



ST. MARY UNIVERSITY

SCHOOL OF GRADUATE STUDIES

**THE EFFECT OF SOCIAL MEDIA MARKETING ON CUSTOMER
BRAND LOYALTY IN THE CASE OF SELECTED LIQUOR
STORES, ADDIS ABABA**

BY

BEZA TESHALE

MAY 2021

ADDIS ABABA

**THE EFFECT OF SOCIAL MEDIA MARKETING ON CUSTOMER BRAND
LOYALTY IN THE CASE OF SELECTED LIQUOR STORES, ADDIS ABABA**

BY

BEZA TESHALE

SGS/0466/2012A

ADVISOR: ZEMENU AYINADIS (Asst. Prof.)

**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATES IN
PARTIAL FULFILLMENT FOR THE REQUIREMENT OF THE DEGREE OF MASTERS
OF MARKETING MANAGEMENT**

MAY 2021

ADDIS ABABA

ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

APPROVAL SHEET

THE EFFECT OF SOCIAL MEDIA MARKETING ON CUSTOMER BRAND
LOYALTY IN THE CASE OF SELECTED LIQUOR STORES, ADDIS ABABA

BY

BEZA TESHALE

APPROVED BY BOARD EXAMINERS


Dean, Graduate

Studies Signature and Date

Advisor

Signature and Date

Dr. Getie Andualem
External Examiner



18/07/'21
Signature and Date

Internal Examiner

Signature and Date

DECLARATION

I, the undersigned, declare that this thesis “THE EFFECT OF SOCIAL MEDIA MARKETING ON CUSTOMER BRAND LOYALTY IN THE CASE OF SELECTED LIQUOR STORES, ADDIS ABABA” is my original work, prepared under the guidance of Zemenu Ayinadis (Ph.D.). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

Name

St, Mary’s University, Addis Ababa

Signature

May 2021

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a University advisor.

Advisor

St, Mary's University, Addis Ababa

Signature

May 2021

ACKNOWLEDGEMENT

First and foremost, praises and thanks to the Almighty God for his blessing throughout my research work to complete the research successfully.

I would like express my deep and sincere gratitude to my thesis advisor prof. Zemenu Aynadis at St. Mary's university college. For providing me the invaluable guidance throughout the research. His dynamism, vision and motivation have deeply inspired me. He has taught me the methodology to carry out the research works as clearly as possible. It was a great privilege and honor to work and study under his guidance. I am extremely grateful for what he offered me.

Finally, I am extremely grateful my husband and to my family friends for their love prayers caring sacrifice for providing me with unfailing support and continuous encouragement throughout my years of study and preparing me for my future. This accomplishment would not have been possible without them. Thank you.

TABLE OF CONTENT

DECLARATION.....	ii
ENDORSEMENT	iii
ACKNOWLEDGEMENT.....	iv
ABBREVIATION AND ACRONYMS	x
ABSTARCT	xi
CHAPTER ONE.....	1
INTRODUCTION	1
1.1. Background of the Study	1
1.2. Statement of the Problem.....	3
1.3. Objectives of the Study.....	5
1.3.1. General Objective.....	5
1.3.2. Specific Objectives.....	5
1.4. Significance of the Study	5
1.5. Scope of the Study	6
1.6. Limitations of the Study	6
1.7. Organization of the Study	7
CHAPTER TWO.....	8
REVIEW OF THE RELATED LITERATURE.....	8
2.1. THEORETICAL REVIEW	8
2.1.1. Social Media.....	8
2.1.2. Social Media Marketing	10
2.1.3. Theories of Social Media Marketing.....	11
2.1.4. Dimensions of Social Media Marketing.....	13

2.1.5. Customer Loyalty	16
2.1.6. Social Media Marketing and Brand Loyalty	18
2.2. Empirical Studies Review and Hypothesis Formulation	20
2.3. Conceptual Framework	23
CHAPTER THREE	25
RESEARCH METHODOLOGY	25
3.1. Research Approach	25
3.2. Research Design	25
3.3. Population	25
3.4. Sampling Technique	26
3.5. Sample Size.....	26
3.6. Source of Data	27
3.7. Data Collection Instrument	27
3.8. Data Collection Procedure	28
3.9. Methods of Data Analysis and Presentation	28
3.10. Validity and Reliability Test.....	29
3.11. Ethical Considerations	30
CHAPTER FOUR	31
DATA PRESENTATION AND INTERPRETATION.....	31
4.1. General Information of Respondents	31
4.2. Descriptive Statistics.....	33
4.3. Inferential Statistics	36
4.3.1. Correlation Analysis.....	36
4.3.2. Assumption Tests for The Regression Model	37

4.3.3. Regression Results	40
4.4. Discussion of the Results	42
CHAPTER FIVE	45
SUMMARY, CONCLUSIONS AND RECOMMENDATIONS	45
5.1. Summary of Major Findings	45
5.2. Conclusion	46
5.3. Recommendations	48
References	50
Appendices	54
Appendix -I	54
Appendix _ II	57

LIST OF TABLES

Table 1: Sample Proportion per Stratum	27
Table 2: Reliability Test Results	29
Table 3: Summary of Demographic Profile	32
Table 4: Summary of Study Variables Description.....	34
Table 5: Spearman Correlation Matrix.....	36
Table 6: Collinearity Diagnosis.....	37
Table 7: Normality Test.....	39
Table 8: Model Summary for Customer Satisfaction.....	40
Table 9: ANOVA of Brand Loyalty	41
Table 10: Estimated Regression Coefficients.....	41
Table 11: Summary of Research Hypothesis Test Result	42

LIST OF FIGURES

Figure 1: Conceptual Framework of the Study	24
Figure 2: Scatter Plot of Residual Values.....	38
Figure 3: Scatter Plot of Residual Values.....	39

ABBREVIATION AND ACRONYMS

ANOVA	Analysis of Variance
ECRA	Ethiopian Custom and Revenue Authority
eWOM	Electronic Word of Mouth
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
VIF	Variance Inflation Factor

ABSTARCT

The main objective of this study was to investigate the effect of social media marketing on brand loyalty in the case of selected liquor stores in Addis Ababa. To achieve the study objectives, explanatory research design along with quantitative approach was applied. The survey was conducted on targeted population of selected liquor stores' official Facebook pages followers. A sample size of 361 respondents were selected through convenience non-probability sampling technique. Of which, 294 valid and usable responses were obtained. The primary data were collected through structured questionnaire from subscribers/ followers of selected liquor stores' Facebook page followers. Using SPSS 21.0 statistical application software, both descriptive and inferential analyses were applied to carry out both correlation and multiple linear regression analysis to address the intended objectives. The results of multiple linear regression model revealed that all the five dimensions of social media marketing had positive and strong significant relationships with brand loyalty. Relevance content on social media has relatively the highest effect ($B = .227, p < .001$) on brand loyalty of selected liquor stores' Facebook page followers in Addis Ababa, followed by applicable program ($B = .149, p < .001$), up-to-data content ($B = .123, p < .001$). Whereas, Interactivity ($B = .119, p < .001$), and perceived enjoyment ($B = .109, p < .001$) had relatively lower influence. This indicates that social media marketing content had positive and statistically significant effect on brand loyalty of liquor stores' customers. Based on this, it can be concluded that social media marketing variables are good predictors of brand loyalty in the context of liquor brand which implied that social media marketing factors are vital in predicting customer's loyalty towards branded liquor products. Further improvement on social media marketing practices of the liquor stores should be required to enhance brand loyalty of customers.

Key words: - *Social Media Marketing, Brand Loyalty, Perceived Enjoyment, Interactivity, Content Marketing, Liquor Stores,*

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Building a brand loyalty among customers has often become one of the biggest challenges to marketers for a while. Consumers perceive brand loyalty as a catchy jingle or an advertisement that follows them around when searching for something either through the print, electronic media or online. Marketer have been utilizing different means and methods to build and then maintain customers brand loyalty by making all the necessary arrangements in creating and increasing brand loyalty within their customers. Some of the most frequently used ways are organizing marketing events, sponsorships, one-to-one marketing activities, internet marketing and social media marketing (Keller, 2008; Kotler & Keller, 2007). Social media has become as one of the major role players and important means that can build and maintain brand loyalty (Kottler & Keller, 2007). But the important point which the business firms neglect to keep in mind is to trying retaining them by doing the same little effort right every time the customer makes a purchase.

Internet social networks have been one of the most influential services offered on internet and Web, which lead to a dramatic change in the social system around the globe. The basic function of internet is to eliminate geographical gap between people across the world and revolutionize communications and information exchange field (Goode, 2016). Social networks are a new generation of sites which have been at the center of attention of website users as the sites execute based on online organization of a set of users with special characteristic. Social networks are such a social media which makes it possible to achieve a new form of communication and content sharing on the Internet. Since internet has a unique characteristic, firms have realized that they need to redefine/rebuild their marketing strategies as the emergence of online stores has commenced to turn users into consumers (Keller, 2008).

Social media, as the name implies, is referred to as a communication or publication platform generated by interpersonal interaction of individuals. According to Bowen & Chen (2017), it is the democratization of information, transforming people from mere content readers to content publishers. It is the shift from a broadcast mechanism to rooted in conversations between

authors, people, and peers. Despite their purposes, social media takes different forms such as Internet forums, message boards, weblogs, wikis, podcasts, pictures, and video. Social media is a media for social interaction, using highly accessible and scalable publishing techniques. Social media represents low-cost tools that are used to combine technology and social interaction with the use of words. These tools are typically internet or mobile based such as Twitter, Facebook, Myspace and YouTube.

Studies illustrated that many countries are France, Norway, Russia, Ukraine, Myanmar, Sri Lanka, and Kenya have banned all alcohol advertising on television and billboard (Rancati, 2015). Firms have reacted against the ban through recognizing and implementing social media as a potential platform for marketing, and is utilizing them with innovations to power their advertising campaign. For businesses, it is a unique marketing opportunity that surpasses the traditional middleman and connects firms directly with customers (Keller, 2008). Nearly every firm is focused on exploring social media channels as its impact is so clear and companies are rapidly adopting social media as their next marketing wave to create loyal customers who engaged in social media consistently as a routine lifestyle (Evans, 2017).

According to new research from journal of studies on alcohol and drugs claims that liquor manufacturers and stores are in the forefront of creating strong social presence that empowers alcohol brands to stand out from an enormous crowd of category competitors, who are all striving for the attention of the drinking-age population (David, 2017). However, there is a lack of literature in regards to the influence of content marketing on the consumer loyalty towards the supplies. Unlike traditional promotion mix, social media content marketing through creative design, helps entice online consumers to patronize services. Besides, consumers are ignoring TV commercials, unsubscribing to email lists, and adding their phone numbers to “do not call” lists, indicating that it is becoming easier for consumers to ignore interruptive commercial ads (Moran 2016).

Thus, the purpose of this study is to investigate the effect of social media content marketing on customer brand loyalty taking liquor stores in Addis Ababa as a case. Social media requires articulating relevant and interesting contents, and engaging more interactively to attract potential customers. Firms that provide marketing promotion make customers happy, causing them to return and eventually become loyal.

1.2. Statement of the Problem

Internet social networks have been one of the most influential services offered on internet and Web, which lead to a dramatic change in the social system around the world in recent years. Social networks are a new generation of sites which have been at the center of attention of the Web users these days. These sites work based on online organization, each of them gets together a set of internet users with special characteristic. Social networks are such a social media which make it possible to achieve a new form of communication and content sharing on the Internet. Brand is an important and brief guide of identity, originality, products characteristics and differences and a function by which product will be recognized. So, creating a brand in this new virtual space can't be ignored (Kappherer, 2006)

Social media marketing is a type of communication that usually aims to encourage potential consumers to buy or consume more of a specific brand of product or service through social media channels such as Facebook, YouTube, Instagram, Twitter, Telegram, etc. Social media marketing strategies are primarily designed to stimulate increased consumption of goods and services through the development and enhancement of customer interaction resulting in brand loyalty (Singh & Cullinane, 2010). The platform gives consumers a voice, and allows them to interact and share their experiences with any person anywhere in the world (Kozinets, 2010).

This paradigm shift is also considerably exacerbated in the liquor industry of certain countries where ban on advertising of alcoholic drinks on commercial media (TV, Radio, Billboard, etc.) is enforced by law. Ethiopian alcohol and liquor industry is the same page as in the run-up to the ban on advertising of alcoholic drinks on commercial media, within a short period, marketing tactics for internet-based technologies have become prominent. It results in subjecting digital marketers of liquor stores to unparalleled opportunities for communicating with their target customers (Zelalem, 2019).

The ban of advertising liquors on commercial medias overwhelmingly drives liquor stores in Addis Ababa to participate in social media marketing to promote their business (Stelzner, 2014). Despite its other benefits of social media marketing, content marketing is used mainly for the purposes of feedback generation, increase brand awareness and acquire more loyal customers. The question still remains of how brand loyalty can be built and strengthened through social media. Understanding how social media marketing activities influence brand loyalty is important

for strategic marketing. Enterprises who do not accept changes in the marketing environment and consumer behavior risk falling behind for the fact that creating an engaging digital environment to influence sales, accelerate new growth and create new market share become a bottleneck for the companies at large (Kassahun, 2013; Ermias, 2015).

