An Assessment of Social Media Advertisement on Decision Making of Customers: The Case of BGI Breweries, Lideta Sub-City

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Abstract

Internet is accessible for almost every person using different digital devices. Therefore, this rapid growth of internet is an indicator towards using internet as a marketing tool and it is a nice opportunity for any firm to change the consumer decision making through social media marketing. This study was intended to investigate social media advertisement on decision making of customers in BGI brewery. For this study, a descriptive research method was used in order to collect the appropriate data from the target respondents. Samples of 180 questionnaires were distributed and140 valid responses were collected. The collected data were interpreted and analyzed by tabulation and percentage. In the study, the data which were gathered through document review were presented in the form of description and table. The table includes frequency and percentage. This study can be useful for marketing managers to manage their social media sites to be more effective for customers to use and decide on the product easily. The findings of this study were ease of use, fun and entertainment, interaction and participation has a positive relation with decision making of BGI breweries' consumers. And finally, it recommended BGI breweries to be able to invest in social media advertisements in maintaining and improving the decision making of customers.

Keywords: Ease of use, Interaction and participation, Fun and entertainment, Decision making

Introduction

New types of advertising are emerging and taking over the traditional media such as television, newspaper, magazines etc. E- Advertising, also known as online marketing, online advertising, internet advertising, digital advertising or web advertising, is a form of marketing and advertising which uses the internet to promote products and services to audiences and platform users. Electronic advertising is advertising that uses the internet and other forms of digital media to help business promote and sell goods and services. It uses the internet to deliver the promotional marketing messages to customers. It can help to reach a wider range of potential customers by connecting with them over the web. It is also a lot more cost effective as you can find your advertising within the boundaries of your own budget. Online advertising is any type of marketing message that shows up with the help of the internet. That means it could appear in a web browser, search engine, on social media, on mobile devices, and even in e-mail. (www.bing.com).

The evolution of social media can be traced back to weblogs (shortly termed as blogs) which have been in vogue for nearly a decade. Individuals tend to manage and own blog-based websites and registered their comments or perspectives about different arenas of diary-like, maintaining a diary to record personal views. The incorporation of new technology led to

advancement, enabling pictures, graphics, videos and multimedia into blogs. The most recent posts tend to stay at the top of the blog in reverse chronological order, as is the case of modern social media like Twitter and Facebook.

In a globalizing world, where economic crisis deepens and competition gets harder, consumers are becoming more and more important. Every individual is a consumer. There are rapid changes in demands and desires of the consumers who are considered to be center of the modern marketing. Companies need to increase the rate of their research and development activities in order to be able to learn these changes and improvements relating to fulfill the demands and need of consumers. Consumer satisfaction, which is widely accepted by developed countries and gaining importance day by day, can be achieved by perceiving the consumers and consumer behavior (Yakup & Jablonsk, 2012).

According to a study conducted on craft brewery, social media marketing plays a significant role in advertising beer companies by interacting with their customer base (Benjamin Lahnalampi, 2016). Furthermore, (McQuiston, 2013) explains that social media brings the companies story to many more people than they can tell personally every day.

The study aims to examine the implication of social media advertisement in the consumer decision making and to find out that the consumers are aware of social media advertisement and the digital channels influence in their purchase decision in BGI breweries.

Statement of the Problem

After the Ethiopian parliament introduced a bill on Food and Medicine Administration Proclamation in February 2019, it introduced higher alcohol taxes as well as advertising bans on alcohol products. A ban on any broadcast media advertisement on alcoholic drinks from 6:00 AM in the morning to 9:00 PM in the evening began to take effect starting May 29, 2019. This ban was hard on both the alcohol industry and media stations opposing its implementation in fear of losing profits. However, the Ethiopian government proceeds with the prohibition which forces the alcohol industries to follow different advertising methods. Social media advertisement was one of the advertising methods which the industries adopt.

In recent years, social media marketing has emerged as a new marketing tool. The main aim of every organization is to increase its profitability by using effective marketing strategies. Every organization uses different social media platforms such as Facebook, Twitter and other media for marketing. According to (Tiago and Verissimo, 2014), human interactions have changed significantly due to engagement on social networks; the rapid growth of web platforms has facilitated behavioral changes related to activities, habitats, and interactions. Consumer behavior changes require organizations to re-strategize their marketing activities in the digital space.

Social media is used for social purposes, business purposes or both, through sites such as Facebook, LinkedIn, Twitter, etc. Some reasons proposed by (Weinberg, 2009) are to follow social media with or instead of traditional media strategies: facilitation in a natural discovery of new content, boost up in traffic numbers, strong relationship building, as well as a cheap

alternative to traditional marketing. Meanwhile, consumer motives for engaging in social media activities maybe information, entertainment, social or shopping aspects (Heinonen, 2011).

