



**ST. MARY'S UNIVERSITY**

**SCHOOL OF GRADUATE STUDIES**

**THE IMPACT OF SOCIAL MEDIA ON BRAND  
AWAERNESS: IN THE CASE OF HYATT REGENCY  
HOTEL ADDIS ABABA**

**BY :-BETHELHEM WALLELIGNE**

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CASE OF HYATT REGENCY HOTEL**

**ADDIS ABABA**

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**SGS/0331/2013A**

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**ADDIS ABABA**


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## DECLARATION

I, the undersigned, declare that this thesis “THE IMPACT OF SOCIAL MEDIA ON BRAND AWAERNESS: IN THE CASE HYATT REGENCY HOTEL ADDIS ABABA” is my original work, prepared under the guidance of Zemenu Aynadis. All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

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NAME

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SIGNATURE

May 2022

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# 1 Contents

## Chapter one

<b>DECLARATION</b> .....	<b>3</b>
<b>ACKNOWLEDGEMENT</b> .....	<b>4</b>
<b>ABSTRACT</b> .....	<b>8</b>
<b>1. Introduction</b> .....	<b>9</b>
<b>1.1 Background of the study</b> .....	<b>9</b>
<b>1.2 Back Ground Of The Organization</b> .....	<b>11</b>
<b>1.3 Statement of the problem</b> .....	<b>11</b>
<b>1.4 Research Questions</b> .....	<b>13</b>
<b>1.4.1 The main Research Question</b> .....	<b>13</b>
<b>1.4.2 Sub-Research Questions</b> .....	<b>13</b>
<b>1.5 Objectives of the study</b> .....	<b>13</b>
<b>1.5.1 General Objective</b> .....	<b>13</b>
<b>1.5.2 Specific Objectives</b> .....	<b>13</b>
<b>1.6 Significance of the Study</b> .....	<b>14</b>
<b>1.7 Scope and Limitation of the Study</b> .....	<b>14</b>
<b>1.7.1 Scope of the study</b> .....	<b>14</b>
<b>1.7.1.2 Geographical scope</b> .....	<b>15</b>
<b>1.7.1.3 Methodological scope</b> .....	<b>15</b>
<b>1.6.2 Limitation of the study</b> .....	<b>15</b>
<b>1.8 Organization of the study</b> .....	<b>15</b>
<b>2. Literature review</b> .....	<b>16</b>
<b>2.1.1 What is social media?</b> .....	<b>16</b>
<b>2.1.2 Social media marketing</b> .....	<b>16</b>
<b>2.1.3 Components of social media marketing (SMMA)</b> .....	<b>17</b>
<b>2.1.4 What is brand?</b> .....	<b>21</b>
<b>2.1.5 Brand Image</b> .....	<b>21</b>
<b>2.1.6 Brand Awareness</b> .....	<b>22</b>
<b>2.1.7 Brand attachment to customer</b> .....	<b>23</b>
<b>2.1.8 Social media and hotels</b> .....	<b>24</b>

2.1.9	Hotels in Ethiopia and social media marketing.....	25
2.1.10	Hyatt hotel reGENCY and social media.....	25
2.1.11	INTEGRATED MARKETING COMMUNICATION .....	26
<b>2.2</b>	<b>Empirical Background .....</b>	<b>28</b>
	Importance of social media marketing.....	29
2.4	Research Hypotheses .....	31
<b>3</b>	<b>RESEARCH METHODOLOGY.....</b>	<b>32</b>
3.1	Introduction.....	32
3.1.1	Research design.....	32
3.1.4.1	Sampling Size .....	33
3.1.6	Data collection Instrument.....	35
3.1.8	Methods of data analysis .....	36
<b>4</b>	<b>4.1 DATA PRESENTATION, ANALYSIS AND INTERPRETATION.....</b>	<b>38</b>
4.1.1	Reliability.....	38
<b>4.2</b>	<b>General information about the Respondents .....</b>	<b>39</b>
4.2.1	Demographic characteristics of Customers .....	39
4.2.2	Descriptive statistics Social Media.....	41
4.3	Regression Analysis .....	46
4.3.1	Assumption Tests for Multiple Regression Model .....	46
4.3.1.1	Multicollinearity.....	46
4.3.1.2	Homoscedasticity.....	47
4.3.1.5	Normality .....	47
4.4	Correlation Analysis .....	48
4.4.1	Regression Analysis for Brand Awareness .....	49
4.4.2	Result of Hypothesis Testing.....	51
4.5	Discussion.....	52
<b>5</b>	<b>SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATIONS.....</b>	<b>54</b>
5.1	Summary of Major Findings.....	54
5.2	Conclusion .....	55
5.3	Recommendations.....	56
	Reference.....	<b>57</b>

## List of figure

<b>Figure 1 Brand awareness</b> .....	22
<b>Figure 2 Importance of social media marketing</b> .....	29
<b>Figure 3 Social media importance for business</b> .....	30
<b>Figure 4 :- overview of Hyatt's performance</b> .....	26



## ABSTRACT

*Social Media can be defined as a group of Internet based applications that exist on the Web 2.01 platform to enable the Internet users from all over the world to interact, communicate, and share ideas, content, thoughts, experiences, perspectives, information, and relationships . The aim of this study is to investigating the impact of social media on the effect of brand awareness in the case of Hyatt Regency Hotel., Addis Ababa. Quantitative research approach with explanatory Hyatt Regency Hotel consumers in Addis Ababa. Conveniece sampling technique was adopted to select sample respondnets and standardized self-administered questionnaires were used to collect the primary data. A total of 329 respondent answers and usable reponses were collected and used for analys with the help of SPSS software. Thus a results of the findings show that the overall social media dimensions accounted for 82% of variation in customer brand awareness. The five dimensions of social media namely E word of mouth, customization, interaction, trendiness and entertainment affected Brand Awareness of Hyatt Regency Hotel customers. E word of mouth had relatively the strongest effect (B= .552) followed by customization (B= .529) on brand awareness. Whereas, entertainment showed very weak effect (B= .031). Whereas, interaction (B= .272) and trendiness (B= .249) had an average effect on brand awareness. Despite the weakest influence of entertainment on brand awareness, the other four social media dimentions are good predictors of customers brand awareness towards Hyatt Regency brand. Brand Awareness, in this case, escalates more if E word of mouth, Customization, Interaction and trendiness traits of Hyatt Regency social media improved by the company..*

# CHAPTER ONE

## 1. Introduction

### 1.1 Background of the study

Social Media can be defined as a group of Internet based applications that exist on the Web 2.0 platform to enable the Internet users from all over the world to interact, communicate, and share ideas, content, thoughts, experiences, perspectives, information, and relationships (Briscoe, 2009; Kaplan & Haenlein, 2010; Scott, 2007; Xiang & Gretzel, 2010). The proliferation of social media in society has been unprecedented. Monthly active users of LinkedIn, Twitter, Instagram and Facebook are in the vicinity of 100 million, 320 million, 400 million and 1.6 billion, respectively (Adweek, 2016).

Communication, these days, has been greatly affected by the internet and technology. The social networking platforms are influencing the interaction process among internet users via two-way participation channel rather than being a unidirectional, information tool. Social media, with the similar accelerated development in mobile technology, is now accessible anywhere, any time (Anzmac, 2010).

Altogether, these figures highlight that users are engaging with social media brands at a higher rate than ever before. Social media brands enable their consumers to pursue a wide variety of interests, ranging from seeking entertainment to inter-personal networking to self-expression, thereby addressing consumers' psychological and social needs (Heinonen, 2011; Quan-Haase and Young, 2010).

These social networks have given a big boost to the already existing power of word-of-mouth. Traditional forms of brand communication via public relations, television advertising etc., have undoubtedly, achieved a considerable success, but in today's customer-dominated business environment, their productiveness is decaying quite noticeably (Wright et al., 2010). Social media platforms are able to accommodate comparatively much more audience, at a lesser cost, and that too with customer involvement. There are a number of studies pertaining to the understanding of the concept and measurement of brand equity (e.g., Jung & Sung, 2008; Cui, 2011; Mohan & Sequeira, 2012), and also those regarding the social media communication (e.g.,

North & Fin, 2011; Toppi, 2012). But there are very few studies that combine these two concepts to understand the impact of social media communication on brand awareness.

Customer equity, which refers to the customer lifetime value or the customer capital, is a concept which has an underlying assumption that customers just like any other assets, should be maintained by the company to give guidance on the company decision making with regards to customer acquisition and retention (Di Benedetto and Kim, 2016; Hogan et al., 2002). In the era of information technology, many producers, including luxury brands have utilized technology to increase its customer value (Kim and Ko, 2010, 2012; Lee, 2016; Ross, 2017)

A recent study exploring customers engagement in social media site published by DEI worldwide<sup>2</sup> found that 70 percent of consumers now visit social media site to retrieve brand and product information, with almost half (49%) making a purchase decision based on information found on social media sites (DEI Worldwide, 2008). Product social media site visit and the purchase decision based on the information found on social media to retrieve brand and product information. These factors which contribute to the success of the brand mainly related with the increase in brand awareness and marketing communication effectiveness (Keller, 2003)

The technology is being updated every minute, and so are the customers' options. Hospitality today has also become customized where everything is just one click away. The days are gone when travelling meant first visiting a place and then searching for a hotel and tourist destinations. Today's traveler checks the details online first and then makes a decision. Holding the pace with the technology and traveler hospitality industry takes the social media approach.

There are different forms of travel review sites, such as [tripadvisor.com](http://tripadvisor.com), [lonelyplanet.com](http://lonelyplanet.com); and business sites such as [LinkedIn.com](http://linkedin.com). Trip Advisor is one of the popular sites where customers share their experience through reviews, and it has become an assertive WOM communication (Ramsey, 2006). To be successful in marketing communication across these networks, marketers need to monitor and improve positive WOM through focusing on relationship management (Payne and Frow, 2005).

Since the whole world moving on social media, it has opened up a new marketing channel for businesses. This modern method has been embraced in a very positive way by the hospitality industry over the last few years. Even though it is not near to how other marketers in the world

have utilized social media nearly every five-star hotel in Ethiopia now has a presence on social networking platforms and has used it as an important part of its marketing strategy. Although they have been constantly using it to market their product and services none of these hotels have focused on using it to market and build strong brand using their social media platforms. And one of the most valuable aspects of the social media for marketers, and specifically with regard to the role of social media, is in its ability to provide a clear, detailed picture of what it is that the people who matter to you are saying about you and what they are telling others (Evans, 2008). A brief description of social media and SMM is warranted in the context of Ethiopia since there is limited social media marketing in Ethiopia.

Therefore, in Ethiopia though the number of social media marketing has risen however still in its infancy stage. And the absence of clear, comprehensive, rigorous, and empirically based studies on the role of social media marketing in Ethiopia is very limited. Especially in the hospitality industry marketers don't have enough studies to base their social media marketing and using it on building strong brands. Therefore, gap observed and this research is to identify the strategic roles of Social Media Marketing on brand awareness in the hotel industry specifically Hyatt Regency Addis Ababa by combining survey approach and qualitative observation.

## **1.2 Back Ground Of The Organization**

Hyatt Regency Hotel Addis Ababa is one of the branches of Hyatt Regency International 5 Star Hotel. It was established in 2018 in Addis Ababa located at Meskel Square 15 minutes from Bole International airport.