Previous research states that social media marketing is an important part of an enterprise's marketing (Patrutio & Baltes 2016; Ahmad, Musa & Harun 2016; Musa & Harun 2016). Content created and shared on various online platforms is what engages consumers which build a customer-company relationship and further leads to purchase intent. This is particularly important since the way content is shared and perceived by users can not be controlled by an enterprise, whether positive or negative (Baines & Fill, 2014), Users are no longer passive recipients of content, they actively engage and co-create by liking, sharing or commenting on content posted by enterprises (Kilgour, 2015).

Many marketing researchers, such as marketing performers, have emphasized on the main role of interpersonal relationships effect on creating a positive attitude toward desired brand and strong connection between customers and brand (Brexendorf, 2009). With regard to up-growing social networks in the country virtual space, the necessity to study the level of social networks influence on individuals' brand loyalty should be strengthened. Hence, providing a conceptual model, this study aims to measure the level of social media marketing influence on customers' brand loyalty

The purpose of this study was to investigate the effect of social media marketing on customer brand loyalty in the case of liquor stores in Addis Ababa. The output of this study may provide insights on what content marketing quality drives consumers to engage with content in an online environment that leads them remain loyal to the liquor/ store brand. These thesis studies the phenomenon from a consumer perspective and more specifically it aims to contribute to research within social media content marketing and customer loyalty. Inbound marketing techniques such as social media content marketing are becoming more common, with the main goal of attracting and retaining customers to online platforms through high quality content.

The main question is to what extent social media content marketing affect the loyalty of customers towards liquor supplies in Addis Ababa. These can be achieved through addressing the following specific research questions:

1. What is the effect of relevance of content marketing on brand loyalty of liquors in Addis Ababa?
2. What is the effect of content enjoyability on brand loyalty of liquors in Addis Ababa?
3. How does up-to-dated content marketing affect brand loyalty of liquors in Addis Ababa?
4. How does perceived interactivity of users influence brand loyalty of liquors in Addis Ababa?
5. What is the effect of online applicable program on brand loyalty of liquors in Addis Ababa?

1.3. Objectives of the Study

1.3.1. General Objective

The general objective of this study is to investigate the effect of social media marketing on brand loyalty in the case of selected liquor stores in Addis Ababa.

1.3.2. Specific Objectives

- i. Evaluate the effect of relevance of social media marketing content on brand loyalty of liquors
- ii. Investigate the effect of social media content enjoyability on brand loyalty of liquors
- iii. Investigate the effect of currency of social media marketing content on brand loyalty of liquors
- iv. Analyze the effect of perceived interactivity of users on brand loyalty of liquors
- v. Evaluate the effect of providing online applicable program on brand loyalty of liquors

1.4. Significance of the Study

The output of this study may have significant benefit to liquor stores marketers, consumers, businesses and academicians. This study may be able to inform marketers on the consumer preference of the social media and whether using online marketing would be effective in reaching and increasing awareness of the target audience. Before, adapting marketing practices to the Internet, it is imperative to understand the characteristics of the online customers towards social media marketing and their influences on customer brand loyalty as would be revealed by this study. Despite other relevancy, social media has grown in popularity as commercial ads

platform for the fact that it provides 24-hour interactivity between the advertiser and customer. It is important for local liquor stores to look into internet/ social media marketing as more engaged online for their purchasing. A small business that can offer online purchasing may be able to tap into this customer base. For scholars and academic researchers, the current study forms a basis upon which future research on digital/Internet based marketing promotion may be established. The findings may be resourceful in providing viable information to academicians, researchers and consumers on various concepts related to internet advertising.

1.5. Scope of the Study

The scope of this study is limited conceptually, geographically and methodologically so as to make the intended research manageable. Geographically, it covers local liquor stores and alcoholic beverage suppliers in Addis Ababa who have online presence. However, other liquor suppliers out of Addis Ababa were intentionally excluded from this study as out of the scope.

Conceptually, the study focuses the relationship between social media marketing dimensions namely advertising campaign, content relevancy, currency, popularity and provision of applicable loyalty program on brand loyalty. Other factors that affect customer brand loyalty (like psychographic, demographic characteristics, cultural difference, price, etc. were excluded intentionally. Methodologically the study targets Facebook social media users, followers of local liquor stores in Addis Ababa which have already “liked” their pages. Other stakeholders such as managements from liquor supplier side, and Facebook users out of Addis Ababa were also intentionally excluded.

1.6. Limitations of the Study

The study aims to find out how social media marketing affects brand loyalty using a five-dimensional approach which are content relevancy, content enjoyability, content currency, user interactivity and loyalty program application. The results of this study show that the quality of content marketing had significant effect on retaining loyal customers but to what extent the social media marketing is effective in relation to customer online engagement. Previous studies revealed that consumer engagement had mediating role on the relation between social media marketing and brand loyalty (Muntinga, 2011). Thus, for future study, the suggestion would be to investigate the role of consumer online engagement dimension so as to evaluate the effectivity of content marketing.

On top of that, the term “respondent” is referred to “consumer” synonymously rather than contributors and co-creators of the social media contents. That means the respondent might have the role similar to the liquor stores to create stories or contents that could affect the loyalty of other customers. Thus, further researches should treat them differently so as to have clear picture on the subject matter.

The other limitation is that the study was conducted on only liquor stores in one of the metropolitan City, Addis Ababa and only Facebook users were considered as study participants. They were also selected through adopting convenience sampling technique. Although Facebook users accounted for 54% of the total social media users in Ethiopia (Tsadiq, 2019), other social media such as Instagram, Snapshot, Twitter, etc. are substantial platforms were not represented in this study. Future research should look into the comparison between breweries, wineries and other alcoholic beverage manufacturers and should adopt a more representative sample from other social media users to assure generalizability beyond the specific Facebook users under examination.

1.7. Organization of the Study

This research report comprises of five chapters. Chapter one consists of introduction that including background of the study, statement of the problem, objectives, research questions, hypothesis, significance of the study, definition of terms, limitations and scope of the study. Chapter two consists of Review of Related Literature, Chapter Three refers to methodology which includes description of the study area, research design and strategy, method of data collection, sampling design, data collection instruments and method of data analysis. Chapter four shows data analysis and interpretation and Chapter five which is the last chapter consisting of summary of the major findings, conclusions and recommendations drawn based on the conclusions of the study.

CHAPTER TWO

REVIEW OF THE RELATED LITERATURE

This chapter comprises the theoretical and empirical reviews which provide relevant literature related to the study. The theoretical part includes a general discussion on perceived information quality, perceived enjoyment, and perceived interactivity dimensions, brand loyalty and mediating role of online consumer engagement. It also discusses about social networking sites focusing on the specific social networking site Facebook along with the benefits of using Facebook from an industry perspective. The empirical review discusses different studies or researches on this specific area, and then the conceptual framework is designed based on gaps from theoretical and empirical reviews.

2.1. THEORETICAL REVIEW

2.1.1. Social Media

Social media is focused on building a relationship and about conversation with others. It is consequently about receiving and exchanging ideas and perceptions with the customers and not just about delivering a message. Mangold & Faulds (2009) argue that social media has become a significant factor in the influence of consumer behavior, including aspects such as awareness, information gathering, opinions, attitudes, purchase behavior and evaluation of the product. Kaplan & Haenlein (2010) claim that, despite the fact that there is a huge interest in social media among companies today, the understanding of what the term actually means is not widely spread. As a consequence of this lack of understanding, companies often miss opportunities or threats given by creative consumers (Kietzmann, 2011). Using social media to engage with customers is therefore, more complex than it might initially sound and there is usually a gap in terms of what consumers seek on social media and what companies are offering.

With the rise of social media, companies have increasingly less control of the information that is spread about them on the Internet. According to Kietzmann (2011), the power has shifted from those working in marketing and PR to the users of social media. It is no longer the company who is in control of the relationship but instead the customers. Through social media, information about brands “just happen”, with or without the companies’ permission (Kietzmann, 2011). Mangold & Faulds (2009) argue that it is the possibility for one person to write to a hundred, or

even a thousand other consumers, about a product that has led to the great impact of consumer-to-consumer communication.

According to Vollmer & Precourt (2008), consumers are nowadays turning away from traditional sources of advertising and instead turn to various social media platforms for information regarding products they wish to purchase. The fact that the customers are in control and that they are much closer can also affect a company's marketing, sales and service efforts and therefore requires a different approach from the companies' side (Constantinides, 2008; Baird & Parasnis, 2011). As a result of customers increasingly taking over typical company activities, claim that companies need to work much more "on-demand". By this, they mean to only market the t-shirts demanded by the customers, create assortments suggested by the consumers or launch advertising campaigns that are approved or developed by their customer.

Baird & Parasnis (2011) mean that companies need to embrace the power shift and instead of trying to manage the customers, they should strive for facilitating collaborative experiences and a dialogue that the customers value. They need to understand what it is that triggers customers to use social media to seek out a brand and also what it is that would make them reluctant to interact. Consumers join brand communities and follow brands on social media to fulfill their need of being identified with groups or symbols that they wish to associate with, or that they find desirable. Mangold & Faulds (2009) also emphasize that consumers like to feel connected to other consumers that share the same interests and desires, which lead them to join communities that are centered around shared values and interests. This could, for example, be a fashion site for men's fashion. To find communities that share the same target market can provide a company with a huge advantage, such as excellent sponsorship or collaboration opportunities (Mangold & Faulds, 2009). In their research, they have found that before consumers use social media to interact with brands, they need to feel that they trust the company and that they are communicating honestly.

Transparency is consequently of high importance and a company that is not being transparent risk being perceived as manipulative and insincere. Mangold & Faulds (2009) share that opinion and state that when customers feel that they are well informed about a company and their products, they are more likely to talk about them. Hence, giving sufficient information about

products is of great importance. Some customers also think that a passion for the brand is a prerequisite for interacting with that brand on social media (Mangold & Faulds, 2009).

Baird & Parasnis (2011) further found that customers, to a certain extent, feel connected to the brand after engaging with them via social media, but it is not what drives them to interact in the first place. To get recommendations, opinions and reviews from friends and family is also an increasing reason behind consumers social media use. The power of recommendations and endorsements from friends on social networks can be felt every time someone “re-tweets” a company’s status on Twitter or “likes” a company on Facebook. Companies should according to Baird & Parasnis (2011) take advantage of these tools and motivate customers to share their experiences with others. This can be done through creative and fun marketing campaigns on social media platforms where consumers are encouraged to like and share a company’s page. It can also be connected to charity if the company for example donates one euro to charity for every “like” they get on Facebook. Two of the reasons why some customers are reluctant to interact with brands via social media are privacy concerns and the fear of being spammed with news and updates (Baird & Parasnis, 2011).

2.1.2. Social Media Marketing

Because providing information is the basic goal of a website (Bhatti, 2000), information quality has drawn considerable attention in the website development and design literature. Similar to other studies, this study defines information quality as “a consumer’s perception of product and company information based on a set of judgment criteria that cover accuracy, relevance, helpfulness, up-to-datedness, and unbiased measures” (Ou & Sia, 2010, p. 918). Information quality has been addressed in the consumer behavior literature as a key website trait influencing consumer evaluation and attracting online customers.

Research in this area has suggested that information quality plays a key role in consumers’ assessment of a company’s website (Dran, 2000). In fact, Huizingh (2000) argues that information quality is one of the most important website features, as illustrated in his well-known slogan “content is king.” Huizingh’s slogan emphasizes the importance of information quality, which he derived from his work based on the substantial role content has on consumer’s positive upward and negative downward judgments of a website. In this study, a company’s profile page on Facebook is considered one of a company’s websites that is maintained and

operated by a representative of the company, and information quality on Facebook is considered information about upcoming sales, coupons, product launches, discontinuations, and stories about the products or about consumers using the product.

Lyer (2001) reason that site content attracts a company's target audience so content must be at the forefront of design and development. Lin & Lu (2000) found that a customer's acceptance of a company's website is contingent on the information presented. Cao (2005) found that online customers are attracted to websites based on the quality of information presented on the site. In addition, Ou & Sia (2010) found that consumers who perceived information quality negatively on a company's website distrusted the site, which ultimately led to low purchase intent.

2.1.3. Theories of Social Media Marketing

2.1.3.1. Theory of Reasoned Action

The theory of reasoned action (TRA) is a well-known social psychological model developed by Fishbein and Ajzen (1975). This model assumed individuals are rational and systematically make use of information available for them. The individual will consider the implications of their actions before deciding to engage or not engage in each behaviour (Hansen, 2004; Yousafzai, 2010).

According to TRA model, an individual's behavioural intention is a function of two determinants: a personal factor termed attitude toward the behaviour, and a person's perception of social pressures termed subjective norm, according to Hansen (2004) and Yousafzai (2010). In other words, the behavior intent is deemed the most important determinant of a person's behavior.

The individual's attitude towards behaviour includes evaluation of behavioural outcomes, and behavioural beliefs. According to Li (2010), attitude is an individual positive or negative emotional state about performing the target behaviour. In other words, if the results of performing a behaviour are positive, the individual will have positive attitude performing that behaviour. Likewise, if an individual believes that the behaviour would lead to an undesirable result, the individual would have a negative attitude towards it.

