



**ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT**

**“THE ROLE OF SOCIAL MEDIA MARKETING FOR
BUILDING CONSUMERS' BRAND AWARENESS IN
ETHIOPIA”**

**By
YORDANOS KEBEDE**

ADVISOR:- MULUGETA G/MEDHIN (PhD)

**A Thesis Submitted to Schools of Graduate Studies Of st. Mary's
University in Partial Fulfillments of the Requirements for the
Degree of Masters of Art in Marketing Management**

**JUNE, 2021
ADDIS ABABA, ETHIOPIA**

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Aproval Sheet
ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
SCHOOL OF BUSINESS
THE ROLE OF SOCIAL MEDIA MARKETING FOR BUILDING
BRAND AWARENESS IN ETHIOPIA

By: Yordanos Kebede

Dean, Graduate studies

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Advisor

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External Examiner

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Internal Examiner

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Declaration

This is to certify that Yordanos Kebede carried out her project on the topic entitled “**The role of Social Media Marketing for building Brand Awareness in Ethiopia.** This work is original in nature and is suitable for submission for the award of Master of Marketing Management.

Advisee: Yordanos Kebede

Advisor: Dr. Mulugeta G/medehin

Date: _____

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Abbreviations and Acronyms

ICT – Information and Communication Technology

URL – Uniform Resource Locator

ECA – Economic Commission for Africa

OAU – Organization for African Unity

NGO – Non-governmental organizations

ETC – Ethiopian Telecommunication Corporation

UGC – User Generated Content

WOMM – Word-of Mouth Marketing

SMM – Social Media Marketing

ROI – Return on Investment

IT – Information Technology

SMM- Social Media Marketing

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Abstract

The use of social media marketing nowadays is becoming very popular worldwide and it has changed the relationship between customers and business and this effect will gradually continue to evolve in Ethiopia as new media infuses the culture and society.

The purpose of this research was to investigate the role of social media marketing for building brand awareness in Ethiopia. This study is descriptive in nature whose primary objective is to provide insight into a new marketing phenomenon while investigating one or more variables. A quantitative method is used. It has been possible to withdraw necessary primary and secondary data by distributing questionnaire and by referring related literatures respectively. A questionnaire was distributed to collect the required information and gather data to attain best possible outcome of the research's effort. The size of the population for this study is unknown as social media networking sites are dynamic and complex and they are impossible to count given that the number of members increases on a daily basis. Therefore, the researcher gathered data from 100 respondents. The finding of the study indicates that most consumers pay attention to advertisements recommended and shared by friends and contacts on social media networks rather than the direct information provided or advertisement campaign made by companies. Therefore, this research suggested that local companies should use social media network to present their brands with enormous reach, endless communication possibilities and with a very limited promotion cost and grab, the possible opportunities of exploiting the brand building potential through the richest and fastest communication form available. However, Social Media as a form of marketing will present a completely new phase challenges. Therefore, companies need to develop their marketing strategy with special care in order to minimize the risk and challenges of online branding.

Key Words: *Social Media, Brand Awareness*

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Chi (2011, 46) defines social media marketing as a "connection between brands and consumers, while offering a personal channel and currency for user centered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan (Mangold and Faulds 2019). This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on use of social media as an extension of their marketing strategy.

Social media refers to the information and communication technology platforms designed for social interaction in real-time, such as wikis, discussion forums and blogs. These platforms are available on public sites such as Facebook and private sites such as Jive and Yammer. Some sites are more specialized in their objectives than others, eg., Linked-In's objective is to enable professionals to create and share profiles and to enable HR professionals to interact with them, while Facebook's objective is to enable information creation and interaction for more general audiences (Fischer & Reuber, 2011).

Naturally, social media's increasing influence on our daily lives has rapidly extended into the ways we get away. From planning a vacation with social media to posting reviews of our trips upon our return, there is no denying social media's impact on travel today. Studying social media is especially important because these travelers interact with these platforms differently than traditional media (White, 2010). Hence, social media encompass an inherent shift of informational power from the advertiser to the consumer, in which consumers decide which content to ignore and which to pass along to others in their network. Many consider this sharing of online content as powerful as word-of-mouth and network marketing which the hospitality business depends on heavily (Sirakaya & Woodside, 2005).

The social media has lost its perspective of being only a socializing medium; it is now viewed as a medium of reaching to masses, not only by the companies but by other users also anyone on social media can reach to masses and make their opinions heeded. The social media has changed the way the consumer's marketers interact (Hennig-Thurau et al., 2015). The information age has revolutionized how the consumers get informed about the goods/services. The consumers do not have to depend on just the information provided by the marketers in golden words. Through social media, the consumers have developed a new medium to interact with each other which also helps them take decisions more easily and they receive first-hand information from the actual users which are more reliable and helpful as it is not glorified by the marketers (Kozinets, 2011).

Nowadays, marketing is changing faster than ever. Everyday new communication means appear. Customers are now increasingly using social media to connect, look for, and exchange information, thoughts, and experiences of brands and companies. There are lots of well-known social media sites such as Facebook, LinkedIn, MySpace, Twitter, you Tube, Flickr, Word Press, Blogger, Type pad, Live Journal, Wikipedia, Wet paint, Wiki dot, Second Life, Del.icio.us, Digg, Reddit, Lulu and many others. ([www.uncp.edu/home/new media/social. media. history](http://www.uncp.edu/home/new%20media/social.%20media.%20history)) are used to share experiences whether good or negative.

Brand Reputation is everything for a marketer. This is because if there are no other factors such as quality or price separating two brands, users will choose to purchase one over the other because of its brand reputation. Therefore, companies must differentiate and position its brand name so that it is clear for its target market. Sometimes, visibility and recognition can be all that separate two brands. Users are now increasingly using social media to discuss brands and products, making reference to their functional performance as well as their social popularity (Kotler et al, 2010). Marketers should utilize this social power by encouraging.

It is expected the number of social media users increased dramatically in Ethiopia, because of the following reasons: First, the government has started a \$1.6 billion project to expand 4g network across the capital city and 3g network all over the country (Ethio Telecom, 2013); second, the population of Ethiopia is estimated around 99 million and most of them are young;

finally, the number of Facebook users are increased at an alarming rate, for instance there is 35% from 2013 to 2015 (Internet Usage and Population Statistics for Africa, 2015).

The latest statistics of social networking show that Facebook penetration in Ethiopia is 0.56% compared to the country's population and 111.27% in relation to number of Internet users. The total number of Facebook users in Ethiopia is reaching 495580 and grew by more than 158720 in the last 6 months. This clearly indicates that Ethiopia is one of the least represented countries on the internet. (ethio admin, 2013)

Based on the information gathered from different literatures, it can be concluded that Ethiopia is one of the least represented countries in digital world especially in its marketing concept. This could be one of the reasons that there are very few studies conducted in the area of social media marketing. Therefore, these research will be conducted to narrow the empirical gap by providing information to local companies and offer an insight as to how social media marketing could affect brand awareness and to indicate the importance, the effectiveness and the challenges of its application by companies.

1.1 Statement of the Problem

Currently, social media networks and websites like Facebook, Twitter, LinkedIn and many more are redefining the way people communicate and share their travel and touring experiences. As a result, more and more companies are turning to these platforms to gather information, keep their customers informed about their products and so much more (Chung and Buhalis, 2008). It is clear that we are currently living in the midst of globalized world and in the boom of social media. The use of social media sites by international companies as part of their promotion strategy has increased significantly in the past few years. Regardless of its popularity, there is still very limited usage of social media platforms by local companies to promote their products and services to create brand awareness.