The vision of the hotel is to feature world – class amenities and inviting accommodation.

The mission of the hotel is to be the number one hotel in the city with in their competition set.

The Goal of the hotel is to build the hotel on a set of customer driven principles that ensures the right experience for every guest.

## **1.3 Statement of the problem**

In an era where consumers are increasingly seeking favorable brand experiences across consumption domains (Brakus et al., 2009), social media brands are ideally positioned to provide rich sensory, affective and cognitive experiences to their users.

Social media networks are not flawless, however there are few challenges here and there that can be controlled by marketers and immediate foreseen pitfalls sealed off. There is a need to determine the kind of impact social media has made on a marketers brand. As for the consequences, two customer-based factors were selected – brand loyalty and word-of-mouth (which here refers to the intention to recommend the brand). Bowden (2009) addresses customer engagement as the superior predictor of customer loyalty as compared to other more traditional marketing constructs.

Despite the vast popularity of the concept among businesses, the push of social media marketing is still misses the mark and fails to explain what it ultimately has to the brand awareness. The behavioral measures of social media marketing is currently available on online social media platforms such as number of fans, repeated visits or interactions with the brand page provide little information about the roles to be expected (Nelson-Field & Taylor, 2012). Given the importance of brand awareness, to build a successful strong brand equity companies must issue continuous concern. Social media sites such as Facebook, instagram, trip advisor, twitter, youtube, linkedin, snap chat and other have provided an interactive communication platform for both consumers and businesses offering a new potential for companies to build awareness and image, loyalty, shape attitudes, and impact purchase behavior (Boyd and Ellison, 2008; Keller, 2009)

The hotels in Ethiopia today are customer-focused; they take the time to interact with the clients, to understand them, and to provide them with the experience and service they expect. Also, the feedback is now not only taken on a piece of paper, and the whole conversation has now gone online. And hotels have the opportunity to not only represent their brand in person but also online. Most hotels in the world have used social media marketing as a core part of their marketing plan in order to meet the pace of the consumer and competition today but in Ethiopia though the number of social media marketing has risen however still in its infancy stage. And few hotels have a social media marketing strategic plans for managing their hotel's brand.

Hyatt Regency brand prides on making travel free from stress and making their guests stay successful. The brand offers stress free environment and designed for productivity and peace of mind of their guests. The hotel uses different types of social media marketing but it has a huge gap of using it strategically to build strong brand awareness in Ethiopia, not only most local

customers don't know what the brand is and what it stand for but they have different misconception about the brand.

This study aims to analyze the methods used by hotels for their marketing and building strong brand awareness by using social media. In the customer-centric industry, such as the hotel industry, social media marketing plays a very crucial role. This study assess if Social Media Marketing could have roles which require a clear position on the marketing communication for strong brand awareness in Hyatt Regency Addis Ababa.

## **1.4 Research Questions**

### **1.4.1 The main Research Question**

Do Social media have a role on building brand awareness?

### **1.4.2 Sub-Research Questions**

- How does Hyatt Regency Addis Ababa Social Medias' Entertainment trait affect brand awareness?
- How does Hyatt Regency Addis Ababa Social Medias' Interaction trait affect brand awareness?
- How does Hyatt Regency Addis Ababa Social Medias' Trendiness trait affect brand awareness?
- How does Hyatt Regency Addis Ababa Social Medias' Customization trait affect brand awareness?
- How does Hyatt Regency Addis Ababa Social Medias' E word of mouth trait affect brand awareness?

## **1.5 Objectives of the study**

### **1.5.1 General Objective**

To identify the effects of social media to build a strong brand awareness in the context of Hyatt Regency Addis Ababa

### **1.5.2 Specific Objectives**

This research work is designed to achieve the following specific objectives.

- To Investigate the effect of Entertainment trait on Brand Awareness
- Evaluate the effect of Interaction trait on Brand Awareness
- Analyze the effect of Trendiness trait on Brand Awareness
- Investigate the effect of Customization trait on Brand Awareness
- Analyze the effect of EWOM trait on Brand Awareness.

## **1.6 Significance of the Study**

This study help identify the effect of social media marketing on brand awareness within the context of hotels in Addis Ababa which will benefits marketers and improve social media marketing strategy development in relation to what type platforms to use, segments to focus upon, implementation and how to measure success. In addition, it adds knowledge on social media marketing role on brand equity through brand awareness, build a brand community, and nurture brand to stand out when compared to competitors in regards to the hotel industry in Addis Aba

## **1.7Scope and Limitation of the Study**

### **1.7.1 Scope of the study**

The scope of the study is divided into three parts such as Geographical, Conceptual, and Methodological.

#### **1.7.1.1 Conceptual scope**

This study focused on social media marketing and brand awareness on a Hotel in Addis Ababa. It considered the effect of social media marketing on brand awareness of the customers of the hotel in Addis Ababa. In addition, this study did not include other hotel customers brand awareness effect by their social media preference. It focuses on the brand awareness of the consumers of Hyatt Regency Addis Ababa. It focuses on how consumers brand awareness of the

hotel is affected by the social media marketing of the hotels marketing strategies and how the use of social media marketing can affect the consumers brand awareness of the hotel.

### **1.7.1.2 Geographical scope**

This research was conducted in Addis Ababa and the study only target Hyatt Regency hotel's consumers.

### **1.7.1.3 Methodological scope**

The purpose of this study is identifying and explaining the effect of social media marketing on brand awareness in Hyatt Regency Hotel Addis Ababa. Considering the newness of social media as a brand communications tool to the context of social media marketing communications and the fact that research on Social Media regarding hotels is still at its early stage with the implications for brand awareness on one hand a mixed research method is chosen. Moreover, descriptive and explanatory research designs were used to meet the research objectives.

## **1.6.2 Limitation of the study**

This study is still limited to customer's perception in Addis Ababa city. Moreover, adopting convenience non-probability sampling technique to select the respondents. As the study uses a convenience - nonprobability sampling technique, the findings cannot be generalized to a wider population. A larger number of responses, particularly from customers of other geographical areas, would provide greater flexibility and accuracy. Despite its limitations of explanatory study, it provides a preliminary look into the important issue of testing whether customers have brand awareness of the hotel or not. The study measure only brand awareness of customer but brand image, brand loyalty and brand equity can be measured in future research.

## **1.8 Organization of the study**

This study is organized into five chapters; the first chapter consists of the background of the study and statement of the problem along with research question, objective, significance, scope and limitation of the study. The next chapter includes literature review which is organized by theoretical concepts as well as and empirical literature reviews. The third chapter includes methods of the study and it comprise from research approach and design including sampling methods, population, analysis method and ethical consideration.



# CHAPTER TWO

## 2. Literature review

### 2.1 Theoretical background

#### 2.1.1 What is social media?

Oxford dictionary describes social media as websites and applications that allow users to create and distribute content or engage in social networking. Blackshaw (2006) defines social media as internet-based applications which carry content created by consumers that is relevant to past experiences or to any source or online knowledge issues.

Social media can also include websites that use collective virtual applications that allow the formation, exchange, and broadcasting of online user generated content and comprises social networking sites (e.g., Facebook), content sharing (e.g., Instagram), web chat/discussion (e.g., Skype), microblogging (e.g., Twitter), and live streaming (e.g., Life stream) Campbell, S(2016).

#### 2.1.2 Social media marketing

Social media, in a few words, are sites powered by continuously updated and fresh content and fed by users as opposed to structured publishers. They consider three types of sites in social media:

- 1) The website of companies, which contains all the basic information regarding the company, its past, functions, etc...
- 2) The social networking sites, such as Facebook, Twitter, Instagram, etc., where consumers communicate in an informal manner.
- 3) Review sites, where consumers provide reviews on their experience with different hotels and services. It is the entirely hotel's decision to use the different mediums available for contact (Nicholas Nicoli, 2017).

Cambridge dictionaries describe social media marketing as methods for promoting goods, services, or brands using the Internet by gaining the attention of groups of people who are discussing them, making comments about them online, etc.

Social media marketing as methods for advertising products, services or brands that use the Internet by attracting the attention of groups of people who discuss them, making comments about them, etc. The amazing thing about social media is that it offers the ideal forum for directly communicating the brand to consumers. It's a very personalized and strong relationship with customers that builds trust in our brand and service. Hotels should take this even further and invest in a mobile app. (Reena Lakha1,) A C Vaid ,Rayat (May 06,2021).

From a marketer's perspective, the premises Evans (2008) has asserted with regard to the application of social media in marketing are daunting. Social media marketing put forth tremendous benefits that business could leverage on. Business can have personal and immediate contact with your customers (Evans & McKee, 2011).

Engagement with social media is deemed necessary by the marketer as social media has become the platform that consumers regularly check while they are globally connected to the internet. One of the most significant advantages is that social media is a non-paid platform and having social media as a marketing channel will decrease marketing costs (DeMers, 2014; Lamberton and Stephen, 2016).. Social media also provides flexibility to the companies or brand to make adjustments according to the current trend (Lamberton and Stephen, 2016; Rana and Kumar, 2016). Furthermore, social media also enable the marketer to get engage with customers more to provide information.

Social networking also acts as a cost-cutter because it is a low-cost tool for interacting and showing insight into the desires, emotions, feelings and behaviors of people, in a way that is more straightforward and effective than using a research company to find out this knowledge.

### **2.1.3 Components of social media marketing (SMMA)**

The components of social media have also been addressed in studies with various authors and settings. Kim and Ko (2012) classified SMMA characteristics into entertainment, interaction, trendiness, customization, and word-of-mouth (WOM), and they applied them to luxury brands.

Sano (2015) applied interaction, trendiness, customization, and perceived risk as the four SMMA components in her study on insurance services. Lee (2017) classified the social media activities of companies into communication, providing information, support for daily life, promotion and selling, and social response and activity in her study on the importance of company social media activities, which compared consumers and companies. Jo (2013) classified the SNS marketing activities of companies as events, information, and advertisements. Kim (2017) identified the characteristics of SNS marketing as information, immediacy, responses, and access while studying the effects of SNS characteristics on consumer attitudes, and Chang (2012), in her comparative case study on the characteristic performances of each medium (i.e. portals, blogs, and SNSes), proposed customer participation, information display, unique differentiation, content suitability, information usage, and response to customer as social media characteristics.