While the subjective norm consists of normative beliefs, and motivation to comply. Subjective norms are perceptions of the beliefs influenced by people surrounding the individual. Subjective

norm is a function of a set of beliefs termed normative beliefs that refer to the perceived social pressure to perform or not to perform the behaviour (Ajzen, 1991; Yousafzai, 2010). Thus, the individual would question if the individuals or groups would approve the behaviour or not. And it also depending on whether the individual would comply with the other views or opinions. As subjective norm describes the influence of society on individuals, eWOM is a way of displaying the subjective norm which it describes the potential, current or future comments either favourable or unfavourable regarding a product or brand online (Cheng & Huang, 2013).

The TRA is a general model and, as such, it does not specify the beliefs that are operative for a behaviour (Yousafzai, 2010). TRA deal with prediction rather than the outcome of behaviours as researchers are often interested in situations in which the target behaviour is not completely under the individual's control Yousafzai, 2010; Hansen, 2004). Another word, TRA is uncappable to predict the situation in which individuals have a low level of volitional control.

2.1.3.2. Theory of Planned Behavior

According to Li (2010), Theory of Reasoned Action was applied to predict individual behaviour in a voluntary situation, not in a compulsory situation. To tackle the limitation of the TRA model, the theory of planned behaviour (TPB) was introduced by Ajzen to deal with behaviours which people have incomplete volitional control (Ajzen, 1991). In the extension of the theory, perceived behavioural control was added as the third construct that influences behavioural intentions and actual behaviours (Yousafzai, 2010).

Yousafzai (2010) explained that the consideration of control beliefs is about the resources and opportunities possessed by the individual and the anticipated impediments towards performing the target behaviour. Cheng and Huang (2013), Lim (2016) explained that when a person perceives that they have the ability, resources, and opportunities to perform a certain behaviour, they will perceive themselves as more in control and their behavioural intention will increase too. However, Madden, Ellen & Ajzen (1992) argued that perceived behavioural control is motivated towards behaviour through behavioural intention. The assumption believes that if the individual has little control over performing the behaviour because lack of requisite resources, then the intentions to perform the behaviour may be low even if the individual has favourable attitudes and/or subjective norms.

Ajzen (1991) summarised that attitude and subjective norm which are more favourable and with respect to a behaviour, there are two effects of perceived behavioural control. First, perceived behavioural control is motivated to have an indirect effect on behaviour through intentions. Second, perceived behavioural control reflected the actual control and has a direct connection to the behaviour that was not mediated by behavioural intentions (Madden, 1992).

2.1.4. Dimensions of Social Media Marketing

For this study, perceived information quality in terms of content relevance, update, perceived enjoyment, interactivity and application (loyalty) program are considered as the dimensions of social media marketing. The three concepts are proposed antecedents of online consumer engagement as each of these concepts has been heavily studied in website design literature and has been deemed an appropriate feature to include on a company's website (Cyr, Head, & Ivanov, 2009). Furthermore, research has found that the presence of these three constructs on a company's website can help shape consumer perceptions that eventually can lead to a more loyal consumer base, which can ultimately influence consumer behavior, such as purchase intent (Cyr, 2009).

2.1.4.1. Relevant

As research has suggested (Ou & Sia, 2010), information quality is extremely important to the development of a company's website to draw in and continue to attract online customers. It is crucial for customers seeking information about a company have relevant and accurate information in order to meet their needs. Social media implement marketing intelligently for each of their members. One way is to provide one's searches relevant content through filtering one's searches extraneous information and data, so that it prevents them to be exposed to irrelevant information, hence, they find and explore their desired issues easily (Brito, 2011). By providing relevant content, one can be exposed to a lot of mental conflict toward brand and made loyal to it. Customers consider social media sites as serving channels where they can engage in real-time database of businesses.

2.1.4.2. Currency/ Updated

Customers consider social media sites as serving channels where they can engage in real-time database of businesses. Customers prefer using social media to visit updated content (Leggat, 2010). Since rapid transfer of changes in order to update networks memory information is one of the new technology advantages, we hope that social networks desired content will be novel and updated rapidly. New technologies update developments and changes of users' demands and required products rapidly, therefore, let them decide according to today's circumstances (Leggat, 2010), like Google which changed its search system algorithm and ranked its updated content (Freidman, 2011). Providing updated relevant content is one of the most important strategies used for brand management in social media. Communication in social network sites is a consequence of awareness and transparency. Hence, it is regular that one communicates with others via editing, developing or updating their personal page (Dalsgaard, 2008).

2.1.4.3. Enjoyment –

Using past definitions of enjoyment as a reference point the enjoyment variable attempted to measure a user assessment of the features on a firm's Facebook page that they "like" based on whether they feel the features are fun, subjectively pleasing, and overall appealing. (Cao, 2005). Research has found that the quality of information included on a website can be regarded very highly among consumers, but if the site is not enjoyable, consumers will lose interest and vacate the site (Cao, 2005; Smith & Merchant, 2001). Perceived enjoyment moves consumers beyond the fundamental to the hedonic (Ou & Sia, 2010), where the consumer experiences emotional involvement while using the vendor website (Zhang & von, 2000). Research has found that enjoyment – website features that are fun, interesting, exciting and entertaining has a positive effect on a customer's evaluation of a company's website. Eighmey (1997) verified that statement, finding that by including enjoyable features within a site not only sets it apart from other sites but also contributed to overall customer satisfaction.

2.1.4.4. Interactivity

Based on definitions previously identified (Lee, 2005; Mollen & Wilson, 2010), perceived interactivity attempted to assess the degree to which a consumer perceives the interaction to be two-way, controllable, and responsive on a firm's Facebook page that he/she "likes". The popularity of social media, software grounds and content among friends is another important

reason of customers to engage the brand in social media. Complex technologies are included in social networks of social media, which can give users their desired content by considering their search history and request for certain information, and also give them some relevant advertisement intellectually. This feature leads to an evolution in social media, which helps one find their desired information quickly without trying to find certain issue. In social media, it is also possible to advantage from word-of-mouth advertising (WOM) and providing popular content among friends with regard to the possibility of online chat and friends to help company advance its objectives (Gordhamer, 2009).

2.1.4.5. Applicable/ Loyalty Programs

Loyalty programs are implemented by companies to retain their best customers, gather information about customers to meet their needs more effectively, and to deter customers from defecting to the competition (O'Malley 1998). Loyalty programs seek to add value to the customer experience and cultivate enduring relationships, with the ultimate goal of increasing repeat purchase behavior and share of wallet (Mayer, 2008). There is a very serious advertising campaign to keep customers. Valid companies interact with their customers by applying online customer's loyalty programs through providing special advertisement (Mangold & Foulds, 2009). It is also possible to interact with cyber space via new mechanisms such as social networks, weblogs, e-mails, websites, chat rooms, video conferences, instant message recording systems, post lists, discussion forums and podcast, each of them provides a certain level of interaction with respect to its characteristic. Communication mechanism is selected according to interaction target and software environment needs and necessities, so that outcomes and consequences of interaction through them will differ (Khaniki & Babaie, 2011).

Brand loyalty is the allegiance of the customer to the same brand rather than changing to other brands. And it is a recurring action that consumer repeating purchases the products and services from the same brand. The commitment of the consumers' repurchasing or continuing to support the brand are the factors businesses able to retain them. Businesses that keeping the customers coming back ultimately generating higher sales and profits through the continuous support of the products and services. Marketing strategies might include customer loyalty programs to reward loyal customers that keeps coming back. Customer loyalty program not only rewarding the customers, but as well increase the engagement between business and customers. A tier loyalty

program distinguished how the business would treat the customers differently. For instance, in the airline industry, customers with platinum or gold card membership are treated specially with additional miles, access to airport lounges, hassle free over the counter check-in, and some includes chauffer transportation from home to the airport. It's not only a brand loyal to the customers, but a prestige reputation for the few that in the top tier of the loyalty program.

2.1.5. Customer Loyalty

Loyalty attempted to capture a consumer's commitment to the brand he/she "likes" on Facebook based on the consumer's positive attitude toward that brand. (Reynolds & Beatty, 1999). According to many researchers, profit will be enhanced when companies focus on retaining existing customers (Reichheld & Sasser, 1990; Fornell & Wernerfelt, 1987). Developing and maintaining customer loyalty is consequently an important contributory factor to a firm's profitability (Clark, 1997; Oliver, 1999; Reichheld, 2003). Due to the fast development of the Internet, the old ways of doing business have been overturned but when it comes to loyalty among customers, not much has changed. Reichheld & Schefter (2000) argue that the old rules are as vital as ever. To them, customer loyalty is still about earning trust from the right kind of customers, which will make them want to do all their business with that particular company. Both Oliver (1999) and Yin (1999) conclude that loyalty generally has been defined as repeat purchasing frequency and same-brand purchasing. Reichheld (2003) on the other hand means that loyalty is so much more than repeat purchase and that a customer who keeps purchasing products from the same company may not necessarily be loyal. It can be a result of limited options, personal inertia or indifference.

Always flying with the same airline might for example be due to the fact that they are the only ones flying that route (Reichheld, 2003). Parasuraman & Grewal (2000) mean that the main factors that are influencing customer loyalty mostly depend on the products, services and prices that a company is offering. Stratigos (1999) defines loyalty as a kind of commitment that is similar to a resistance to change. Loyal customers are also more tolerant when it comes to defects and flaws and they will continue to use the provided products since the business fulfill their personal needs (Stratigos, 1999; Reichheld, 2003). Staying with a company only because of the fact that they have good promotion campaigns is, according to Thatcher & George (2004), not seen as loyalty but more as un-loyalty. An un-loyal customer is also characterized by not

complaining if problems or inconvenience occur, but instead simply switch to another competitor on the market.

Companies can on the other hand expect to get complaints from loyal customers since they care about the business and want it to act in its best way. Such complaints should be seen as feedback and the input from the customers can help to improve the performance of the company (Thatcher & George, 2004). Grönroos (2000) have declared that paying attention to customer feedback as well as dealing with complaints and questions is an important part in building long-term relationships. Building a relationship between a customer and a business will contribute to both sides trusting each other and that will eventually lead to commitment (Grönroos, 2000). Braum (2002) declares that companies can do certain things to persuade the customers into being loyal and one strategy is to make the customers a part of the daily business activities. This approach will make them passionate about the brand and, according to Braum (2002), a true loyal customer is someone who is passionate about the brand and not only about the provided products.

Reichheld & Schefter (2000) further state that customer loyalty is essential for an online retailer for mainly two reasons. It is a competitive necessity since figuring out a way to create exceptional value for the customers will make them stick around. It is also an economic necessity since it costs more to attract new customers on the Internet than to retain old ones (Reichheld & Schefter, 2000). Other findings in the traditional marketing literature also conclude that greater customer loyalty positively influences profitability by both increasing sales per customer as well as helping to reduce marketing costs (Fornell & Wernerfelt, 1987; Clark, 1997; Oliver, 1999; Reichheld & Sasser, 1990). This is, according to Reichheld & Sasser (1990), because of the fact that acquiring new customers entails some costs in the form of advertising, promotions and so on.

Having long-time customers who are loyal to the company will, on the other hand, provide free advertising (Reichheld & Sasser, 1990). This is since loyal customers tend to make positive recommendations to their friends about brands they have utilized or been in contact with, which further reduces customer acquisition costs (Reichheld & Sasser, 1990; Oliver, 1999; Reichheld, 2003). Referrals from existing customers are particularly lucrative on the web since word of mouse spreads even quicker than word of mouth. Customers can use e-mail (Reichheld &

Schefter, 2000) or various social media platforms to broadcast a recommendation of a favorite online retailer to dozens of friends. In addition to reducing customer acquisition costs, having loyal customers can also reduce costs in the form of customer service and help-desks. This is since referred customers tend to turn to the friend who recommended them for help and guidance instead of calling the brands customer service (Reichheld & Schefter, 2000).

Also, companies that have succeeded in establishing long-term relationships with their customers can usually charge more for their products. It is due to the fact that most customers prefer to pay a slightly higher price for something they know than to trust a less expensive competitor (Reichheld & Sasser, 1990; Bentley, 1999; Thatcher & George, 2004). Trust plays a critical role in developing and maintaining loyalty for e-businesses and to gain customer loyalty you must first gain their trust (Hoffmann, Novak & Peralta, 1999; Reichheld & Schefter, 2000; Braum, 2000). Since business is conducted at a distance there are more risks and uncertainties that are magnified (Schefter, 2000).

Hoffmann (1999) argues that it is mainly the part concerning transactional security and privacy that influence customers in the online buying process. Reichheld & Schefter (2000) continue that the consumers cannot touch, feel or smell the products nor can they look into the salesperson's eyes when they purchase the product. They instead fully have to rely on images and product descriptions on the website and if they do not trust those promises, they will shop elsewhere (Reichheld & Schefter, 2000). The traditional way of developing trust is therefore excluded on the Internet. For e-businesses, Gommans (2001) mean that brand trust and loyalty in general, are particularly important since those components can be helpful in overcoming some of the Internet's disadvantages. Such disadvantages are perceptions that the Internet is a dishonest, unsafe and unreliable marketplace (Gommans, 2001). A company cannot buy trust with promotions or advertising, they have to earn it by acting in the best interests of their customers.

2.1.6. Social Media Marketing and Brand Loyalty

Marketing is one of the main pillars of the economy by which economic prosperity will return to society, but the performance in various stages of marketing is the most important issue. In the market economy and business, marketing is as a motivating engine that can move economic gears so that smooth the process of dealing and manufacturing products (Kazemi, 2009). Today, brand management is accounted as a marketing management area with increasing importance,

particularly, when organizations drift their efforts toward transmitting intangible and complex messages.

