dependent variable. Model summary was provided to show how well a regression model fits the data. Table 4.19 consists four elements the R, R-square (R^2), adjusted R-square (R^2), and the standard error of the estimate R-squared measures the proportion of the variation in the dependent variable (Y) explained by the independent variables (X) for a linear regression model. Adjusted R-squared adjusts the statistic based on the number of independent variables in the model. That is the desired property of a goodness-of-fit statistic

4.5.1. Model Summary

The table below shows that the model summary of the regression analysis based on four independent variables (entertainment, informativness, credibility, and interactivity) is presented in the table.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.762[a]	.581	.575	.46434

a. Predictors: (Constant), Interactivity, Credibility, Entertainment, Informativness

Source: Survey Data, 2021

4.5.2. ANOVA

The (Analysis of Variance) ANOVA table shows that the overall significance of the model from a statistical perspective. As the significance value of F statistics shows a value of (.000), which is less than $p < 0.05$, it shows that the model is significant.

Table 4.20: ANOVA

ANOVA

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	82.514	4	20.628	95.675	.000[b]
	Residual	59.508	276	.216		
	Total	142.022	280			

a. Dependent Variable: Attitude
b. Predictors: (Constant) Entertainment, informativness, Credibility, Interactivity.

Source: Survey Data, 2021

4.5.3. Coefficients of Regression Analysis

The results of Table 4.21 below indicate the contribution of Social Media related variables entertainment, informativeness, credibility and interactivity to attitude towards Social media advertising of SMU. The variables were all significant as their P-Values which is less than 0.05.It show that all variables which are stated in the independent variable has influence the university student's attitudes towards social media advertising of SMU.

Table 4.21: coefficients of Regression Analysis

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.111	.137		.809	.419
	Entertainment	.153	.040	.162	3.832	.000
	informativness	.278	.046	.269	6.084	.000
	Credibility	.350	.054	.328	6.469	.000
	Interactivity	.220	.045	.270	4.941	.000

a. Dependent Variable: Student Attitude
Source: Survey Data, 2021

The regression coefficient expresses whether there is a positive or negative correlation between each independent variable and the dependent variable. The coefficient value signifies how much the mean of the dependent variable changes given a one-unit shift in the independent variable while holding other variables constant.

According to the standard linear regression performed to find the determinant of social media advertising on student attitude of SMU advertising on social media, Table 4.21 shows the statistical result. And the study attained the coefficients value 0.153, with p-value 0.000 (<0.05). Thus, this implies that 15.3% of the dependent variable, "student attitude" can be explained by the independent variable Entertainment of the advertising message. Therefore the regression model is usable for predicting how the determinants of the entertainment variable towards students attitude.

The regression analysis also had shown the determinant of social media of SMU advertising on social media the informativness on students attitude, the study attained the beta coefficients 0.278, with p-value 0.000 (<0.05). This shows that 27.8% of the dependent variable, "student

attitude" can be explained by the independent variable informativness. Therefore the regression model is usable for predicting how the determinants of the informativness variable towards students attitude.

In addition linear regression performed to find the determinant of social media advertising on student attitude of SMU advertising on social media, Table 4.21 shows the statistical result. And the study attained the coefficients value 0.350, with p-value 0.000 ($<$0.05). Thus, this implies that 35% of the dependent variable, "student attitude" can be explained by the independent variable credibility of the advertising message. Therefore the regression model is usable for predicting how the determinants of the credibility variable towards students attitude.

Moreover, the effect of interactivity on students' attitude has coefficients value 0.22, with p-value 0.000 ($<$ 0.05). This indicates that 22% of the dependent variable "student attitude" can be explained by the independent variable interactivity. This result also showed the interactivity had a positive effect on student's attitude towards social media advertising of SMU.

CHAPTER FIVE

SUMMARY OF THE MAJOR FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter deals with major findings, conclusions and recommendations of the study results that were discussed in the previous chapter. The conclusion provides the outcome of the key findings. The recommendation part of this chapter gives promising suggestions or solutions to the apprehensive bodies with an objective of examining students' attitude towards social media adverting at St Mary's University.

5.1   Summary of the Major Findings

The general objective of the study was to analyze the students' attitude towards social media advertising: In case of SMU. The major findings of the study are:

- ▪ *The first findings   of the study* :- The entertainment of the advertising massage influence student's attitude towards social media advertising of SMU . The study found that there is a positively significant relationship between these two variables(r=0.400, < 0.01).As per the regression analysis result, the coefficient for Entertainment indicated that a 0.115 unit increase in the variable, a 0.115 unit increase students' attitude towards social media advertising of SMU can be expected.