### **2.1.3.1 Entertainment**

Entertainment is an essential part that motivates participants' attitude and the continuousness of pursuit that leads to favorable perceptions regarding the brand. (. Kang, M.J.2005) Moreover, marketers utilize SM to display entertaining and funny contents to deliver interesting information to consumers, such as pictures and videos shared on Facebook and Instagram to please the consumers to fulfill their need for delight which attracts their attention.(Lee, H.M.; Lee, C.C.; Wu, C.C.J. Mark. 2011 and Manthiou, A.; Tang, L.R.; Bosselman, R. Electron. Mark. 2014, 297–308 and Merrilees, B.. J. 2016) For instance, in 2019 RJ used humor in promoting new offers through Facebook. This humor content went viral through Facebook pages where individuals' opinions varied between supporters and opposed. Nevertheless, people in Jordan were aware of the new offers in RJ due to the humor used. Manthiou et al claimed that pleasing content will provoke the attention of customers even if the reason behind using the SM differs for individuals. This has been explored in a prior study by (Ashley, C.; Tuten, T 015, 32, 15–27), where it was revealed that entertainment is a motivating aspect in encouraging the involvement of participants with SM. Therefore, a pleasant feeling can be created for customers by posting interesting and entertaining activities on SM platforms, such as, uploading games and competitions which can stimulate the customers' participation.(Liu, C.; Arnett, K.P. 2000. Kaye, B.K. Routledge: Abingdon, UK, 2006. Manthiou, A.; Chiang, L.; Tang, L. 2013.) This being said, many previous empirical studies illustrated that when individuals like the enjoyable content

existing on SM platforms, it will create a positive experience in their mind, which probably will lead them to recognize and recall the brand. (Münch, F.V.; Thies, B.; Puschmann, C.; Bruns, A. Soc. Media Soc. 2021, Keller, K.L. 2009 Liu, C.; Arnett, K.P. 2000 )

### **2.1.3.2 Interaction**

Interaction in SMA can be accomplished when consumers give their thoughts on SM platforms, and come across, exchange and argue with people with similar thinking about certain products or brands. Hence, interaction means the amount of space provided by social media platforms to discuss and exchange ideas, bidirectional interactions and data sharing. Many businesses encourage their customers to share their purchase experience in simple ways on the selected SM platform, which can be called users' online interactions (So, K.K.F.; King, C.; Hudson, S.; Meng, F. Tour. Manag. 2017). Essentially, SM nowadays is defeating time and space constrictions by encouraging business to interact with potential consumers and increase their closeness (Mersey, R.D.; Malthouse, E.C.; Calder, B.J J. Media Bus. Stud. 2010). In support of this view, prior empirical studies revealed that to enhance consumers' behavior towards products and brands, businesses need to create SM interactions with users by making it easier to fulfill their demands, needs, opinions and suggestions in reality. Furthermore, interactive activities and communications existing on SM platforms will likely reach more consumers than old-fashioned media, such as television and radio. In light of this, businesses are advised to increase users' interaction and participation on certain subjects and discussions on SM platforms, to create and develop a customer's connection toward the brand (Zhu and Chen, 2015).

### **2.1.3.3 Trendiness**

Trendiness known for giving the latest information related to a service or a product (Godey, Manthiou and Singh,2016) . As information is continuously provided in actual time on SM, it has become the latest and updated origin of information for consumers. Trendy information includes the latest information on a brand or product, feedback and fresh ideas, which builds consumers' brand trust and accordingly enforces the consumer's positive awareness toward the brand or the product (Manthiou, Tang and Bosselman, 2014). Many authors suggested that consumers apt to trust product-related information learned through SM more than traditional channels, as it is perceived to be more useful and up-to-date. Therefore, we can observe that whenever SM

platforms provide trendy and hot topics, more trust is created between the brand and customers, therefore minimizing search efforts consumed by users (Ashley and Tuten 2015).

#### **2.1.3.4 Customization**

Customization in SM was defined in previous studies as the extent to which services given are tailored to fulfill the consumers' predilections (Godey, B.; Manthiou, Pederzoli, Rokka and Singh 2016). It differs from conventional advertisement media by being grounded on interaction and communication with consumers, which makes it possible to obtain customers' satisfaction by optimizing the information given to them individually (Ding 2016). In addition to that, customization enables the business to deliver the exclusivity of their brands and increase consumers' preferences for it. Additionally, it allows businesses to deal individually with customers' problems and direct the advertising and services as well as personalized message for value creation to a certain set of individuals. For instance, replying instantly to consumers' personal questions builds customer contentment (Chan and Guillet 2011).

#### **2.1.3.5 Electronic word of mouth (EWOM)**

A series of recent studies have indicated that Electronic Word of Mouth (EWOM) can hugely impact the interest of consumers in products or brands, which has a significant effect on BA. Moreover, many independent scenarios illustrate that EWOM tends to affect the whole decision-making process of a consumer (Barnes 2015). For example, Cortizo-Burgess suggested that a traveler who used an airline could praise or complain about his experience as a passenger on this airline on Twitter, which could influence others' decisions about booking through this airline. Several authors have recognized that EWOM is considered a powerful marketing tool, since clients, before buying products or services, look for any written online reviews by previous customers to evaluate the products (Münch and Thies 2021). Dissimilar to physical word of mouth, which fades after the individual has verbally spoken; EWOM stays visible, at minimum, until a post is removed. However, the post might still be found in Internet caches (Cooley and Parks-Yancy, 2006). In addition to that, one previous study which was conducted on airline, automotive and communication industries revealed that EWOM has a substantial impact on consumers' BA (B'ILG'IN 2015). However, a previous study investigated the fact that the

current generation's probability of buying certain products is highly affected by the feedback from people who are followed on SM. The products purchase was impacted by SMA on the following platforms: Twitter (50%), Pinterest (47%), and Facebook (45%) (Mersey, Malthouse and Calder 2010) this being said, it has claimed that SM sites are not similarly reliable sources of product information to gather consumer attention and increase sales. Moreover, Cooley and Parks-Yancy 2019 suggested that even though EWOM has a crucial role in marketing, as SM develops and wider social suggestions emerge, we must study the way consumers may use SM rather than looking into the communicative aspects of SM. Despite that, the reviewed literature shows that EWOM has a substantial effect on airline SM and BA. Hence, consumers become increasingly dependent on SM to obtain information on products (Baird and Parasnis, 2011)

#### **2.1.4 What is brand?**

According to the American Marketing Association (AMA), a brand is a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller to another group of sellers and to differentiate them from those of competition.

Brands include intangible attributes and values. For a brand to be successful, its components have to be coherent, appropriate, and appealing to consumers. A brand is a promise to the customer. (Keller, 2003).

#### **2.1.5 Brand Image**

According to Cooper (2003), a concept is a set of generally accepted meanings and characteristics associated with certain facts, objects, conditions, situations and behaviors. Concepts are frequent and of general use, having been developed over time through shared use. Yet a construct is an image or idea invented specifically for a particular research and/or for developing theory. Constructs combine the simplest concepts, especially when the idea or image that we want to build is not directly subject to observation. Brand image is defined as the perception of the brand reflected in the consumer memory associations (KELLER, 1993).

Engel Blackwell & Miniard.1993) referred to brand image as the joined impact of brand affiliation or customer's perception of the "brands tangible and intangible affiliation". (Keller,1993) see brand image as an issue or affiliation consumers structure as an result of their

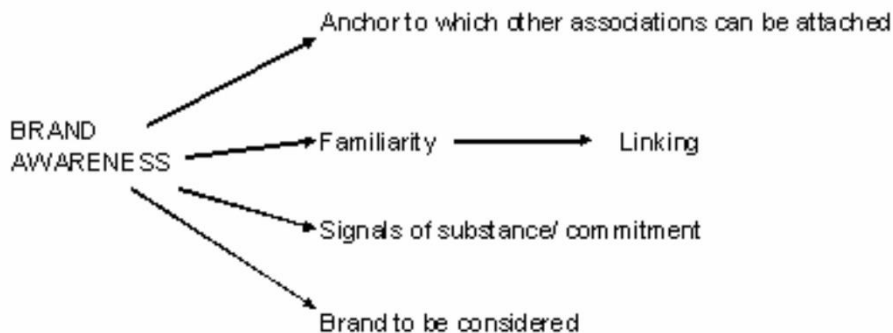
memory concerning a product. As per (Low & Lamb,2000), brand image can likewise be referred to as the emotional perception or reason that shoppers place to a specific brand.

## 2.1.6 Brand Awareness

### 2.1.6.1 What is Brand Awareness?

Brand awareness is much about communication. This is how (Aaker 1991) explains the awareness and recall of a name: “A name is like a special file folder in the mind which can be filled with name-related facts and feelings. Without such a file readily accessible in memory, the facts and feelings become misfiled, and cannot be readily accessed when needed.”

Brand awareness is the capacity of consumers to recognize or remember a brand, and there is a linkage between the brand and the product class, but the link does not have to be strong. Brand awareness is a process from where the brand is just known to a level when the consumers have put the brand on a higher rank; the brand has become the “top of mind” (Aaker, 1991).



**Figure 1 Brand awareness** Source: Aaker, 1991, p 63

To achieve brand awareness, it is important to have a special hallmark because it is the hallmark that consumers recognize. It is easy to mix up consumer brand and corporate brand with hallmarks. A hallmark makes it possible to identify a brand. A hallmark is not the same as a symbol because it is much wider. A brand can have several hallmarks. They are usually divided into six groups:

1. Word brand, a name or word for example Coca Cola.
2. Design, Coca Cola’s design of the bottle.

3. Sound, the melody of the ice cream truck.
4. Scent, perfumes.
5. Pattern, the square pattern of Burberry.
6. Colour, boxes of film for cameras; Kodak's boxes are yellow while Fuji's are green (Treffner&Gajland, 2001).

As indicated by (Aaker, 1991), the levels of brand awareness:

- **Brand acknowledgement:** It is the capacity of shoppers to recognize a certain brand among other i.e. "supported review". Supported review is a circumstance whereby an individual is asked to recognize a perceived brand name from a rundown of brands from the same item class.
- **Brand review:** This is a circumstance whereby a buyer is relied upon to name a brand in an item class. It is additionally alluded to as "unaided review" as they are not given any piece of information from the item class.
- **Top of psyche:** This is alluded to as the first brand that a customer can review among a given category of product.

### **2.1.7 Brand attachment to customer**

We conceptualize emotional brand attachment as the bond which connects a consumer to a brand characterized by feelings of affection, connection and passion (Thomson 2005). Affection refers to consumer feelings of peace, love and friendliness towards a brand. Connection reflects feelings of being attached and bonded with a brand, whereas passion denotes feelings such as consumer delight and captivation with a brand (Thomson 2005).

In the present study, we adopted Thomson et al.'s (2005) three-dimensional conceptualization for two main reasons. First, the dimensions of affection, connection and passion. Affection is conceptually consistent with emotions of brand love, affection-based engagement, comfort, as well as, warmth and coziness. Connection seems to conceptually reflect facets of affective commitment and a sense of belonging. Similarly, passion conceptually overlaps with emotions of pleasure and arousal, enjoyment, enthusiasm, as well as a state of absorption. Hence, Thomson et al.'s (2005) conceptualization represents a holistic (yet parsimonious) approach to representing consumers' emotional attachment with brands. Individuals presently in committed relationships



are usually happy and, therefore, may use the present relationship as a benchmark to judge alternative partners.

Hence, committed partners are more likely to judge alternatives as falling short of expectations.

For instance, there is little insight into how emotional attachments may shape holistic brand judgments, such as consumer-based brand awareness. According to the Marketing Magazine, some of the world's most-valued social media brands such as Facebook, Twitter and YouTube have brand values in billions of dollars. Moreover, such judgments can originate from consumers' emotional (affective) attachments. Studies have shown that positive affect can enhance credibility judgments (Fournier, 1998; Kim and Villegas, 2009) as well as feelings of satisfaction. This is because feelings can serve as sources downloaded by of information that guide decision-making (Pham, 1998; Pham et al., 2001).

### **2.1.8 Social media and hotels**

Social networks such as Facebook and Twitter have revolutionized in the last few years, not only how persons communicate with each other but also how companies connect with customers. Hotels and companies in the hospitality sector need to better understand how to deliver their messages through social media platforms to succeed in the business world today. (Reena Lakha1, A C Vaid ,Rayat ,2021).