Social media platforms are mainly used to connect people. They are suitable devices for sharing ideas, observations and experiences. It is feasible to comment, share, and review corporate or other individual messages with these media. A corporate message can be reached for millions of customers by these users. In marketing perspective, business companies (brands) can

communicate with its customers through social media platforms. Engaging customers, building brand, promoting product, making a research are feasible by using these media in addition to that it allow firms to engage in timely and direct end-consumer contact at fairly low cost and higher levels of efficiency than can be achieved with more traditional communication tools, so that understanding the role of social media on marketing strategy primarily help organization to adjust its marketing according to the needs and wants of its customers .In doing so the organization will be able to maintain its“ current customer base by effectively responding to their demand.

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

Poor infrastructure, a government monopoly over the telecommunications sector, lowest rate of internet and mobile telephone penetration, the government’s strict system of controls and high cost of internet service have notably hindered the growth of information and communication technologies (ICTs) (Freedomhouse,2011). These facts force local companies to lag behind the rapidly developing business environment and make it difficult for the companies to operate successfully in the international market and hinder them to leverage from using social media to create brand awareness locally as well as internationally. This fact may cause the local scholars fail to notice the need to investigate the impact and importance of social media marketing in the modern business setting.

Therefore, this research focus on filling the empirical gap, as there are few researches conducted in this particular study area as it is relatively a new business phenomenon. The effect of social

media marketing and brand awareness has not been investigated in Ethiopian context till now and also tried to identify the challenges faced by local companies in using social media marketing.

1.2 Research Questions

These study tried to answer these questions.

- i. To what extent exposure to social media affect consumers' brand awareness in Ethiopia?
- ii. To what extent 'social influence in social media usage' affect consumer brand awareness in Ethiopia?
- iii. To what extent engagement in social media usage affect consumer s' brand awareness in Ethiopia?
- iv. What is the effect of the 'action of social media users on consumers' brand awareness in Ethiopia?

1.3 Objective of the Study

1.3.1 General objective

The general purpose of this research was to examine the role of social media and its impact on brand awareness in Ethiopian context from consumers' perspective.

1.3.2 Specific objective

The specific objective is further broken down to:-

- i. To examine the effect of exposure to social media on consumers' brand awareness in Ethiopia.
- ii. To determine the effect of social influence in social media usage on consumer brand awareness in Ethiopia.
- iii. To evaluate the effect of engagement in social media usage on consumer brand awareness in Ethiopia.
- iv. To examine the effect of the action of social media users on consumer brand awareness in Ethiopia.

1.4 Significance of the Study

This research is important as it provide adequate information on social media and its effect on consumer brand awareness to marketers in various fields. This study also gives immense benefit to students, researchers, and scholars who are interested in developing further studies on the subject manner.

1.5 Delimitation of the Study

The study was delimited to consumers who are part of one or more international social media networks that are popular in Ethiopia such as Google, LinkedIn, Facebook, Youtube, Twitter and telegram Plus disregarding all other international and local social media networks such as Ethio Tube, Dire Tube and Ethio jobs that are gaining popularity in Ethiopia.

1.6 Limitation of the Study

- Financial constraints: insufficient fund tends to impede the efficiency of the research in sourcing for the relevant materials, literatures.
- Time constraint: the research was simultaneously engaged in this study with work. This consequently cut down the time devoted for research work.
- Necessary data's was limited especially in Ethiopian context.
- Covid 19 was one of the barriers in gaining the needed amount of respondents.

1.7 Organization of the study

The research includes five chapters. The first chapter is the introduction part containing background of the study, statement of the problem, research questions, and objectives of the study which consists the general and specific objectives of the study, significance of the study, delimitation of the research and finally limitation of the study.

The second chapter includes literature review and the third chapter deals with the research methodology that the researcher chose to conduct the study. The fourth chapter includes data presentation, analysis & interpretation. Finally, the fifth chapter deals with summary of major findings ,conclusion & recommendation drawn from the data collected.

CHAPTER TWO

2 LITERATURE REVIEW

The purpose of this chapter is to establish a theoretical outline. The literature deals with theories related to social media, brand awareness, and related terms. All the literature is described and explained in order to build a theoretical background for this study.

In this section there are two major divisions that focuses on the theoretical framework where a range of literature on key concepts that are essential for the study are reviewed and the conceptual frameworks which discusses the model known as Social Media Sales Adoption Funnel Model by Nichol Kelly which the researcher chose to implement for this study.

2.1 Theoretical Framework

2.1.1 Social Media

Refers to the interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. (en.wikipedia.org/wiki/). In addition to the definition given above Wikipedia defines social media as: “media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues. It supports the democratization of knowledge and information and it also transform people from content consumers to content producers. ([en.wikipedia.org/wiki/Social media](http://en.wikipedia.org/wiki/Social_media/)).

Kaplan & Haenlein, (2010a p.61) defined Social Media as “a group of Internet-based applications that build on the ideological and technological foundations of web 2.0 that allow the creation and exchange of User Generated Content (UGC)”. Web 2.0 is platform on which social media is based (Carlsson 2010). Kim et al., (2010 p.217) define “social websites as those websites that make it possible for people to form online communities, and share user-created contents (UCCs)”. Tredinnick (2006 p.231) defined “social networking sites as those sites driven by user-participation and user-generated content.” The common theme running behind these definitions is user generated content which has been enabled by web 2.0 technologies.

A business oriented definition has been provided by Mangold & Faulds, (2009 p.1) which states that, “social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers

to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control.” “Social media, also referred to as consumer-generated media describes a variety of new sources of online information that are created, initiated, circulated and used by consumers’ intent on educating each other about products, brands, services, personalities, and issues (Mandal, 2011).

Social media has gained a lot of popularity over the past few years and as a result of this popularity, other traditional Media have experienced decline in both business and popularity. Palmer and Lewis (2009) argued that the main stream media channels have faced many challenges in recent times that have led to closure with TV facing down turn in their profits levels. Palmer and Lewis are correlating the performance of these traditional channels to the rise of social media in marketing and brand management. As a result of completion and tough economic environment, companies have tightened their budgets especially advertising budgets which have shifted to online channels.

According to Forrester research study (2011) by Ernst.J, David M. and Cooperstein, Dernoga M, found that companies (brands) are gradually shifting their advertising priorities to align better with today's buyers. Today’s buyers are tech savvy and social media maniacs. Therefore it is the proliferation of the social media network services in brand management and marketing that bring us to the attention of social media networks. First, the researcher will define social media and then outline those networks that are driving the debate.

In the last couple of years, different kind of social media networking services have emerged and currently there are innumerable social media channels that connect people to each other. The most popular social network sites that are widely used are; Face book, Twitter, YouTube, LinkedIn and Flickr. In fact, Facebook, twitter and YouTube are the most common channels companies use in their online marketing for creating brand awareness or just engaging with the customers. Though LinkedIn is also widely used by companies, it mainly targets to establish relationship on a professional perspective and slowly becoming B2B channel compared to other three networking sites mentioned above. However for the purpose of this study, only five most popular social networking services are reviewed.

The underlying difference between the generic definitions and business definition of social media is that the users have been replaced with the customers/consumers, thereby unleashing a host of opportunities for businesses and shifting of power to the consumers.

The term social media has been disintegrated in to various terminologies such as social media site, social networking sites and so on. For the purpose of this study the researcher will use the broadest sense of the term, social media, which shall encompass all other terms and definitions. (Mandal, 2011).

Weber uses the term “social web” instead of social media, and defines the social web as “the online places where people with a common interest can gather to share thoughts, comments and opinions. It includes social network such as Facebook, LinkedIn and hundreds more. It includes branded web destinations like Amazon, eBay and Netflix. It includes enterprise sites such as IBM, Best Buy, Cisco and Oracle. The social web is a new world of unpaid media related by individuals or enterprises on the web. (Johansson,2010).