- ▪ *The second findings of the study* :- The Informativness of the advertising massage influence the student's attitude towards social media advertising of SMU. The study found a positively significant relationship between two variables (r=0.531, < 0.01). On the other hand the regression coefficient model's result indicated that every unit increase in informativness will increase 0.287 unit increase students' attitude towards social media advertising of SMU .

- ▪ *The third finding of the study* :- The Creditability of the advertising massage influence the University student's attitude towards social media advertising of the SMU . The study found a positively significant relationship between two variables (r=0.607, < 0.01). On the other hand the regression coefficient model's result indicated that every unit increase in Creditability   will increase 0.230 unit increase students' attitude towards social media advertising of SMU .

- ***The Fourth finding of the study*** :- the Interactivity of the advertising massage influence the University student's attitude towards social media advertising of the SMU . The study found a positively significant relationship between two variables (r=0.645, < 0.01). On the other hand the regression coefficient model's result indicated that every unit increase in trust will increase 0.323 unit increase students' attitude towards social media advertising of SMU can be expected.

- ***The last finding of the*** study was what is the most important factor that affects the attitude of SMU students to ward social media advertising of the University as shown form the finding the beta value of Credibility is higher than the other which is (β=.350) next informativness (β= .278),then Interactivity (β = .220) and the last one is Entertainment (β = .153),

- More over since the p- value of entertainment, informativness, credibility, and is less than 0.05 they all have a positive effect on student's attitude towards social median advertising of SMU.

5.2   Conclusion

This study embraces important social media variables which significantly influence the attitudes of customers, as marketers should address their existing and potential customers without burdening them with traditional ways of advertising, including using online advertising. Cognizant to the fact that consumers don't want to be bombarded by advertising everywhere, and are no longer interested in the traditional ways and channels of advertising. Manager should give due attention to their ways of a dressing issues. Subsequently of this study, the researcher ascended obtainable positive and promising results in with university students could grasp and optimistic attitude towards social media advertising of SMU.

Relaying on the analyzed data the following conclusions are made.

- The most important and significant variable that influences attitudes toward social media advertising of SMU is credibility; the consumers trust the channel through which the advertisement is displayed; Therefore SMU has to put the factor of credibility into consideration by displaying credible advertisement. Moreover, the social media advertising of SMU has provided the students with credible and trustworthy information on which the students can depend. Therefore, the companies

who would like to adopt such marketing strategy should first strengthen and develop their brand image and positioning in the minds of their consumers (Gaber, 2012).

- The second important and significant variable that influences attitudes toward social media advertising is informativeness. This variable is very important to SMU who wants to advertise service through social media. Due to today's life style of students and technological advancement the students assess information from different social media so as to influence students attitude toward social media adverting the post should be more informative clear and cautious about the information they send through social media ads, and this information has to be checked and updated regularly. Wang et. al (2009, p. 63), Suggest that information factor is positive predictor on shaping consumer's attitudes toward online advertisement.

- The third significant variable for the student's attitudes is Interactivity. These includes simple and effortless ways of interactivity such as sharing videos, photos, like and/or comment on anything shared or posted, writing on the wall as well as sending private messages. This is why they communicate with their consumers without any barriers as social media as two-way communication websites. As interactivity is the first important variable, SMU has to create new and innovative ways of interactivity in order to please more of its users.

- The last important and significant variable that influences attitudes toward social media advertising is Entertainment. This factor is important for both students and SMU. The users may find it entertaining when they are asked questions or shown videos regarding the brand through their news feed (Logan, Bright & Gangadharbatla, 2012). Therefore and as Taylor, Lewin, Strutton (2011) stated, consumers appear more likely to respond favorably toward an ad when the content delivered through advertising is entertaining. In other words, SMU has to provide entertaining ways of advertising in order to fascinate more users and make them feel that the ads are not boring.

5.3   Recommendation

In recent years social media advertising is the most popular and widely used by marketers in order to attract and make contact with customers easily. The determinants of consumer attitude towards social media advertising can be applied highly regulated social media environment of SMU. Advertising through social media is cost effective and easy to reach huge number of target consumer easily.

- According to the study a significant relationship between creditability and students attitude towards social media advertising of SMU. SMU should provide sources of advertisement are credible trustworthy and believable This means that in order to reduce the perceived risk associated with social media advertising, companies employing social media advertising must be credible themselves (Moore & Rodgers, 2005; Nguyen & Leblanc, 2001).