Many papers have been written about social media marketing and consumers' purchase decision in general with their findings indicating the influence of Social Media marketing on the different stage of consumer purchase decision. In 2014 a study by Funde Yogesh attempted to assess the impact of usage of social media on purchase decision process and attempted to find out the relationship between personal characteristics of social media users and impact of social media on their purchase decision and their post purchase behavior.

In fact, there is a few numbers of literatures related to the topic of the study; yet, the exact role played by social media advertisement on the decision making of BGI Brewery consumers still remains unclear. Consequently, the study aims to fill the above-mentioned knowledge gap on social media advertisement decision making of BGI breweries consumers.

Research Questions

1. To what extent does ease of use of social media advertisement affect decision making of customers?
2. How do fun and entertainment during usage of social media affect decision making of customers?
3. To what extent do interaction and broad participation affect customer decision making?

General Objective

This research aims to analyze, identify, and assess the impact of social media advertisement on the consumer decision-making process.

Specific Objectives

The specific objectives of this study are:

1. To find out to what extent the use of social media advertisements affects the decision making of customers.
2. To identify how fun and entertainment during social media usage affect the decision making of customers.
3. To find out to what extent do interaction and participation affect customer decision making.

Significance of the Study

This study will add current and fresh piece of information to the already existing literature by analyzing the effectiveness of social media advertisements on the decision making of customers. It will also help as additional reference to the BGI Ethiopia breweries marketing department to understand the assessment of using social media advertisement and use to improve it for the better. In a situation where television advertisement is banned, analyzing how social media advertisement is effective and essential to the marketing department of BGI Ethiopia Breweries.

Scope of the Study (Delimitation)

Although several problems need to be researched in social media advertisement, this research focused only on the assessment of social media advertisement of the customer's decision-making of BGI breweries.

Conceptual Scope

The concept of social media advertisement on customer decision making is too broad in concept, but this study only aims at analyzing, examining and identifying the social media advertisement according to Ease of use, Interaction and participation, and Fun and Entertainment.

Geographical Scope

The target scope of the study is only in Addis Ababa, Lideta Sub-city due to dispersed geographical location.

Methodological Scope

Descriptive research is used for this study. The study is designed in line with primary data and secondary data which are collected through a well-structured questionnaire that is used for analysis purpose and from previous articles and journals.

Research Design

In order to answer the above basic research questions, the study used descriptive research design. Descriptive research primarily aims at gathering knowledge about description and explanation of the objectives of the study. Descriptive research method helps to describe the research setting as it is and also allows the use of both quantitative and qualitative approaches (Malhotra 2007; 329).

Population, Sample Size and Sampling Techniques

In descriptive studies, it is customary to define a study population and then make observations on a sample taken from it. Study populations may be defined by geographic location, age, sex with additional definitions of attributes and variables such as religion and ethnic groups.

Sampling size indicates the numbers of people to be surveyed. Large samples give more reliable results than small samples, but due to constraints of time and money, the target populations of this study are customers of BGI breweries. The sample size of the population was calculated by Malhotra (2007) and set a total number of 180 respondents as a representative sample in order to collect relevant information and gather data.

To conduct this study, a convenience sampling technique is used. Convenience sampling also known as the haphazard or availability sampling is a non-probability sampling method that is an easy method to acquire, accessible and inexpensive (Roosevelt, 1936).

Non-probability sampling is conducted to get the best results for the research questions, as not all consumers embark on social media advertisement initiatives and limited secondary data is available and non-probability purposive sampling is used to select participants.

Purposive sampling occurs when the researcher's judgment is used to select sample members, from whom he believes the best possible information will be gathered to answer the research question (Saunders & Lewis, 2012).

Data to be Collected

In this study, both primary and secondary sources were used. Primary data was collected through questionnaire to obtain firsthand information on the specific research questions. Secondary data from published and/or unpublished related researches were also used to support the facts acquired through the primary data.

Methods of Data Collection

Primary and secondary data collection methods were employed to collect data. The primary data was collected by conducting and distributing structured questionnaires to the users of the social media and BGI breweries. The questionnaire is selected because it helps to gather data with minimum cost, and is faster than any other tool. The secondary data was obtained from related previous researches i.e., published and/or unpublished documents.

Methods of Data Analysis

The data that were collected from respondents were analyzed by using both qualitative and quantitative techniques. The data obtained from open ended questions were analyzed qualitatively and presented by narration and paragraphs. The data obtained from close ended questions were analyzed quantitatively and presented by tabulation and percentage.