One of the most important issues that managers encounter is how to provide and expand a better perception of the relationship between constructs like brand and customers' loyalty, especially marketing management literatures suggest that many factors affect customer's loyalty. The marketing concept implies the belief that industry is a process of customer's satisfaction not a process of manufacturing products. An industry begins with its customers and their needs, not by royalty, raw material and sales skills. An organization can only survive if satisfies customers' needs and demands by perceiving them accurately and comprehensively, which shows the importance of studying customers' behavior (Javadin, 2010).

Brand loyalty is an almost dogmatic behavioral reaction in purchase process which one gains toward brand during the time and causes a certain trend toward brand in their decision making and evaluating the set of names they have in their mind. This reaction is a function of one's psychological and subjective processes in dealing with products that are equal in all respects. Customers often choose brands which they are familiar with, respect and confirm it (Vazifehdoost, 2010). An economical way to increase brand awareness, brand recognition and brand loyalty is through social media. It can be said that social media help companies create brand loyalty through networking, conversation and socializing (Coon, 2010). Having an informational solid like social media guideline is necessary to remain in rapidly changing modern business competitive environment. Hence, companies employ social media experts and consultants to make a decision about proposing their contents, features and activities in social media environment, so that involves consumers' heart and mind and makes them loyal to their brand (Gordhamer, 2009). Social media are the media designed to interact and disseminate content on internet through social interaction, they have a very high accessibility and scalable propagation technics have been used in them (Khaniki & Babaie, 2011).

Social networks generally consist of personal or organizational groups connecting to each other via one or more dependencies, which illustrate the effective function of converged networks in the context of a complex informational society. Their increasing success is, therefore, because of having social smell (Rahmanzadeh, 2010). Social media are as a set of internet-based tools stabilized on web technology and ideological basis enabling users to create content and exchange

it (Kaplan & Haekline, 2010). Social movements root in their community and think locally, while act globally and encounter owners of power emerging in communication space and global networks. Forming a self-selecting communication is a wonderful tool for social movements and individual deconstruction against dominant discourses and official institutions (khaniki, 2011).

2.2. Empirical Studies Review and Hypothesis Formulation

The Effect of Information relevance on brand loyalty

O'Brien & Toms (2008) found that if consumers have the opportunity to locate information on a system that is relevant and appropriate to their needs, that captures their attention, defined very cognitively as the concentration of mental activity and focus, become engaged in the system.

Popularity of social media, software grounds and content among friends is an important reason of customers to engage the brand in social media. Complex technologies are included in social networks of social media, which can give users their desired content by considering their search history and request for certain information, and also give them some relevant advertisement intellectually. This feature leads to an evolution in social media, which helps one find their desired information quickly without trying to find certain issue. In social media, it is also possible to advantage from word-of-mouth advertising (WOM) and providing popular content among friends with regard to the possibility of online chat and friends to help company advance its objectives (Gordhamer, 2009). Based on this, the following hypothesis is proposed:

H1 – Information relevance has positive and significant effect on brand loyalty

The Effect of information update on brand loyalty

Customers prefer using social media to visit updated content (Leggat, 2010). Since rapid transfer of changes in order to update networks memory information is one of the new technology advantages, we hope that social networks desired content will be novel and updated rapidly. New technologies update developments and changes of users' demands and required products rapidly, therefore, let them decide according to today's circumstances (Leggat, 2010), like Google which changed its search system algorithm and ranked its updated content (Freidman, 2011). Providing updated relevant content is one of the most important strategies used for brand management in social media. Communication in social network sites is a consequence of awareness and transparency. Hence, it is regular that one communicates with others via editing, developing or

updating their personal page (Dalsgaard, 2008). Based on this, the following hypothesis is proposed:

H2 – Currency/ information update has positive and significant effect on brand loyalty

The Effect of perceived information enjoyment on brand loyalty

Eighmey (1997) found that consumers who view their time on a company's website as enjoyable also experience emotional involvement with the brand, which can lead to positive brand bonding and increase overall satisfaction. Additionally, enjoyable online experiences can make users feel cognitively involved with a brand, which can promote branding and concentration.

Matlin (1994) found that websites with aesthetically appealing features, an experience that is interesting and pleasurable and novelty appealing features, features that are surprising that cause excitement and joy move consumers forward into engagement. Based on this, the construct of enjoyment is proposed to be one of content marketing dimensions.

Mollen & Wilson (2010) found that enjoyment influences the cognitive (brand learning and concentration), affective (emotionally involvement, brand bonding and satisfaction), and participative (providing input) components found in online consumer engagement.

Additionally, research has confirmed that enjoyable website features such as online games, software downloads, and Q&A heavily shaped online consumer experiences. Pitt (1998) state that online consumers visit companies' websites to seek gratifications, including enjoyment. Given this, Liu and Arnett (2000) suggest that website features that promote consumer excitement (e.g., online games, software downloads, and Q&A) be included in website design and development to attract consumers and to help them enjoy and enrich their online experience. By providing an enjoyable online experience, Schmidt (1996) found that online customer activities increase, including participation, promotion, excitement, and concentration. Furthermore, Ou & Sia (2010) discovered that consumers who enjoy their website experience tend to trust the company's website more, which positively shapes repurchase intent. Based on this, the following hypothesis is proposed:

H3 – Perceived information enjoyment has positive and significant effect on brand loyalty

The Effect of perceived interactivity on brand loyalty

Cyr (2009) also found that perceived interactivity as allowing the consumer control and access to information on the site in a variety of ways, which is both personally satisfying and responsive. O'Brien & Toms (2008) confirmed that interactivity had positive and significant effect on consumer online engagement. They proposed that users are engaged when feedback is present and when users feel they are in control of the interaction. They consider that engagement occurs when there is interaction between the users and the system.

Cyber space is used widely for interaction, education, organization, sharing movements' cultural products, communication, advertisements, correlation creation, etc. by social movements. Some people have doubted full-scale and determining role of cyberspace in social movements, which refers to inequality in internet accessibility and lack of pervasiveness of movements' extent. Even if there is accessibility, some people look at the principle of its useful and democratic using quality in social movements doubtfully (Khaniki, 2011). Based on this, the following hypothesis is proposed:

H4 – Perceived interactivity has positive and significant effect on brand loyalty

The Effect of loyalty/ application program on brand loyalty

Howard & Tyebjee (1977) showed that brand loyalty is stronger when consumers are psychologically or cognitively committed to a brand. Shang (2006) also confirmed that when consumers are cognitively engaged in a brand, their knowledge/information and learning about the brand increases, therefore, promoting consumer loyalty.

Consumers perceived that social media marketing is sincerer as it is trying to show what the brand is about rather than controlling its image (Erdoğan & Çiçek, 2012). Erdoğan & Çiçek (2012) elaborated that networking, conversation, and community are amongst the factors helping firms to build brand loyalty via social media with small campaigns that making connections and relationship with the consumers in a very short time.

Devi and Menezes (2016) pointed out in their study, the beneficiary campaigns on social media are the most significant drivers of brand loyalty. Growing power in consumers instead of brand marketers and deep understanding of consumer perceptions of social media activities is crucial for engagement and trust of brand (Smith, 2014). Kim and Ko (2010) further commented that

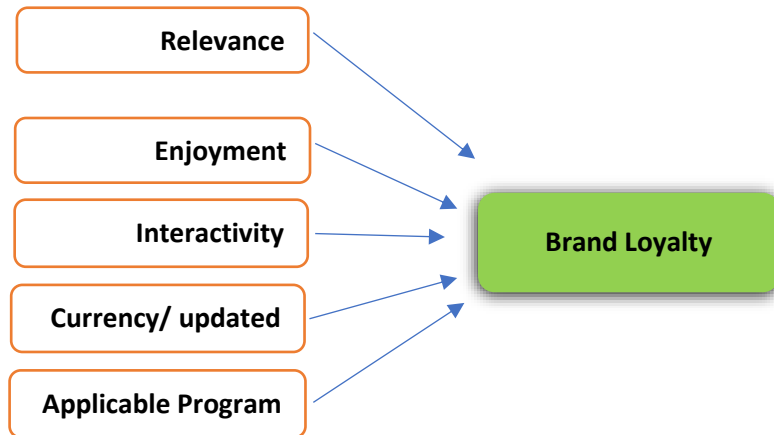
understanding consumers' purchasing behaviour is important to a business to attract and retain its customers.

According to Gruen (2006), eWOM is considered a reliable source of information by customers. This author reached this conclusion by evaluating the influence of motivation, ability, and opportunity on engagement in information exchanges. Companies provide customer reviews and ratings that are powerful influences on consumer decisions. For instance, other sites such as Cruise Critic provide interactive discussion forums where members can share their travel experiences. One site in particular, Flyertalk.com, is a popular discussion forum that focuses primarily on hospitality loyalty programs. Members share their experiences with loyalty programs and discuss ways to increase program benefits, points, or miles. Based on this, the following hypothesis is proposed:

H5 – Loyalty/ application program has positive and significant effect on brand loyalty

2.3. Conceptual Framework

The conceptual framework considers consumer perceptions of social media marketing and its effect on brand loyalty in the case of selected liquor stores in Addis Ababa. The perceived quality of the content in terms of relevancy, updated, enjoyability, user interactivity and provision of applicable program are considered as social media marketing dimensions. In this study, the five aforementioned social media marketing are taken as independent variables which have relationship with brand loyalty (dependent variable). The proposed conceptual model aims at investigating the magnitude of social media marketing perceived quality in terms of providing relevant, up-to-date and enjoyable contents, user interaction and applicable (loyalty) programs and their influence on brand loyalty in a target market. The model is adopted based on Mollen & Wilson (2010). Figure 2.1 below illustrates the direct and potential influence of social media marketing on consumer brand loyalty. Hence the visual representations and the diagram of the proposed constructs are shown.



(Source, Mollen & Wilson, 2010)

Figure 1: Conceptual Framework of the Study

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Research Approach

A quantitative approach is adopted in this study. The fundamental reason for applying quantitative research approach was to establish relationship between social media marketing and customer brand loyalty. Quantitative research involves studies that make use of statistical analyses to obtain their findings. Key features include formal and systematic measurement and the use of statistics (Saunders, 2009). The quantitative approach is suitable for examining the effect of independent variables (predictors) on the outcome variable. Thus, applying quantitative approach is appropriate for evaluating the relationship between the variables with facts and figures.

3.2. Research Design

The main objective of this study was to investigate the effect of social media marketing on brand loyalty. Explanatory research design was applied in this study and it's appropriate for the fact that explanatory research design is an attempt to collect data from members of a population in order to investigate the cause-effect relationship of the study variables based on perception of the targeted respondents (Mugenda & Mugenda, 2003). This study sought to gauge the relationship between social media marketing (independent) content that influence user's brand loyalty (dependent variable).

3.3. Population

All the items under consideration in any field of inquiry constitute a 'universe' or 'population' (Kothari, 2004). It consists all elements (individuals, items or objects) whose characteristics are being studied. Since this research is confined to the social media marketing activities and their effects on brand loyalty of liquor supplier in Addis Ababa, the population consists only the liquor stores or alcoholic beverage customers who have subscribed on Facebook and become followers of a specific liquor store/ brand. The estimated number of Ethiopians, subscribed on Facebook page, counts a total of 20.9 million of which 3.5mil subscribers reside in Addis Ababa (Ethio Telecom database, 2020).

Based on preliminary assessment on liquor stores by the student researcher, breweries and wineries' social media commercial advertising practices, it was found that there are about 1.2 mil estimated followers of 5-breweries, 2-wineries, and 2-prominent liquor stores which advertise commercial ads on Facebook, despite there are more than 1,071 active stores in the city (Ethiopian Revenue and custom Authority, 2020). These liquor suppliers are namely Grand Liquor, Queen Lounge, Heineken Breweries, Habesha Brewery, St. George, Meta Beer, Walia Brewery, Awash Wine, Castel Winery. Therefore, the population of the study is 1.2mil online Facebook followers who "liked" and interacted/ interacted specifically on advertising schemes of the aforementioned liquor suppliers.

3.4. Sampling Technique

Selection of the sample from the population was made through non-probability sampling technique. Convenience non-probability sampling technique was applied for selecting targeted respondents from liquor suppliers' Facebook site. For the fact that, in the first place, it was hard to get list of all followers on Facebook site; second, the non-response rate was expected to be high due to unknown users' demographic and other psychographic status. Based on these notions, utilizing random sampling would be unrealistic. But convenience sampling technique was found to be appropriate since the target population in this study was unlimited in number as the number varies everyday.

3.5. Sample Size

Since the number of populations under study continues each day, a cut-off point was made in order to determine the sample size based on finite population sample size determination formula. The sample size determination calculation at confidence level of 95% and 5% margin of error for a total population of 1.2 mil followers as of April 30, 2014 through the statistical approach based on precision rate and confidence level. According to Kothari (2003), for finite population, the following standard formula was applied to determined sample size. Accordingly at 95% confidence, the sample size for this study equates 361. Therefore, the formula to determine the sample size is:

$$n = \frac{Z^2 * p * q * N}{Z^2 * p * q + (N - 1)e^2} = \frac{(1.96^2 * .5 * .5) * 1,200,000}{(1.96^2 * .5 * .5) + (1,200,000 - 1) * .05^2} = 361$$

Where: n -designates total number of permanent employees; e - designates maximum variability or margin of error 5% (0.05); and n- designates computed sample size.