The benefits of social media are many and include company branding, improved brand awareness, and increased customer loyalty and trust. Recently Social Media has gained popularity in both business and social networking. The rise of social media in marketing and brand management forces the use of other traditional advertising media channels such as TV, newspapers and billboards to decline as well as to lose their popularity. Therefore, companies cut down their advertising budgets and are shifting to Social media channels which are by far cheaper and easier to communicate to their target customer. The drastic growth of the use of Social media marketing and brand management by companies brings the researcher’s attention to the study of social media marketing and its impact on brand awareness.

In the past few years several social media networking channels that connect people to each other have emerged. However, the most popular sites that are used widely in Ethiopia as well as other countries are Facebook, Twitter, LinkedIn, YouTube and Google Plus. For the purpose of this study, only these networking servicing sites are reviewed.

2.1.1.1. Google

Gooogle, in full Google LLc formerly Google Inc.(1998-2017), American search engine company, founded in 1998 by Sergey Brin and Larry Page, that is a subsidiary of the holding company Alphabet Inc. More than 70 percent of worldwide online search requests are handled by

Google, placing it at the heart of most internet users' experience. Its headquarters are in Mountain view, California.

Goggle began as an online search firm, but it now offers more than 50 internet services products, from e-mail and online document creation to software for mobile phones and tablet computers. Googles broad product portfolio and size make it one of the four influential companies in high – tech marketplace, along with apple, IBM and Microsoft. Despite this myriad of products, its original search tool remains the core of its success. In 2016 alphabet earned nearly all of its revenue from google advertising based on users search requests.

2.1.1.2. LinkedIn

LinkedIn started in 2002, but was officially launched on May 5, 2003. Many professionals have joined LinkedIn in recent years to share knowledge and insight in more than one million LinkedIn groups. The company operates the world's largest professional network on the internet with more than 135 million members in over 200 countries and territories. It is estimated that more than 2 million companies have LinkedIn Company Pages .There are 14 languages currently available: French, Germany, Italian, Japanese, Korean, Portuguese, Romanian, Russian, Spanish, Swedish, English and Turkish. (linkedin.com, 2011).

In LinkedIn, companies have access to a wealth of information that are mostly user provided through their profile data i.e. company name, job title, size of the company and LinkedIn uses this information for advertising targeted to towards members. Companies pay some fees to advertise their products and services to particular LinkedIn members or affiliation groups on LinkedIn. The classic example is the success of Cathay Pacific Airway through their LinkedIn company page sends messages to the people who are following their company on LinkedIn asking them to recommend the company. Through this, the company has been able to increase its brand awareness among target market segment. (marketing.linkedin.com,2012).

2.1.1.3. Face book

Facebook is a social networking service launched in February 2004, owned and operated by Facebook. It was founded by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and gradually most universities in

Canada and the United States, corporations, and by September 2006, to everyone of age 13 and older to make a group with a valid email address. (en.wikipedia.org/wiki/History_of_Facebook)

Facebook was launched in 2004 and have over 1.1 billion active users, of which 350 million users access Facebook through mobile devices. An average Facebook user is estimated to have at least 130 friends and is connected to 80 community pages, groups and events. There are more than 70 languages available on the site. Its main use is to establish and maintain relationships in work related situations, in political affiliations or just among friends and families. Facebook has become the most powerful tool for marketing today. In April 2011, the company launched a new service for marketers and interested creative agencies which is a form of online platform (Portal) that allows marketers and creative design agencies to build brand promotions on Facebook. Facebook is now a direct competitor of Google in online advertising and this new service has made it possible for companies to create dynamic commercial graphics or advertisement.

(<http://en.wikipedia.org/wiki/Facebook>, 2012).

2.1.1.4. YouTube

YouTube was created in February 2005 as a video sharing website on which users can upload, view and share videos as an informative and inspirational to others across the globe.

The company uses Adobe Flash Video and HTML5 technology to display a wide variety of user generated video content. YouTube acts as a platform for distributing contents by creators and advertisers as well. Over 3 billion videos are viewed every day and there are more than 400 million views per day on mobile devices. It is estimated that more than 800 million people visit YouTube every month to watch and share contents. (youtube.com, 2011).

Just as the saying goes a picture is worth a thousand words, pictures have an impact in creating an image in the mind of a person. This has given YouTube a competitive advantage in online marketing; all in all more businesses are now using YouTube for their marketing advertising campaigns. Various companies with outstanding video campaigns have had their breakthroughs in this form of brand marketing, especially when the videos have gone viral. Most of these viral successes can be attributed to expertise and creativity of the brand marketer to entertain the audience hence making the public share the videos with others.

2.1.1.5. Twitter

Twitter was created in March 2006 by Jack Dorsey and launched that same year in July. Unlike Facebook where one can have friends to share different things, with twitter one has to get

connected to the latest information on what they find interesting. One has to find the public stream that interests them and follow in the conversations. Each tweet is 140 characters in length. One can still follow the tweets regardless of whether they do not tweet at all, and also there is no limit as to how many tweets one can send within a given day. (<http://twitter.com/about>, 2011).

Through Twitter businesses now share their information or news faster to a large audience online following the company, and from a strategic stand point, this has helped companies that uses twitter to position their brands and also gather business insight through feedback to boost their market intelligence in order to accurately target customers with relevant services and products or enhance business relationships. Twitter has helped lift brands, enhance customer relationship marketing and also improved direct sales by reaching out directly to the engaged audience on the platform. (<http://twitter.com/about>, 2012).

2.1.1.6 Telegram

Telegram is a free and open source, cross-platform, cloud-based instant messaging software. This service also provides end-to end encrypted video calling, file sharing, and several other features. It was launched for ios on 14 august 2013 and android in October 2013 (Wikipedia). Telegram is an online messaging app that works like popular messaging apps WhatsApp and Facebook Messenger. This means that you can use it to send message to your friends when connected to Wi-Fi or your mobile data.

2.2 Social Media Networking

Social media networking platforms serve as a tool for marketers (Qualman 2010: 28). This implies that Facebook, LinkedIn, twitter etc. are means of accomplishing marketing strategies through the internet. It is therefore imperative for marketers to find suitable platforms to suite their marketing objectives. A good marketing objective enables marketers to acquire new customers, while retaining the already existing ones through customer satisfaction.

Businesses are already coming to terms with the need to integrate their social media efforts with their content strategy, and are seeing the impact of social media in terms of reach, referral traffic, and revenue. Seeing these very real and measurable benefits, there would be a change from social media tasks being assigned to existing employees to companies hiring social media strategists or full-time social media managers. The benefits of social media are many and include company

branding, improved brand awareness, and increased customer loyalty and trust. (AllAfrica.com, 2013).

Today, social networking is truly a global phenomenon. While word-of-mouth has always been important, its scope was previously limited to the people you knew and interacted with on a daily basis. Social media has removed that limitation. (Shruti & Anukrati, 2013)

2.3 Social Media Marketing

The topic of the study is *The role of social media marketing for building brand awareness in Ethiopia*, but first it is important to define the term “marketing” referred to in the title. *Marketing is managing profitable customer relationships*. The twofold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction. (Kotler & Armstrong 2012).

In the definition above, it is clear that first consumer brand awareness must be created to attract new customers and in order to keep and grow current customers. Therefore, in this study, the researcher focuses only on brand awareness as a process of communicating or delivering value to customers.