The Process of Decision Making

The process of decision making begins at need identification. This is where the consumer's purchase process begins, as the consumer recognizes a problem that is triggered by internal or external stimuli (Kotler & Keller, 2012). Advertisers attempt to motivate problem recognition (need identification) by starting the decision-making process through advertising.

Information search is the next step, whereby the consumer searches for information to attend to the problem recognized, and does so by gathering information about different brands and their features (Kotler & Keller, 2012). A consumer's information search process is internal and external, whereby internal is information in the consumer's memory, and external are sources of information through advertising and external media (Noel, 2009).

The third step is the evaluation of alternatives, whereby the purchasers assess or evaluate product brand choices to fulfill their needs. Beliefs and attitudes acquired through learning and experience influence the behavior of consumers and play a role in the evaluation of alternatives (Kotler & Keller, 2012). Organizations should make strategies to pull and to hold customers based on these beliefs and attitudes.

After the customer evaluates the alternatives, the fourth step comes: the purchase decision. The purchase decision is influenced by perceived risk, whereby the purchase can be modified, postponed or avoided. Perceived risk attributes consist of product attribute uncertainty, amount of money involved in the purchase, and the level of consumer self-confidence (Kotler & Keller, 2012). The organizations must provide sufficient information through advertisement in order to reduce the risks consumers face so that the purchase can take place.

The last step is post purchase behavior. It is the degree where the customer is satisfied or dissatisfied about the product after consuming it. Satisfied consumers promote the product and are likely to purchase further products, whilst dissatisfied consumers will return and complain about the product (Kotler & Keller, 2012).

Data presentation, Analysis and Interpretation

This chapter deals with data presentation, analysis and interpretation of the data gathered from the questionnaire. To discover the assessment of social media advertisement on customer decision making in BGI brewery, Lideta sub city, a total of 180 questionnaires were distributed, out of which 140 valid responses were obtained. The rest 40 were not included in the analysis because of incorrect and incomplete responses. This represents 77.8% response rate.

General Questions

Table 1: Gender distribution of respondents

Gender	# of respondents	% of respondents
Male	110	78.6
Female	30	21.4
Total	140	100

Source: Own survey (2022)

From the results of the questionnaire, most of the respondents, 110 (78.6 %) were male, whereas 30 (21.4%) were female.

Table 2: Age distribution of respondents

Age	# of respondents	% of respondents
21-30	74	52.9
31-40	42	30
41-50	14	10
51 and above	10	7.1
Total	140	100

Source: Own survey (2022)

From the above data, the survey revealed that 52.9% of the respondents were between the ages of 21-30, 30 % were between the ages 31-40, 10% were between the ages 41-50 and 7.1% were above the age of 51. Therefore, the majority age group of our respondents is between 21 and 30.

Table 3: Occupational status of respondents

Occupational status	# of respondents	% of the respondents
Student	30	21.4
Employed	96	68.6
Unemployed	14	10
Total	140	100

Source: Own survey (2022)

From the results of the questionnaire, 30(21.4%) respondents were students, 96(68.6%) were employed and 14(10%) were unemployed. This makes the majority of respondents employed.

Table 4: Monthly income of the respondents

Monthly income	# of respondents	% of respondents
Below 2000	21	15
2000-4000	74	52.9
Above 4000	45	32.1
Total	140	100

Source: Own survey (2022)

Table 4 shows monthly income of the respondents. From the survey, 21(15%) of the respondents have a monthly income below 2000 birr, 74(52.9%) have between 2000-4000 and 45(32.1) have above 4000 birr. The majority of the respondents have monthly income between 2000 and 4000.

Table 5: Educational background of respondents

Educational background	# of respondents	% of respondents
Above 12	25	17.8
Diploma	32	22.9
Degree	70	50
Other	13	9.3
Total	140	100

Source: Own survey (2022)

From the above data, 25(17.8%) of respondents were with educational background of above grade 12, 32(22.9%) were diploma holders, 70(50%) have first degree and 13(9.3%) were with other studies. Therefore, the majority of respondents are degree holders.

Table 6: Most accessed social media sites

Which social media site do you use mostly?	# of respondents	% of respondents
Facebook	57	40.7
YouTube	28	20
Instagram	6	4.3
Telegram	25	17.9
Other	24	17.1
Total	140	100

Source: Own survey (2022)

From the response of the respondents of the questionnaire, 57(40.7%) respondents use Facebook, 28(20%) use YouTube, 6(4.3%) use Instagram, 25(17.9%) use Telegram and 24(17.1%) use other social media site. Therefore, the majority of the respondents use Facebook.