As the selected liquor suppliers had different number of Facebook followers, proportionate sample was taken from each liquor store’s followers based on their follower proportions. Table 3-1.

Table 1: Sample Proportion per Stratum

Industry	Company	Facebook Followers	Proportion	Sample Proportion
	St. George	321,600	0.260	104
	Habesha	438,300	0.354	102
	Heineken	103,500	0.084	33
	Meta Abo	101,500	0.082	33
	Walia	144,400	0.117	47
	Castel	107,200	0.087	35
	Awash Wine	15,000	0.012	5
	Grand Liquor	1900	0.002	1
	Queen Lounge	3600	0.003	1
Total		1,237,000	1.000	361

(Source: Preliminary Survey on Facebook, 2020)

3.6. Source of Data

There are two sources of data namely primary and secondary data which could be used for research analysis. In this study, basically only primary data were used for analysis. Primary data regarding the targeted respondents’ perception towards social media /Facebook marketing and customer brand loyalty were collected directly from the targeted Facebook followers of the selected liquor stores for having advantages of getting fresh and detailed first hand data along with their relevancy for specific study. Whereas, no secondary data were used for analysis.

3.7. Data Collection Instrument

Standardized questionnaire was used to collect the primary data. As suggested by (Creswell, 2009), administering questionnaires allows the researcher to collect data with low cost even

when the universe is large and is widely spread geographically. The survey questionnaire contains two parts. The first part describes the demographic profile of the respondents. The second part of the questionnaires was designed to collect data relating to the study variables namely social media marketing and brand loyalty. The questionnaire is adapted from a previous study by Reitz (2012) but customized to some extent without modifying the basic concepts. The questionnaires were prepared on 5-point Likert Scale ranging from 1 - Strongly disagree to 2 - Strongly agree.

3.8. Data Collection Procedure

The main objective of the study is to empirically evaluate liquor suppliers Facebook followers' perception towards social media marketing practices of liquor suppliers in Addis Ababa. For that purpose, a self-administered structured survey questionnaire was conducted. The questionnaire consisted of two parts. Part one is used to collect personal information and was designed with ordinal and nominal responses. Part two is the main section and is designed with five scale Likert scale, 29 interval level response questions.

The questionnaires were distributed to the targeted respondents (followers) at their specific Facebook site. The intended data were collected from followers on liquor stores' Facebook page. First, the followers were contacted on Facebook and asked for their consent to participate in this study. Self-administered questionnaires were disseminated to the targeted followers after having gotten their consents and briefed the purpose of the study clearly to participate in this survey. Since there might be less tendency to respond, continuous reminders were sent to them regularly. It helped increase the probability of response rate.

3.9. Methods of Data Analysis and Presentation

To analyze the quantitative data obtained through the structured questionnaire, descriptive and inferential statistics were applied. All variables will be coded and entered into SPSS. Descriptive statistics were used to describe the utility of a data set and to investigate relationships between variables. Preliminary descriptive statistics such as frequency, percentages, mean scores, and standard deviation are computed to describe the data. Regarding the inferential statistics, correlation diagnosis, assumption test and finally multiple linear regression analysis were carried out using the five dimensions of social media content marketing (independent) and customer brand loyalty (dependent) variables. Regression analysis is a statistical method that deals with

the creation of a mathematical model that depicts the relationship between variables and can be used to predict the value of the dependent variable given the value of the independent variable (Kothari, 2004). The objectives were to evaluate the extent to which the social media content marketing practice affect the overall brand loyalty through evaluating coefficient of determination (R^2 value), the regression (Beta) coefficient and the p-values (ANOVA Test) for the significance of each relationship.

Empirical model applied in this study was, thus, formulated a multiple linear regression analysis model for investigating individual effect of each independent variable. To do so, the relationship between the variables is formulated as:

- The effect of social media advertising on brand loyalty

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \beta_5X_5 + e$$

Where: Y = Customer Brand Loyalty; x_1 = Relevance; x_2 = Enjoyment; x_3 = Interactivity; x_4 = Updated; x_5 = Applicable Program; e = error term; β_0 = constant, term; $\beta_1, 2, 3, 4, 5$ = coefficient terms of the corresponding listed variables

3.10. Validity and Reliability Test

Reliability estimates the consistency of the measurement or simply, the degree to which an instrument measures the same way each time it is used under the same conditions with the same subjects (john, 2013). Overall and construct-based scale reliability test was conducted using coefficient Alpha and the results have all fallen above 0.7. The coefficient value can range from 0 to 1, and, in most cases, a value of less than 0.6 would typically indicate marginal to low (or unsatisfactory) internal consistency (Hair, 2002). Thus, alpha (r) = .70 or higher is considered adequate to determine reliability.

Table 2: Reliability Test Results

Measurement	No. of items	Cronbach's Alpha
Relevance	4	.703
Enjoyment	4	.817
Interactivity	4	.860
Updated	4	.777
Applicable Program	4	.709
Brand Loyalty	4	.823

Source: Own Survey, 2021

The extent to which a measuring instrument provides adequate coverage of the topic under study is referred to as its validity (Creswell, 2009). To ensure the quality of the research design, the face, content, and construct validity were all checked. The scale's validity was confirmed by involving marketing scholars in a review of the questionnaire's content for inclusion of relevant information, absence of jargons, and appealing face validity. It was also evaluated by the assigned advisor, and some changes were made as a result. Furthermore, after highlighting some previous studies related to the subject of this study, the student researcher developed the questionnaire in its final form.

3.11. Ethical Considerations

The student researcher observed strict ethical responsibilities in conducting this research. Research ethics relating to rights of human subjects in field work, notably the right to informed consent; right to privacy and confidentiality; and right not to be deceived or harmed as a result of participation in the research should be emphasized (Bryman, 2007). The prospective participants were fully informed about the procedures and risks involved in the research and must give their consent to participate in the survey. They were informed that their participation was voluntary and they may readily withdraw at any time. The prospective participants were also assured that their participation will not result in any adverse consequences, and all information provided would be treated with the strictest confidentiality. Finally, this research practiced the principle of anonymity i.e., the participants would remain anonymous throughout the study - even to the researcher.

CHAPTER FOUR

DATA PRESENTATION AND INTERPRETATION

This section presents data presentations, analyzes and interpretations in order to evaluate the impact of social media marketing on customer brand loyalty in the case of selected liquor stores/suppliers in Addis Ababa. To address proposed hypotheses, data gathered from primary sources through self-administered standardized questionnaires were analyzed, presented, and interpreted in this section. For analysis, the statistical software application SPSS 20.0 is used.

The data primary data collected through survey questionnaire had been revised and data cleaning was carried out before analysis is completed to certify whether the surveys have been filled properly. The subsequent analysis rejected any incomplete or missing replies. Targeted respondents received a total of 361 questionnaires according to the calculated sample size. The number of questionnaires completed and returned is 319, of which 294 valid and usable analytical responses were obtained in which the response rate accounted for 88.4 percent.

4.1. General Information of Respondents

The study participants' demographic profiles provide a good overview of the readers. Taking as a factor, indicators for a design under study would also be very important. The study covers gender, age, education, income and profession as demographic profile of the respondents. Additional information about how long they have subscribed, how long they can spend and what their activity in Facebook is presented in Table -3 and interpreted as follows.

The gender distribution of the respondents, Table 4.1, 53.1% were male and the remaining 46.9% were female respondents which implies that majority of the participants were male Facebook subscribers and followers of the selected liquor suppliers. Almost similar number of sex distribution were participated in this survey so that no dominancy of gender is reflected.

Regarding the ages of the respondents, 50.0% of the respondents were below the age of 30 years, and 33.7% were below the age of 30 to 45 years. Between 46–60 years old and above respectively, the remaining 15.0% and 1.4% were found. This indicates that approximately half of the respondents were young. Based on the results, it is apparent that there were a growing number of young subscribers and the number of adult subscribers. In this regard, the sample

respondents represented the population of the study for the fact that most Facebook users are millennia.

Table 3: Summary of Demographic Profile

Category	Freq.	Percent (%)
Sex		
Male	156	0.531
Female	138	0.469
Total	294	1.000
Age/ Years		
21 - 30	147	0.500
30 – 45	99	0.337
46 – 60	44	0.150
>60	4	0.014
Total	294	1.000
Education		
Degree	187	0.636
Masters	54	0.184
Ph.D.	10	0.034
Others	43	0.146
Total	294	1.000
Income (Birr) / Month		
< 5,000	90	0.306
5,000 – 10,000	121	0.412
>10,000	83	0.282
Total	294	1.000
Profession		
Unemployed	50	0.170
Employed	188	0.639
Self Employed	56	0.190
Total	294	1.000

[Source: Own Survey, 2021]

In terms of educational attainment, 63.6% of respondents held a first degree, 18.4% held a Master's degree, and 14.6% held other qualifications. While Ph.D. holders were found to be the least, only 3.4% of the total respondents were accounted for. This means that most respondents are able to overcome a high level of training and therefore assess and identify factors that affect the loyalty of brands.

Referring the monthly income of the respondents, the results revealed about one third (30.6%) of them earned below 10,000 Birr; while those who got monthly income with in the range of 10,000 – 20,000 accounted for 41.2%. The rest 28.2% earned above 20,000 Birr. This implies that majority of the respondents were relatively low-income citizens in terms of their monthly earnings.

The respondents' occupational status is the final demographic characteristic. In this regard, two-thirds (63.9%) of them were employed in various organizations. However, 11.9% of respondents were unemployed, while the remaining 24.1% were self-employed. This also implies that the majority of respondents/subscribers to the liquor store's Facebook page were employed in various organizations, but the number of self-employed participants was also relatively quite considerable as it represented one fourth of the participants.

4.2. Descriptive Statistics

To analyze the responses on content marketing (in terms of information quality, enjoyability and interactivity), online consumer engagement and brand loyalty, mean & standard deviation descriptive statistics were applied. One of the advantages of descriptive Statistics is that it helps to present quantitative descriptions in a manageable form - minimizes bulk of data into a simpler summary (Gelman, 2006). The respondents were asked to rate their perception on a five-point Likert type scale ranging from 1- being very dissatisfied to 5- very satisfied.

The descriptive statistics of the mean scores and standard deviation of the study variables discussed in the subsequent the Table 4.2 below. The interpretation was made based on the following measurement scale intervals or range. Mean scores 4.21-5.00 strongly agreed; 3.41-4.20 agreed; 2.61-3.40 neither agree nor disagree, 1.81-2.60 is disagree and 1.00-1.80 is strongly disagree (Btawee,1987). The mean scores have been computed for all the variables by equally weighting the mean scores of all the items under each dimension. The mean value provides the idea about the central tendency of the values of a variable. Standard deviation is to give the idea

about the dispersion of the values of a variable from its mean value. The results of the descriptive analysis are shown in the table below.

The results on Table -4. indicates the mean and standard deviation of study variable (independent, dependent variables) incorporated in this study. The individual mean value of all the variables is above the point of indifference (neither agreed nor disagreed). This indicates that the respondents had positive perception towards social media marketing offered by the liquor stores and brand loyalty towards the brand of their products.

Table 4: Summary of Study Variables Description

Descriptive Statistics			
	N	Mean	Std. Deviation
Relevance	294	4.17	.575
Enjoyment	264	3.61	.599
Interactivity	294	3.75	.627
Updated	294	3.73	.524
Applicable Program	294	2.57	.731
Brand Loyalty	294	3.79	.716
Valid N (listwise)	294		

Source: Own Survey, 2021

Referring Table -4, relevance dimension of social media marketing had relatively the highest mean value of 4.17 with std. deviation of .575, which could be taken as a variable affecting the brand loyalty of liquors stores in Addis Ababa. Majority of the respondents believed that importance of content, its ability to enhance knowledge, provision of answers to specific questions and addition of value affects their brand loyalty of liquor brand followers on Facebook. This implies that the relevance of social media marketing contents to the liquor brands are a predictor of customer brand loyalty.

Following content relevancy, perceived interactivity had also relatively higher mean scored value of 3.75 (std. deviation = .627). This indicates that majority of the respondents agreed that the company responded to posts in a timely manner; and believed that it's important for them as well. Besides, customers shared experiences about the products and responded to other users in time were also perceived positively. This implies that the attributes of the perceived interactivity,

both from the liquor stores as well as the users' side, influence the respondent's brand loyalty of the liquor products.

Similarly, majority of the respondents (mean 3.73; std. deviation, .524) also believed that the information shared on social media of the brand was current, trendy, provided accurate information, and upgraded their contents more often. This indicates the respondents perceived the information currency or trendiness positively which resulted in affecting their brand loyalty to the liquor brands.

As far as the perceived enjoyability is concerned, the liquor stores' social media contents had also relatively higher mean scored value of 3.61 (std. deviation = .599). In this regard, majority of the respondents agreed that the contents were exciting and entertaining but had doubts on whether it was interesting and pleasant. These attributes had been perceived positively and influenced their brand loyalty attitude towards the liquor products.

However, the applicable (loyalty) program offered by the liquor stores were perceived negatively as the mean scored value was found to be 2.57 with std. deviation of .731. Provision of special advertisement for members, attractive 'members-only' discount, and easy access to new products affect their brand loyalty towards the liquor products as majority of the respondents claimed lack of loyalty program offers.