In the customer-centric industry, such as the hotel industry, marketing plays a very crucial role. The hotels need to be very up-to-date with the latest trends. The hotels today are very customer-focused. They take the time to interact with the clients, to understand them, and to provide them with the experience they expect. Also, the feedback is now not only taken on a piece of paper, and the whole conversation has now gone online. Several hospitality companies have started offering promotions and exclusive offers to clients through social media platforms. By rewarding consumers for connecting their social media accounts to their companies, hotels and airlines allow them to continue offering free ads on social media platforms and creating customer loyalty for their brand. (Billy Bai and et al, 2017)

In recent years, the hotel industry has started to follow social media marketing strategy as part of its marketing campaign to improve its brand value. Social networking channels are the means a hotel is promoting itself through. There are various channels that the hotels use to communicate

with the clients. Best of all, this very successful form of advertisement costs just about nothing for a company. (Reena Lakha1, A C Vaid,2021)

Social networking also has a huge effect on hotels who use them to draw new customers, retain existing ones and increase their online presence as well. The challenge is to choose the right social media channel and use it wisely so that it benefits the most to the hotel industry. (Billy Bai and et al, 2017)

Approximately \$8.0 billion (an improvement of 6.5% from last year's figures), direct booking via mobile devices is becoming a major factor in the financial sheets of hotels. While not purely a Social Media Platform, having an effective and well-managed website is becoming a fundamental requirement for any property that wants to stay profitable and competitive, after all, the website is the strongest and most direct resource for shaping its online presence, and if done properly, it can easily become the key driving force behind most reservations. But for now, the industry needs to realize that in a technologically driven world, people are becoming far more autonomous; hotels need to comply and make sure that they, too, make an effort to create direct online booking channels for their internet-savvy clients. It's going to become really important for hotels to have a well-managed website, learn Facebook, Twitter, and think to consider at least about a smartphone app. (Reena Lakha1, A C Vaid , Rayat,2021)

### **2.1.9 Hotels in Ethiopia and social media marketing**

According to Internet World Stats report, for example, in 2012 the number of Facebook users in Ethiopia is over 1million with 1% Penetration rate (Internet World satas, 2013). However, too few companies have a social media marketing strategic plans for managing their company brand to build their brand awareness. Despite the acknowledged role of the social media marketing it is observed that there are limited researches by others in the Ethiopian context. Thus this study was designed to identify the roles of social media marketing on building strong brand awareness in Ethiopia.

### **2.1.10 Hyatt hotel regency and social media**

Social Media and Social media marketing has risen to a great level in Ethiopia in the past years and bunch of business organization has practicing social media marketing. However, it is observed that due to its newness coupled with skepticism of its roles organizations in Ethiopia are not taking the advantages of social media marketing to build strong brand awareness.

Most hospitality companies use social media platforms to enhance and tailor their customer experience. In the meantime, hotels in Hyatt and Hilton use Twitter as a virtual concierge service that allows guests to "tweet" questions and request answers within the hour. Also, Twitter allows hotel staff to start interactions with guests; even a tweet that is as simple as "Hope you're enjoying your stay!" may provide a personalized touch that some guests really like. One of the greatest impacts social media has had is the rising value and volume of customer feedback. Although a favorable review can attract sales, a negative assessment will scare consumers away just as easily. Savvy hospitality enterprises appoint at least one staff member to track blogs and social media sites and respond when appropriate. Industry web sites suggest answering negative feedback by thanking the users, apologizing, describing the measures taken to resolve the issues and preventing the sign of defensiveness. (Reena Lakha1, Prof (Dr) A C Vaid , Rayat (May 06,2021).

Hyatt, one of the best known hotels in the world does great on social media despite having heavy competition in the industry. The “it’s good not to be home” campaign is one of the largest in Hyatt regency history and seeks to celebrate the ways in which the brand helps its guests make the most of being away. This campaign resulted in a lot of engagement on social media platforms like twitter, Facebook, instagram, numeric analyze tracks over 100,000 brands currently it tracks 274 Hyatt social media profiles.



Source: - [unmetric.com/social media analysis and insights on Hyatt](https://unmetric.com/social-media-analysis-and-insights-on-hyatt)

**Figure 2 :- overview of Hyatt’s performance**

### **2.1.11 INTEGRATED MARKETING COMMUNICATION**

Integrated marketing communication (IMC) is the combination of all marketing communications efforts in an integrated way, in order to maximize the communication effects that promote

company goals. The concept of integrated marketing communications has become well known on an international level, One of the first and most widely quoted definitions of IMC was proposed by the American Association of Advertising Agencies (AAAA) in 1989 (Duncan &Caywood, 1996:16):“A concept of marketing communications planning that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines (for example, advertising, direct response, sales promotion, and public relations), and then combines these disciplines to provide clarity, consistency and maximum communication impact”.

Integrated marketing has changed from being a customer-centric system to a customer-facing process and is the past, present and future of marketing. It’s the reason why you listen to a radio advertisement and read it again in print media. This type of marketing helps build brand awareness and equity in order for people to know, trust and ultimately choose your brand over competitors. It ensures that a message is communicated via different platforms according to a specific strategy

Integrated marketing has now become more important than ever before and focusing on the customer and their requirements involve a more integrated view with a big emphasis on digital, traditional and the physical world all working together.(integrated marketing, 2017)

## **Social Media Dimensions and Brand Awareness**

The first construct of SMMA is called **entertainment**; it involves the fun and joy of using the social media of a company (Kim and Ko, 2011). Entertainment is an important component that encourages participation and the continuity of follow-up, even though reasons for why a user is using social media may differ, the content which captures their attention might create positive emotions about the brand in the minds of customers (Bilgin, 2018). Brand awareness is a process from where the brand is just known to a level when the consumers have put the brand on a higher rank; the brand has become the “top of mind” (Aaker, 1991). Attention capturing and positive emotion creates ability to identify brands easily.

Unlike traditional mass communication channels, social media facilitate the **interaction**, content sharing and collaboration of businesses with their customers (Wang, 2012). By utilizing social

media as interactive communication between business and customer, it is possible to obtain the brand awareness of customers.

Brand awareness, even at recognition phase, may arouse sense of familiarity and give an idea about the brand and a signal for commitment to the brand (Aaker, 1992). Social media marketing activities can contribute to brand awareness as businesses facilitate their interaction with potential customers as well as with current customers (Seo and Park, 2018).

Lilach Bullock considers that **shareable content** is the key to success when it comes to social media marketing. If the audience is given what it wants and needs, the brand awareness increases. There will be an organic engagement due to people sharing the content with friends and co-workers.

Yu-Kai Chou considers that one of the most effective social media marketing techniques is to manage efficiently the social media brand. This management implies creating and keeping **up to date** a blog, a Twitter Account, a Facebook fan page or a LinkedIn group. It means engaging people that are really interested in the products or services of the company. An efficient brand management has as result followers, visitors to site and most important of all the customers' trust and loyalty. The accounts on social networks allow companies to get in touch with their target audience and create value for them.

Madhur Chaturvedi advises marketers to establish a **two-way communication** model. He explains that businesses which make usage of the social media tools just to spread information might not get what they expect from them. Companies that use social media networks to communicate with their client and establish a relationship with them have more to gain. There are various techniques which can be used in order to make the two-way communication more efficient. This can be achieved by posting surveys and various questions which are related to the company, its products or just general interest questions. Customers and employees can share their photos and stories on the company's Facebook or Twitter page. The setting up of dedicated customer service pages has turned out to be highly efficient.

## **2.2 Empirical Background**

UGT originated as an analysis of traditional media but has been applied to the new social networking services (SNS) since then (Katz et al., 1973). In particular, many recent studies have

explored the appropriateness of social media (such as SNS) in the online environment from the perspective of UGT, because it has the potential explanatory power to predict personal behavior in SNS (Lee & Ma 2012; Leung, 2013). Diddi and LaRose (2006), Dunne et al. (2010) found that, “Social media may have particular gratifications since they offer individuals the possibility to consume media and interact and share personalized media content and information” (Diddi & LaRose, 2006; Dunne et al., 2010). In investigating the cases of MySpace and Facebook, Bonds-Raacke and Raack found that, “the factors of socialization, entertainment, self-seeking, and information-seeking all motivate the use of such friend-networking sites” (Bonds-Raacke & Raacke, 2010). Most subsequent studies have shown that SNS has similar of gratifications. In social media, the goal of a brand is to attract audiences by providing value or gratification through its content. Therefore, the design of content must be able to create value for individual consumers, so as to establish a stronger degree of engagement and facilitate value outcomes (Malthouse et al., 2013). Based on UGT theory, the recent online and social media research discusses its reward needs in terms of social interaction, entertainment, and information search.

### **Importance of social media marketing**

<b>No.</b>	<b>Findings</b>	<b>Effect In percentage</b>
1.	Increased Exposure	89%
2.	Increased Traffic	75%
3.	Provided Marketplace Insight	69%
4.	Developed Loyal customers	65%
5.	Generated Leads	61%
6.	Improved Search Rankings	58%
7.	Grow Business Partnerships	54%
8.	Reduced Marketing Expenses	47%
9.	Improved Sales	43%

**Figure 3** Importance of social media marketing

Source: - 5 findings from the social media examiner 2014 report

### **Benefits of social media marketing**

From the study conducted on the importance of social media marketing from different marketers were increased exposure 89% and more website traffic 75%. These components are listed on the figure. It is taken that by using social media platform for lead nurturing or brand exposure; it's likely used to expand strategies.

A very recent report by Stelzner (2013) in figure 2 indicated that A significant 86% of marketers said that social media is important for businesses.

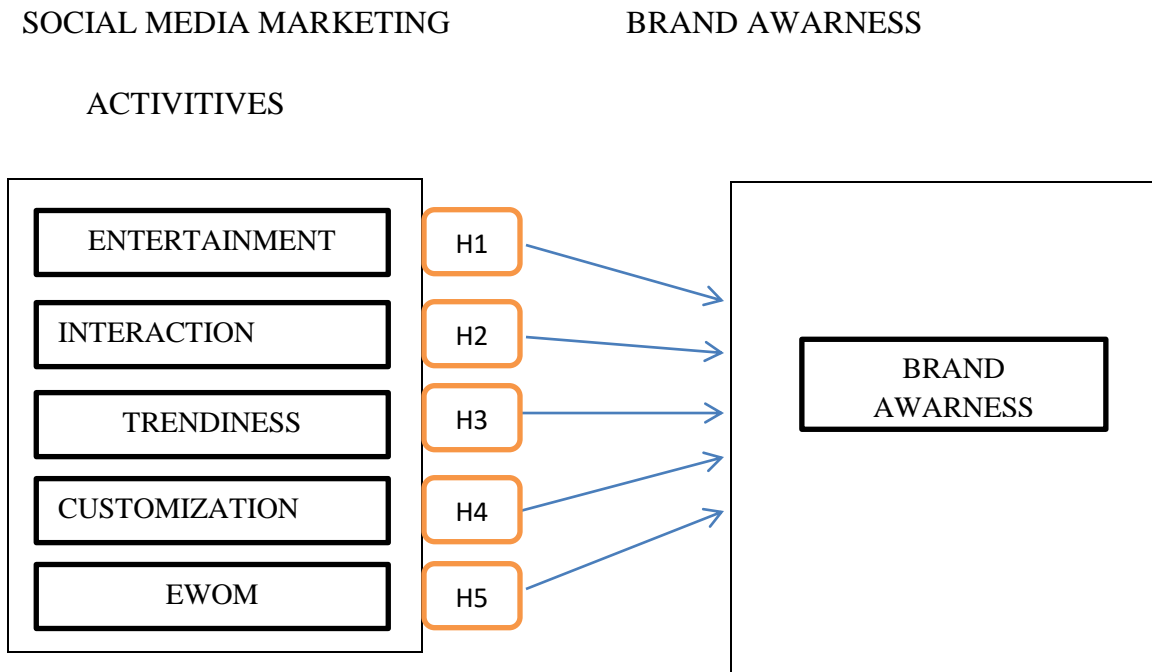
<b>Strongly Agree</b>	<b>49%</b>
<b>Agree</b>	<b>37%</b>
<b>Uncertain</b>	<b>9%</b>
<b>Disagree</b>	<b>1%</b>
<b>Strongly Disagree</b>	<b>4%</b>

Source: social media marketing industry report: 2013

**Figure 4 Social media importance for business**

Given the importance of brand awareness and integrated marketing communication effectiveness, to build a successful strong brand awareness companies must issue continuous concern. Social media sites such as Facebook, twitter, YouTube, LinkedIn, my space, and other have provided an interactive communication platform for both consumers and businesses offering a new potential for companies to build awareness and image, loyalty, shape attitudes, and impact purchase behavior (Keller, 2009).