Table 7: Social media triggering to purchase

Do social media trigger you to purchase a product?	# of respondents	% of respondents
Yes	115	82.1
No	0	0
Not sure	25	17.9
Total	140	100

Source: Own survey (2022)

From the respondents of the questionnaire, 115(82.1%) respondents answered 'yes' for social media triggering them to purchase a product and 25(17.9%) respondents were not sure. No respondent answered in the negative.

Table 8: Questions related to ease of use

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I want to decide on a product if I see a user-friendly social media advertisement	37	48	20	17	18	140
	26.4%	34.3%	14.3%	12.1%	12.9%	100
If I get high standard of functionality on social media advertisement that will make me happy on that product	58	44	26	7	5	140
	41.4%	31.4%	18.6%	5%	3.6%	100
Social media advertisement which has large number of services will make me have interest on that product	60	38	24	16	2	140
	43%	27.1%	17.1%	11.4%	1.1%	100

Source: Own survey (2022)

Based on the survey from the respondents, for the first item, 37(26.4%) strongly agreed, 48(34.3%) agreed, 20(14.3%) were neutral, 17(12.1%) disagreed, 18(12.9%) strongly disagreed. So, most of the respondents agreed that they want to decide on a product if they see a user-friendly social media advertisement. Secondly, for item 2, 58(41.4%) strongly agreed, 44(31.4%) agreed, 26(18.6%) were neutral, 7(5%) disagreed, 5(3.6%) strongly disagreed. Therefore, the majority of the respondents strongly agreed, if they get high standard of functionality on social media advertisement that will make them happy on that product. Thirdly, for item 3, 60(43%) strongly agreed, 38(27.1%) agreed, 24(17.1%) were neutral, 16(11.4%) disagreed and 2(1.4%) strongly disagreed. Thus, 43% of the respondents strongly

agreed to social media advertisement which has large number of services will make them have interest on a product.

Table 9: Questions related to interaction and participation

Questions	Strongly Agree	Agree	Neutral	Disagree	Strongly disagree	Total
I will be happy to decide if I get a reply on social media advertisement	59	37	30	8	6	140
	42.1%	26.4%	21.4%	6%	4.2%	100
Replying to my feedback and comment will give me confidence of the product	59	42	31	7	10	140
	42.1%	30%	22.1%	5%	0.7%	100
Reading comments and getting more feedback from other customers trigger me to purchase	63	45	28	1	3	140
	45%	32.1%	20%	0.7%	2.2%	100
Getting into about BGI breweries on social media is useful to me for decision making	48	39	32	7	14	140
	34.3%	27.9%	22.8%	5%	10%	100
Complicated social media advertising makes me stop from purchasing the product	71	26	22	15	6	140
	50.7%	18.6%	15.7%	10.7%	4.3%	100
An advertisement which contains to the point kind of information are my favorite and motivates me for decision	20	14	43	36	28	140
	13.6%	10%	30.7%	25.7%	20%	100
I use a product if most of my social media friends use the product	67	41	16	6	10	140
	47.9%	29.3%	11.4%	4.3%	7.1%	100

Source: Own survey (2022)

From the respondents of the questionnaire, 59(42.1%) strongly agree, 37(26.4%) agree, 30(21.4%) are neutral, 8(6%) disagree, 6(4.2%) strongly disagree. In this case majority of the respondents strongly agree that they will be happy if they get a reply on social media advertisement. For the second item, 59(42.1%) strongly agree, 42(30%) agree, 31(22.1%) are neutral 7(5%) disagree, 1(0.7%) strongly disagree. Here majority of the respondents strongly agree that replying to their feedback and comment will give them confidence of the product. From the respondents of the third question, 63(45%) strongly agree, 45(32.1%) agree, 28(20%) neutral, 1(0.7%) disagree, 3(2.2%) strongly disagree. Therefore, 45% of the respondents strongly agree on reading comments and getting feedback from other customers trigger them to purchase.

For the fourth question of the survey, 48(34.3%) strongly agree, 39(27.9%) agrees, 32(22.8%) neutral, 7(5%) disagrees, 14(10%) strongly disagree. The majority of the respondents strongly agree on getting into about BGI breweries on social media is useful to them for decision

making. According to the respondents of the fifth question, 71(50.7%) strongly agree, 26(18.6%) agree, 22(15.7%) neutral, 15(10.7%) disagree, 6(4.3%) strongly disagrees. From the survey, majority of the respondents strongly agree that complicated social media advertising makes them stop from purchasing the product. On the six question, 20(13.6%) strongly agree, 14(10%) agree, 43(30.7%) neutral, 36(25.7%) disagree, 28(20%) strongly disagree. Here majority of the respondents are neutral about an advertisement which contains to the point kind of information are they favorite and motivates them for decision. Last question on interaction and participation, 67(47.9%) strongly agree, 41(29.3%) agree, 16(11.4%) neutral, 6(4.3%) disagree, 10(7.1%) strongly disagree. That means majority of the respondents strongly agree on that they use a product if most of their social media friends use it.