Finally, majority of the respondents expressed their loyalty to the liquor brands of selected liquor stores in Addis Ababa as the grand mean scored value was found to be 3.79 with std. deviation of .716. the deviation implies that the respondents more or less similar in their perception towards the subject. The attributes of overall brand loyalty in terms of frequent page visit, commitment, positive word-of-mouth and having high regards to the contents of the liquor stores influenced the respondents' brand loyalty to the liquor products in Addis Ababa.

The standard deviation of the statistical summary shows that on average the individual study participant's responses deviates from the mean with lesser than a unit standard deviation for all the variables. Thus, it can be concluded that, as theoretically indicated in different literatures, the deviation is low implying that the data points tend to be very close to the mean values of the study variables. The responses of the selected liquor stores' Facebook Pages followers who participated in this study had nearly similar perception towards each variable.

4.3. Inferential Statistics

4.3.1. Correlation Analysis

A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 (Field, 2005). A correlation analysis with Spearman correlation coefficient was conducted on all the independent and dependant variables in this study to explore the relationship between variables. According to guidelines suggested by Field (2005) to interpret the strength of relationship between variables, the correlation coefficient(r) is as follows: if the correlation coefficient falls between 0.1 to 0.29, it is weak; 0.3 to 0.49 is moderate; and ≥ 0.5 is strong relationship between variables.

In this study, bivariate Spearman correlation was used to examine the relationship between each of the independent variables and the dependant variable using a two tailed test of statistical significance at the level of 95% confidence and significance.

Table 5: Spearman Correlation Matrix

	REL	ENJ	INT	UPD	LPG	BLY
Relevance	1					
Enjoyment	.471**	1				
Interactivity	.443**	.453**	1			
Updated	.309**	.559**	.606**	1		
Applicable Program	.502**	.447**	.580**	.712**	1	
Brand Loyalty	.620**	.599**	.662**	.555**	.674**	1

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

Source: Own Survey, 2021

Table -5 provides Spearman correlation coefficients between social media marketing and brand loyalty. Accordingly, each of the marketing subscales have a significant correlation with brand loyalty ($p < 0.05$). Specifically, the relation between brand loyalty and relevance ($r = .620$), enjoyment ($r = .599$), interactivity ($r = .662$), up-to-date ($r = .555$), and applicable program ($r = .674$) were found to be positive (direct) and strong significant relationships for the fact that significance level of the test is less than 0.05; and the r- coefficients of all the five dimensions of social media marketing were above $r \geq .50$. I.e., marketing variables have a positive and statistically significant strong relation with brand loyalty. Since correlation coefficients are

positive, it can be said that the higher social media marketing score, the higher brand loyalty score.

4.3.2. Assumption Tests for The Regression Model

Multiple linear regression is an analysis that assesses whether one or more predictive variables (predictors) explain the dependent (criterion) variable. The regression assumptions are linearity, multicollinearity, multivariate normality and autocorrelation.

I. Multicollinearity

Multicollinearity occurs when the independent/predictor variables are highly correlated. There is "overlap" or sharing of predictive power when independent variables are highly related. Thus, the impact of multicollinearity is to reduce the predictive power of any individual independent variable by the extent to which it is associated with the other independent variables. "The values of "tolerance" and "variance inflation factors" (VIF) for each predictor are used to test for Multicollinearity. A multicollinearity problem is indicated by a tolerance value of less than 0.1 and a VIF value greater than 10 percent (Robert, 2006).

Table 6: Collinearity Diagnosis

Coefficients ^a			
		Collinearity Statistics	
		Tolerance	VIF
	Relevance	0.258	3.876
	Enjoyment	0.316	3.165
	Interactivity	0.557	1.795
	Up-to-Date	0.488	2.049
	Applicable Program	0.641	1.560
a. Dependent Variable: Brand Loyalty			

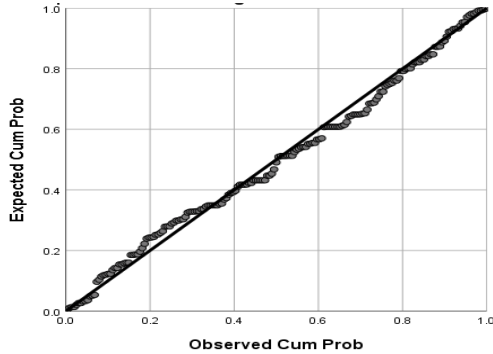
Source: Own Survey, 2021

Referring Table -6., it was determined that there was no collinearity problem when the collinearity statistics analysis of variance inflation factors (VIF) value ranged from 1.560 to 3.876 and the tolerance value ranged from .258 to .641. This could be interpreted as confirmation that there were no multicollinearity issues, allowing regression analysis to proceed.

That means, if the independent variables in this model were highly related to one another, they would have been measuring the same thing or conveying the same information.

II. Linearity Test

In the Normal Probability Plot it will be hoped that points will lie in a reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality.



The study applied Normal P-P Plot of regression Standardized Residual (See Figure-2) to test linearity. Since the points were symmetrically distributed around a diagonal line, linearity pattern was observed. Hence, the straight-line relationship between the residuals and the predicted dependent variable scores depicted that linearity was achieved

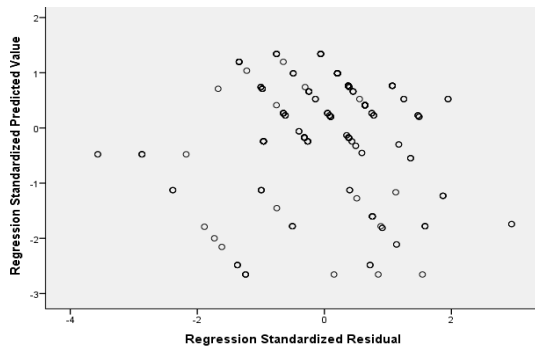


Figure 2: Scatter Plot of Residual Values

This plot is used to detect homoskedasticity (assumption of equal variance). It shows how the residual are spread along the range of predictors. It's similar to residual vs fitted value plot except it uses standardized residual values. Ideally, there should be no discernible pattern in the plot. This would imply that errors are normally distributed. But, in case, if the plot shows any discernible pattern (probably a funnel shape), it would imply non-normal distribution of errors.

III. Multivariate Normality

To check that a distribution of scores is normal, it needs to look at the values of kurtosis and Skewness. both of which have an associated standard error.

Table 7: Normality Test

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Relevance	294	.281	.148	.410	.296
Enjoyment	294	.689	.148	.334	.296
Interactivity	294	.477	.148	.308	.296
Up-to-Date	294	.295	.148	.287	.296
Applicable Program	294	.841	.148	.661	.296
Valid N (listwise)	294				

Source: Own Survey, 2021

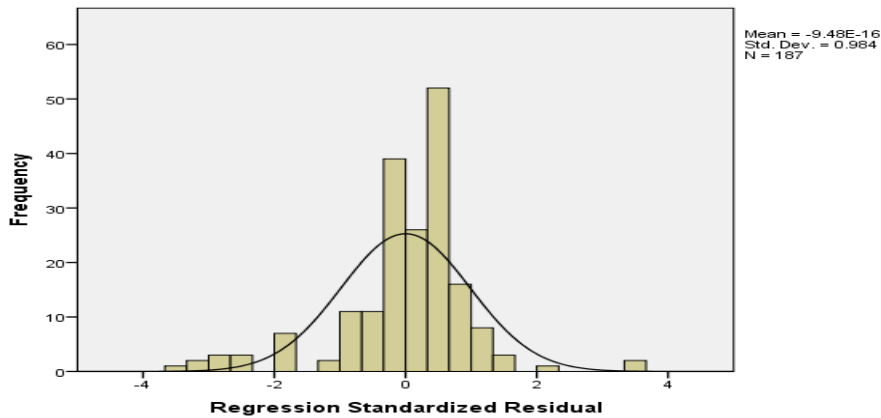


Figure 3: Scatter Plot of Residual Values

The values of Skewness and kurtosis should be zero in a normal distribution. As presented in Table -7 and figure -3, all content marketing dimensions' z-scores skewed to the right side but was found to be within acceptable range (Skewness and Kurtosis within -2.0 to 2.0). Therefore, it is pretty clear that the numeracy scores are negatively skewed, indicating a pile-up of scores on the right of the distribution and relatively peaky than the expected values.

IV. Independent Errors (No Autocorrelation)

The evenness of independent errors is sometimes referred to as a lack of autocorrelation. The Durbin–Watson test, which looks for serial correlations between errors, can be used to test this assumption. It specifically checks to see if adjacent residuals are correlated. The test statistic has a range of 0 to 4, with a value of 2 indicating that the residuals are uncorrelated (Field, 2005). As shown in Table -8, the Durbin-Watson test result is 1.873, which is closer to the acceptable standard of 2.0, indicating that the assumption of independent errors is acceptable and there is no autocorrelation problem.

4.3.3. Regression Results

The multiple linear regression model of this study expresses the cause-effect relationship between independent variables (social media marketing dimensions namely content relevance, perceived enjoyment, interactivity, up-to-date and applicable (loyalty) program) and dependent variable (customer brand loyalty) in the case of selected liquor stores in Addis Ababa. To evaluate whether social media marketing dimensions have positive and significant effect on brand loyalty, a multiple linear regression analysis was conducted.

Table 8: Model Summary for Customer Satisfaction

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.897 ^a	.805	.802	.299	1.873
a. Predictors: (Constant), Relevance, Enjoyability, Interactivity, Up-to-data, Applicable Program					
b. Dependent Variable: Customer Brand Loyalty					

Source: Own Survey, 2021

Referring Table -8, the results of the model summary indicates that $R^2 = 80.5\%$ of variation in brand loyalty is accounted for variation in social media marketing. I.e., variability in observed social media marketing dimensions claims a proportion of $R^2 = 0.805$ in variation of brand loyalty. The linear combination of social media marketing variables namely content relevance, perceived enjoyment, interactivity, up-to-date and applicable (loyalty) program strongly predicted the consumer’s brand loyalty towards selected liquor brand products in Addis Ababa.

Table 9: ANOVA of Brand Loyalty

ANOVA ^a					
<i>Model</i>	<i>Sum of Squares</i>	<i>df</i>	<i>Mean Square</i>	<i>F</i>	<i>Sig.</i>
Regression	135.258	5	27.052	228.016	.000 ^b
Residual	34.168	288	0.119		
Total	169.426	293			

a. Predictors: (Constant), Relevance, Enjoyability, Interactivity, Up-to-data, Applicable Program

b. Dependent Variable: Customer Brand Loyalty

Source: Own Survey, 2021

The estimated results of the multiple regression model indicate a goodness of fit with the data ($F = 228.016$, $p < .05$); $R^2 = 80.5\%$; all VIFs less than 2.0). That means, the ANOVA test, in Table - 9, shows the overall significance/acceptability of the model from a statistical perspective as the p-value is less < 0.05 which implies the variation explained by the model is not due to chance; thus confirmed the acceptability of the model.

Table 10: Estimated Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.515	.130		3.972	.000
Relevance	.227	.024	.433	9.502	.000
Enjoyment	.109	.016	.269	6.965	.000
Interactivity	.119	.025	.210	4.713	.000
Up-to-Date	.123	.022	.204	5.579	.000
Applicable Program	.149	.015	.357	9.785	.000

^b Dependent Variable: Customer Brand Loyalty

The results of the effect of social media marketing on brand loyalty of customers, as shown on Table -10, the results on Table -10. showed that the beta coefficient of overall social media marketing dimensions (SMK), regressed on customer brand loyalty, substituting the result in the model yields:

$$BLY = .515 + .227 REL + .149 APR + .123 UPD + .119 INT + .109 ENJ$$

Relevance content on social media has relatively the highest influence ($B = .227, p < .001$) on brand loyalty of selected liquor stores' Facebook page followers in Addis Ababa, followed by applicable program ($B = .149, p < .001$), up-to-date content ($B = .123, p < .001$), interactivity ($B = .119, p < .001$), and perceived enjoyment ($B = .109, p < .001$). This indicates that social media marketing content had positive and statistically significant effect on brand loyalty of liquor stores' customers in Addis Ababa, which implied that social media marketing factors are vital in predicting customer's brand loyalty.

Based on the results of the regression models, all the five dimensions of content marketing namely information quality, enjoyment and interactivity had positive and significant effect on brand loyalty. In these regards, the five proposed hypotheses are supported. The result is summarized in Table -11:

Table 11: Summary of Research Hypothesis Test Result

Hypothesis		Result
H1 - Relevance content has positive significant positive effect on brand loyalty	$B = .227;$ $p < .05$	Supported
H2 - Perceived enjoyment has positive significant positive effect on brand loyalty	$B = .109;$ $p < .05$	Supported
H3 - User Interactivity has positive significant positive effect on brand loyalty	$B = .119;$ $p < .05$	Supported
H4 - Up-to-date content has positive significant positive effect on brand loyalty	$B = .123;$ $p < .05$	Supported
H5 - Applicable loyalty program has positive significant positive effect on brand loyalty	$B = .149;$ $p < .05$	Supported

4.4. Discussion of the Results

The objective of this study is to investigate the effect of social media content marketing that leads to brand loyalty of customers towards liquor supplies in Addis Ababa. The factors were studied included the social media content marketing in terms of content relevancy, up-to-date, perceived interactivity, enjoyability, and provision of applicable loyalty program; and customer brand loyalty.