### 2.3 Diagram of Research Frame Work



**Sources:** Ra'edMasa'deh 1, Shafiq AL-Haddad , Dana Al Abed , Hadeel Khalil , LinaAlMomani and TaghreedKhirfan 2021 Int. J. Econ. Bus. Res. 2019. Bus. Manag. Stud. Int. J. 2018.

## **2.4 Research Hypotheses**

The main purpose of this study was to investigate the effect of social media marketing to build strong brand awareness in the context of Hyatt Regency Addis Ababa. Based on the theoretical and empirical reviews of this study, the following applied hypotheses were proposed as follows:

H1 – Social media Entertainment displays have positive and significant effect on consumer brand awareness in Hyatt Regency Hotel Addis Ababa

H2 – Interactive social media have a positive and significant effect on consumer brand awareness in Hyatt Regency Hotel Addis Ababa.

H3 – Trendiness in social media have a positive and significant effect on consumer brand awareness in Hyatt Regency Addis Ababa.

H4 – Customization has a positive and significant effect on consumer brand awareness in Hyatt Regency Hotel in Addis Ababa.

H5 – E word of mouth in social media has a positive and significant effect on consumer brand awareness in Hyatt Regency Hotel Addis Ababa.



# CHAPTER THREE

## 3 RESEARCH METHODOLOGY

### 3.1 Introduction

This chapter outlines and elaborates the methodologies of the study. It covers research approaches, research design, sampling techniques, sources of data collection, data collection procedures, reliability analysis, methods of data analysis and presentation as well as ethical consideration.

#### 3.1.1 Research design

The purpose of this study is specifically identifying and describing the impact of social media marketing on strong brand awareness on Hyatt regency hotel. Explanatory research is a study of functional relationships existing between two or more variables (Kothari, 2004). It is used to establish cause-and-effect relationships between variables and causal analysis is concerned with the study of how one or more variables affect changes in another variable. Hence, this study followed explanatory research design as it described the variables of interest in the social media marketing and brand awareness measurement as well as to determine the relationship between the study variables.

#### 3.1.2 Research Approach

Research can be approached as qualitative and quantitative or mixed when approach to research has been considered as the criterion of classification. Qualitative research is more subjective in nature than quantitative research and involves examining and reflecting on the less tangible aspects of a research subject, whereas, the emphasis of quantitative research is on collecting and analyzing numerical data; it concentrates on measuring the scale, range, frequency etc. of phenomena (Marczyk and Festinger, 2005). Quantitative research is one of the research designs which engages in systematic and scientific investigation of quantitative properties and phenomena and other relationships. The objective of quantitative research is to develop and employ mathematical models, theories and hypothesis pertain the natural phenomena (Abiy,

2009). The type of research approach employed in this study is quantitative research approach method for the fact that it involved generation of data in quantitative form for analysis. Data were quantified and statistical methods are used in the data analysis to seek evidence about characteristics or a relationship between the study variables.

### **3.1.3 Targeted Population**

Population is defined as the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected (Marczyk and Festinger, 2005). This study examines customers of Hyatt Regency Hotel in Addis Ababa from both genders. The target population of the study is customers who use social media (384 individuals who are customers of the hotel) during the year 2019-2022 in Addis Ababa. The number of population is infinite..

### **3.1.4 Sampling Size and Sample Technique**

#### **3.1.4.1 Sampling Size**

The sample size is defined as the number of observations used for determining the estimations of a given population. The size of the sample was drawn from the target population. The formula to find out the sample size (n) of infinite population is given as under (Kothari, 2004).

In light of this, the sampling technique that is used to select samples from the given population is convenient sampling. In this technique the sample selection process is continued until the required sample size has been reached. It involves selecting randomly those cases that are easiest to obtain the required sample (Zikmund, 2003).

Since the population of the study is infinite, the following formula was used to determine the appropriate sample size for 95% level of significance.

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

Where, n= sample size

- $z$  = the value of standard variety at a given confidence level and to be worked out from table showing area under normal curve.
- $p$  = sample proportion
- $q = 1 - p$
- $e$  = given precision rate or acceptable error

$$e = 0.05, z = 1.96$$

$p = 0.5$   $q = 0.5$  and we get

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

$$n = \frac{0.9604}{0.0025} = 384.16 \qquad n = 384$$

Therefore, the target population of this study was infinite or unknown which required 384 samples. Data was collected from Hyatt Regency Hotel's customers based on the sample size of 384.

### **3.1.4.2 Sampling Technique**

The sample was drawn from Hyatt Regency Hotel customers through convenient sampling method. It is picked because it is the more accessible method for reaching the respondents by obtaining direct and personal search. In order to make generalizations with confidence about the constructs under investigation, the appropriate sample size has to be considered. Therefore, the study used non-probability sampling approach particularly convenient sampling techniques because non –probability sampling approach enables the researcher to get some idea of the population and characteristics of the problem using well informed member in a short time.

### **3.1.5 Data Type and Source**

This research based on the design uses both qualitative and quantitative data types. The data sources of this study were both primary and secondary. As Wrenn, Stevens & Loudon (2002) pointed regarding the type and source of data, this study used primary (first hand) data from the Hotel's customers though questionnaire. Secondary data which is previously gathered for some

other purpose was gathered from published and unpublished literatures, internet, newspapers, and Social Media sites. Both data sources provide the background knowledge that was used to design the data collection instruments.

### **3.1.6 Data collection Instrument**

Questionnaire was used to collect primary data from the targeted respondents (customers of Hyatt Regency Hotel in Addis Ababa). It was prepared very carefully to be effective in collecting the relevant information. Structured questionnaires are those questionnaires in which there are definite, concrete and pre-determined questions. The questions were presented with exactly the same wording and in the same order to all respondents. Resort is taken to this sort of standardization to ensure that all respondents reply to the same set of questions.

A structured questionnaire based a 5- point Likert-scale was applied as a major instrument of data collection. The questionnaires consisted of three sections. The first section elicits information on the demographic characteristics of the respondents, the second section constitutes of items that request information on the independent variables of the study i.e., Social media in terms of entertainment, interaction, customization, trendiness and E word of mouth; while the third section is all about the dependent variables—brand awareness. Brand was also measured based on namely brand unaware, brand recognition, brand. Using five-point Likert scale ranges from 1- for "Strongly disagreed" to 5- for "strongly agreed". The brand awareness questions were adopted from Aaker (1996) and social media activities from Kudeshia (2017) then adjusted to fit for the context of the study.

### **3.1.7 Reliability and Validity**

#### **3.1.7.1 Reliability**

Reliability is a concern every time a single observer is the source of data, because we have no certain guard against the impact of that observer's subjectivity" (Babbie, 2010). According to Wilson (2010) reliability issues are most of the time closely associated with subjectivity and once a researcher adopts a subjective approach towards the study, then the level of reliability of the work is going to be compromised. Thevariants of reliability was assured through

standardizing the condition under the instrument administered and employing the same design of measurement for the whole sample.

### **3.1.7.2. Validity**

Validity of research can be explained as an extent at which requirements of scientific research method have been followed during the process of generating research findings. According to Kothari (2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it.

### **3.1.8 Methods of data analysis**

For analysis of data collected, the data was recorded and coded into SPSS software. Descriptive statistical analysis such as frequency, mean and percentage was used to analyze the data that are collected from sample respondents in the survey in relation to their recall, knowledge, and attachment toward the brand. Moreover correlation analysis was employed to attain the relationships, to test the hypotheses and consequently to answer research question. Correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables. Multiple regression analysis was also used to examine the predictive power of each of the independent variables for the overall consumers brand awareness (dependent variable).

The overall model of this study was the multiple linear regressions model which is presented below.

$$Y = \alpha + \beta_1 EN + \beta_2 IN + \beta_3 TR + \beta_4 CU + \beta_5 EWOM + e$$

Where

Y = the dependent variable to be predicted

$\alpha$  = Y axis intercept (the constant)

$\beta$  = slope of the independent variables (En, IN, TR, CU, EWOM)

En, Cu, In, EWOM, Tr = independent variables used to predict the dependent variable

E = the error number

Where,

En is Entertainment

In is Interaction

Tr is Trendiness

Cu is Customization

EWOM is E word of mouth

### **3.1.9. Ethical Consideration**

This study was abided by ethical issues, moral conducts and service confidentiality and for the privacy of respondents. The questionnaire was designed out in such a way that respondents are not required to write the names and reveal their personal information on the questionnaire and the confidentiality of data being collected is handled with due care and used for academic purpose only. Every person involved in this study is entitled to the right of privacy and dignity of treatment.

# CHAPTER FOUR

## 4.1 DATA PRESENTATION, ANALYSIS AND INTERPRETATION

This chapter presents the data analysis and discussion of the research findings. The data was processed with the help of Statistical Package for Social Science (SPSS 2.0). The analysis comprises of both descriptive and inferential statistics. The former describes the demographic profile of the respondents and brand awareness of Hyatt Regency Hotel based on respondent's social media. The latter is about correlation and regression analysis of the study variables. Finally, the proposed hypotheses are tested accordingly.

In order to make the collected data suitable for the analysis, all questionnaires were screened to be complete, coded and put on SPSS for analysis. Out of the 384 distributed questionnaires, 357 responses were collected which accounted for 93% response rate obtained. During data editing, the collected questionnaires were checked for errors and 28 incomplete questionnaires were identified and discarded. Therefore, out of the 357 collected questionnaires, 329 were found to be valid and used for the final analysis.

### 4.1.1 Reliability

It is a coefficient of reliability used to measure the internal consistency of the scale; it represents values between 0 and 1. According to Zikmund (2010) scales with coefficient alpha between 0.6 and 0.7 or higher are considered adequate to determine reliability. Thus, the alpha coefficient was calculated for all factors and almost all constructs were between 0.89 and 0.99. As a result, all constructs were accepted as being reliable for the research. The Cronbach's alpha coefficient of the five social media marketing activity characteristics and Brand Awareness is shown on Table below

Table 1.