According to Weber, marketing to the social web means to adopt a completely new way of communicating with an audience in a digital environment. Instead of continuing as broadcasters, marketers should become aggregators of customer communities. It is not about broadcasting marketing messages to an increasingly indifferent audience. Instead, when marketing to the social web marketers should participate in, organize and encourage social networks to which people want to belong. Rather than talking at customers, marketers should talk with them (Weber 2009).

Online marketing has a plethora of strengths; the speed of accessing the information is very fast and extremely cost effective, besides that internet has no geographical boundaries. In addition to cost effectiveness, the marketer likewise has the opportunity to research new suppliers at a fraction of previous search costs. In other words all the marketing research conducted through internet is very cost effective (Gay et al. 2007, 129). On the other hand Gay et al. (2007) point out some major weakness that online marketing face. The first problem is that cultural and language differences may present difficulties in information gathering across national boundaries.

Secondly, it can be difficult to guarantee that the person responding is the person the marketer thinks they are (Gay et al. 2007, 129).

Many marketers think of social media in the context of B2C companies: after all, 4 in 10 consumers buy products that they've liked, tweeted or pinned on various social networks. Yet, according to a recent study from Marketing Profs, 87% of B2B marketers use social media platforms in their content marketing efforts. In fact, of 13 tactics proposed from the content marketing arsenal, social media was the most popular. So the question stands: how can a B2B marketer ensure that his or her social media inbound campaigns are the most effective they can be? (searchengineland.com/guide/what-is-social-media-marketing)

Social media network are applications that allow users to build personal web sites accessible to other users for exchange of personal content and communication (Palmer and Lewis 2009). Social media according to Palmer and Lewis can be characterized as: online applications, platforms and media which aim to facilitate interactions, collaborations and the sharing of content.

Fausser et al. (2011) argue that though communication is the core dimension of social media networks, not all platform categories are equally suitable for all marketing objectives because most of the platforms are not equally well suited for information, collaboration, and even for cultivating relationships (Fausser et al. 2011). The purpose of social networks is primarily for communication and exchange of ideas of interest among peer groups or communities. According to Gummesson (2002) however, it is through frequent communication initiated by the marketer on the interactive social networks that a long term friendship can be developed and maintained between the business and the customer (Gummesson 2002: 10).

Janal (1998) on the other hand, insinuates that the information provider (marketer) are the ones creating their own communities with their social network constructs, hence staffers and vocal members of these constructs lead discussion. Furthermore the vocal members become the opinion leaders (Janal 1998: 214-215). In this way a collaboration between the marketer and the online consumer/or prospect is developed. This means that without information flow within the communities and the brand which in this case is the business, they would be no serious engagement amongst the online communities.

Monitoring and facilitating customers interaction, participation and sharing through digital media to encourage positive engagement with a company and its brands leading to commercial value.

Interactions may occur on a company site, social networks and other third party websites. (Chaffey. D, 2002)

Social media marketing is an essential section of the online marketing world which implicates how to do consumer conversation on a website or Facebook/ Tumblr/ Twitter. This can also be done on a forum or blog.

Online networking showcasing is an essential class of computerized advertising which includes empowering client correspondences on an organization's own website, or social existences, for example, Facebook or Twitter or web journals and discussions. It can be connected as a conventional communicated medium, for instance, organizations can utilize Facebook or Twitter to send messages to clients or accomplices who have selected it. Be that as it may, to exploit the advantages of online networking it is imperative to begin and take an interest in client discussions.

These can be identified with items, advancements, or client benefit and are gone for adapting more about clients and offering help so enhancing the way an organization is seen.

The development of informal organizations has been reported by Boyd and Ellison (2007) who portray person to person communication destinations (SNS) as: Online administrations that enable people to

- 1) Build an open or semi-open profile inside a limited framework,
- 2) Explain a rundown of different clients with whom they share an association, and
- 3) View and navigate their rundown of associations and those made by others inside the framework.

The intuitive abilities to post remarks or other substance and rate content are shockingly absent from this definition.

Today the web-based social networking technique has turned into a center component of the computerized business procedure.

However, making a web-based social networking or client engagement procedure is trying since it requires an adjustment in the outlook for the organization since they may need to surrender some control on their side to empower them to speak with clients viably.

The adjustment in approach required is clear from a development that began in the USA in 1999, known as the Cluetrain proclamation (www.cluetrain.com).

The creators, Levine et al. (2000), say: Discussions among individuals' has to sound human.

They are directed in a human voice.

Most organizations, then again, just know how to talk in the mitigating, humourless monotone of the statement of purpose, promoting handout, and your-call-is-essential to-us occupied flag. Same old tone, same old falsehoods.

No big surprise organized markets have no regard for organizations incapable or unwilling to talk as they do. Corporate firewalls have kept savvy workers in and shrewd markets out. It will make genuine torment tear those dividers down.

Yet, the outcome will be another sort of discussion. Furthermore, it will be the most energizing discussion business has ever occupied with.

Obviously, more than an adjustment in mentality is required to accomplish change on this scale requires senior administration sponsorship, venture, and changes to procedures and apparatuses, as portrayed in the following part on change administration.

You can see that the Cluetrain proclamation is a suggestion to act, urging supervisors to change their way of life and give procedures and apparatuses to empower workers of an association to interface with and tune in to client needs mindfully.

2.4 Brand awareness

Brand Awareness is a decades-old marketing challenge. It started with big advertising agency campaigns for high-profile brands like coke, Pepsi, Johnson & Johnson and countless others in hundreds of different consumer product categories. Brand Awareness is still the impetus behind much of the advertising we still see on TV today. And while Brand Awareness was born out of the Business to Consumer marketing world, it is also a hugely successful initiative for Business to Business marketers. (Nichole Kelly, 2010).

Brand Awareness is one of the most commonly cited goals of marketers today in order to operate competitively in today's dynamic business environment. And because social media is recognized as a cost effective and high-speed solution for generating brand awareness, many marketers started using social media channels to reach their target markets.

According to the study of (Anupama Sundar and Jatin Pandey, 2012) a brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands which the consumer is unaware of. Wilson (1981) confirmed the importance of top of- mind awareness in a study which found that the higher the position of the brand in the consumer's mind measured by unaided recall, the higher the purchase intention and the higher the relative purchase of the brand. Brand awareness can add value by:-

1. Placing the brand in the consumer's mind,
2. Acting as a barrier to entry to new un-established brands (Stokes 1985),
3. Reassuring the customer of the organization's commitment and product quality, and
4. Providing leverage in the distribution channels (intermediaries are customers too, and are just as suspicious as consumers are of unknown products. (Aaker 1992)
5. Learning Advantage (Keller)
6. Consideration Advantage Brand awareness can also affect decisions about brands within the consideration set (Hoyer & Brown 1990; Keller 1993).
7. Consumers may employ a heuristic (decision rule) to buy only familiar, well-established brands (Roselius 1971).

It is predicted by Aaker that with the multitude of new media that have developed and that are likely to develop in the future, it is constantly becoming more challenging to create this brand awareness, and that the winners in the battle of raising brand awareness will be those who are able to coordinate their branding messages through all medias (Aaker 1996).

There exists different degrees of brand awareness according to Aaker, and it is measured through analysis of how well the customer recalls the brand. The scale starts off from the weakest level:

- Recognition (the customer has been exposed to the brand).
- Recall (which brands within the product group that the customer can retain)
- Top of mind (the first brand the customer can recall)
- Dominant (the only brand the customer can recall) (Aaker 1996).

Maria Johansson 2010, suggested that to create brand awareness in a successful way considering that consumers everyday are bombarded by more and more marketing messages, two things are needed according to Aaker: First, it is necessary to have a broad sales base. This is because it is

expensive and often impossible even to support brands with relatively small unit sales and short lifecycle. This is the reason why many firms reduce the number of their brands and focus only on a few brands. Second, firms need to acquire the knowledge of operating outside the traditional media channels (Aaker 1996).

