ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
MASTER OF BUSINESS ADMINISTRATION

Digital Marketing Practices in CANAL+ Ethiopia

By: Naod Rezene

Advisor: Habtamu Abebaw (PhD)

A Thesis Submitted to St Mary's University in Partial Fulfilment of
The Requirements for The Master of Arts Degree in Business Administration

July 2022

Addis Ababa, Ethiopia

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BY

NAOD REZENE

ADVISOR

HABTAMU ABEBAW (PHD)

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APPROVED BY BOARD OF EXAMINERS

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Mohammed Mohammednur (Asst. Prof.)   _____

Internal Examiner   Signature

DECLARATION

I, Naod Rezene, the undersigned person declare that the thesis entitled, Digital Marketing Practices in CANAL+ Ethiopia, is my genuine and original work; prepared under the guidance of Habtamu Abebaw (PhD). All sources of materials used for this thesis have been duly acknowledged. I further confirm that it has not been submitted either in part or in full to any other higher learning institution for any academic purposes.

Name: Naod Rezene

Signature: _____

Date: July, 2022

ENDORSEMENT

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

Habtamu Abebaw (PhD)   _____

         Advisor   Signature

St. Mary's University   Addis Ababa, July 2022

Acknowledgment

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List of Acronyms

SEO: Search Engine Optimization

PR: Public Relations

PPC: Pay per Click

SPSS: Statistical Package for the Social Science

Abstract

The purpose of the study is to identify the practices used in digital marketing and how these practices are implemented in CANAL+ Ethiopia. The study used qualitative and quantitative research approaches and data was collected from primary source. To oversee the objectives of the research, descriptive research design was implemented. Data was collected in the form of paper-based and online form using Google forms. A sample size of 384 customers were selected using convenience sampling. A questionnaire with three section was distributed. The data collected from the questionnaire was then analyzed using descriptive statistics. Descriptive statistics such as percentages, frequencies, mean and standard deviation were employed to analyze the data. This research focus on digital marketing practices. These practices are Brand Awareness, Search Engine Optimization, Online PR, and Interactive Ads. The result of the study showed most of the subscribers at CANAL+ Ethiopia have access to internet. Regarding to age, gender, and occupation the reachability of CANAL+ brand and logo was synonymous. The key findings also show that subscribers' awareness to CANAL+ Ethiopia brand and is very accessible on online media. For interactive Ads and online PR, subscribers tend to lean to these practices because of the interactive and engaging content of this digital marketing practices. The research concluded that these digital marketing practices implemented by CANAL+ Ethiopia are very important for the company's growth to overtake the number one Pay TV services provider in Ethiopia.

Keywords; Digital Marketing, Brand Awareness, Search Engine Optimization, Online PR, and Interactive Ads

Chapter 1

Introduction

1.1 Background of the Study

Digital marketing is a term that is being well known year after year. The concept of marketing is to explore, create, and deliver value to meet the needs of a target market in terms of goods and service. Companies, businesses, and people have been implementing marketing from long ago and every time there is a new way of implementing the strategies of marketing for different product and services. For a company to stay in the competitive market, business and marketing scholars came up with different strategies to better stay and lead the market (McDonald, 2012).

According to Stern & Deimler (2006) in the current time of ever-changing environment and technology the development of market competition has reached a very tough turn. The need to dominate the market is ever-growing, the advancement of technology and innovation has boosted the competition to get great market share and market presence. The market has reached a completely different area with the invention of internet and the emergence of digital marketing. The need for digitalization and the importance of online presence for companies is now on at a significance. Now a days a company's online presence can tell a lot about the company. Using this online presence, by taking advantage of this technological era, marketers can manage to promote and introduce different aspect of the company's services and goods.

The world is in a constant motion of change. Innovation and Technology are the driving factors for the inevitable change, and the perception of time is driven by it as well. The world is now connected one end to the other. There is no need to travel to do business, no need to wait to get information, and no need to receive or send a letter. With a simple access of the internet all these things are possible now. Businesses are managed from other countries; market shares and stock markets are influenced by what is going on in other countries while prices on services and goods are managed and controlled with a click of a button.

The business environment require that organization achieve more customer satisfaction, exceed shareholder's expectation, integrated, and harmonize all stakeholders' interest to remain competitive. With the growth in the internet users and application in this ever-changing time, organization have prioritized to focus to online marketing than from offline marketing on the purpose of reaching out to more customers. Online marketing is therefore not seen by many

scholars as another form of promotional tools like advertising, personal selling, direct marketing, and brand marketing among others but seen as a powerful medium of implementing the various marketing tools online to reach more targeted local and global audience.

Marketing has evolved and even if the old type of marketing is still being applied, large target and audiences are online and to reach the majority of these audiences implementing a market strategy only to target those who spend time online is not only important but necessary and here is where digital marketing strategy comes to action. Digital marketing is defined as an online channel formed by range of access platforms and communication tools. These online channels are utilized by marketers help in developing relationship with the targeted consumer. This marketing strategy consists of different categories such as: Social Networks, Online Communities, Wikis, Blogs and Social Medias.

Some confuse social media marketing with digital marketing, this assumption is wrong. Social media is a sub-category of digital marketing. Social media is based on the interaction and social exchange theory. The usage of social media within the business context includes consumer relationship management, consumer trust and consumer loyalty. The benefits of social media appear to be more recognized by business to consumer (B2C) marketers, resulting in an increased adoption to support marketing strategies, compared to business to business (B2B) marketers who have a slower adoption pace as identified by (Jock, 2014).

The first approaches to digital marketing defined it as a projection of conventional marketing, its tools and strategies, on Internet. However, the particularities of the digital world and its appropriation for marketing have fostered the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline. Today, rather than a subtype of conventional marketing, digital marketing has become a new phenomenon that brings together customization and mass distribution to accomplish marketing goals. Technological convergence and the multiplication of devices have led to an opening up of the ways in which the thought of in Internet and have pushed the boundaries towards a new concept of digital marketing user centered, more measurable, ubiquitous and interactive.(Piñeiro-Otero & Martínez-Rolán , 2016).

The Internet has revolutionized the way individuals, organizations and the whole society communicate. During its existence, the characteristics of the Internet have changed and it has become a more interactive platform than it was previously. People are increasingly discovering

the new communicative possibilities that the Internet can offer. They are no longer connecting to the Internet only in order to find information on different web pages but also contributing to discussions with their opinions, experiences or other types of content. Platforms, where people can share information, knowledge, and opinions, are called social media (Drury, 2008).

According to Vollmer & Precourt (2008), consumers are turning away from the traditional sources of advertising, such as radio and television, and that they consistently demand more control over their media consumption. Consumers require on-demand and immediate access to information at their own convenience, and that consumer are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions (Vollmer & Precourt, 2008). Also, Mangold & Faulds (2009) explicate that people are witnessing an explosion of internet-based messages transmitted through these media. These have become a major factor in influencing different aspects of consumer behavior including awareness, information acquisition, purchase behavior, opinions and post-purchase communication.

Digital marketing outlines the use of technologies in marketing efforts and business practices with the marketing of goods, services, information and ideas via internet, mobile phones, display advertising and other electronic platforms. Data driven marketing uncovers various tactics to approach, attract, aware, delight and lead customers to online marketing. Digital marketing has been cited by many acknowledged writers and unlikely state their views to the same.

What is CANAL+

CANAL+ is a French premium television channel launched in 1984. It is 100% owned by the Groupe CANAL+, which in turn is owned by Vivendi. The channel broadcasts several kinds of programming, mostly encrypted. Unencrypted programming can be viewed free of charge on CANAL+ and on satellite on CANAL+ Clair (Clear). The channel does not broadcast advertising, except when broadcasting on free-to-air slots. Almost all foreign films and series are broadcast in their original language with French subtitles on a secondary audio channel and dubbed in French or in French. All the programs of the group's channels are subtitled in French for the deaf and hard of hearing and the visually impaired also have access audio description for some programs.

CANAL+ is a supporter of the Hybrid Broadcast Broadband TV (HbbTV) initiative, which promotes and establishes an open European standard for hybrid set-top boxes for the reception of

broadcast TV and broadband multimedia applications with a single user interface. Since November 2017, CANAL+ began to expand their catalogue internationally through the international feed, CANAL+ International. As of April 2021, CANAL+ launched pay tv in Ethiopia and after nearly a year after launching, CANAL+ is gaining popularity and subscribers. CANAL+ follows a subscription-based business model, meaning customers must pay usually in monthly subscription payment to get the service. CANAL+ is a famous company in Europe and in most of Africa. The online presence of CANAL+ Ethiopia has started along with the launch and ever since CANAL+ Ethiopia has reached in thousands and is growing very fast. Since the company is new and reaching potential customers is the priority, other than using the sales marketing strategy CANAL+ has a dedicated digital marketing team to better help with reach (CANAL+ Website, October, 2019 and 2021).

1.2 Statement of the Problem

Traditional Marketing gave birth to the digital marketing. Digital marketing includes all marketing that uses any sort of electronic devices that has access to the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Digital Marketing is defined using numerous digital tactics and channels to connect with customers where they spend much of their time online. It could be said that the Internet has been the factor that has most influenced the cultural, economic, and social changes seen at the beginning of the 21st century. Now, the consumer is the focal point of business activities and the target of Internet strategies (Hennig, 2010).