<b>Variables</b>	<b>No. of Items</b>	<b>Cronbach's Alpha Coefficients</b>
<b>Entertainment</b>	3	0.993
<b>Interaction</b>	3	0.984

<b>Trendiness</b>	3	0.997
<b>Customization</b>	3	0.890
<b>EWOM</b>	3	0.994
<b>Overall Brand Awareness</b>	5	0.949

With this respect, coefficient alpha is found to be 0.993, 0.984, 0.997, 0.89, 0.994 & 0.949 for Entertainment, Interaction, Trendiness, Customization, EWOM and Brand Awareness respectively. This shows that the data instrument is reliable enough to proceed with further analysis.

## 4.2 General information about the Respondents

To provide a clear picture regarding the study participants' demographic characteristics and their responses for the given questionnaires, descriptive analyses of respondents' profile and their respective perceptions on social media of Hyatt Regency Hotel have been described below.

### 4.2.1 Demographic characteristics of Customers

The results on Table 2 refers the demographic analysis of sex, age, type of employment, marital status and duration since they have started using social media, the frequency of how frequent they use social media and what platforms they follow Hyatt Regency Hotel on. These variables help to identify the background of the respondents.

		<b>Frequency</b>	<b>Percent</b>
<b>Gender</b>	male	176	53.5%
	female	153	46.5%
	Total	329	100%
<b>Age</b>	18-25	21	6.4%
	26-35	166	50.5%
	36-45	123	37.4%
	over 46	19	5.8%
	Total	329	100%



<b>Type of employment</b>	student	19	5.8%
	employed	213	64.7%
	freelancer	58	17.6%
	unemployed	20	6.1%
	other	19	5.8%
	Total	329	100%
<b>Marital Status</b>	single	80	24.3%
	married	225	68.4%
	divorced	24	7.3%
	Total	329	100%
<b>Duration of using social media by customers.</b>	1- 5 years	75	22.8%
	6-10 years	76	23.1%
	more than 10 years	178	54.1%
	Total	329	100%
<b>The frequency of using social media</b>	daily	241	73.3%
	weekly	88	26.7%
	Total	329	100%
<b>The type of platform customers use to follow the hotel on social media</b>	Facebook	142	43.15%
	Instagram	121	36.75%
	trip advisor	66	20.1%
	Total	329	100%

Table 2.

The analysis of the data collected revealed that 176 (53.5%) of respondents were male and the rest 153 (46.5%) accounted for female counterparts. This implies that Male respondents consumers were relatively higher than female. Majority of them 166 (50.5%) was found within the age range of 26 – 35 years old followed by 123 (28.9%) age range of 36 – 45 years old

followed by 21 (6.4%) adults within 18 – 25 years. Age group over 46 years old took the last positions as they were accounted for 19 (5.8%). The trend shows the percentage of consumers use social media and follow Hyatt Regency were decreases along with their age.

Regarding their employment status, more than half of the respondents 213 (64%) are employed; 58 (17.6%) freelancer; 20 (6.1%) unemployed; and 19 (5.8%) are students and 19 (5.8%) other type of employment was found. The implication is majority of them are workers (employed or freelance) and the possibility of getting balanced responses for the questionnaires is higher.

Majority, 225(68.4%), of them are married while the rest 80 (24.3%) and 24 (7.3%) are single and divorced respectively.

It was also found that the respondents have known used social media 1- 5 years accounted for 75(22.8%) whereas 76 (23.1%) used social media for 6- 10 years. On the other hand, majority has used social media for over 10 years 178 (54.1%). This shows that most customers have used social media for longer period. And out of this social media users it was found that majority of the respondents uses social media daily 241 (73.3%) and followed by 88 (26.7%) of the respondents uses social media weekly.

Coming to the platform used by the the respondents to follow Hyatt Regency on social media majority respondents 142 (43.15%) and 121 (36.75%) used Facebook and Instagram respectively. The other respondents 66 (20.1%) used trip advisor to follow/ interact with Hyatt Regency.

The overall demographic profiles of the respondents indicate that majority of the respondents were Male within the age range of 26-45, employed and freelancing citizens. This has an implication that the respondents participated in this study were believed to be capable to understand the subject matter or the stated questions results in providing credible responses.

#### **4.2.2 Descriptive statistics Social Media**

Social Media marketing activities are the set of characteristics that are both applicable to and relevant for brands. In this study, social media marketing activities is measured by five characteristics namely Entertainment (En), Interaction (In), Trendiness (Tr), Customization (Cu) and EWOM. Based on respondents' perception, as described below.

##### **4.2.2.1 Descriptive statistics for Entertainment (En) dimension of social media**

Referring Table 3., the respondents did not agreed on that the social media platforms used by Hyatt Regency are enjoyable (mean 1.85) and the respondents also didn't agree that the contents found on Hyatt Regency social media is interesting (mean 1.85). The respondents also didn't agree that it is interesting to get service and offer information on Hyatt Regency's social media. This implies that the respondents believed that the Hotel doesn't use entertaining contents and need to use more entertaining platforms and contents.

Table 3.

<b>Code</b>	<b>Entertainment</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>EN1</b>	The social media platforms by Hyatt Regency are enjoyable.	329	1.85	0.767
<b>EN2</b>	The content found on Hyatt Regency's social media is interesting.	329	1.85	0.767
<b>EN3</b>	It is interesting to get service and offer' information on Hyatt Regency's social media.	329	1.87	0.804
<b>Average</b>		329	1.8582	0.77443

#### 4.2.2.2 Descriptive statistics for Interaction (In)dimension of social media

The results in Table 4. show that majority of respondents agreed on information sharing not being possible on Hyatt Regency Social Media (mean 2.45) and didn't agree that it is easy to convey their own opinion or have conversations with other users through Hyatt Regency Social media (mean 2.41). In addition they disagreed more that it is possible to have two-way interaction with administrators through Hyatt Regency's social media (mean 2.38). It can be concluded that the respondents felt the hotels social media is not interaction.

<b>Code</b>	<b>Interaction</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>In1</b>	Information sharing is possible on Hyatt Regency's social media.	329	2.45	1.178

<b>In2</b>	It is possible to have two-way interaction with administrators through Hyatt Regency’s social media.	329	2.38	1.136
<b>In3</b>	It is easy to convey my opinions or have conversations with other users through Hyatt Regency’s social media.	329	2.41	1.152
Average		329	2.4119	1.13756

Table 4.

#### 4.2.2.3 Descriptive statistics for Trendiness (Tr) dimension of social media

Table 5. shows that majority (mean 1.87) of the respondents didn’t agreed on the statement “Hyatt Regency responds instantly with the latest tendencies” “The contents shown in the social media of Hyatt Regency are up to date.” followed by “Hyatt Regency utilizes prominent trends for its activities on social media platforms”; with mean scored value of 1.87, 1.79 respectively. The overall Trendiness of Hyatt Regency hotel social media was perceived negative(average mean scoreof 1.83 ) which requires substantial improvement.

<b>Code</b>	<b>Trendiness</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>TR1</b>	The contents shown in the social media of Hyatt Regency are up to date.	329	1.85	0.767
<b>TR2</b>	Hyatt Regency utilizes prominent trends for its activities on social media platforms	329	1.79	0.781
<b>TR3</b>	Hyatt Regency responds instantly with the latest tendencies	329	1.87	0.804
Average		329	1.8379	0.76690

Table 5.

#### 4.2.2.4 Descriptive statistics for Customization (Cu) dimension of social media

The results in Table 6. shows that majority of the respondents strongly disagreed with the information they need being found on Hyatt Regency Hotels social media (mean 1.91) followed by the social media of the hotels brand provides the information that they need (1.99), and the hotel providing a customized service on their social media (1.97). Overall customization

dimension was perceived negatively (average mean 1.95) implying that the services and contents on the brands social media are not customized to the customers.

<b>Code</b>	<b>Customization</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>CU1</b>	The information that I need can be found on social media account of this brand	329	1.91	0.845
<b>CU2</b>	The social media of this brand provides the information that I need.	329	1.99	0.966
<b>CU3</b>	Hyatt Regency’s social media provides customized service.	329	1.96	0.913
Average		329	1.9544	0.82369

Table 6.

#### 4.2.2.5 Descriptive statistics for EWOM (E word of mouth) dimension of social media

Referring Table 7., the results revealed that majority of the respondents disagreed recommending Hyatt Regency to others through social media (mean 2.23), disagreed on wanting to pass along information on Hyatt Regency’s offers and services from its social media to their friends (mean 2.23), and disagreed on wanting to upload any contents from the social media of Hyatt Regency on their blog, Facebook page or twitter (mean 2.22). This implies that respondents perceived that they wouldn’t use E word of mouth to pass along information of Hyatt Regency.

Table 7.

<b>Code</b>	<b>EWOM</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>EWOM1</b>	I would recommend Hyatt Regency to others through social media.	329	2.23	1.058

<b>EWOM2</b>	I would like to pass along information on Hyatt Regency's offers and services from its social media to my friends.	329	2.23	1.058
<b>EWOM3</b>	I would like to upload contents from the social media of Hyatt Regency on my blog, Facebook page, Twitter.	329	2.22	1.047
Average		329	2.2310	1.04797

#### 4.2.3 Descriptive statistics of Brand Awareness

The results on Table 8. revealed that the overall Brand Awareness of the respondents perceived negative with average mean scored value of (mean 1.83) as the respondents are not always aware of Hyatt Regency Hotel (mean 1.94) and said characteristics of Hyatt Regency Hotel doesn't come to their mind quickly (mean 1.77), said they cannot quickly recall the symbol or logo of Hyatt Regency Hotel (mean 1.94), said they don't remember Hyatt Regency hotel often (mean 1.77), and confirmed that they cannot recognize the characteristics of Hyatt Regency hotel (mean 1.77). This has the implication that the respondents not being aware to the brands of Hyatt Regency hotel even.

<b>Code</b>	<b>Brand Awareness</b>	<b>N</b>	<b>Mean</b>	<b>Std. Deviation</b>
<b>BA1</b>	I am always aware of Hyatt Regency Hotel	329	1.94	0.815
<b>BA2</b>	Characteristics of Hyatt Regency Hotel come to my mind quickly	329	1.77	0.717
<b>BA3</b>	I can quickly recall the symbol or logo of Hyatt Regency	329	1.94	0.815
<b>BA4</b>	I can remember Hyatt Regency Hotel often	329	1.77	0.717

<b>BA5</b>	I can recognize the characteristics of Hyatt Regency Hotel	329	1.77	0.717
Average		329	1.8359	0.68968

Table 9.

### 4.3 Regression Analysis

#### 4.3.1 Assumption Tests for Multiple Regression Model

Multiple regressions is an analysis that assesses whether one or more predictive variables explain the dependent (criterion) variable. The regression assumptions are Multicollinearity, Multivariate Normality, Linearity and Homoscedasticity.

##### 4.3.1.1 Multicollinearity

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are Multicollinearity, there is “overlap” or sharing of predictive power. Thus, the impact of Multicollinearity is to reduce any individual independent variable’s predictive power by the extent to which it is associated with the other independent variables. “Tolerance” and “variance inflation factors” (VIF) values for each predictor is a means of checking for Multicollinearity. Tolerance value below 0.1 and VIF value above 10 percent indicate a Multicollinearity problem, (Robert, 2006).