- The study has also found a significant relationship between informativness and students attitude towards social media advertising of SMU are positively rerated. In fact if people trusted a particular product or service then it is likely that they would make a purchase. When they get proper information about the service Keeping advertising massage informative, The University can oriented and keep them up to date

- A significant relationship between Interactivity and students attitude towards social media advertising of SMU are positively rerated it is suggested that the managers of the university ensuring that the media used to be interactive and the massage also to be room for interactivity which in turn helps students to interact each other easily

- This study states that Entertainment and students attitude towards social media advertising of SMU are positively related. managers of the university should focus to improve the entertainment part of the advertising massage by entertainment way is crucial as we know most of the students are young and entertaining massage more attract to them so the massage should incorporating the elements of fun, excitement, surprises and pleasure in the massage.

5.4 Suggestions for Future Research

Like any research, this study is not free from limitation therefore it is necessary to recognize them and suggest recommendation for further studies.

Factors that influence the attitude of consumer are many but this study consider only four of them which are Entertainment, Credibility, Interactivity and informativness are selected as indicate in R^2 58% of model summary, other variables are factors that are 42% which are not included like irritating, customization and economical etc. Further research may consider variables which are not included by this research.

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ANNEXES

St. Mary's University

School of Graduate Studies

MA in Marketing Management Program

Students' Attitude towards Social Media Advertising: The case of St. Mary's University, Addis Ababa Ethiopia

Dear respondent

The aim of this questionnaire is to analyze the effect of social media advertising of St. Mary's University on student's attitude. The purpose of the study is to fulfill a thesis requirement for the Master of Arts in Marketing Management. Your honest and truthful responses for the questions are extremely important for successful completion of this thesis and I would like to assure you that the information you provide would be accessible only to the academic purpose.

I would like to thank you in advance for your time and suggestions.

Section 1: General Information

Please circle the appropriate answer.

1-Gender:

   a) Female   b) Male

2-Age:

   a) 18- 20   c) 26 to 30 years

   b) 21 to 25 years   d)above 30 Years

3- Which Program you are attending?

   a) Under graduate regular program   C) Post graduate program

   b) Under graduate Extension program   D) Undergraduate Distance Program

4-Do you consider yourself as a frequent Social Media user?

a) Yes, always

c) No, usually not

b) Yes, sometimes

d) No, never

5-How many hours per day do you spend on the internet?

a) 0-2 hours

c) 4-6 hours

e) More than 8 hours

b) 2-4 hours

d) 6-8 hours

6-Do you use any social networking website?

a) Yes

b) No

7-For what purpose do you use internet mostly?

a) E-mail

e) Looking for information

b) News

f) Relaxation

c) Shopping

d) Studying

8-Which social media networking sites do you usually use mostly?

a) Facebook

b) Tik – Tok

e) Instagram

c) You Tube

d) Telegram

9. Do you have information on SMU Social Media Platforms?

a) Yes

B) NO

10. Which social media advertisement of the university do you follow frequently?

a) Facebook

c) web site of SMU

b) You tube

d)Telegram

Section2: Social Media advertising on students' attitudes

➢ Please indicate to what extent you agree with each of the following statements.

1=Strongly Agree 2= Agree 3=Neither 4= Disagree (D) 5=Strongly Disagree					
Credibility	**1**	**2**	**3**	**4**	**5**
1. The Social media advertisement of SMU is credible					
2. The Social media advertisement of SMU is trustworthy					
3. The Social media advertisement of SMU is believable					
4. The Social media advertisement of SMU is convincible					
Informativness	**1**	**2**	**3**	**4**	**5**
1. Social media advertisement of SMU is valuable source of information about services					
2. Social media advertisement of SMU keeps me up to date about service available in the university					
3. Social media advertisement of SMU information that assist me in decision making					
Entertainment	**1**	**2**	**3**	**4**	**5**
1. Social media advertisement of SMU more enjoyable than other media content					
2. I usually feel entertainment when I view/see social media contain					

of SMU					
3. Social media advertisement of SMU contains a lot of excitement and surprises.					
4. Social media advertisement of SMU contains funny and enjoyable content.					

Interactivity	1	2	3	4	5
1. Social media advertisement of SMU makes me feel comfortable to express my opinions.					
2. Social media advertisement of SMU allows me to communicate with others.					
3. Social media advertisement of SMU able to share information with other users.					

Attitude toward Social media Advertising of SMU	1	2	3	4	5
1. I consider Social media advertisement of SMU is useful as it promotes the latest service advertised					
2. Through Social media advertisement of SMU I got more innovative ideas					
3. I refer to Social media advertisement of SMU because it allows me to enjoy the best deal out of the competing service advertised					
4. I support Social media advertisement of SMU advertising because it plays an important part in my educational choice					

decision					
5. I support Social media advertisement of SMU because it is where creativity is highly appreciated					
6. My general opinion regarding Social media advertisement of SMU is favorable					

Thank you!