In the current time of age, digital marketing has not fully been achieved or introduced as a critical marketing strategy. This situation calls for better recognizing this topic by the researcher. Not many research nor lectures can be find on this digital marketing topic in Ethiopia. The research acknowledges the study conducted by Sebrin (2021), Abel (2020), Adanech (2017), Dagem (2020), Roman (2018), Denaneso (2017), Assefa (2018), and Adam (2017) which examined the electronic marketing of hotel industry, electronic service quality of banking industry, digital marketing of Addis Ababa, Digital marketing of Ethiopian tourism, automobile brand choice of Addis Ababa, online marketing in relation with the financial industry, hospitality industry, and

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government sector correspondingly, Factors affecting the digital marketing practices for the case of Info Mind Solution PLC.

Digital marketing outlines the use of technologies in marketing efforts and business practices with the marketing of goods, services, information and ideas via internet, mobile phones, display advertising and other electronic mediums.

The research gap for the topic of digital marketing especially in the case of Ethiopia is wide in scope. This competitive market urges for new strategies and methods of marketing to reach consumers. In most of the research done in Ethiopia regarding digital marketing, the main focus is on social media marketing. Digital marketing extends more from just only social media marketing, and it is discussed and identified on this research. The concept of digital marketing is not entirely understood amongst the majority people of Ethiopia. Studying the main practices for digital marketing and identifying the results for these marketing strategies have not been studied.

This study aims to advance a comprehensive framework related with the past archives and methodologies of digital marketing. This research explores and analyzes the different approaches adopted by researchers intended to contribute knowledge in the field of digital marketing.

However, the adoption of digital marketing has become a necessary and effective way of impacting the growth of a country with respect to globalization as well as technological advancements. The adoption of social media marketing in Ethiopia is still on the verge of growing and on early stages. A great spike in increase of internet and social media users has been noticed after the COVID-19 outbreak in Ethiopia as well the world. The need for seeking information has led to joining different social media platforms. This outbreak has brought the attention of different companies to attract the attention of the vast majority of internet users in Ethiopia. The researcher has noticed the brilliant digital marketing strategy of brewery companies, after the house of people representatives have condemned the advertising to any sort of commercials on TV and large billboards, companies such as BGI Ethiopia, has flooded the internet will a new way of marketing scheme.

1.3 Research Questions

- What are the brand awareness strategies implemented by CANAL+ Ethiopia?

- Does CANAL+ Ethiopia use Search Engine Optimization (SEO) approaches?

- Does CANAL+ use online public relation as marketing tool?

- Are interactive advertisements being functional in CANAL+ Ethiopia?

1.4 Objective of the Study

1.4.1 General Objective

The general objective of this study is to identify the digital marketing practices used and implemented by CANAL+ Ethiopia.

1.4.2 Specific Objectives

The specific objectives of this research are listed below.

- To assess the brand awareness strategies used by CANAL+ Ethiopia.

- To identify Search Engine Optimization (SEO) approaches used by CANAL+ Ethiopia.

- To determine the online public relation method used by CANAL+ Ethiopia.

- To show the interactive advertisements employed by CANAL+ Ethiopia.

1.5 Significance of the Study

The study gives insight on the digital marketing practices used and practiced in CANAL+ Ethiopia. Modern day technologies have allowed overtime and consumers to create and exchange information with others. It provides innovations such as interactivity, personalization, accessibility, and personalization that have transformed user behavior. Media further expanded to become the key marketing platform with new services, networks and devices which had significant effects on customers, advertisers, and digital channels. This study dives deep on how CANAL+ Ethiopia uses these opportunities and implement the digital marketing practices to show how this innovative practice can help build companies brand and online presence.

This study focuses on how CANAL+ approaches the uses of this marketing tool to further strengthen the reachability of its services to subscribers. The main objective of this study is to

know how these practices solve the research question defined above and for the reader to distinguish on how these practices affect the development and implementation of this marketing scheme.

This study also gives an additional contribution regarding the implementation of digital marketing practices to further engage and retain with a selected or targeted market. Also, the findings of this study provide clear insight regarding the schemes used by CANAL+ Ethiopia to create brand awareness among the market, to develop a close connection with the target market using online PR, to make it easily accessible on internet platforms using search engine optimization, and to using the internet as a media for advertisement and promotion by using interactive Ads.

1.6 Scope of Study

The main objective of this study was limited to identifying the digital marketing practices in CANAL+ Ethiopia. This study had an expected limitation in the amount data, the study used primary data and it focused on subscribers located in the capital city Addis Ababa. Of the many factors involved in digital marketing the study analyzed the following factors: brand awareness, SEO, online PR, and interactive Ads.

1.7 Limitation of the Study

The purpose of the study was limited to identifying the digital marketing practices used in CANAL+ Ethiopia. The study focused precisely to identify the digital marketing practices used under the scheme of brand awareness as the visual premise, SEO, online PR, and interactive Ads as an online marketing tool. Other factors regarding digital marketing practices are not mentioned on the focus of this study. Specifically, this study discounted to analyze other digital marketing practices like social media marketing, influencer marketing, email marketing, content marketing, and PPC. Moreover, this study did not include other factors such as the data of upcountry subscribers.

1.8 Organization of the Study

The study is organized into five major chapters. The first chapter is an introductory part composed of background of the study, statement of the problem, research questions, objectives of the study, significance of the study, scope and research gap of the study. The second chapter deals with review of related theoretical and empirical literature. The third chapter focuses on the research methodology. The fourth chapter focuses on data presentation, analysis and discussion and the fifth chapter covers summary, conclusions, recommendations, limitation of the study and recommendations for future research.

Chapter 2
Literature Review

2.1 Theoretical Literature Review

2.1.1 Introduction

Internet marketing strategy, as conducted by Kumar & Rajeev (2012), explained a very important role in many industries because internet marketing is one of the easiest and cheapest way of marketing. Its population of the internet user increase day-by-day, and it is easily available in any part of the country. With the same reason Kiran et al., (2012) in his research about innovative marketing strategies for SME also suggest using Internet as a promotional tool in Small Medium Enterprise (SME). It is also agreed by Öztamur & Karakadılar (2014), who did a marketing research strategy using internet as the media with an assumption that internet give us a big opportunity to connect with people throughout the world. In his research qualitative content analysis is used as the main method because the ultimate target is to see the companies strategical use of social media, including which contents they choose, how often they update their accounts, what style of language they use and how effective their communication is.

Research about marketing strategy done by Vásquez & Escamilla (2014) also leads to a social networks marketing. In that research, conclude that it has been shown by quantitative research that there is a large area of opportunity to educate small businesses about the potential that a good social media strategy for the business can generate. Many of them have no knowledge of the existence of tools that could be useful in their daily operations as promote their products, customer approach, monitoring and measuring the effectiveness of its strategy, brand positioning, etc.

Internet marketing has been described simply as 'achieving marketing objectives through applying digital technologies' (Chaffey et al., 2009). Digital marketing is the use of technologies to help marketing activities to improve customer knowledge by matching their needs (Chaffey, 2013). In the developed world, companies have realized the importance of digital marketing. For businesses to be successful they have to merge online with traditional methods for meeting the needs of customers more precisely (Parsons et al., 1996). Introduction of new technologies has creating new business opportunities for marketers to manage their websites and achieve their business objectives (Kiani, 1998). Online advertising is a powerful marketing vehicle for building brands and increasing traffic for companies to achieve success (Song, 2001). Expectations in terms of

producing results and measuring success for advertisement money spent. digital marketing is more cost-efficient for measuring ROI on advertisement (Pepelnjak, 2008).

2.1.2 Online Marketing

Development of internet led to new changes in businesses and created a new, interactive and social communication platform for companies to interact with customers. Shih & Hu (2008) states that, Internet is an important channel for companies, and it must be used wisely by marketing departments to attract new customers and retain the existing ones. Nowadays, companies started to use the online medium as a new effective way of marketing communication. Bush et al., (2000) supports this view by stating "The astonishing growth of the Internet coupled with its unique capabilities has captured the attention of the marketing community". All these changes and developments brought up a new activity which is marketing through internet. Chaffey et al., (2009) states that "E-marketing is focused on how a company and its brands use the web and other digital media such as e-mail and mobile media to interact with its audiences in order to meet its marketing goals". In addition to this view, Shih & Hu (2008) states that if companies expect to get return from their e-commerce companies and online efforts, they must develop their marketing activities well to be able to reach new customers and to be able to keep current ones by providing good online customer service. Kierzkowski et al., (1996) states that there are several digital marketing success factors for companies to succeed in the online market, these five factors are; attract users, engage users" interest and participation, retain users and ensure their return to an application, learn about their preferences, and, lastly, relate back to them to provide the sort of customized interactions. Similar to Kierzkowski et al., (1996), Chaffey (2009) states that there are three main operational processes of e-marketing: customer acquisition (attracting site visitor), conversion (engaging site visitors), and retention (encouraging the continued use of digital channels)

Online Marketing Communications

Kierzkowski et al., (1996) expressed "the current clutter on the Internet virtually ensures that the „build it and they will come" model is insufficient to draw consumers, marketers need to actively attract users in the first place" online marketing is much more complicated and planned communication activity rather than just putting an online advertisement. Companies may have great content, dynamic and attractive design on their website, but the customer may not be aware of that website because of wrong or inadequate online marketing. That's why companies must start

their online marketing strategy by focusing on attracting visitors to the company's website in firsthand. Similar to this view Chaffey (2009) states: "before an organization can acquire customers through the content on its site, it must, of course, develop marketing communication strategies to attract visitors to the website". Online marketing communications defined by Chaffey (2009) as "Online communications techniques used to achieve goals of brand awareness, familiarity and favorability and to influence purchase intent by encouraging users of digital media to visit a website to engage with the brand or product and ultimately to purchase online or offline through traditional media channels such as by phone or in-store". Marketing communications through the online medium started to take active role in marketing activities of companies. Shankar & Hollinger (2007) state "the role of online marketing communications in the marketing mix is constantly evolving." There are different online marketing communication tools for companies to adopt to promote and increase the visits of their websites. Chaffey (2009) lists those acquisition tools, which are Search marketing, Online PR, Online partnership, Interactive Ads, Opt in e-mail and Viral Marketing, under the operational process of online marketing. Now, taking a closer look to each acquisition tools which are listed by Chaffey (Ibid).