In this study, the relationship between social media content marketing and consumers' brand loyalty are positively associated. This means that the consumers' brand loyalty will be amplified with content marketing efforts done on the social media platforms. Normally, consumers are attracted to social media platforms by a common interest or a need that's often not related to brand or product. However, social media marketers' active engagements with the consumers

with brand-related contents in regards to its relevancy, up-to-date, enjoyable, interactive and provision of applicable program will boost the interaction among the consumers over the social media platforms.

The results of this study revealed that content relevancy had relatively highest positive and significant effect on brand loyalty ($B = .227, p < .001$). Providing popular content among friends with regard to the possibility of online chat and friends to help company advance its objectives (Gordhamer, 2009). Complex technologies are included in networks of social media, which can give users their desired content by considering their search history and request for certain information, and also give them some relevant advertisement intellectually.

It was also found that provision of up-to-date information had positive and statistically significant effect on brand loyalty ($B = .123, p < .001$). It is in support of Dalsgaard's (2008) study which stated that providing updated relevant content is one of the most important strategies used for brand management in social media. Communication in social network sites is a consequence of awareness and transparency. Hence, it is regular that one communicates with others via editing, developing or updating their personal page.

Cyber space is used widely for interaction, education, organization, sharing movements' cultural products, communication, advertisements, correlation creation, etc. by social movements. Interactivity had positive and significant effect ($B = .119, p < .001$) on brand loyalty. Cyberspace in social movements refers to inequality in internet accessibility and lack of pervasiveness of movements' extent. Even if there is accessibility, some people look at the principle of its useful and democratic using quality in social movements doubtfully (Khaniki, 2011).

The positive and significant effect of perceived enjoyment ($B = .109, p < .001$) on brand loyalty is also supported based on the findings of this study. It is supported by Schmidt (1996) who found that online customer activities increase, including participation, promotion, excitement, and concentration. Furthermore, Ou & Sia (2010) discovered that consumers who enjoy their website experience tend to trust the company's website more, which positively shapes repurchase intent and brand loyalty in the long-term.

Following content relevance, applicable program had relatively strong positive and significant effect ($B = .149, p < .001$) on brand loyalty. Effective campaigns on social media took the consideration of the benefits, values, and advantages firms had offered to the consumers that will

incrementally increase the effect on brand loyalty through satisfaction (Balakrishnan, 2014; Erdoğan & Çiçek, 2012). Members share their experiences with loyalty programs and discuss ways to increase program benefits, points, or miles.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

The major study findings, conclusions, and recommendations are presented in this chapter. As a result, the first section of this chapter described the study's findings, which included a summary of major findings and a conclusion, followed by recommendations.

5.1. Summary of Major Findings

This study sought to investigate the effect of social media marketing on customer brand loyalty in the case of selected liquor stores' Facebook followers in Addis Ababa, Ethiopia. The results of the findings were summarized as:

Specific Objective -1. The Effect of Information relevance on brand loyalty

- Content relevance dimension of social media marketing had relatively the highest mean value of 4.17 with std. deviation of .575. Majority of the respondents believed that importance of content, its ability to enhance knowledge, provision of answers to specific questions and addition of value influences their brand loyalty of liquor brand followers on Facebook.
- Content relevance ($r = .620$) had positive and strong relationship with brand loyalty.
- Relevance content on social media has relatively the highest influence ($B = .227, p < .001$) on brand loyalty of selected liquor stores' Facebook page followers in Addis Ababa,

Specific Objective -2. The Effect of information update on brand loyalty

- Similarly, majority of the respondents (mean 3.73; std. deviation, .524) also believed that the information shared on social media of the brand was current, trendy, provided accurate information, and upgraded their contents more often.
- Content up-to-date ($r = .555$) had positive and strong relationship with brand loyalty.
- Up-to-data content ($B = .123, p < .001$) has positive and significant effect on brand loyalty of selected liquor stores' Facebook page followers in Addis Ababa,

Specific Objective -3. The Effect of perceived information enjoyment on brand loyalty

- As far as the perceived enjoyability is concerned, the liquor stores' social media contents had also relatively higher mean scored value of 3.61 (std. deviation = .599). In this regard, majority of the respondents agreed that the contents were exciting and entertaining but had doubts on whether it was interesting and pleasant.
- Content enjoyment ($r = .599$) had positive and strong relationship with brand loyalty.
- Perceived enjoyment ($B = .109$, $p < .001$) had positive and strong relationship with brand loyalty

Specific Objective -4. The Effect of perceived interactivity on brand loyalty

- Following content relevancy, perceived interactivity had also relatively higher mean scored value of 3.75 (std. deviation = .627). This indicates that majority of the respondents agreed that the company responded to posts in a timely manner; and believed that it's important for them as well.
- Content interactivity ($r = .662$) had positive and strong relationship with brand loyalty.
- Interactivity ($B = .119$, $p < .001$) had positive and strong relationship with brand loyalty

Specific Objective -5. The Effect of loyalty/ application program on brand loyalty

- However, the applicable (loyalty) program offered by the liquor stores were perceived negatively as the mean scored value was found to be 2.57 with std. deviation of .731.
- Applicable loyalty program ($r = .674$) had positive and strong relationship with brand loyalty.
- Applicable loyalty program ($B = .149$, $p < .001$) had positive and strong relationship with brand loyalty.

5.2. Conclusion

The liquor product suppliers in Ethiopia have been implementing different marketing strategies to attain their business and organizational objectives. Amongst them, social media content marketing is one of their marketing strategies due to the emergence of digital technology and internet through out the country. The social media marketing practices include provision of

relevant content, perceived enjoyment, user interactivity, content currency (up to date) and applicable loyalty programs offer.

The ban of advertising liquors on commercial medias overwhelmingly drives liquor stores in Addis Ababa to participate in social media marketing to promote their business (Stelzner, 2014). Despite its other benefits of social media marketing, content marketing is used mainly for the purposes of feedback generation, increase brand awareness and acquire more loyal customers. The question still remains of how brand loyalty can be built and strengthened through social media. Understanding how social media marketing activities influence brand loyalty is important for strategic marketing. Enterprises who do not accept changes in the marketing environment and consumer behavior risk falling behind for the fact that creating an engaging digital environment to influence sales, accelerate new growth and create new market share become a bottleneck for the companies at large (Kassahun, 2013; Ermias, 2015).

The aim of this study is, thus, to investigate the effect of social media content marketing on brand loyalty in the case of selected liquor stores in Addis Ababa. The survey was conducted on Facebook page followers of 5-breweries, 2-wineries, and 2-prominent liquor stores which promoted their commercial ads on their respective official Facebook pages. This study sought to evaluate the individual effect of social media marketing variables on brand loyalty. In this regard, the study undertook appropriate estimation model to address the objectives of analyzing the effect of relevant content, perceived enjoyment, user interactivity, up-to-date and applicable loyalty programs on brand loyalty of customer towards liquor products. Based on this, the following conclusions are drawn out of the research findings of this study. The five dimensions or functions of the companies were considered as independent variables and their influences on brand loyalty of customers towards liquor stores' branded products.

In this study, overall social media marketing variables contribute substantial influence on brand loyalty of customers towards branded liquor products. The study further provides compelling evidences that social media marketing is an effective tool when it comes to brand loyalty. This is due to the relevance of the content, perceived enjoyment, user interaction, currency or up-to-date information and provision of applicable program to enhance loyalty of the customers. It also provides the companies with great opportunity of both receiving and responding to feedback from the customers, which in the end will be beneficial for both parties. Previous researches

reaffirm that social media marketing has become a significant factor in the influence of consumer behavior, including aspects such as opinions, awareness, information gathering and purchase behavior. The findings in this study indicate that social media also has become a significant factor in the influence of customer loyalty.

Specifically, it can also be concluded that all the five social media marketing variables have positive and statistically significant effect on brand loyalty. They all have their unique contribution and effects with different intensity on brand loyalty. Content relevance on social media has relatively the highest effect followed by applicable program and up-to-date information, whereas, interactivity and enjoyment had relatively the lowest effect on brand loyalty of selected liquor stores' Facebook page followers in Addis Ababa.

Therefore, based on the results of the regression analyses, there is a support for the five proposed hypotheses which posited content relevance, perceived enjoyment, user interactivity, current update and special advertisement of loyalty/ applicable program has positive and significant effects on brand loyalty. Customer brand loyalty towards liquor products is proportionally subjected to subscriber's interaction, content enjoyability and quality information posted or shared on Facebook at most. It can be concluded that enhancing content relevance, increasing subscriber's interaction and content attractiveness leads to better customer brand loyalty towards liquor brand products.

5.3. Recommendations

Based on the findings of the study, the study suggested the following recommendations. These are:

- According to the results of this study, it is suggested that managers of organizations do social network activities, recruit members and allocate a partition of the company to social media marketing activities.
- People presenting in this partition should gain membership of various groups and get information about their opinion on the brand of the company, which enables managers to satisfy customers through reacting based on their opinions. Joining these groups, the staff of the company informs people of the brand features and its applications, innovations, complementary products, etc. and recommends this brand to customer to increase face to face advertising.

- A variety of websites with different features and specialized chat rooms for exchange ideas among the users should be created in cyberspace. To make brand viable in customers' mind, attractive and effective advertising should be provided in different social media.
- It is also suggested that managers of organizations provide content relevant to products introduction, application and consumption approaches and complementary products induction. In this regard, they can filter info delivered by social media about brand productions.
- Moreover, it is recommended that managers of liquor stores provide information relevant to new and current products, prices, and sales manner.
- Considering this research, it is suggested that future researchers investigate the mediating role of consumer online engagement on the relationship between the two factors (social media marketing and brand loyalty).

References

- Ahmad, M., Musa, H. & Harun, J. (2016). Understanding affect in design: An outline conceptual framework. *Theoretical Issues in Ergonomic Science*, 5(1), 4–15.
- Andersen, 2015; Relationship marketing and brand involvement of professionals through web-enhanced brand communities: The case of Coloplast. *Industrial Marketing Management*, 34, 39–51
- Baird, C.H., & Parasnis, G. (2011). From social media to social customer relationship management. *Strategy & Leadership*, 39(5), 30-37.
- Bentley, B. (1999). Comparative fit indexes in structural models. *Psychological Bulletin*, 10(2), 23-6.
- Cao, F., Zhang, H. & Seydel, K. (2015). B2C e-commerce web site quality: An empirical examination. *Industrial Management & Data Systems*, 105(5), 645-661.
- Clark, J. (2011). UF study: College-age Facebook users react negatively to site's ads. Retrieved Aug. 6, 2011 from <http://news.ufl.edu/2011/05/16/facebook-ads/>.
- Content Marketing Association, (2014). The influence of on-line brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce*, 12(3), 57-8
- Cyr, K., Head, G. & Ivanov, H. (2009) Perceived interactivity leading to e-loyalty: Development for a model for cognitive-affective user responses. *International Journal of Human-Computer Studies*, 67, 850-869.
- Eighmey, M. (1997) Profiling user responses to commercial web sites. *Journal of Advertising Research*, 37(3), 59-66.
- Ethiopian Revenue and custom Authority, (2020), Annual Report.
- Gillin, Y. (2017). *The new influencers*. Sanger, CA: Quill Driver Books
- Ha, F. & James, A. (1998). Interactivity re-examined: A baseline analysis of early business web sites. *Journal of Broadcasting and Electronic Media*, 42, 457–474
- Hair, J. (2016). *Multivariate data analysis with readings* (3rd ed.). New York: Macmillan.

- Hassanein, A., Head, K. & Ivanov, L. (2007) User experience: A research agenda. *Behaviour and Information Technology*, 25(2), 91–97.
- Hollebeek, R. (2011). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7-8), 785-807.
- Howard, 1969; The theory of buyer behavior. New York, NY: Wiley.
- HP official Facebook Page, 2021.
- Huizingh E. (2000). The content and design of web sites: An empirical study. *Information & Management*, 37(3), 123-34.
- Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2008). The influence of on-line brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce*, 12(3), 57-80 (2008)
- John, M.G. (2007). Creating electronic learning environments: Games, flow, and the user interface. Proceedings in the Association for Educational Communications and Technology.
- Kothari, K. (2004) Knowledge sharing in virtual communities: An e-business perspective. *Expert Systems with Applications*, 26, 155–166.
- Koufaris, M 2012; Applying the technology acceptance model and flow theory to online consumer behavior. *Information Systems Research*, 13(2), 205-223.
- Lee, T. (2005) The impact of perceptions of interactivity on customer trust and transaction intentions in mobile commerce. *Journal of Electronic Commerce Research* 6(3), 165– 180
- Lin, C.J., & Lu, H. (2000). Towards an understanding of the behavioral intention to use a web site. *International Journal of Information Management*, 20(3), 197-208 Liu & Shrum, 2002, p. 55
- Liu, C., & Arnett, P.K. (2000). Exploring the factors associated with web site success in the context of electronic commerce. *Information & Management*, 38(1), 23-33.
- Mathwick, C., & Rigdon, E. (2004). Play, flow, and the online search experience. *Journal of Consumer Research*, 31, 324-333.