2.5 Internet and online marketing and promotion

On one hand, the internet is considered as a good and a quite cheap way for companies, big or small, to promote their products and directly reach their customers through new marketing tools (White, 2010). For instance, the concept of behavioral targeting -in opposition with traditional advertising which disturbs customers (Kotler and Bliemel, 2001) directly reaches customers through targeted advertising, which matches their personal interests. Moreover, the internet, with its large number of users, brings an important and significance audience, which is likely to improve the image and popularity of a product, brand, or a company.

Internet communication tools like emails provide a quick communication between the company and its customers (Vermeulen & Seegers, 2009). The internet promotion is also measurable. Thanks to a website it is quite easy to know how many visitors had a look at the website, how long they have stayed on it or what the click rates are. This enables companies to evaluate how efficient an advertising campaign is and what changes could be brought (White, 2010).

On the other hand, White (2010) states that, online marketing has also some drawbacks. First, some small companies with limited budget cannot invest in big and expensive online advertising campaigns. Second, it is difficult to evaluate the legitimacy of a service or a product on the internet where companies cannot ensure that they are dealing with trustworthy and reliable companies. Third, there is the problem of geographical distance between the consumer and the company. It may be a problem for some reluctant customers to be physically isolated from the seller. The internet can also lead to a confusion (UNWTO, 2005), where the user can hardly make a decision because of a too high a number of offers and information. In addition, there will always be people without Internet access or simply people who do not use the internet. In Ethiopia, for example, out of more than 80 Million people, only 0.5% of the population had access to the internet in the year 2010 although that figure will have grown over that last two years (Africa Travel Association, 2010). And finally as argued by Kotler and Bliemel (2001),

online marketing is not always appropriate for all products and all companies where there are some products and services which cannot be sold or promoted over the internet.

In general, with its millions of users the internet has become an important distribution channel. It has naturally spread over the travel and tourism sector, boosting the development of online travel worldwide. As a result, online marketing enables companies to reach directly consumers globally or locally at lower costs than with traditional promotion methods. But the internet also presents some drawbacks: all companies and products are not promotable on the web and all people cannot access the internet.

After different evolutions, the internet has given birth to a new form of communication, the social media, which could be described as a collaborative web, where all internet users can add their own content, share, collaborate and socialize freely. In other words, social media is the democratic takeover of the information by the internet users thanks to tools, which facilitate consumers' involvement on the web (White, 2010).

Forums are also an important social media tool. They enable a gathering of opinions around a topic or a common interest, developed through discussions. Podcasts make it possible to save a programme automatically, corresponding to the consumer's interest. As an example, Portugal official tourism website offers podcasting to internet users and potential tourists, in order to make them discover the destination through audio and video files (Mack, et al, 2008).

Therefore, the buying process is not only a one-way process: consumers also need the point of view of other consumers to make a decision and get the best offer (Culturebuzz, 2007).

As described by Culturebuzz (2007), three humorist movies encourage internet users to talk about the campaign and the company. This contributes to increase the modern word-of-mouth about the company and to improve its image. To sum up, Culturebuzz (2007) defines the buzz marketing as a way of creating modern word-of-mouth, setting up conditions and tools needed for a general information transmission. It is through the internet and its millions of users that the modern word-of-mouth has become a serious matter giving the opportunity to increase the perception about a product, a brand or a company, as pointed out by Gretzel (2007).

Social media has somehow changed the information process: the traditional communication pattern from the business to the consumer seems to be less and less popular. Current customers want to have direct contact with other customers to know more about the real experiences they did at a specific destination or with a company. In effect, consumers have become active contributors of the web (Jepsen, 2006). Similarly, it was also argued in as early as 2006 by Jepsen, that social media has started replacing traditional sources of information. And it was later supported when it was described as in Inputs- Processing-Response models that social media might influence the buying behavior process (Fisher and Reuber, 2008). The importance of this phenomenon was highlighted furthermore by De Valck, et al (2009) who suggested that virtual communities are becoming important networks of consumer knowledge that influence consumer behavior.

Hence, it is no wonder that many organizations are monitoring blogs and Tweets, and others are pushing out news and promotional messages through social media channels. Social media allows for a level of conversation in ways never before possible presenting enormous opportunities for research, brand building and the creation of brand followers (Kaplan & Haenlein, 2010). The value of social media is that users are highly engaged and want to be heard. So, by listening to them and approaching them from their own point of view, it is possible to have a positive impact on beliefs and perceptions (Fischer & Reuber, 2011).

2.6 Empirical review

Social media guru Weber is of the opinion that brand awareness is to be measured not in brand recall but dynamic measure such as customer word-of-mouth (Weber 2009).

Literatures show some mixed result on the best practice to measure the effectiveness of Social media Marketing (SMM). Vaynerchuk (2011) argues that there is no hard formula to calculate SMM Return on Investment (ROI), because SMM mostly involve human interactions (i.e. positive/negative reviews, Word of Mouth), which cannot be calculated using mathematical calculation (Vaynerchuk, 2011, pg. 53). Based on his study, Woessner (2011) combined Google analytics and on Amazon.com to track the effectiveness of his SMM campaign and how it affects the sales of his book. This combination allowed him to track the traffic sources as well as the top content of his campaign.

Blanchard (2011) and Owyang (2010) agree that the ROI cannot be calculated with the traditional ROI formula, because it should involve multiple layers of data analysis to connect both financial (i.e. 16% increase in online sales) and non-financial (i.e. increase in positive mentions) outcomes of the campaign. However, all sources agree that SMM measurement should include consumers' interactions and reactions as one of the variables on the calculation, because after all SMM main focus is conversion, which means how well consumers' involvements on the social media sites affect their buying decisions.

The bottom line of SMM measurement practice is its campaign/business objective(s) need to be very specific and measurable.(Pradiptarini, 2011)

The finding of a case study by Christine Adhiambo Odhiambo in 2012 under the title "Social Media as a Tool of Marketing and Creating Brand Awareness" suggested that over 90% of the sales are made offline and only between 5% and 10% of sales are through the company's online shop. However, the company uses Facebook for marketing and according to the management; it is the most effective marketing platform for creating brand awareness.

Even though the company uses other forms of advertising such as Newsletter and radio, online channel according to the company is more effective than followed by broadcast channel i.e. radio. In terms of cost, radio and print are costly compared to online advertising and therefore the return on investment is much more attractive.

According to(Christine Adhiambo Odhiambo 2012) Social media can help a small business reach a target market in a very short time because through the network effect, the message gets to the target market segment almost instantly at a cheaper cost compared to other traditional advertising channels like print and radio. He also suggested that the management of customers' comments online is a big challenge facing small businesses because some are very positive and some are "business damaging" meaning negative comments could potentially impact sales and brand image. Negative comments posted online could be from a competitor trying to pull down the brand name or turn away customers. The fact that online advertisers do not have control of these comments is a cause of concern to small business because they have less resource in terms of human resource and finances to invest in doing online damage control.

Shutri Arora & Anukrati Sharam (2013) in their study “Social Media: A Successful Tool of Brand awareness” in 2013 concluded that There is no escaping the social media these days, either for individuals or for businesses. Today, it is impossible to separate social media from the online world. Social media is a strong and potent communication tool. It presents brands with enormous reach and endless communication possibilities. It allows brands to emerge into a world of peer-to-peer dialogue and therefore the possibility of harnessing the brand building potential of the richest communication form available. However, it is important to do it right.