Brand Awareness

The first-dimension distinguishing brand knowledge is brand awareness. It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Rossiter & Percy, 1987). In other words, how well do the brand identities serve their function? In particular, brand name awareness relates to the likelihood that a brand name comes to mind and the ease with which it does so. Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue. 15 In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. Brand recall relates to consumers' ability to retrieve the brand when given the product category, the need is fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from memory. Rossiter & Percy (1987) also argued that the relative importance of brand recall and recognition depends on the extent to which consumers make decisions in the store (where they potentially may be exposed to the brand) versus outside the store. Brand awareness plays an important role in

consumer decision making for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand is a member of the consideration set (Keller, 1993), the handful of brands that receive serious consideration for purchase. Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well-established brands. In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude (Park & Lessig, 1981).

2.1.3 Search Engine Marketing

According to Ho (2010), Search Engine Marketing aims to increase page ranking of a website to be seen in the top of the results and by doing so attracting new users and increasing the visits of the webpage. Wu et al., (2005) expresses those searches are getting more important day by day and more than half of all visitors come from search engines. For these reasons search engines play vital intermediary role between companies that wants to be seen in the internet and their target users. Gefen & Straub (2000, cited in Dou, 2010) state "Online information search is a ubiquitous and critically important activity in ecommerce". Skiera et al., (2010) states Search Engine Marketing is the most popular online advertising method among advertisers. Dou (2010) finds that search engines can be useful tool for e-commerce companies to create brand positioning in the virtual market. According to Gruhl (2005) online information searching is an essential process of online buying and the most popular information access tool is the online searching for online buyers. Google is the most popular in the search engine choice of the users in the western countries when compared with the other popular engines such as Bing, and Yahoo! (Skiera et al., 2010). There are two different types of Search Engine Marketing; Search Engine Optimization (SEO) and Pay per Click (PPC).

Search Engine Optimization (SEO)

Search engine optimization is a technical background process to leverage the visibility and the positioning of a website among the search results. Hernández et al., (2009) states that "SEO tool tries to capture users who are actively looking for information about a product related to the firm, which converts them into potential clients openly expressing their needs". Highest ranking in

search engines can attract more visitors to the website. The ultimate goal of SEO is to bring more visitors to the website by improving the search engine ranking (Ledford, 2009). SEO is a great tool to create brand awareness and increase the website visits. Virtually, SEO is a must for every business to promote their website and they must be successful at implementing it (Odom, 2011).

2.1.4 Paid Search Pay-per-Click (PPC)

Pay-per-click enables companies to list their website in the first page of the search results. Chaffey (2009) defined PPC as "a company pays for text adverts to be displayed on the search engine results pages when a specific key phrase is entered by the search users". Companies can decide for which keywords or phrases their advertisement appears and company is charged for every click search engine users make on the advertised links. Grzywaczewski et al., (2010) states that "Google's pay per click (PPC) AdWords model consists of allowing businesses to choose keywords and create adverts that relate to their site and bid (against competitors) how much per click their business is willing to spend in order to generate traffic direct to their site".

2.1.4.1 Online PR

Online PR defined by Chaffey (2006) as "maximizing favorable mentions of the company, brands, products or web sites on third-party web sites which are likely to be visited by the target audience". Ryan & Jones (2009) states that "online PR distils down to two key things: raising the online profile of the business, products and services by contributing positively to the online community; and managing the reputation by monitoring, assessing, responding to and influencing online conversations about you". According to Chaffey (2009) blogs, RSS, podcasting, link building, social networks and online communities can be categorized as Online PR activities.

Social Media and Online Communities

"Social media is defined as a group of Internet-based applications such as blogs, social networking sites, content communities, collaborative projects, virtual game worlds and social worlds that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content" (Kaplan & Haenlein, 2010). "Social media" is the umbrella term for web-based software and services that allow users to come together online and exchange, discuss, communicate and participate in any form of social interaction" (Ryan & Jones, 2009). Social media helps companies to spread messages easily to millions of people. Frick (2010) states

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that, "When you share content on social profiles and the network of friends in turn share it as well, the potential for reaching huge numbers of people with little effort and in a small amount of time could be construed as a tangible business transaction, at least in terms of its marketing potential". Facebook, Twitter, YouTube, Flickr are the most known examples of social networks. Today, Facebook has more than 500 million active users7 , and Twitter has more than 106 million users. These networks are tools for companies to reach customers. Kaplan & Haenlein (2010) state that "each Social Media application usually attracts a certain group of people and firms should be active wherever their customers are present".

2.1.4.2 Interactive Ads

"The Internet has become a proven medium for advertising and has become a viable alternative to traditional media such as television and billboards" (Wang et al., 2002). Chaffey (2009) states that display ads help websites to build a traffic and it is used to create brand awareness, familiarity, favorability and purchase intent. Interactive ads can be in graphical, text, or rich media forms such as banner, pop-up, pop-under ad, streaming media or text ads. There is a going on discussion whether Online Ads are effective or ineffective. McCoy et al., (2007) states that recent advertisements through internet described as nonsensical, uninformative, forgettable, ineffective, and intrusive. Wang et al., (2002) states that online advertisements more suited for the goal-oriented customers. Chaffey (2009) expresses that many ads demand an interaction from the user such as rolling over the video to play or hear the sound, clicking on the ad to go to mentioned website, filling form or maybe playing a game.

Effectiveness in communication

According to Lasswell (1948, cited in Danaher and Rossiter, 2011) communication has 4 main components: a source or initiator, a message, a channel of transition or media and a receiver. Effective communication is seen as the sender's ability to properly anticipate and transmit, through a certain media or channel, a message that mirrors receiver's needs. Danaher & Rossiter (2011) put a lot of emphasis on the media that the message is transmitted through and the important role of that media in the communication effectiveness. To test channel and communication effectiveness they have established a list of 14 attributes that describe and measure channel effectiveness in communication: easy-to-reject, enjoyable, trustworthy, informative, convenient, acceptable, entertaining, reliable, appropriate, objectionable, annoying, time-consuming, difficult

to ignore, disruptive. Cho & Huh (2010) linked enjoyable and entertaining together and discovered the importance of these two attributes in the form of multimedia features that can increase effectiveness of customer interaction. Seock & Norton (2007) divide attributes into direct, indirect, positive and negative attributes that can influence students" online purchase intentions. Positive attributes were linked directly to positive attitudes to purchase from B2C websites. Fun to visit was also mentioned as a big plus for favorite websites and utility of a website. They also connect intention of purchase directly to security and trustworthiness of websites and data presentation. But they argue an increase in positive meaning of this attribute to repeated purchase. Also, Nicholas et al., (2003) point out that obtrusive advertising is a directly link to reduction in brand trustworthiness. For marketing managers, the problem of effectiveness is more complicated as there are numerous ways to quantify data and the results can be as many as the possibilities, all with different meanings. Adam et al., (2009) showed that traditional marketing efforts (TME) and online marketing efforts (OME) are separate marketing performance elements, and they need different tools of measurement. Even more, their results showed that OME are predicting marketing performance, while TME are predicting financial performance. Traditional expressions of effectiveness refer to return of investment, which can be influenced by market orientation (Adam et al., 2009). Marketing performance can be expressed in non-financial results as attracting the consumer, engaging, retaining, learning, and relating to the consumer (Kierzkowski et al., 1996).

2.2 Empirical Review

Marken (2008) conducted a case analysis of an activity done with the global sales and marketing training department of a U.S.-based Fortune 500 multinational corporation. With a facilitator coaching them in its use, the team was able to use activity theory both as a debriefing tool and proactively to plan a training intervention in Japan. According to the author, because of the team's work, potential cultural conflicts were avoided, improvements for later training interventions were identified, and knowledge and experience were mutually shared.

Akhurst (2007) addressed the exploration of the utility of a model of activity theory as developed by Engeström, as an integrative tool. According to the author, activity theory provided a means to consider multiple levels of activity, highlighted the interaction of various factors, and provided a

means to consider the differing perspectives of participants in the project. The utility of this model was discussed, and potential further developments in the field were mentioned. The article also outlined key outcomes of the project and the ways in which its success had influenced the development of other initiatives

Xu (2007) addressed an integrated framework, based on activity theory with a focus on interactive information retrieval behaviour. According to the author, this framework was not only comprehensive and integrated, but it also explained the mechanisms governing the interaction between users' cognitive states and their manifested behaviour when using an information retrieval system. A set of four (4) propositions was advanced to describe the mechanisms.

De Freitas & Byrne (2006) addressed the introduction of Activity Analysis and Development model, which was used as an analytical tool in the design and development of an information system for an anti-retroviral treatment (ART) clinic in South Africa. According to the authors, the usefulness of applying the ActAD model was shown in this case study, which focused on the investigation and observation of the quality of data and its use for decision support in the ART clinic. The authors established the usefulness of the ActAD model in four (4) areas. These included the identification of: the need for change, viewing information systems as part of the work activity, recognizing the role of different stakeholders, and the need for on-going support. They concluded that activity theory is a useful tool for information systems development and, in particular, the ActAD model is a tool, which enabled a more holistic approach to be taken in information systems development.