*Table 1: Multicollinearity*

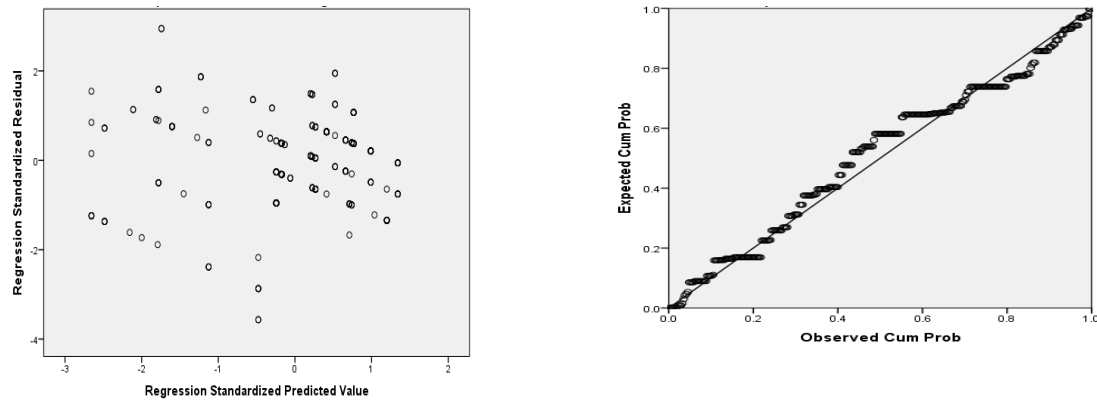
Variables	Collinearity Statistics	
	Tolerance	VIF
EWOM	0.156	1.684
Customization	0.184	2.494
Interaction	0.332	3.012
Trendiness	0.437	2.288
Entertainment	0.648	1.544

Source: Survey Result, SPSS (2022)

In this study, the results showed that the collinearity statistics analysis of variance inflation factors (VIF) value ranges from 1.544 to 3.012 which indicated there was no collinearity problem. This could be taken as a confirmation that there were no multi-collinearity issues to proceed for regression analysis.

#### 4.3.1.2 Homoscedasticity

Homoscedasticity refers to the assumption that the dependent variable exhibits similar amounts of variance across the range of value for an independent variable.



Based on the above Figure it is possible to suggest whether linearity and homoscedasticity assumptions are fulfilled or not. A visual inspection suggest that the relationship of the dependent variable with each of the independent variable is linear. Hence, the variable met the linearity assumption, in addition the inspection of the plots shows good variability in the plots and hence, the variables satisfied the homoscedasticity assumption as well.

#### 4.3.1.5 Normality

To check that a distribution of scores is normal, on top of the graphical presentation above, it also needs to look at the values of Kurtosis and Skewness. Both of which have an associated standard error. The values of skewness and kurtosis should be zero in a normal distribution. Positive skewness values suggest a piling of the distribution scores to the left, whereas negative values suggest a flat dispensing. The more zero the value, the more likely the data will not be distributed normally. Both have a corresponding default. The actual importance of skewness and kurtosis is, however, not insightful in itself. Rather, the value must be taken and converted to a z value. The z-score is simply a standardize score from a distribution that has Mean of 0 and standard deviation of 1.0.



		Entertainment	interaction	Trendiness	Customization	EWOM	Brand Awareness
N	Valid	329	329	329	329	329	329
	Missing	0	0	0	0	0	0
Skewness		.444	.302	.495	.412	.307	.412
Std. Error of Skewness		0.134	0.134	0.134	0.134	0.134	0.134
Kurtosis		-0.667	-0.686	-0.619	0.083	-0.241	0.083
Std. Error of Kurtosis		0.268	0.268	0.268	0.268	0.268	0.268

Table 11.

As presented in Table 11, except competence variable, all brand personality dimensions' z-scores skewed to the right side but were found to be within acceptable range (skewness and Kurtosis within -2.0 to 2.0). Therefore, it is clear then that the numeracy scores are negatively skewed, indicating a pile-up of scores on the right of the distribution.

#### 4.4 Correlation Analysis

To explore the relationship between social media dimensions and overall brand awareness, Pearson correlation was first investigated. The five dimensions of social media were taken as independent variables and overall brand awareness for Hyatt Regency Hotel was used as a dependent variable in this study.

Correlation coefficients range from -1 to 1, indicating negative correlation (-1), uncorrelated (0), or positive correlation (+1). The direction of the link is determined by the sign of the correlation coefficient. The correlation's strength is shown by the absolute value. A correlation result of zero indicates no correlation, a result of 0.1 to 0.3 indicates a weak correlation among variables, a result of 0.4 to 0.6 indicates a moderate correlation, a result of 0.7 to 0.9 indicates a strong correlation among variables, and a result of 1 indicates a perfect correlation among variables . (Anderson, J.C 1988)

The results on Table 12 showed that, all social media dimensions have a positive relationship with overall brand awareness. But Entertainment and Trendiness has a moderate relationship while Interaction, Customization and EWOM have a strong relationship with brand awareness. EWOM was found to be significantly strong positive relationship ( $r=.991$ ,  $p<0.05$ ), followed by Interaction ( $r=.944$ ,  $p<0.05$ ) then Customization ( $r=.897$ ,  $p<0.05$ ). Where as, there is positive

and moderate relationship on Entertainment ( $r=.193$ ,  $p<0.05$ ) and Trendiness ( $r=.121$ ,  $p<0.05$ ) on brand awareness.

Table 2: Correlation Analysis of Variables

		Entertainment	Interaction	Trendiness	Customization	EWOM	Brand Awareness
Entertainment	Pearson Correlation	1					
	Sig. (2-tailed)						
interaction	Pearson Correlation	0.197**	1				
	Sig. (2-tailed)	0.000					
Trendiness	Pearson Correlation	0.127*	0.094	1			
	Sig. (2-tailed)	0.022	0.087				
Customization	Pearson Correlation	0.159**	0.846**	0.094	1		
	Sig. (2-tailed)	0.004	0.000	0.087			
EWOM	Pearson Correlation	0.194**	0.949**	0.125*	0.889**	1	
	Sig. (2-tailed)	0.000	0.000	0.024	0.000		
Brand Awareness	Pearson Correlation	0.193**	0.944**	0.121*	0.897**	0.991**	1
	Sig. (2-tailed)	0.000	0.000	0.029	0.000	0.000	

(Source: Own Survey, 2022)

#### 4.4.1 Regression Analysis for Brand Awareness

This analysis is established with the purpose of supporting certifying the association between dependent and independent components. Serving the same purposes as correlation analysis but Multiple Regression allows a deeper exploration and understanding of the relationship between the variables (Pallant, 2013). R-square value is used to inspect the extent to which the criterion item is explained by the predictor components. It describes how much of variance of Brand Awareness is defined by the independent variables as Entertainment, Interaction, Trendiness, Customization and EWOM.

Table 3: Model Summaries

Model	R	R2	Adj. R2	Std. Error	Sig.
1	.906a	.820	.814	.323	.000 b

R value in the table above measures the quality of the outcome forecasted on dependent variable. In this case, R value is 0.906 which indicates a relatively acceptable level. The R Square value of this method is 0.820 demonstrating that 82% of Brand Awareness is explained by the independent variables which include Entertainment, Interaction, Customization, Trendiness and EWOM. The level of R-square means there are more elements which will have influence on the Brand Awareness. (Dhakal, 2018,)

All the five variables had positive and statistically significant effect on brand awareness. Specifically, EWOM (B= .552), had relatively the strongest effect on Brand Awareness followed by Customization (B= .509), Interaction (B= .272) and Trendiness (B= .249). Whereas, entertainment showed very weak effect (B= .031) on brand awareness.

Beta values on the below table show the magnitude of the relationships. From this it can be seen that EWOM is the most significant predictor with a beta value of 0.552 to influence the level of brand awareness in Hyatt Regency Hotel. This indicates that contents of social media that can be shared, recommended and uploaded on other platforms have a great influence in the level of brand awareness.

Customization has the second highest beta value of 0.509. This can also be interpreted as Customization has a great influence on brand awareness of Hyatt Regency Hotel.

Model		Unstandardized Coefficient		Standardized Coefficient	t	Sig.
		$\beta$	Std. Error	Beta		
1	(Constant)	.460	.140		3.295	.001
	Customization	.203	.045	.509	4.532	.000
	Interaction	.287	.030	.272	9.689	.000
	EWOM	.720	.057	.552	12.534	.000
	Trendiness	.229	.030	.249	7.603	.000
	Entertainment	.111	.034	.031	1.877	.000

Table 14.

Thus, the regression analysis is summarized as:

- The effect of social media on brand awareness:

$$SA = .460 + .031EN + .271IN + .249TR + .509CU + .552EWOM$$

Where .460 is the constant

EN: Entertainment

IN: Interaction

TR: Trendiness

CU: Customization

EWOM: E word of mouth

In summary, referring to the analysis of the findings it can be seen that the dimensions of social media (Entertainment, Interaction, Trendiness, Customization and EWOM) are important factors to enhance brand awareness.

#### **4.4.2 Result of Hypothesis Testing**

##### **H1: Entertainment has a significant positive role on Brand Awareness**

The researcher used linear regression analysis to test the effect of Entertainment on Brand Awareness. Accordingly, the result of the study shows that entertainment on brand awareness ( $b=0.031$ ,  $p<0.05$ ). This implicates that entertainment on social media has a positive and significant influence on Brand Awareness. As the calculated p-value is less than alpha 0.05 the researcher rejects the null hypothesis. Thus, on the basis of the above empirical support, the first hypothesis is accepted.

##### **H2: Interaction has a significant positive role on Brand Awareness**

The researcher used linear regression analysis to test the effect of Interaction on Brand Awareness. Accordingly, the result of the study shows that interaction on brand awareness ( $b=0.272$ ,  $p<0.05$ ). This implicates that interaction on social media has a positive and significant influence on Brand Awareness. As the calculated p-value is less than alpha 0.05 the researcher rejects the null hypothesis. Thus, on the basis of the above empirical support, the second hypothesis is accepted.

##### **H3: Trendiness has a significant positive role on Brand Awareness**

The researcher used linear regression analysis to test the effect of Trendiness on Brand Awareness. Accordingly, the result of the study shows that interaction on brand awareness ( $b=0.249$ ,  $p<0.05$ ). This implicates that trendiness on social media has a positive and significant

influence on Brand Awareness. As the calculated p-value is less than alpha 0.05 the researcher rejects the null hypothesis. Thus, on the basis of the above empirical support, the third hypothesis is accepted.

**H4: Customization has a significant positive role on Brand Awareness**

The researcher used linear regression analysis to test the effect of customization on Brand Awareness. Accordingly, the result of the study shows that interaction on brand awareness (b=0.509, p<0.05). This implicates that customization on social media has a positive and significant influence on Brand Awareness. As the calculated p-value is less than alpha 0.05 the researcher rejects the null hypothesis. Thus, on the basis of the above empirical support, the fourth hypothesis is accepted.