The study of Rashmi Belwal (2012) shows that how social media has become an important tool for marketing and creating brand awareness. In fact it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms. However, Social media alone cannot be effective without augmenting it with other traditional media channels like radio, newspaper, or TV even though it is widely reported that the effectiveness of traditional media and their use is sharply falling.

2.7. Conceptual Framework of the study

In order to bring value to a business relationships between the brands (marketer) and the online networking community should be developed. A company must know which social media network best fit its objectives and where and when to contact so as to attract prospects and to maintain its customers. Therefore, a business must focus on choosing the right group of people and the right social media service. This process is similar to sales funnel.

This study will use Social Media Sales Funnel Adoption by Nichole Kelly (2010) to increase the Understanding of how social media creates brand awareness. And provides marketers with an opportunity to turn brand awareness into consumer engagement and ultimately sales. The measurements for social media aren't all that different from that of the measurement of traditional media. To put brand awareness measurement into the context of the sales funnel, the key areas to evaluate fall into three categories: social media exposure, influence and engagement. (Nichole Kelly, 2010).

Social Media exposure: can be measured by investigating how many people could have been reached by the marketing message. Exposure is the top of the brand awareness funnel and represents the potential sales lead pool. The total social media exposure number are impressions, fans, followers, subscribers and any other mass “audience” that are generated through a social

media channel. It is not guaranteed that all of these people saw the message, but there is a likelihood that they did. From a public relations and print advertising standpoints this would tie to the circulation of the publications that were mentioned in and for online advertising this is shown as a metric for impressions.

Social media Influence: Why do we measure influence? Influence is not a direct measure, but it is an important metric in the sales funnel for understanding social media's contribution to delivering sales. Why? Because people are influencers for a reason, they have an audience of loyal followers who trust their judgment. When an individual is exposed to messaging through an influence, that person is more likely to buy or engage with messaging in some way than if they had seen the messaging as a result of general exposure. These people move down one level in the funnel.

Influence is a subjective metric that relies on the company's view for explanation since it Depends on how the company wants to look at whether it is positive, neutral, or negative in attitude. In order to calculate the influencer metrics, how many influencers mentioned the brand and the reach of their audience must be observed?

Social media Engagement, which is the last stage in the funnel related to brand awareness, can be measured by identifying how many people actually did something with the message. Engagement is one of the most important measurements because it shows how many people actually cared enough about the message that results in some kind of action.

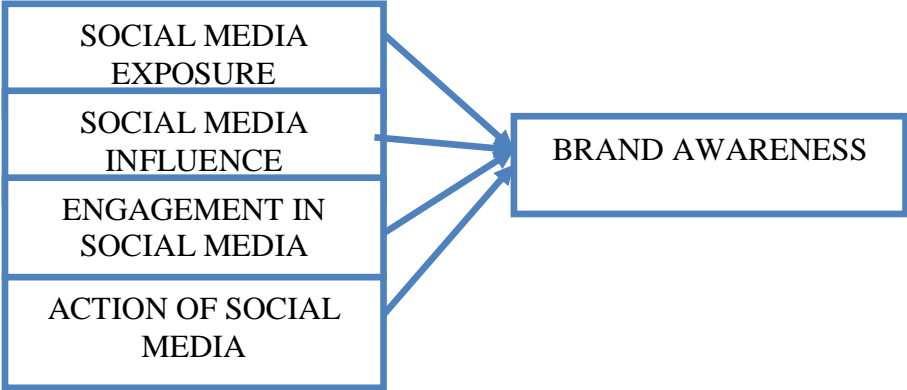
Exposure, influence and engagement represent brand awareness in the measurement funnel and the lead generation funnel is where the brand awareness portion of the funnel ends and the traditional ROI-driven action begins.

Action and Loyalty of social media users: This can be sustained by how often the audience keeps commenting on the marketer's message. The kind of message the audience post can help determine whether they are loyal or not. Customer loyalty can be determined with the kind of testimonials they give pertaining

To the product/ service a loyal customer always makes repurchase of the marketers product/service and is in most cases retained by the company. These loyal parties are likely to act as unpaid marketers, who eventually spread word of mouth on the benefit of the marketers' products/services.

Researches and studies are being performed by scholars and marketers these days in order to investigate the impact, the effectiveness, the challenges, the advantages and disadvantages of social media marketing and brand awareness as it is relatively a new phenomenon in the business world.

Figure 2.1: Social Media Sales Funnel Adoption



CHAPTER THREE

3 RESEARCH METHODOLOGY

The purpose of this chapter is to explain the procedures that is used to answer the research questions proposed .

3.1 Research approach

The purpose of this study was to examine the role of social media marketing for building brand awareness in Ethiopia, so this study tried to use brand awareness as dependent variable and social media marketing as independent variable and the approach followed was quantitative method. A quantitative research method was employed to investigate the role of social media marketing for building' brand awareness in Ethiopia.

Therefore, the researcher uses this method because it is usually a preferred research strategy to collect large amount of data and to easily compare and analyze using various statistical techniques.

3.2 Research design

The research design for this research is descriptive. Because the research is used to investigate one or more variables.

3.3 Data collection tools/ instruments of data collection

Questionnaire in English was designed assuming that all respondents who use social media will be English literate.

3.4 Data types

In this study both primary and secondary methods were used to collect data to attain best possible outcome of the research. It is important to get information directly from the persons responsible for information through questionnaire and interviews so it used primary sources and also used secondary data collected from different books, journals, prior researches and mainly from the internet to obtain the necessary outcomes.

3.5 Population, sample size and Sampling techniques

The total population for this study was unknown since it is very difficult to determine the total number of social media users as it is dynamic, complex and increases on a daily basis. With the study title in Ethiopian context, to determine the estimate of p and q , the researcher uses the recommendation by corbetta (2003) in determining the standard deviation, 95% confidence sampling error in calculating the sample size.

A purposive technique was applied by giving questionnaire to the researcher's contacts or using social media networks due to the ease of access to reach consumers to be questioned and based on the nature of the study and the research strategy.

For this study the sample size was 101 including male and female from the age group of 18 and above.

3.6 Data analysis method

The data for this study was analyzed through descriptive analysis. The result was presented using tables using mean, standard deviation and percentage.

3.7 Validity and Reliability

The validity of this study has been maintained by using various literatures to confirm the measurement of each variable in an effort of analysing the variables under study. Advisor comments and other expert involved in the study were also utilized to ensure the validity of this study. Additionally, the measurements of the scales were taken by confirming various sources and scholars.

Mathematically, reliability is defined as the proportion of the variability in the responses to be survey that is the result of differences in the respondents. Thus, to evaluate the internal consistency of the service quality dimensions, the variables are subjected to reliability test.

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

Additionally, the following reliability test result was gained about the instrument

Table 3.1 Reliability results

Sub scales	Number of items	Cronbach's Alpha
Exposure	7	.725
Influence	7	.706
Engagement	4	.796
Action	4	.886
Brand awareness	6	.713

The above table depicts Cronbach's coefficient alpha was calculated for each field of the questionnaire and the entire questionnaire. The values of Cronbach's Alpha showed that all of the results are more than acceptable, which fall in the range between 0.7 and 0.95. The resulting range is considered high as the result ensures the reliability of each field of the questionnaire. Therefore, based on the test, the results for the items are reliable and acceptable.

CHAPTER FOUR

Data Presentation Analysis and Interpretation

4.1 Introduction

In this chapter, the collected data has been analyzed and interpreted. The chapter consists of introduction, respondents' demographic characteristics, the role of social media and its impact on brand awareness in Ethiopian context from consumers' perspective. Some items of the questionnaire on social media usage were measured in terms of likert scaled using five points ranging between 1=Strongly Agree to 5=Strongly Disagree. In addition, some demographic descriptions of the respondents are collected.