Crawford and Hasan (2006) addressed the demonstration of the variety of IS topics where activity theory-based approach is able to add richness and insight. The authors showed the application of activity theory to the study of socio-technical systems, which mediated complex, collective activities in the modern workplace and in everyday life. Vignettes from five ongoing research projects were reported in order to illustrate not only the explanatory power of the activity theory research framework but also its use in determining appropriate methods used to manage the data collection and analysis processes as well as its interpretation.

Bertelsen & Godsk (2004) addressed the presentation of an activity theory-based tool for early website usability assessment called Website Activity Walk (WAW). According to the authors, WAW is an attempt to build a cheap and effective tool for early, formative usability inspection,

based on activity theory. They also observed the tendency of a growing interest in ways to use activity theory as a tool for understanding computer applications in context.

Research conducted worldwide on search engine optimization is considered very few. Assuming that this research is the first one to tackle this issue in Jordan and maybe in the Arab world as well. Most of the research focused on search engine in general (Ramaraj, 2013) search engine advertisement (Jafarzadeh, 2011) and search engine optimization in education (Gandtheand Regolini, 2011). Based on that, research that link SEO with online advertisement is considered very rare. In the following lines highlighted are some of previous studies focused on SEO and online advertisement.

Evans (2007) investigated the most popular techniques used to rank a web page highly in Google. The paper presents the results of a study into 50 highly optimized web pages that were created as part of a Search Engine Optimization competition. The study focuses on the most popular techniques that were used to rank highest in this competition, and includes an analysis on the use of PageRank, number of pages, number of in-links, domain age and the use of third-party sites such as directories and social bookmarking sites. A separate study is made into 50 non-optimized web pages for comparison. The paper provides insight into the techniques that successful Search Engine Optimizers use to ensure a page ranks highly in Google. Recognizes the importance of Page Rank and links as well as directories and social bookmarking sites.

While Singh (2011) investigated the impact of Search Engine Optimization on Advertisement in IT companies of north India. The study used quantitative and qualitative research methodology. Google, Bing MSN, and Yahoo etc, are a common search engine that consumers use when they search for product or services online. The majority or about 90% of the customers select the product from first page only and out of that 90% more than 80% select the product or services from first three or four. The study concludes that companies using SEO for the purpose of advertisement are getting newer customer than the companies using traditional methods.

Kaurin & Dragić (2012) examined the influence of Meta Tags usage on web rating within Search Engine Results Pages (SERP) by examining travel agencies in Serbia, as a relatively new but the large market, and their knowledge and right usage of available technologies of Meta Tags usage. Research covered a total of 66 travel agencies operating in Serbia. Companies are mostly from cities in the regional centres. The study used quantitative and qualitative research methodology. Research result shows that 41 of 66 companies (62%) are maintaining their own website, and that

the rest (25 companies, 38%) don't have their internet presentation or are using other websites for their promotion. Because the research should provide the website positioning within SERP, considering only those companies that have their own website presentation.

Berman & Katonay (2012) studied the impact of search engine optimization (SEO) on the competition between advertisers for organic and sponsored search results. They find that a positive level of search engine optimization may improve the search engine's ranking quality and thus the satisfaction of its visitors. Results imply that high quality sites have an advantage as they can always use sponsored links as a backup option if their organic link does not place well. In the absence of sponsored links, the organic ranking is improved by SEO if and only if the quality provided by a website is sufficiently positively correlated with its valuation for consumers. That is, if sites' valuations for consumers are correlated with their qualities, then consumers are better off with some positive level of SEO than without. By contrast, if there are sites that extract high value from visitors yet provide them with low quality then SEO is generally detrimental to consumer welfare. As a result of the high expected quality on the organic side, consumers begin their search with an organic click. Although SEO can improve consumer welfare and the payoff of high-quality sites, they find that the search engine's revenues are typically lower when advertisers spend more on SEO and thus less on sponsored links.

Lourdes & Paloma (2013) conducted research on the relationship between SEO on page factors and web accessibility. Access to web content is the central link between SEO and accessibility. The research described arose from an investigation into the observed phenomenon that pages from accessible websites regularly appear near the top of search engine (such as Google) results, without any deliberate effort having been made through the application of search engine optimization (SEO) techniques to achieve this. The research provides firm evidence that the overlapping factors not only serve to ensure the accessibility of a website for all users but are also useful for the optimization of the website's search engine ranking. The paper demonstrates that any SEO project undertaken should include, as a prerequisite, the proper design of accessible web content, since search engines interprets the web accessibility achieved as an indicator of quality and be able to better access and index the resulting web content.

Madleňák (2015) investigated the suitable Internet marketing tools that increase the number of visitors at the business website. For the Analysis of website traffic, Google Analytics is used. While Facebook Insights tool and correlation analysis is used to find the degree of dependence

between visitors' streams at personal and official business website. Results of the research show a clear correlation between website traffic at business and personal websites as well as clear correlation between competition at social network and business websites traffic. The researchers suggested that the creation of primary website must be supported by additional activities as a social network activity, frequent actualization of website and creation secondary websites that relate to primary website.

Chapter 3
Methodology of the Study

3.1 Introduction

Research methodology is necessary to provide a reliable and valid research study. In Chapter 3, the researcher discussed and delivered about the method that is used to obtain related information in order to conduct explanatory research. The study included research area, research approach, research design, data type and sources, methods of data collection, sampling techniques, constructs measurement, and the method of data analysis.

3.2 Research Design

This study has a descriptive aspect, which seeks to determine the answers to ′what′ and ′how′ research questions (Babin, Money, Samouel, & Hair, 2003). Descriptive studies involve designing and collecting data; checking for errors; and coding and storing data. They also contain a structured questionnaire in which respondents select from a fixed number of choices.

This study used descriptive type of research design to describe the digital marketing practices followed and implemented by CANAL+ Ethiopia, and how the digital marketing dimensions affect digital marketing in CANAL+ Ethiopia.

3.3 Research Approach

There are two subcategories for research approaches. First category is deciding between deductive or inductive approach and the second category is deciding between qualitative or quantitative approach.

3.3.1 Deductive or Inductive Approach

According to Saunders et al., (2009) a deductive approach is "a research approach involving the testing of a theoretical proposition by the employment of a research strategy specifically designed for the purpose of its testing". Saunders et al., (Ibid) defined an inductive approach research as "an approach involving the development of a theory as a result of the observation of empirical data". In general speaking, the deductive approach starts from theory to facts and the inductive approach research develops theory from observations. In the study, a deductive approach is adopted. First, use existing theories and models to develop the research question and then analyze the collected data.

3.3.2 Quantitative and Qualitative Approaches

"Quantitative is predominantly used as a synonym for any data collection technique (such as a questionnaire) or data analysis procedure (such as graphs or statistics) that generates or uses numerical data"(Saunders et al., 2009). "In contrast, qualitative is used predominantly as synonym for any data collection technique (such as an interview) or data analysis procedure (such as categorizing data) that generates or uses non-numerical data" (Ibid). Hence the interview questionnaire is designed to collect both quantitative and qualitative data from respondents; mixed method is adopted in the thesis. Saunders et al., (Ibid) defines mixed method as "the general term for when both quantitative and qualitative data collection techniques and analysis procedures are used in a research design".

The research has two dimensions, quantitative and qualitative analysis. The quantitative approach symbolizes taking representative samples from the population of interest and measures the behavior and characteristics of the chosen sample and attempts to construct generalizations regarding the population as a whole (Wilson, 2010). With respect the research objective, the major area of this study is on CANAL+ Ethiopia. The company is a pay tv supplier that has over 100,000 subscribers. It is branched out in all cities of Ethiopia. The company is partnered with other private and governmental companies.

3.4 Target Population and Target Size

In research, understanding and defining the research population is important on many fronts failure to include those that are not accessible results in the sample being unrepresentative. The results from such research also have implications on the findings (Sydor 2013). A sample is a part taken to represent a whole or entirety of the population. A sample taken should have all the characteristics of the population or universe. Kumekpor (2002) states that a sample of a population consists of that proportion of the number of units selected for investigation. Jankowiez (2002), further stressed that sampling is the deliberate choice of several people who are to provide the data from which conclusions about these people can be drawn. Therefore, the target populations for this study are the subscribers to CANAL+ pay tv subscription.

To illustrate, the researcher used Topman's formula for unknown sample size. The researcher used this sampling technique due to the varying number of subscribers from day to day. Thus, the sample size is calculated for the list favorable case $p = q = 0.5$ (Corbetta, 2003). Since the total

population is unknown and previous studies are not available, with the study title here in Ethiopia, to determine the estimate of p and q. The researcher used recommendation by Corbetta (2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size. The sample size for this study is determined with the use of Topman formula as presented below (Dillon, 1993).

$$n = \frac{Z^2 pq}{e^2}$$

Where;

n = required sample size

Z = Degree of confidence, which is $(1.96)^2$

P = Degree of confidence (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error $(0.5)^2$

$$n = \frac{(1.96)^2 x 0.5 \times 0.5}{(0.05)^2}$$

n = 384.16 ≈ 384 is the required sample size.

3.5 Sampling Techniques

There are two possible sample selection options: Probability and Non-Probability. "Probability methods are based on the premise that each element of the target population has a known, but not necessarily equal, probability of being selected in a sample" (Hair et al., 2011). "Probability sampling is most commonly associated with survey-based research strategies where you need to make inferences from the sample about a population to answer the research question(s) or to meet the objectives" (Saunders et al., 2009). "Non-Probability is where the inclusion or exclusion of elements in a sample is left to the discretion of the researcher" (Hair et al., 2011).