**H5: EWOM has a significant positive role on Brand Awareness**

The researcher used linear regression analysis to test the effect of EWOM on Brand Awareness. Accordingly, the result of the study shows that interaction on brand awareness (b=0.552, p<0.05). This implicates that customization on social media has a positive and significant influence on Brand Awareness. As the calculated p-value is less than alpha 0.05 the researcher rejects the null hypothesis. Thus, on the basis of the above empirical support, the fifth hypothesis is accepted.

Code	Hypothesis	Status
H <sub>1</sub>	Entertainment has positive and significant effect on Brand Awareness	Supported
H <sub>2</sub>	Interaction has positive and significant effect on Brand Awareness	Supported
H <sub>3</sub>	Trendiness has positive and significant effect on Brand Awareness	Supported
H <sub>4</sub>	Customization has positive and significant effect on Brand Awareness	Supported
H <sub>5</sub>	EWOM has positive and significant effect on Brand Awareness	Supported

**4.5 Discussion**

This study was aimed to examine the role of social media on brand awareness taking Hyatt Regency in Addis Ababa as a case study. Entertainment, Interaction, Trendiness, Customization

and EWOM as significant determinants of brand awareness as evidenced by various researchers as clearly indicated in literature review part. For the purpose of this study five hypotheses were developed, brief discussion on each hypothesis is given below.

Based on the linear regression analysis, the overall model summary indicates the overall social media dimensions accounted for 82% of variation in brand awareness. This implies that the social media dimensions namely Entertainment, Interaction, Trendiness, Customization and EWOM are good predictors of brand awareness with different intensity. This findings are in support with Sano (2015) who studied on effects of social media on brand awareness in the case of insurance industry.

EWOM ( $B = .552$ ) and Customization ( $B = .529$ ) had relatively the strongest effect on brand awareness. That means such brand awareness of customers are manifested by sharing contents of the contents again and again, saying positive word of mouth and recommendation to others products (Baird, C.H.; Parasnis, G 2011). Customized social media in terms of Hyatt Regency hotels social media would create brand awareness of the hotel by finding the information the need on the platforms, by finding brand informations and by getting customized service on the social media platforms. This findings are in support with Chan, N.L.; Guillet, B.D. (2011) who studied that customization enables the business to deliver the exclusivity of their brands and increase consumers' preferences for it.

Specifically, the more E word of mouth (sharable) and customization of the contents that the brand offers on social media are, the more the customers are awareness toward the brand.

In this case, interaction ( $B = .272$ ) and trendiness ( $B = .249$ ) had relevantly strong effect on brand awareness. The interaction on social media of Hyatt Regency brand interms of suiting brand awareness, by information sharing, two way interaction with administration and conversation with others affect their brand awareness significantly. This findings are in support with Zhu, Y.Q.; Chen, H.G. (2015) who studied that businesses are advised to increase users' interaction and participation on certain subjects and discussions on SM platforms, to create and develop a customer's connection toward the brand. Trendiness on social media having update contents, using prominent trends and responding with latest tendencies had a relevantly strong effect on brand awareness (Manthiou, A.; Tang, L.R.; Bosselman, R 2014).

# CHAPTER FIVE

## 5 SUMMARY OF MAJOR FINDINGS, CONCLUSION AND RECOMMENDATIONS

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

The purpose of the research was to determine the role of social media on brand awareness in the case of Hyatt Regency Hotel Addis Ababa. Some of the recommendations made can help implement the social media marketing practices which could be employed to bring improvement in retaining more brand awareness on its customers.

Primary data was collected by the use of questionnaire from a population of 384 respondents; however, 329 of the questionnaire were retrieved from the respondents and analyzed. The objectives of the study were to explore the role of social media practices in Hyatt Regency Hotel to analyze the extent to which their practices affect overall brand awareness of customers towards the hotels brand.

### 5.1 Summary of Major Findings

The findings of the study are summarized as follows:

#### **Personal Details**

- The results revealed that majority, 176 (53.5%) of the respondents, were male customer, 50.5% within the age range of 26 – 35 years, 213 (64%) employed workers who are 68.4% married.

#### **Social media Dimensions on Brand Awareness**

- The overall social media dimensions accounted for 82% of variation in customer brand awareness.
- EWOM (B= .552) and customization (B= .529) had the strongest positive and significant effect on Brand Awareness.

- While Interaction (B= .272), Trendiness (B= .249) and Entertainment (B= .031) had relatively weak but positive and statistically significant effects on Brand Awareness.

## 5.2 Conclusion

The main purpose of this study was to investigate the role of social media on brand awareness in the case of Hyatt Regency in Addis Ababa. Based on previous theories and researches conducted in the areas of social media and its outcomes, this study could show clear links between social media and brand awareness, which helps to deeply understand the social media trait's relationship and interaction with brand awareness. In this study with the analysis of the role of social media on brand awareness, it was found that social media has a significant impact on brand awareness to the Hyatt Regency hotel brand.

Moreover, the results from the Pearson correlation coefficient test showed a strength and relationship between the independent variables of study, i.e. entertainment, interaction, trendiness, customization, and EWOM, and the amount of customer's brand awareness to the brand. The results indicate that the majority of the respondents pay attention and give importance to the variables of entertainment, interaction, trendiness, customization, and EWOM in their awareness of the brand, the more customers will be aware to the brand if the hotel uses these variables properly.

According to the results from regression analysis and regression coefficients, the highest coefficient belongs to EWOM (B= .552). It had relatively the strongest effect on brand awareness followed by customization (B= .529). Whereas, entertainment showed very weak effect (B= .031) on brand awareness. However, interaction (B= .272) and trendiness (B= .249) had relevantly strong effect on brand awareness. This means that for every unit of improvement in EWOM, customization, interaction, trendiness, and entertainment the amount of brand awareness of the brand increases. And the more it decreases the more would brand awareness declines.

In conclusion, the five dimensions of social media namely Entertainment, interaction, trendiness, customization and EWOM affected brand awareness of Hyatt Regency Hotel customers. Despite the weakest influence of entertainment on brand awareness, the other four personality traits are good predictors of brand awareness towards Hyatt Regency Hotel brands.



Brand awareness, in this case, escalates more if interaction and trendiness traits of Hyatt Regency social media improved by the company. Same token, EWOM and customization played more roles in improving brand awareness of the customers towards the hotels brand.

### **5.3 Recommendations**

Based on the findings of the study, the following recommendations are made:-

In order for the customers to be more aware of the brand the Hotel needs to work on more social media contents that are easily shareable to others and contents that customers would like to pass along to others to use the word of mouth on the internet. The hotel can also use influencers on social media to spread positive word of mouth on the internet regarding the hotels brand.

Marketers should start customizing their social media platforms and contents so that customers can get a customized service and finding information about the brand. Having different options and information getting for different types of customers would improve customers brand awareness of the hotel.

Social media should be interactive with its customers both with the administration and other customers. Having a live chat bot on their social media were customers can have a two-way interaction with improves the customers brand awareness towards the hotel.

It is also advisable that the social media of the hotel should have trendiness to it meaning using trendy contents and using trendy platforms. For instant Hyatt Regency doesn't use TikTok as a social media platform, and it is well know that TikTok has become one of the leading social media platforms that incorporates contents that are trendy.

Although it have a weak significance Hyatt Regency's social media should have entertaining contents so that customers can be entertained and aware about the brand at the same time.

According to the results of the analysis, the EWOM and Customization factors are the most important and the most strongly correlated with Brand Awareness. Therefore, marketers can focus on contents and social media platforms that can get the best world of mouth and can be customizable to different customers.

Entertainment factor has low influence on Brand Awareness. This implies that customers consider the least factor but concerned marketers should exert efforts in creating entertaining contents.

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**SAINT MARY UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
DEPARTMENT OF MARKETING MANAGEMENT  
MASTERS PROGRAM**

*Customer Survey Questionnaire (To be filled by Customers)*

**Dear Respondent,**

My name is BethelhemWalleligne. I am currently enrolled in Marketing Postgraduate Program at Saint Mary University and am in the process of writing my Master's Thesis. I am conducting a research on the topic: —**THE ROLE OF SOCIAL MEDIA ON BRAND AWAERNESS: IN THE CASE OF 5 STAR HOTEL HYATT REGENCY ADDIS ABABA**. This questionnaire is designed to collect firsthand information/data on the topic under caption. Since the information acquired is for academic purposes the anonymity of the respondent is guaranteed. Hence, it is not necessary to write your name on the questionnaire. This is, therefore, to kindly request you to take a few minutes to fill out the questionnaire as genuinely and completely as possible.

**Instructions:**

Please describe your personal views of the following statements as objectively as you can, by entering in the block a tick “√” that best reflects your views.

I remain grateful to you for your kind cooperation.

*BethelhemWalleligne*

*Tel: 0911346879*

[Bettywb222@gmail.com](mailto:Bettywb222@gmail.com)

**Addis Ababa**

**May, 2022**

1. What is your gender?

• Male

• Female

2. What is your age?

• Under 18

• 18-25

• 26-35

• 36-45

• Over 46

3. What is your current employment status?

• Student

• Employed

• Freelancer

• Unemployed

• Others

4. What is your marital status?

• Single

• Married

• Divorced

• Others

Social Media Marketing (SMM)

5. For how long you have been using social media platforms?

• Less than a year

• 1-5 years

• 6-10 years

• More than 10 years

6. How often do you use social media platforms?

• Daily

• Weekly

• Monthly

• Every 3 months

• At need

• Other (please specify)

7. On which social media platforms do you follow and/or interact with Hyatt Regency?

• Facebook

• Instagram

• Trip Advisor

• web site

• Not follow and/or interact

If your answer is "Not follow and/or interact", you can end this survey now. Thank you very much for your contribution! If not, please proceed to the next page!

Brand Awareness

Please give your opinion on the following statements according to this scale of agreement:

1- Strongly Disagree

2- Disagree

3- Neutral

4- Agree

5- Strongly Agree

No.		Questions	1	2	3	4	5
<b>SocialMediaMarketingActivities(SMM)</b>							
1	Entertainment	The social media platforms by Hyatt Regency are enjoyable.					
2		The content found on Hyatt Regency's social media is interesting.					
3		It is interesting to get service and offer information on Hyatt Regency's social media.					
4	Interaction	Information sharing to others is possible on Hyatt Regency's social media.					
5		It is possible to have two-way interaction with administrators through Hyatt Regency's social media.					
6		It is easy to convey my opinions or have conversations with other users through Hyatt Regency's social media.					
7	Trendiness	The contents shown in the social media of Hyatt Regency are up to date.					
8		Hyatt Regency utilizes prominent trends for its activities on social media platforms					
9		Hyatt Regency responds instantly with the latest tendencies					
10	Customization	The information that I need can be found on social media account of this brand					

11		The social media of this brand provides the information that I need.					
12		Hyatt Regency's social media provides customized service.					
13	Word Of Mouth	I would recommend Hyatt Regency to others through social media.					
14		I would like to pass along information on Hyatt Regency's offers and services from its social media to my friends.					
15		I would like to upload contents from the social media of Hyatt Regency on my blog, Facebook page, Twitter.					
<b>BrandAwareness</b>							
16		I am always aware of Hyatt Regency Hotel					
17		Characteristics of Hyatt Regency Hotel come to my mind quickly					
18		I can quickly recall the symbol or logo of Hyatt Regency					
19		I can remember Hyatt Regency Hotel often					
20		I can recognize the characteristics of Hyatt Regency Hotel					