4.2 Demographic Characteristics of Respondents

This survey was handed out to the respondents 101 questionnaires, and 97 of them were recollected making 96.03% return rate. In this section, the researcher described respondents profile in terms of age, gender, educational qualification, and occupation of the respondents. These responses were analyzed using frequencies and percentage distributions below.

Table 4.1 Demographic Characteristics of Respondents

Variables		Frequency	Percentage
Age	<18 years	24	24.7%
	18-25 years	57	58.8%
	26-45 years	7	7.2%
	46-65 years	9	9.3%
Gender	Male	77	79.4%
	Female	20	20.6%
Occupation	Self employed	0	0.0%
	Unemployed	0	0.0%
	Private employee	8	8.2%
	Government employee	65	67.0%
	Retires	16	16.5%
	Student	8	8.2%
	House wife	0	0.0%
Educational qualification	No school completed	8	8.2%
	High School (10+2)	36	37.1%
	Technical vocational Certificate	16	16.5%
	Diploma	33	34.0%
	Degree	4	4.1%
	Master's degree	0	0.0%
	Doctorate	0	0.0%
Total		97	100%

Source: Own Survey, 2021

Concerning age categories of the respondents, 58.8% of the respondents are between 18-25 years old whereas 24.7% of the total respondents were in the age range below 18 years old, the remaining 7.2% and 9.3% were in the age range between 26-45 years and 46-65 years respectively. The result shows that majority of internet users selected for this study was across all age group.

Regarding the gender of respondents, the majorities 79.4% of respondents were males, and 20.6% of the respondents were female. This data implies that more male participated in the study than female respondents as well as it reflects the male dominance in internet user's proportion in Ethiopia.

With regard to educational level of respondents, 37.1% were high school complete followed by 34.0% who were diploma holders. The compositions of the respondents' educational background showed that the participants' are well educated and presents an opportunity to obtain accurate response for the study questions.

Lastly, regarding the occupation of respondents 67.0% of the respondents were government employees while 16.5% of them were retirees. Private employee and Student make up 8.2% each. This indicates the proportion of the study respondent were government employees who have access to various connection types in terms of Wi-Fi and cable connections.

4.3 Social Networking Sites used

In this section, respondent usage pattern in terms of the most popular and widely used social media platforms were discussed as follow. The major social media platforms used were; Face book, Twitter, LinkedIn, You Tube, Google+ and Telegram.

Table 4.2 Social Networking Sites used

Social media platforms	Non usage percentage	Usage percentage
Facebook	57.7%	42.3%
Twitter	73.2%	26.8%
LinkedIn	87.6%	12.4%
YouTube	80.4%	19.6%
Google	52.6%	47.4%
Telegram	37.1%	62.9%

Based on the above results, the highest user social media platform was Telegram (62.9%) followed by Google (47.4%) and Facebook (42.3%). On the contrary, LinkedIn was found to be the least used social media platform (12.4%).

4.4 Trust Level on Social Media Platforms

The users of social media platforms were asked about their level of confidence or trust regarding the various types of social media platforms described in the previous sections such as Facebook, Twitter, LinkedIn, YouTube, Google, and Telegram. Based on the trust of users, the following results were found.

Table 4.3 Trust Level on Social Media Platforms

Media	N	Mean	Std. Deviation
Facebook	97	2.0000	1.79699
Twitter	97	3.4124	1.53943
Linkedin	97	3.5773	1.41300
YouTube	97	3.4227	1.49189
Google	97	3.7526	1.28315
Telegram	97	3.9485	1.21938

Based on the trust level of social media platforms, Telegram was found to be the highest with a mean value of 3.9485 and standard deviation of 1.219, followed by Google services including emailing and other platforms. Similar with the popular believes, Facebook was found to be the least trusted social media platform with a mean value of 2.00 and standard deviation 1.79.

4.5 Reason for the usage of social media platforms

The following table presents the major reason for why social media users utilize the platforms;

Table 4.4 Reason for the usage of social media platforms

Reason	N	Minimum	Maximum	Mean		Std. Deviation	Rank
	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	
To keep in touch with family and friends	97	1.00	5.00	3.9381	.13337	1.31351	2
To meet new people and share my experience about life	97	1.00	5.00	3.5464	.14947	1.47211	6
To make professional and business contacts	97	1.00	5.00	3.7423	.12715	1.25232	4

To share photos ,videos , music and play games	97	1.00	5.00	3.5670	.13662	1.34557	5
To find information and share feedback about brands and products	97	1.00	5.00	3.9794	.11444	1.12712	1
To promote a business or cause	97	1.00	5.00	3.7423	.14154	1.39402	3
To search for jobs and other available opportunities	97	1.00	5.00	3.4433	.16836	1.65812	7

Based on the above assessment made regarding the reason of usage of social media platforms, “to find information and share feedback about brands and products” was found to be the major reason for social media usage with a mean value of 3.9794 and standard deviation of 1.12. Additionally, “To keep in touch with family and friends” were also found to be the second major reason for using social media platforms.

This result implies that most people use social media to find information and share feedback about brands and products, to connect with friends and relatives, for promotional activities, to make professional and business contact, to find jobs, to share photos and videos as well as to meet new people.

4.6 Time spend on social media networking sites (engagement)

Table 4.5 Time spend on social media networking sites

Number of respondents	Hours	Average hrs	Percentage
27	0-1 hrs	0.5 hrs	26.73%
30	1-3 hrs	2 hrs	29.7%
35	3-9 hrs	6 hrs	34.65%
5	9-15 hrs	12 hrs	4.95%
4	15-24 hrs	20 hrs	3.96%
Total average		4.2 hrs	100%

Of all respondents 34.65% said that they spent 3-9 hours per day while 29.7% of them spent 1-3 hours a day and 26.73% spent less than an hour a day .on the other hand 4.9% spent 9-15 hrs a

day while the rest of the respondents spent 15-24 hrs a day. This means on average every respondent spent 4.2 hr a day.

4.7 Preferred source of information u like to visit about product /service (exposure)

Of all respondents 70 of them replied that they visit social networks and 15 of them use the company’s website, 7 of them take a walk to the shop /market, five of them use blogs and forums two of them send a mail to the company and the rest use news paper

4.8 The respondents were asked if they ever responded to advertisements displayed on social networks and 74 of them said yes and they rest said no

4.9 Feeling about online advertisement

0.5 % of the respondents find online advertisement very useful and 0.3% find it interesting, 0.13 % find it somewhat useful, 0.05 find it somewhat annoying and the rest find it very annoying.

4.10 Reply to products advertized on social networks (action)

Table 4.6 respond to products advertised on social networks

Description		Yes	No	Don't Remember	Total
Take action	To show solidarity	4			4
	To see if they can solve a challenge you have	7			7
	To be updated in latest news	32			44
	To open communication	10			10
	I don't know	12			12
No action			24		24
Don't remember				12	
Total		65	24	12	101

From all respondents 64% of them have react to products advertised on social networks and 24 % of them took no action and the rest 12% don't remember whether they react or not. Out of those who replied yes, 6% replied to show solidarity, 10% to see if challenges could be solved, 49% to update in latest news and 15% to open communication line and the rest 18% doesn't know why they react.

4.11) 0.8 % agreed that they don't give attention for an advertisement that is shared , twitted recommended by friend , while 0.13% said yes and the rest doesn't remember whether they were influenced in such activity or not.

4.12 Influence driven from friend on buying the product

Most of the respondents responded that 0.66 people said that they are never influenced to buy a product introduced by a friend, 0.22% of said they are influenced sometimes and the rest said they are influenced every time.