Sample selection method is non-probability and used subjective criteria to select the respondents, such as their availability for questioning and fitting to the age group. The research aimed to make

interviews with CANAL+ Ethiopia employees and Subscribers. Respondents of the research are CANAL+ subscribers and employees who have active online presence.

3.6 Data Collection Technique

According to Saunders et al., (2009) there are two types of data: primary and secondary data. Primary data refers to collection of required data by the researcher specifically for their own purpose and study. Secondary data refers to the data that has been collected by other researchers for some other purposes. According to Hair et al., (2011) "when the research objectives cannot be achieved with secondary data, primary data must be collected".

The researcher has chosen to use the primary data collection system. A questionnaire is developed that have two major sections, the first section contained the demographic characteristics of the respondents that was requested to provide information about their gender, age, income, and education level. The second section of the questionnaire is designed to enable the researcher to gather information about assessment of digital marketing practices of CANAL+ Ethiopia. The questionnaire is a set of questions that have structured questions in this case the questions contain close-ended questions type and responses to the question where measure on a five Likert rating scale such as:

Strongly agree (SA) = 5; Agree (A) = 4; Neutral (N) = 3; Disagree (D) = 2; Strongly disagree (SD) = 1. The use of Likert scale simplifies the question to be answered in an easy way.

3.7 Validity and Reliability

3.7.1 Validity

Validity refers to the extent to which a measure adequately represents the underlying construct that it is supposed to measure (Bhattacherjee, 2012). Validity is concerned with how well the concept is defined by the measure. According to (Bhattacherjee, 2012) there are two assessments of validity which are theoretical or translational validity and empirical or criterion-related validity which includes content validity, predictive validity, convergent validity, and concurrent validity. The content validity of a set of scale items is determined by how closely they fit the relevant content domain of the construct being measured.

The study applied content validity because it assesses how well a set of scale items matches with the relevant content domain of the construct that it is trying to assess. To ensure the validity of both questionnaires the questions raised as discussed in the previous section are adopted from

international surveys, and previous conducted studies and extracted from based on the theoretical models from previous studies. In addition, collected data was analyzed by employing SPSS software to confirm the instrument used has the required level of validity.

3.7.2 Reliability

The Cronbach Alpha (α) coefficient is statistically calculated to determine the reliability of the data about all the factors used in both questionnaires. Cronbach's alpha determines the internal consistency or average correlation of items in a survey instrument to gauge its (Bryman & Bell, 2014). Reliability estimate that is 0.70 or higher suggests good reliability, whereas reliability between 0.60 and 0.70 may be acceptable provided that other indicators of a model's construct validity are good. Nevertheless, the lowest acceptable limit for Cronbach's coefficient (α) is .0.70 (Ruekert & Churchill, Jr., 2014). The minimum Cronbach Alpha coefficient for this research is set at $\alpha \geq 0.70$. Using SPSS software, the reliability of the data is calculated to verify the research has kept the required reliability value.

3.8 Data Analysis Techniques

After the collection of the required data, the researcher coded and entered data into a computer for electronic processing using IBM SPSS statistics version 20. The data analysis includes descriptive statistics to count the frequency of response, percentages, means, standard deviations, tabular, and graphic representations used to summarize and present the analyzed data. Since the Likert scale with 5-point scales is used to calculate and measure their influence levels of the response then the data from the mean values is used to interpret the response into the context of the questions and standard deviation to pinpoint the variation rate in the responses between answers. Further reliability analysis has been conducted to test the internal consistency of the instrument. Additional context analysis has been conducted to analyze the secondary data to arrive at concluding remarks that show consistency among the studied data.

Chapter 4

Results and Discussions

4.1 Introduction

This chapter present, analyze, and interpret the findings of the study based on the data collected through questionnaire both paper-based and digitally (Google Form). In accordance with the research objectives and research questions, this chapter explains the response rate of the respondents and the methods used to find the descriptive statistics of all variables included in this study. The data for this study was conducted on CANAL+ employees and CANAL+ customers. The researcher used paper-based questionnaires for CANAL+ employees and Google Form for CANAL+ customers (subscribers). To begin with, the researcher covers the demographic profile of the respondents. Then, the results of the descriptive statistics are discussed. Lastly, with regard to both results, analysis of the research is discussed.

4.2 Data Analysis

For data analysis, the researcher used SPSS V.20 as a statistical tool. Descriptive statistics were used for detailed analysis for each case presented below. As discussed on Chapter 3, the required sample size is determined (n= 384).

Table 4.1 Questionnaire Response Rate

Questionnaires	Respondents	Percentage (%)
Number of Distributed Questionnaires	384	100%
Number of Returned Questionnaires	275	72%

Out of the stated sample size, there were 275 respondents for both online form and paper-based forms, giving it a rate of 71.6% ≈ 72%. According to (Richardson, 2005) 50% is regarded as acceptable response rate for social science surveys.

4.3 Descriptive Summary of Socio-Demographic characteristics

4.3.1 CANAL+ Customers

Descriptive analysis is a set of procedures for gathering, measuring, classifying, computing, describing, synthesizing, analyzing, and interpreting systematically acquired quantitative data. Descriptive statistics (frequencies, percentages, means, and standard deviations) were used as a means to describe demographic characteristics of the respondents, as well as their perceptions towards the factors that indicate the challenges and opportunities for better understanding the aspect of digital marketing. Likert scale questionnaires with 5 scale rating are used to assess the respondent's opinion.

4.3.1.1 Descriptive Summary on Demographic Characteristics

The samples of this study have been classified according to several background information collected during the survey. The purpose of the demographic analysis in this research was to describe the characteristics of the sample with respect to proportion of males and females, range of age, experience, educational level, occupation, and how long they have you been a customer of CANAL+ Ethiopia. The frequency distributions of demographic variables are presented below on the table.

Table 4.2 Demographic Characteristics of the respondents

Item		Frequency	Percent
Gender	Male	164	59.6
	Female	111	40.4
	Total	**275**	
Age	18 - 25	21	7.6
	26 - 35	95	34.5
	36 - 45	108	39.3
	46 - 55	43	15.6
	55 & above	8	2.9
	Total	**275**	
Educational Level	High School and Below	41	14.9
	Certificate	22	8
	Diploma	71	25.8
	Degree	98	35.6
	Masters & above	43	15.6
	Total	**275**	
Occupation	Government Employee	84	30.5
	Private Employee	66	24.0
	Self-employed	81	29.5
	Student	44	16
	Total	**275**	
How long have you been a customer of CANAL+ Ethiopia	One Month	42	15.3
	2 – 4 Months	91	33.1
	5 – 10 Months	89	32.3
	Over a year	53	19.3
	Total	**275**	

As indicated in Table above 164 of the respondents were male which represent approximately 60% of the total respondents, while 111 were females which accounts for approximately 40% of the total respondents. The result revealed that males outweigh females in number for this research. Considering age of the respondents, higher number of respondents was in the age between 36 to 45 years, which represent approximately 39%, followed by age of 26 to 35 years, which represent approximately 35%. Respondents between the ages of 46 to 55 represented approximately 16% of the sample data, respondents between the ages of 18 to 25 represented approximately 8% of the respondents while the smallest group which was less than 3% were those aged above 55, respectively. In terms of educational level approximately 36% of the respondents have degree, approximately 26% of the respondents represented diploma of the sample data, approximately 16% of respondents represented master & above, those who have certificate and less represented less than 25% of the sample data presented. According to this data, degree holders are influential in this research and followed by diploma and master's degree. The result has also revealed that majority of the respondents are government employees representing approximately 31% of the sample data, followed by self-employed respondents represent approximately 30% of the sample data, private employees represented approximately 24% of respondents, while only 16% of the respondents' represented students. Regarding to the how long they have been customer of CANAL+ Ethiopia, over 60% of respondents represented 2 to 10 months of subscription, approximately 19% of respondents represented over a year subscription, and approximately 15% of respondents represented one month of their subscription. Based on this data, most of the customers are well informed about the services CANAL+ provides due to longer and consistent subscription compared to the other customers.

4.4 Result Analysis

4.4.1 Primary Data Analysis

4.4.4.1 Descriptive Statistics on Digital Marketing Practices

Descriptive analysis is used to obtain existing facts regarding the customer's level of agreement on the practices of digital marketing aspects regarding to online presence and activity. The respondents were asked to indicate the frequency to statements relating to the variables under study on a five-point Likert scale. Likert scale questionnaires with 5 scale rating are used to assess the respondent's opinion from Very Frequently = 5, Frequently = 4, Occasionally = 3, Rarely = 2, and finally Very Rarely = 1.

It is taken to identify the differences among the variables and the square root of standard deviation shows the variance. The standard deviation is therefore a measure of how well the mean represents the data. Whereas small standard deviation means (relative to the value of the mean itself) indicates that the data points are close to the mean. In this case, larger standard deviation (relative to the mean) indicates that the data points are distant from the mean (i.e., the mean is not an accurate representative of the data) (Andy, 2010). Similarly, high standard deviation means that the data are widespread, which means that customer give variety of opinion and the low deviation means that customer express close opinion.