- McAlexander, J., Schouten, J., & Koenig, H. (2002). Building brand community. *Journal of Marketing*, 66(1), 38-54
- Meskauskas, J. (2006). Measure for measure: Engagement. Retrieved June 24, 2011 from <http://www.mediapost.com/publications/article/42314/measure-for-measureengagement.html>.
- Mollen, A., & Wilson, H. (2010). Engagement, telepresence and interactivity in online consumer experience: Reconciling scholastic and managerial perspectives. *Journal of Business Research*, 63, 919-925
- Morgan, R., & Hunt, S. (1994). The commitment – Trust theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38
- Nunnally, J.C. (1978). *Psychometric theory*. New York: McGraw-Hill
- O'Brien, H., & Toms, E. (2008). What is user engagement? A conceptual framework for defining user engagement with technology. *Journal of American Society for Information Science and Technology*, 59(6), 938-955.
- Oliver, R.L. (1999). Whence consumer loyalty? *Journal of Marketing*, 63(4), 33–44.
- Ou, C.X., & Sia, C.L. (2010). Consumer trust and distrust: An issue of website design. *International Journal of Human-Computer Studies*, 68, 913-934
- Patterson, P., Yu, T., & Ruyter, K. (2006, December). Understanding customer engagement in services. *Advancing Theory, Maintaining Relevance, Proceedings of ANZMAC 2006 Conference*, Brisbane.
- Rappaport, S.D. (2007). Lessons from online practice: New advertising models. *Journal of Advertising Research*, 47(2), 135-141
- Schmidt, J.B. (1996). A proposed model of external customer information search. *Journal of the Academy of Marketing Science*, 24(3), 245-256
- Shang, R., Chen, Y., & Liao, H. (2006). The value of participation in virtual consumer communities on brand loyalty. *Internet Research*, 16(4), 398-418.
- Steuer, J. (1992). Defining virtual reality: Dimensions determining telepresence. *Journal of Communication*, 42(4), 73–93.

- Thomson, M., MacInnis, D.J., & Park, C.W. (2005). The ties that bind: Measuring the strength of consumers' emotional attachments to brands. *Journal of Consumer Psychology*, 15(1), 77-91
- Tyebjee, K. (1977). Refinement of the involvement concept: An advertising planning point of view in J. C. Maloney and B. Silverman (Eds.), *Attitude Research Plays for High Stakes* (pp. 94-111). Chicago: American Marketing Association Universal McCann,
- Vivek, S., Beatty, S.E., & Morgan, R.E., (2011). Consumer engagement: Exploring customer relationships beyond purchase. Manuscript submitted for publication.
- Wang, A. (2006). Advertising engagement: A driver of message involvement on message effects. *Journal of Advertising Research*, 46, 355-368
- Webster's Universal College Dictionary. (2001). New York: RHR Press.
- Wong, E. (2009). Starbucks' social outreach stirs the pot: The marketer has been racking up accolades in the digital and social media space. *Adweek.com*, Retrieved June 24, 2011 from
- Zaichkowsky, J.L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 341-352.

Appendices

Appendix -I



ST. MARY UNIVERSITY
SCHOOL OF GRADUATE STUDIES

Survey Questionnaire

Questionnaire to be filled by Social Media Users

Dear participant,

My name is Beza Teshale and I am currently enrolled at St. Mary's University, School of Graduate Studies. I am conducting my thesis as a partial fulfillment of masters of marketing management. This study is intended to investigate the effect of social media marketing on brand loyalty to shade lights on what quality of social media marketing content has significant effect on brand loyalty. Your honest and sincere responses for this questionnaire will play a great role in making the research successful. I assure you that all the responses will be treated confidentially and only be used for academic purpose. Participation is purely voluntary and no need to write your name.

Many thanks for your kind cooperation in advance!!

Beza Teshale

Telephone: 0912 421022

Email – bezateshale@yahoo.com

Part I. General Information

1. Gender Female Male
2. Age 21 - 30 years 31 - 40 years 41 – 50 years > 60
3. Education First Degree Masters & Above Other, please specify _____
4. Income < 5,000 Birr 5,000 – 10,000 10,000 Birr
 Other, please specify _____
5. Profession Unemployed Employed Self-Employed

Part II. Questions related with social media marketing and brand loyalty

Please read each statement carefully and show your level of agreement on the statements by putting “X” mark in the boxes using the following 5-scale Likert scales: Strongly agreed (SA)=5, Agreed (A)=4, Neutral (N)=3, Disagreed (DA)=2, and Strongly disagreed (SDA)=1

1. Social Media Advertising	Likert Scale				
1.1 Relevance	1	2	3	4	5
The content is an important source of information among our friends					
The content of the shared brand to enhance knowledge among our friends					
Use the content of the brand to provide answers to questions of friends					
The information shared on the page add values to me					
1.2 Enjoyment	1	2	3	4	5
The company’s page that I “like on Facebook is interesting					
The company’s page that I “like on Facebook is exciting.					
The company’s page that I “like on Facebook is pleasant.					
The company’s page that I “like on Facebook is entertaining.					
1.3 Interactivity	1	2	3	4	5
The company’s page that I “like” on Facebook shares experiences about the product(s) with users who “like” the company’s page on Facebook.					
The company that I “like” on Facebook responds to my posts in a timely manner.					
The company that I “like” on Facebook responds to other users in a timely manner.					
It is important to me that the company I “like” on Facebook responds to other users’ posts in a timely manner.					
1.4 Updated Content	1	2	3	4	5
The information shared on social media of this brand is current.					

The use of social media by this brand is trendy.
 The company’s page that I “like” on Facebook provides accurate information.
 The company’s page that I “like” on Facebook upgrades information more often.

1.5 Applicable/ Loyalty/ Program

The brand provides special advertisement for members
 The brand offers members-only discount
 The brand offers attractive rewards
 The brand provides early access to new products

2. Brand Loyalty

I am frequent visitor of the contents of the company I “like” on Facebook.
 I am very committed to the company I “like” on Facebook.
 I have a positive attitude (word of mouth) toward the company I “like” on Facebook.
 I hold the company I “like” on Facebook in high regard.

1	2	3	4	5
1	2	3	4	5

Many Thanks for Your Valued Time!!!



ቅድስተ ማርያም ዩኒቨርሲቲ

ድህረ ምረቃ ትምህርት ቤት

የሰርሽይ መጠየቅ

በማህበራዊ ድህረ ገጻር ተጠቃሚዎች የሚሟላ መጠየቅ

የተከበሩ በተሳታፊ

ስሜ ጌዛ ተሻለ የሚባል ሲሆን በአሁኑ ሰዓት በቅድስተ ማርያም ዩኒቨርሲቲ የድህረ ምረቃ ትምህርት ክፍል ተማሪ ነኝ። የጥናታዊ ጽሑፌን በማርኬቲንግ ማኔጅመንት ማስትሬት ዲግሪ ከፋል ማሟያ እየሰራሁ እገኛለሁ። ይህ ጥናት የማህበራዊ ሚዲያ በገበያ ላይ በተለይ የምርት ታማኝነትን በተመለከተ ያለውን ተጽዕኖ ለማጥናት እና በሚገኘው ውጤት የማህበራዊ ሚዲያው በማርኬቲንግ ሂደት ላይ ያለውን ጥራት በተመለከተ አቅጣጫ ለማስቀመጥ ነው። ይህንን መጠየቅ በመመለስ የሚያደርጉት እውነተኛ እና ልባዊ ተሳትፎ በማርኬቲንግ ጥናቱ ላይ የጎላ አስተዋጽኦ ይኖረዋል።

ከወዲሁ ላረጋግጥልዎት የምፈልገው ጉዳይ የሚሰጡት መልስ ሚስጥራዊነቱ የጠበቀ እና ለጥናታዊ ጥቅም ብቻ የሚውል መሆኑን ነው። የሚያደርጉት ተሳትፎ ሙሉ በሙሉ በፈቃደኝነት የተመሰረተ ሲሆን ስመዎትን መጻፍ አያስፈልግም።

ስለ ትብብርዎ ከወዲሁ አመሰግናለሁ።

ጌዛ ተሻለ

ስልክ 0912421022

Email – Bezateshale@yahoo.com

ክፍል I ጠቅላላ መረጃ

1. ፆታ ሴት ወንድ
2. እድሜ 21-30 ዓመት 31-40 አመት 41-50 አመት >60
3. ትምህርት 1ኛ ዲግሪ ማስተር እና ከዚያ በላይ ሌላ ካለ ይገለጽ _____
4. ገቢ < 5,000 ብር 5,000-10,000 ብር 10,000 ብር
 ሌላ ካለ ይገለጽ _____
5. ሥራ ስራ አጥ ተቀጣሪ የግል ሰራተኛ

ክፍል II ከዚህ በታች የተመለከቱትን ከማህበራዊ ሚዲያ የማርኬቲንግ እና የምርት ታማኝነት ጋር ቁርኝት ያላቸው ጥያቄዎች።

እባክዎትን ከዚህ በታች የተመለከቱትን ጥያቄዎች በጥንቄ ካነበቡ በኋላ መስማማት አለመስማማትዎን ከ“X” ምልክት በሰጥኑ ውስጥ በማኖር፡- እጅግ በጣም እስማማለሁ =5 እስማማለሁ = 4፣ የምለው የለም = 3፣ አልስማምም =2 እና እጅግ በጣም አለልስማም=1 በማለት መልስዎን ያስቀምጡልን።

1. የማህበራዊ ሚዲያን ማስታወቂያ በተመለከተ	የሊከርት መለኪያ				
	1	2	3	4	5
1.1 አስላጊነት					
በጓደኞቻችን ዘንድ በዚህ ሚዲያ የሚለቀቀው መረጃ ምንጭ ይዘት አስፈላጊ ነው።					
በጓደኞቻችን ዘንድ ስለ ምርቱ ያለውን እውቀት ይዘት ከፍ እንዲል ያደርጋል።					
የምርቱ ይዘት የጓደኞቻችንን ጥያቄ እንድንመልስ ያግዘናል።					
በድህረ ገጹ የሚሰራጩት መረጃ እሴትን ለእኔ ጨምሮልኛል።					

1.2 እርካታ	1	2	3	4	5
የኩባንያውን ድህረ ገጽ በፌስቡክ የተመለከትኩት ስበኛል።					
የኩባንያውን ድህረ ገጽ በፌስቡክ የተመለከትኩት አስደንቆኛል።					
የኩባንያውን ድህረ ገጽ በፌስቡክ የተመለከትኩት ደስ ይላል።					
የኩባንያውን ድህረ ገጽ በፌስቡክ የተመለከትኩት ያዝናናል።					
1.3 ግብረ መልስ	1	2	3	4	5
በፌስቡክ የተመለከትኩት የኩባንያው ድህረ ገጽ ስለ ኩባንያው ምርቶች የልምድ ልውውጥ እንዳደርግ ያደረገኝ ሲሆን ይህንንም ከፌስቡክ ድህረ ገጽ ተተቃሚዎች ጋር እንድጋራ እረድቶኛል።					
በፌስቡክ ድህረ ገጽ “Like” ያደረኩት የኩባንያው ፔጅ ወዲያውኑ ድህረ ገጹ ላይ ያልስመቀጥኩት ጽሁፍ ምላሽ ሰቶኛል።					
ሌሎች ተጠቃሚዎች የፌስቡክ ድህረ ገጽ በሚጠቀሙበት ጊዜ ወዲያውኑ ምላሽ ይሰጣል።					
በፌስቡክ ድህረ ገጽ ላይ ሌሎች “Like” ለሚዲርጉት ነገር ወዲያውኑ መልስ ለእኔ ጥቅም አለው።					
1.4 ይዘትን ወዲያውኑ ማደስ	1	2	3	4	5
ይህንን ምርት በተመለከተ በማህበራዊ ሚዲያ የሚተላለፈው መረጃ ውቅታዊ ነው።					
የማህበራዊ ሚዲያን ለዚህ ምርት አገልግሎት ለላይ ማዋል አስፈላጊ ነው።					
ፌስቡክን በመጠቀም “Like” ማድረግ የኩባንያውን ፔጅ ትክክለኛ መረጃን ይሰጣል።					

የኩባንያው ፔጅ በፌስቡክን “Like” ያደረኩት አብዛኛውን ጊዜ መረጃዎችን እያሻሻለ ይሰጠኛል።					
1.5 ተፈጻሚነት/ ታማኝነት/ ፕሮግራም	1	2	3	4	5
ምርቱ ለአባላቶች የተለየ ማስታወቂያ ይሰጣል					
ምርቱ ለአባላቶች ብቻ የዋጋ ቅናሽ ይሰጣል።					
ምርቱ ሳቢ የሆኑ ሽልማቶችን ይሰጣል።					
ምርቱ ለአዳዲስ ምርቶችን በተመለከተ የቅድሚያ መረጃዎችን ይሰጣል።					
2. የምርት ታማኝነት	1	2	3	4	5
በፌስቡክ “Like” ያደረኩት ኩባንያ ይዘቶች ምን እንደሚመስሉ በተደጋጋሚ ጊዜ እጎበኛለሁ፣ እመለከታልሁ።					
በፌስቡክ “Like” ያደረኩትን ኩባንያ በረተመለከተ በቁርጠኝነት እከታተላለሁ					
በፌስቡክ “Like” ያደረኩት ኩባንያ በተመለከ አዋንቴዊ አመለካከት (በቃላትም የምገልጸው) አለኝ					
በፌስቡክ “Like” ያደረኩትን ኩባንያ ከፍ ያለ ቦታ እሰጠዋለሁ					

ጊዜዎችን ስለሰጡኝ ከልብ አመሰግናለሁ