4.13 Methods that influence perception

Table 4.7 methods that influence perception

Description	Number of Respondents					
	Very high	High	Neutral	Low	Very Low	Total
Online ads	42	22	13	19	5	101
Company / brand social pages	20	16	42	18	5	101
Recommendation of others	11	9	52	14	16	101
Company websites	14	9	36	41	1	101
They all matter	0	0	0	0	0	0

According to the table online advertisements shows very high result in influencing perception about products and place online after that company's social pages and company's websites takes the second and third place while recommendation of others shows the smallest rank in influencing perception about people, product and place online.

4.14 Action based on an online advertisement on social network.

Table 4.8 action based on an online advertisement on social network

Description		Yes	No	Total
Take action	Buy the product	23		23
	Attend the event	17		17
	Visit websites	9		9
	Play the game/contest	4		4
	Visit the store	7		7
	Download games or applications	6		6
	Request more information	13		13
Take no action			22	22
Total		79	22	101

From all respondents 78% of them have taken action based on an online advertisement on a social network and the rest 22% of the respondents took no action. Out of those who took action 29% of them buy product, 21% of them attend the event, 11% visit the websites, 5% play the game /contest, 9% of them visit the store, 7% download games or applications and 16% requested more information .

4.15) 0.55 of the respondents said they purchase product based on advertisement while 0.26 % of them said they always purchase products and the rest said they never bought a product based on advertisement.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATION

4.1 Conclusion

The objective of this study is to examine the role of social media for building brand awareness in Ethiopian context from consumers' perspective.

- ✓ The study has found that the uppermost user social media platform was Telegram followed by Google and Facebook. On the contrary, LinkedIn was found to be the least used social media platform.
- ✓ Based on the trust level of social media platforms, Telegram was found to be the highest, followed by Google+ services including emailing and other platforms. Similar with the popular believes, Facebook was found to be the least trusted social media platform.
- ✓ This result implies that most people use social media to find information and share feedback about brands and products, to connect with friends and relatives, for promotional activities, to make professional and business contact, to find jobs, to share photos and videos as well as to meet new people.
- ✓ Based on time spend on social media on average each of the respondents spent their 17% of the day being engaged on social media.
- ✓ As a preferred source of information most respondents choose social network as their first choice and companies website as their second than newspaper, blogs, sending an email or go to shops directly.
- ✓ The result implies most people responded to online advertisements and most of them also find very it very useful and interesting. So it can be concluded that they are more exposed

to online advertisements and the reason they do that is to be updated in latest news and this shows that being exposed to social media increases consumer brand awareness.

- ✓ Based on the response of the respondents most of the people are not influenced by friend or member of social network recommendation but they are more influenced by online advertisements or companies social pages. So it can be concluded that social influence or recommendation doesn't have that much of role on creating consumer brand awareness.
- ✓ Therefore, depending on the data gathered from the questionnaire, exposure to social media has a positive and significant role on building consumer' brand awareness in Ethiopia as well as engagement in social media usage has a positive and significant effect on consumers' brand awareness in Ethiopia
- ✓ On the contrary, Social influence in social media usage has NOT a positive and significant role on building consumers' brand awareness in Ethiopia but the action of social media users has a positive and significant role on consumer s' brand awareness in Ethiopia.

4.2 Recommendation

Based on the findings and conclusions of the study, the researcher forwards the following recommendations.

- ✓ Regarding the usage of social media for marketing purpose, frequency of users visit as well as trust of the platform should be assessed before deploying an form of advertisement on this platforms.
- ✓ Assurance of reliability and other credibility issues have a paramount importance when utilizing social media platforms. In this age of over information age, there are various fake outlets which try to counter fit the original information or advertisement released on social media platforms.
- ✓ Furthermore, local businesses also need to take into account integrating and creating social media websites of their own, which are a real invitation for them to develop partnerships and therefore promote their services.

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Questionnaire

Hello Sir/Madam

I, Yordanos Kebede, with the guidance and support of my advisor, am here to conduct a research survey on the topics “The role of Social Media Marketing on building brand Awareness in Ethiopia. Please give your honest opinion and understand that the information collected will be purely confidential and not be shared for any purpose other than this research. I hope to receive your support for performing an effective research.

Thanks and regards

1. Age: What’s your age?

- <18 years
- 18-25 years
- 26-45 years
- 46-65 years
- > 65 years

2. Gender: What’s your gender?

- Female
- Male

3. Employment status: are you currently?

- Self employed
- Unemployed
- Private employee
- Government employee
- Retires

- Student
- House wife

4. Education: What is the highest level of education you have completed?

- No school completed
- High School (10+2)
- Technical vocational Certificate
- Diploma
- Degree
- Masters degree
- Doctorate

5. Which of the following social networking sites do you currently have an account with? (Check all that apply)

- Face book
- Twitter
- LinkedIn
- You Tube
- Google+
- Telegram

6. What is the level of trust or confidence you have on the below social media network? *

	Very high	High	Average	Low	Very low
Facebook					
Twitter					
Linkedin					
Youtube					
Google					
Telegram					

7. Why do you think people use social media network?

	Strongly agree	Agree	neutral	disagree	strongly disagree
--	----------------	-------	---------	----------	-------------------

To keep in touch with family and friends					
To meet new people and share my experience about life					
To make professional and business contacts					
To share photos ,videos , music and play games					
To find information and share feedback about brands and products					
To promote a business or cause					
To search for jobs and other available opportunities					

8. Why do you use an online social network?

9. How much time do you spend on Social Media networking sites (Per Day)? *

(I.e. Facebook, Twitter, Linked In, YouTube, Google Plus etc.)

- ≤ 1Hr
- 1-3 Hr
- 4-9 Hrs
- 0-15 Hrs
- 16-24 Hrs

10. Where do you go to as a preferred source for information about products/ services you want to buy? (Please select all that apply) *

- Company's Website
- Newspapers
- Send a mail to the Company
- Blogs and Forums
- Social Networks

I take a walk to the shop/market

Other _____

11. While you are online, have you ever responded to online advertisements displayed on social network site?*

Yes

No

12. How do you feel about online advertisements? *

Very useful

Somewhat useful

Interesting

Somewhat annoying

Very annoying

13. Do you comment, like, retweet, share, download or replay to product advertised on social network sites? (Please respond Q15 if only your answer is 'Yes') *

Yes

No

I don't remember

14. Why do you like, retweet, share, download or replay to products advertised on Social networks? (Please select all that apply)

To show solidarity (unity)

To try and see if they can solve a challenge you have (customer satisfaction)

To be updated in latest news

To open communication line

I Don't Know

15. Have you ever paid attention for an advertisement that is twitted, shared or recommended to you by a friend or member of the social network? *

Yes

No

I don't remember

16. How often does the information you get from a friend about the product on various social-networking sites influence you to buy the product? *

- Every time
- Sometimes
- Never

17. Which method influence your perception more about people, product and place online?

	Very high	High	Neutral	low	Very low
Online advertisements					
Company/ brand social pages					
Recommendation of others (forums, status updates, tweets)					
Company websites					
They all don't matter					

18. Have you ever taken any action based on an online advertisement on a social network? (If your response is 'No' please disregard question 19) *

- Yes
- No

19. What actions, if any, have you taken? (Please select all that apply)

Buy the product

- Attend the event
- Visit websites
- Play the game/contest
- Visit the store
- Download games or applications
- Request more information
- Other _____

20. How often do you purchase a product or service based on an advertisement on a social networking sites? *

- Always

Sometimes

Never

NOTE: * Represents questions that are mandatory to reply.

Thank u for giving me your precious time!