Table 4.3 Digital Marketing Practices

Items of Digital Marketing Practices		
Which social media platforms are you an active user of?	**Mean**	**SD**
Facebook	4.037	0.9385
Instagram	4.031	0.9277
Twitter	3.893	0.9552
Snapchat	3.103	1.03
YouTube	4.037	0.8971
LinkedIn	2.903	1.309
Reddit	2.82	1.292
	3.55	

As stated in the table above, mean score measurement for can be used for interpreting the data, the mean score for Facebook, Instagram, YouTube, and Twitter frequently users are between the mean 3.5 to 4.49, this implies the response of the respondents are frequently users. According to the sample data, the respondents are well versed and connected to the internet. With mean score between 2.5 to 3.49, the data implies occasional user for the remaining social media platforms with Snapchat being relatively used more than LinkedIn and Reddit. The average mean for which of the social media platform used by the data collected, mean score of 3.55 was recoded and this implies that the sample data frequently uses social media for different purposes. Also, the standard deviation for Facebook, Twitter, YouTube, and Instagram is low and it indicates the that the sample

data is not distant from the mean, meaning the mean is an accurate representative for the data presented. low standard deviation means that the data are not wide feast, which means that customers scored low deviation means that customers express close opinion. Therefore, the digital marketing practices deviation is below 1. Thus, it is possible to conclude that the respondent's perception is homogenous.

The below table is presented for assessing the frequency of time spent online. By analyzing this sample data, the researcher can have in-depth understanding.

Table 4.4 Frequency of Time Spent Online

How much time do you spend on social media each day?	Mean	SD
Morning	3.151	0.9795
Afternoon	3.241	1.181
Evening	3.31	1.291
Night	3.341	1.255
Midnight	2.82	1.292
	3.17	

According to table 4.4, the sample date has mean score average of 3.17, this implies the sample data is active occasionally. Where the majority of the sample data is active on evening and nights, midnight have less mean score implying rarity of online activity at that time compared to the other variables. In this case, high standard deviation was recorded which indicates that the data points are distant from the mean (i.e., the mean is an accurate representative of the data). Hence, high standard deviation means that the data are wide feast, which means that customers scored high deviation means that customer's express diversifying opinion. Therefore, the frequency of time spent online deviation is above 1. Thus, it is possible to conclude that the respondent's perception is heterogonous.

The table below represented with a question to identify the reasons for active online presence. This helps the researcher to identify the purpose of customer's online activity.

Table 4.5 Purpose of Customer Online Activity

I use the internet	Mean	SD
To communicate with others	3.893	0.9552
For entertainment and games	3.472	0.9883
For education purposes	3.103	0.9608
For news	3.362	1.12
For online marketing	2.932	1.309
For social media	3.341	1.181
	3.351	

As presented above in the table, with mean score 3.893 the sample data has a high score of mean indicating that they use internet to communicate with other. With mean score of 2.932 the sample data indicates rare frequency is seen for customers not using internet as a marketing tool. Averaging with a mean score of 3.351, the sample data agrees to frequently use the internet as a source of information, communication, entertainment, learning, and recreation. The sample data shows low standard deviation means that the data are not wide feast, which means that customers scored low deviation means that customers express close opinion. Therefore, the digital marketing practices deviation is below 1. Thus, it is possible to conclude that the respondent's perception is homogenous.

The table below focus on getting information regarding to the frequency of preference of getting information.

Table 4.6 Preference for Information

I prefer to get information about a company's products/services via	Mean	SD
Their website	3.148	0.9783
Advertisements and newsletter to my mail	2.820	1.181
Banners, Flyers, and brochures	2.903	1.309
Online ads and pop-up ads	2.360	1.59
Social media	3.144	1.038
Blogs	2.450	1.1
	2.8	

According to the table 4.6, the sample data ranges between mean score 2.36 to 3.148. The sample data for getting information about a company from the company's website has a mean score of 3.148 which indicates the occasional frequency and with mean score of 2.36, the sample data rarely visits online ads and pop-up ads for getting information regarding a company. With the average mean score of 2.8, the sample data agrees to occasionally depending on getting information of a company using their website, newsletter via email, the traditional way of using banners and the likes, online ads, the company's social media, or blogs. This data is use full to the researcher because it directs the attention on where to focus to penetrate and give rise to digital marketing practices. This sample data has high standard deviation means that the data are wide feast, which means that customers scored high deviation means that customer's express diversifying opinion. Therefore, the frequency for the preference of getting information is above 1. Thus, it is possible to conclude that the respondent's perception is heterogonous.

4.4.4.2 Descriptive Statistics on Digital Marketing

Descriptive Statistics on Brand Awareness

Series of five questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of brand awareness of the customers of CANAL+ Ethiopia. The below table displays the respondent's level of agreement against their digital marketing based on brand awareness. The researcher used Likert scale questionnaires with 5 scale rating are used to assess the respondent's opinion from Strongly Agree = 5, Agree = 4, neutral = 3, Disagree = 2, and finally Strongly Disagree = 1.

Table 4.7 Summary of response for Brand Awareness

BRAND AWARENESS	Mean	SD
I can recognize the brand of CANAL+ easily	3.91	0.81
I recognize the logo of CANAL+ brand.	3.64	1.33
I don't have troubles picturing the CANAL+ brand.	3.893	1.03
I can recognize CANAL+ among competing brands.	3.103	0.8971
Features of CANAL+ comes to mind when I see CANAL+ brandings.	4.037	0.9552
	3.7166	

According to Upagade & Shende (2012), mean score measurement can be used while interpreting the data; and if Mean Score is 3.50 to 4.49, implies that the responses of the respondents is agree. Accordingly, in this analysis, the mean, or the average response of the respondents about the degree of agreement they had for brand awareness was perceived to have a mean of 3.7166 (SD> 1) on a 5-point scale. This shows that the respondents agree about the activities of brand awareness creation. Since the obtained average sample data of mean (3.7166) is supported by Upagade & Shende (2012) i.e., value 3.50 to 4.49, implies that the responses of the respondents agree on the brand awareness and the methods used by CANAL+. In this case, low standard deviation indicates that the data points are not distant from the mean (i.e. the mean is an accurate representative of the data). Hence, low standard deviation means that the data are not wide feast, which means that customers scored low deviation means that customers express close opinion. Therefore, the brand

awareness deviation is below 1. Thus, it is possible to conclude that the respondent's perception is homogenous.

Descriptive Statistics on Search Engine Optimization

Series of nine questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of Search Engine Optimization of the customers of CANAL+ Ethiopia. The below table displays the respondent's level of agreement against their digital marketing based on Search Engine Optimization. The researcher used Likert scale questionnaires with 5 scale rating are used to assess the respondent's opinion from Highly Likely = 5, Likely = 4, Neutral = 3, Unlikely = 2, and finally Strongly Highly Unlikely = 1.

Table 4.8 Summary of response for Search Engine Optimization

Search Engine Optimization (SEO)	Mean	SD
CANAL+ uses SEO to communicate with subscribers by online advertainment	3.82	0.85
In general, how enjoyable is the communications you receive from CANAL+ through search engines	3.94	0.76
How trustworthy do you consider communications you receive from CANAL+ through search engines	3.64	0.9
In general, how informative is the communications you receive from CANAL through search engines	3.27	0.98
How reliable do you consider information you receive from CANAL through search engines	3.55	0.8
How appropriate do you consider communications you receive from CANAL through search engines	2.52	0.81
Assuming you did not directly provide any personal details to CANAL+, how objectionable would you find it if the company communicated with you through search engines:	3.64	0.66
How personally time-consuming do you consider communications you receive from CANAL+ through search engines:	2.12	1.31
How disruptive do you consider communications you receive from CANAL+ through search engines:	2.36	1.59
	3.2067	

In relation to the above table result, the Respondents' average response to their level of agreement of Search Engine Optimization was perceived to have a mean of 3.2067 (SD<1) on a 5-point scale. This shows that the respondent somehow likely to agree about the Search Engine Optimization. Since the obtained result of mean (3.2067) is supported by Upagade and Shende (2012) i.e., value 2.50-3.49, implies that the responses of the respondents are somehow agreed. In this case, high standard deviation indicates that the data points are distant from the mean (i.e., the mean is an accurate representative of the data). Hence, high standard deviation means that the data are wide feast, which means that customers scored high deviation means that customer's express diversifying opinion. Therefore, the Search Engine Optimization deviation is above 1. Thus, it is possible to conclude that the respondent's perception is heterogonous.

Descriptive Statistics on Online PR

Series of ten questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of online PR of the customers of CANAL+ Ethiopia. The below table displays the respondent's level of agreement against their digital marketing based on online public relation (PR). The researcher used Likert scale questionnaires with 5 scale rating are used to assess the respondent's opinion from Highly Likely = 5, Likely = 4, Neutral = 3, Unlikely = 2, and finally Strongly Highly Unlikely = 1.

Table 4.9 Summary of response for Online PR

Online PR	Mean	SD
How easy do you find to reject communication received from CANAL+ through Online PR activities	3.13	1.24
In general, how enjoyable is the communications you receive from CANAL+ through Online PR activities	3.51	1.12
How trustworthy is the communications you receive from companies through Online PR activities	3.76	1.1
In general, how informative is the communications you receive from CANAL+ through Online PR activities	2.76	0.71
How convenient do you consider communications you receive from CANAL+ through Online PR activities:	2.26	0.82
How acceptable to you are communications you receive from CANAL+ through Online PR activities	3.18	1.14
How reliable do you consider information you receive from CANAL+ through Online PR activities:	2.45	1.1
Assuming you did not directly provide any personal details to a company, how objectionable would you find it if the company communicated with you through Online PR activities	2.82	1.22
How personally time-consuming do you consider communications you receive from CANAL+ through Online PR activities	2.73	1.08
How disruptive do you consider communications you receive from CANAL+ through Online PR activities	2.26	1.83
	2.886	

Based on the above sample data presented in the table, it is believed that the average response of respondents to the degree of consistency of online PR is 2.886 (SD < 1) on the scale of 5 points. It can be seen that that the respondents are unlikely to agree with the question presented about the Online PR. Since the obtained result of mean (2.886) is supported by Upgade and Shende (2012) i.e., value 2.50-3.49, implies that the responses of the respondents are averagely agreed. In this case, high standard deviation indicates that the data points are distant from the mean. Hence, high

standard deviation means that the data are wide feast, which means that customers scored high deviation means that customers express diverse opinion. Therefore, the online PR deviation is above 1. Thus, it is possible to conclude that the respondent's perception is heterogeneous.

Descriptive Statistics on Interactive Ads

Series of seven questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of the customers CANAL+ Ethiopia regarding interactive ads. The below table displays the respondent's level of agreement against their digital marketing based on Interactive Ads. The researcher used Likert scale questionnaires with 5 scale rating are used to assess the respondent's opinion from Highly Likely = 5, Likely = 4, Neutral = 3, Unlikely = 2, and finally Strongly Highly Unlikely = 1.

Table 4.10 Summary of response for Interactive Ads

Interactive Ads	Mean	SD
How easy do you find to reject communication received from CANAL+ through Online Ads	3.64	0.85
In general, how enjoyable is the communications you receive from CANAL+ through Online Ads	3.27	0.81
How trustworthy do you consider communications you receive from CANAL+ through Online Ads:	3.55	0.8
In general, how informative do you find communications you receive from CANAL+ through Online Ads:	3.64	1.33
How convenient do you consider communications you receive from CANAL+ through Online Ads:	3.91	0.81
How reliable do you consider information you receive from CANAL+ through Online Ads	3.64	0.66
How personally time-consuming do you consider communications you receive from CANAL+ through Online Ads:	2	1.59
How disruptive do you consider communications you receive from CANAL+ through Online Ads:	2.36	1.31
	3.2513	

According to the sample data, the average or average response of respondents to the degree of digital marketing with regards to interactive ads on the 5-point scale is 3.2513 (SD <1). It can be seen that the respondents moderately agree about the degree of digital marketing with regards to interactive ads. Since the obtained result of mean (3.2513) is supported by Upagade and Shende (2012) i.e., value 2.50-3.49, implies that the responses of the respondents are somehow agreed. In this case, high standard deviation indicates that the data points are distant from the mean. Hence, high standard deviation means that the data are wide feast, which means that customers scored high deviation means that customers express close opinion. Therefore, the digital marketing deviation is above 1. Thus, it is possible to conclude that the respondent's perception is heterogeneous.

4.4.2 Reliability Analysis

The reliability for the answers of the questionnaire were checked after coding the entry of data from Google Forms to MS Excel. The data were on string (word) format and to further analyze the data on SPSS, the researcher had to replace every questionnaire answer to the assigned value (Number) for the Likert scale questions. After coding and entry of data into SPSS version 20, Cronbach's alpha coefficients were computed for each scale to determine the internal consistency reliability of the instruments used in the study. George and Mallery (2003) provided a rule stating that, a value of 0.7 is considered a good and acceptable result for Cronbach's alpha. Which is also confirmed by Sideridis (2018) which states high reliability is obtained by a value between, 0.70 to 0.90.

Table 4.11 Reliability Statistics for Questionnaire I for CANAL+ Customers

	Cronbach's Alpha	N of Items
Active Social Media Platforms	0.705	7
Time Spent on Social Media	0.771	5
Use of Internet	0.76	6
Preferred Ways of Information	0.857	6
	Valid Cases	**24**

According to the table above, all the questionnaire's categories have a reliability score of more than 0.7, which is above expectancy to have internal consistency reliability of the measurement scales. Having stated that, the variables used on the questionnaire are within the acceptable range.

Table 4.12 Reliability Statistics for Questionnaire II for CANAL+ Customers

	Cronbach's Alpha	N of Items
Brand Awareness	0.832	5
Search Engine Optimization (SEO)	0.779	9
Online PR	0.761	10
Interactive Ads	0.735	8
	Valid Cases	**32**

Similarly with the previous table, the results as shown in table all the questionnaire's groups have a reliability score of more than 0.7 which is above the minimum value required to confirm there exists internal consistency and reliability of the measurement scales. Therefore, the variables used for digital marketing is also confirmed reliable.

4.4.3 Validity Analysis

The validity of the questionnaire was checked through content validity. Content validity refers to the process to determine how well the dimensions and elements of a concept can be successfully defined (Sekaran, 2011). The other function of content validity is to validate every item in the instrument representing each measured construct (Miller et al., 2013). Construct validity provide information or data to prove that the items in the scale are correlated and together measure the construct they are meant to measure. In the context of psychometrics, the validity of the scale described the extent to which the scale was able to measure the construct. The more evidence of content validity such as the expert evaluation is obtained, the higher the confidence of the researcher in the validity of the instruments being constructed (Johnson, 2012).

4.5 Discussion of Results

This research found the positive and valuable effect of Brand Awareness on digital marketing. The result is contradicting with the findings of Brand awareness plays an important role in consumer decision making for various reasons. First, it is necessary to for consumer to think of the Brand when the consumer is reminded of the product of service related to the company's Brand. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set (Keller, 1993), the handful of brands that receive serious consideration for purchase. Second, brand awareness alters decision making and can create bias, even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well-established brands. In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude (Park & Lessig, 1981).

In regards with search engine optimization, SEO plays a huge role in acquisition. A well implemented SEO optimizes the company's visibility online. This is because it makes sure the promotional campaign which appears in the search result allowing the firm to target its set customer audience. This means more people are attracted to the company's website which increase traffic and it is a great way to provide products and services to a greater number of customers. A transparent and well-designed website is considered to be optimized for the search engine results. This implies that SEO plays a key role in retaining of customers as the two factors above ensure a good user experience (Wordstream, 2015).

Furthermore, researches that study the relationship between SEO and customer satisfaction are very few. Most of the research focused on search engine in general Ramaraj, (2013), search engine advertisement Jafarzadeh et al., (2011), and search engine optimization in education (Gandthe & Regolini, 2011). But Khraim (2015) observed that SEO contribute to increasing the opportunity to observe online advertisement by customers when they search engines like Google, MSN, and Altavista provides information about product or services and with above average of internet penetration, this could result in significant increase in customer satisfaction.

This result regarding brand awareness and online PR is consistent with Ahmad (2017) investigated the impact of Social Media Marketing on Customer Satisfaction through Brand Image in Jordan and the result shows a statistically significant impact of social media marketing on customer satisfaction. Rootman & Cupp (undated) studied the Impact of social media on Customer

Satisfaction and Retention in the Banking Industry: Views of Clients and Managers in south Africa and Statistical analyses showed significant relationships between both benefits and trustworthy content and customer satisfaction, as well as between customer satisfaction and retention.

According to data collected, the research concludes that subscribers with access to internet have recognized the company's brand logo and searching the keyword CANAL+ will generate results related to CANAL+ Ethiopia whilst giving priority to the CANAL+ Ethiopia website link. Subscribers have confirmed that these two digital marketing practices have had positive effect on the online presence of CANAL+ Ethiopia.

There is an opportunity in the current market for digital marketing practices for companies that need digital or online presence. This is consistent with Sebrin (2021) in with digital marketing practice brand awareness, SEO, and pay per click was identified. The vast users of these practices are stated to be startup companies and small to medium enterprises, these sectors are impowered by employees with better understanding of social media and digital practices. It has now been a major factor here in Ethiopia to implement digital marketing as a smart and innovative marketing strategy.

Regarding customer satisfaction and engagement, digital marketing practices online PR and interactive Ads are the base factors to strengthen the relationship between consumer and services or product providers. As stated by Abel (2019), the effect digital marketing has on customer satisfaction using social media interaction and digital media engagement gives consumers the intention of communicating needs, wants, complaints, and questions. This gives the company to know the question of the market and work on issues that raise from its consumers. Having this engagement with loyal subscribers CANAL+ Ethiopia have listed different question and demand stated on CANAL+ Ethiopia social media pages, these questions and demands from loyal subscriber are being communicated on higher management meetings.

The need to implement these practices have given CANAL+ Ethiopia to work on different aspect of the company's segment and practices. Having close interaction and engagement with loyal subscribers have stated on which part the company needs to make changes to keep these subscribers. After all, the company's base for development is increasing subscriber base, making these digital marketing practices essential for the growth and profitability of CANAL+ Ethiopia.

Chapter 5

Summary, Conclusions and Recommendations

This chapter summarizes the study's major findings, as well as the inferences drawn from the findings and the recommendations offered. It also discusses the study's limitations as well as potential research prospects.

5.1 Summary

This paper has tried to investigate the effectiveness of the internet as a communication channel and also use the effectiveness to attract customers with means of numerous digital marketing tools. The study investigated online customer behavior and characteristics of communications through internet. The research has confirmed and presented theory on this topic and supports the portrait of a new social consumer (Nicholas et al., 2003) that is always connected via internet to get informed or connect with others through social media. Having discussed all these topics, consumers at this day of age still don't see the internet as a channel for customer and company communication. Internet is used mainly as a hobby and for personal interest. It is very important for marketers, as communication initiators, to mention that most respondents understand advertising as communication received from companies. They feel bombarded with information, but are happy when they receive something they are interested in. Because of the frequency and quantity of information received via internet, consumers are very mistrusting towards these channels and do not find it appropriate for direct B2C communication.

As to describe internet as a communication channel: informative, enjoyable, entertaining, convenient and easy-to-reject have been the first attributes to stand out. These only strengthens the available theory of a user that sees internet surfing and communication as leisure activity (Nicholas & Dobrowolski, 2000) that must be fun and easy. These two adjectives have been mentioned very often even in the second part of the research; trying to find out how digital marketing tools can be described as a way of online marketing communication.

In the frame of reference, online marketing communication is divided online in four different tools (Search Engine Marketing, Online PR, Interactive Ads, and Brand Awareness).

Brand Awareness and Search Engine Optimization (SEO) tool has scored high in respondents' opinion. As theory mentions and the research confirms it, online users use and trust the Search

Engine for any information search. Search Engine Marketing can attract customers through trust and convenience.

Interactive Ads and Online PR are favored in B2C communication because of its entertaining factor and also because it is not seen as direct communication with companies and it's more as a socializing activity and being involved in events. To sum up the observations, the internet is mostly seen as an entertainment channel, most of internet users are not focusing on the broader aspects of internet. Now adays the internet is seen as a B2C communication channel, it is not well implemented especially in the country Ethiopia, but a recent data shows the uprising of digital marketing and its role in relation with products and services. Digital marketing possesses attributes that can lead to a positive outcome in communication and can attract customers when used correctly. For practitioners, this means that consumers are aware of B2C communication, but they try to avoid it. Internet presence should definitely be strengthened, but with the right mix of online marketing tools.

Respondents have put a lot of emphasis on entertainment and trustworthy source of information, when referring to communication and this emphasis has led to the above mentioned top three online tools. Respondents do not seem to trust direct B2C communication unless it is mediated through a third-party filter user, referral, or independent website. This might be because of the huge amount of information that is available to them, they use a search engine to filter it, or short attention-spans that are directed to more reliable sources. In any sort of online marketing strategy attributes as entertainment or enjoyable must be present and communication should be made through customers trusted sources in this manner, no matter the set of online tools, attracting the customer is made easier.

5.2 Conclusions

The study provides important findings in relation to challenges and opportunities that are predominant to launch digital marketing in Ethiopia.

As per the data analysis, the descriptive statistics analysis proved that that most of the respondents of CANAL+ Ethiopia was satisfied regarding the four variables such as brand awareness, search engine optimization, online PR, and interactive ads. Based on this, the digital marketing strategies deployed by CANAL+ Ethiopia is heading to the right trend of marketing. Existing customers

have a platform to closely communicate with an international company and new customers are be drawn and attracted.

The study started with the aim to analyze the different aspects related to the digital marketing strategy. Based on the discussion it has been found that in the case of digital marketing the most important aspect is to connect with the customers/consumers of one's company product or services. This created a ladder of engagement has shown the approaches to closely monitor the needs and question of customers. The study had also revealed, in order to utilize the digital marketing in an effective way, companies are required to design effective platform so that they can narrow their reachability and keep competitive advantages.

Digital marketing is the future of marketing, and it is progressing as evolution of technology ascends. The innovation of digital marketing stretches to both the online and offline world. To utilize the Internet and digital channels is important for most of the companies in the study, it is even seen as a competitive advantage if it is utilized correctly. It can be concluded that the higher competition that a company is exposed for the higher adoption of digital channels.

5.3 Recommendations

Depending on the findings of the study and conclusions made, the researcher came up areas to strengthen the use of digital marketing for better understanding customer needs and for conveying company's motto to the end user. The recommendations are stated as followed: For the past year of giving services in Ethiopia, CANAL+ Ethiopia deployed strong digital marketing practices to help the company have a grip on the market. This research confirms the undoubted use and advantage it had on the rise of CANAL+ Ethiopia. More research should be conducted on Ethiopia and other third world countries regarding these digital marketing practices and also look for other strategies that helps digital marketing.

- Based on the study conducted on CANAL+ Ethiopia customers, majority of the customers have access to internet. The implementation of the digital marketing communication strategy requires significant resource investments. Although financial investments are quite minimal, as digital marketing initiatives are cost-effective, human and infrastructure investments have to be substantial. To implement, maintain and develop the digital marketing strategy using the five digital marketing frameworks, digital marketing tasks

required to be managed by skilled people with capabilities and having knowhow on the digital technology. Such human resources shall support the digital strategy through continuous delivery, control, follow up and optimization of digital communication and content.

- Finally, Education centers should acknowledge the vast scope of digital marketing and should synthesize a way to incorporate the course on digital marketing to the younger generation and should also give out course to the older generation.

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Annex 1: Research Questionnaires

Questionnaire for CANAL+ Customer

St. Mary's University
School of Graduate Studies
Department of Master of Business Administration

Dear respondent;

The purpose of this study is for the partial fulfillment of the requirements for the Master of Business Administration at St. Mary's University. The objective of this questionnaire is to gather information on Business Development and Management Using Digital Marketing in the Case of CANAL+ Ethiopia. All information you will provide will be kept strictly confidential and shall be used for academic purposes. However, the findings of the research may be used to suggest new insights into the digital marketing of Ethiopia.

The questionnaire has three Sections. The first section deals with the background of the respondent, section two and three deals with the survey on the digital marketing practices and relatable subjects. The questions don't take you more than 10 minutes to complete so you are kindly requested to fill all questions.

Thank you very much in advance for the cooperation and time!

Please contact me in case you have any questions.

Naod Rezene

+251937887353

nceriaod@gmail.com

Questionnaire Filled by CANAL+ Customers

<u>**Section 1. Demographic Characteristics of Respondents**</u>

1. Gender:

    A. Male   **B.** Female

2. Age:

    A. 18 – 25   **B.** 26 – 35

    C. 36 – 45   **D.** 46 – 55   **E.** 55 & Above

3. Educational level?

    A. High School and Below

    B. Certificate

    C. Diploma

    D. Degree

    E. Masters & Above

4. Occupation?

    A. Government employee

    B. Private Employee

    C. Self-employed

    D. Student

5. How long have you been a customer of CANAL+ Ethiopia?

    A. One Month

    B. 2 – 4 Months

    C. 5 – 10 Months

    D. Over a year

Section 2. Questionnaire for Users' Opinion Survey Regarding Internet Usage and Activity

	Very Frequently	Frequently	Occasionally	Rarely	Very Rarely
Which social media platforms are you an active user of?					
Facebook					
Instagram					
Twitter					
Snapchat					
YouTube					
LinkedIn					
Reddit					
How much time do you spend on social media each day?					
Morning					
Afternoon					
Evening					
Night					
Midnight					
I use the internet					
To communicate with others					
For entertainment and games					
For education purposes					
For news					
For online marketing					
For social media					
	Strongly Agree	**Agree**	**Neutral**	**Disagree**	**Strongly Disagree**
I prefer to get information about a company's products/services via					
Their website					
Advertisements and newsletter to my mail					
Banners, Flyers, and brochures					
Online ads and pop-up ads					
Social media					
Blogs					

Section 3. Questionnaire for Users' Opinion Survey Regarding the digital marketing practices in CANAL+ Ethiopia

Digital Marketing	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Brand Awareness					
I can recognize the brand of CANAL+ easily.					
I recognize the logo of CANAL+ brand.					
I don't have troubles picturing the CANAL+ brand.					
I can recognize CANAL+ among competing brands.					
Features of CANAL+ comes to mind when I see CANAL+ brandings.					
Search Engine Optimization (SEO)	Highly Likely	Likely	Neutral	Unlikely	Highly Unlikely
CANAL+ uses SEO to communicate with subscribers by online advertisement					
The communications I receive from CANAL+ through their search engines are enjoyable.					
The communications I receive from CANAL+ through their search engines are trustworthy.					
The communications I receive from CANAL+ through their search engines are informative.					
I consider the information I receive from CANAL+ through search engines are reliable.					
I consider communications I receive from CANAL through search engines are appropriate.					

	Highly Likely	Likely	Neutral	Unlikely	Highly Unlikely
I would you find it objectionable if the company communicated with me through its search engines.					
I consider communications I receive from CANAL+ through search engines to be time-consuming.					
I consider communications I receive from CANAL+ through search engines to be disruptive.					
Online PR					
I find easy to reject communication received from CANAL+ through Online PR activities.					
The communications I receive from CANAL+ through Online PR activities are enjoyable.					
The communications I receive from companies through Online PR activities are trustworthy.					
The communications I receive from CANAL+ through Online PR activities are informative.					
I consider communications I receive from CANAL+ through Online PR activities are convenient.					
The communications I receive from CANAL+ through Online PR activities are acceptable.					
	Highly Likely	Likely	Neutral	Unlikely	Highly Unlikely
I consider information I receive from CANAL+ through Online PR activities are reliable.					
I find it objectionable if the company communicated with me through Online PR.					

	Highly Likely	Likely	Neutral	Unlikely	Highly Unlikely
I consider communications I receive from CANAL+ through Online PR activities as time-consuming.					
I consider communications I receive from CANAL+ through Online PR activities to be disruptive.					
Interactive Ads					
I find it easy to reject communication received from CANAL+ through Online Ads.					
The communications I receive from CANAL+ through Online Ads are enjoyable.					
The communications I receive from CANAL+ through Online Ads are trustworthy.					
The communications I receive from CANAL+ through Online Ads are informative.					
I consider communications I receive from CANAL+ through Online Ads are convenient.					
I consider information I receive from CANAL+ through Online Ads are reliable.					
I consider communications I receive from CANAL+ through Online Ads as time-consuming.					
I consider communications I receive from CANAL+ through Online Ads to be disruptive.					