Table 10: Questions related to fun and entertainment

Questions	Strongly agree	Agree	Neutral	Disagree	Strongly disagree	Total
Advertisement of BGI breweries on social media have fun and are entertaining	74	43	18	3	2	140
	52.9%	30.7%	12.9%	2.1%	1.4%	100
Advertisement with more of fun and entertainment trigger you to decide to purchase a product	65	3	32	5	7	140
	46.4%	2.1%	22.9%	3.6%	5%	100
Advertisement which only contains series of information triggers you to purchase	27	18	36	38	21	140
	19.3%	12.9%	25.7%	27.1%	15%	100

Source: Own survey (2022)

From the respondents of the questionnaire, for the first question on fun and entertainment, 74(52.9%) strongly agree, 43(30.7%) agree, 18(12.9%) neutral, 3(2.1%) disagree, 2(1.4%) strongly disagree. From the survey 52.9% of the respondents strongly agree advertisement of BGI breweries on social media have fun and are entertaining. On the second question, 65(46.4%) strongly agree, 31(22.1%) agree, 32(22.9%) neutral, 5(3.6%) disagree, 7(5%) strongly disagree.

Majority of the respondents strongly agree that advertisements with more fun and entertainment trigger them to decide to purchase a product. From the respondent's response to the third question, 27(19.3%) strongly agree, 18(12.9%) agree, 36(25.7%) neutral, 38(27.1%) disagree, 21(15%) strongly disagree.

From the survey majority of the respondents disagree advertisements which only contain series of information to trigger you to purchase.

Table 11: Questions related with decision making

Questions	Strongly agree	Agree	Neutral	Disagree	Strongly Disagree	Total
I use time to evaluate alternatives before purchasing beer	19	26	32	34	29	140
	13.6%	18.6%	22.8%	24.3%	20.7	100
I decide to drink BGI beer whenever I go to bars because I see how good it is in the advertisement	35	44	39	15	7	140
	25%	31.4%	27.9%	10.7%	5%	100
I decide to purchase the product regardless of the information you have seen on social media	21	30	47	31	11	140
	15%	21.4%	33.6%	22.1%	7.9%	100
I will try another beer after consumption of the previous	35	73	21	7	4	140
	25%	52.1%	15%	5%	2.9%	100
I always watch for other brewery advertisement before purchasing BGI breweries	16	27	43	51	3	140
	11.4%	19.3%	30.8%	36.4%	2.1%	100

Source: Own survey (2022)

From the survey, 19(13.6%) strongly agree, 26(18.6%) agree, 32(22.8%) neutral, 34(24.3%) disagree, 29(20.7%) strongly disagree. Therefore, majority of the respondents disagree on using time to evaluate alternatives before purchasing beer. The response for question number two, 35(25%) strongly agree, 44(31.4%) agree, 39(27.9%) neutral, 15(10.7%) disagree, 7(5%) strongly disagree. Here majority of the respondents agree on deciding to drink BGI beer whenever they went to bars because they see how good it is in the advertisement.

From the response of the respondents to the question number three, 21(15%) strongly agree, 30(21.4%) agree, 47(33.6%) neutral, 31(22.1%) disagree, 11(7.9%) strongly disagree. This means, 33.6% of the respondents are neutral about deciding to purchase the product regardless of the information you have seen on social media. For the fourth question, 35(25%) strongly agree, 73(52.1%) agree, 21(15%) neutral, 7(5%) disagree, 4(2.9%) strongly dis agree.

The majority of the respondents agree that they will try another beer after consuming the previous. For the 16(11.4%) strongly agree, 27(19.3%) agree, 43(30.8%) neutral. 51(36.4%) disagree, 3(2.1%) strongly agree. Majority of the respondents disagree that they always watch for other breweries advertisement before purchasing BGI breweries.

Summary of Findings

This study was carried out with the purpose of assessing social media advertisement on the consumer decision-making and also how it helps consumers in a purchase decision. Three hypotheses were formulated, and then data were collected through implementing multiple choice and five-scale questionnaire. As a result, the major findings of the

research are summarized as follows: The mostly accessed social media by the respondents is Facebook 40.7% followed by You Tube (20%).

In the general question part, the study measured, among consumers 78.6% were male, 52.9% between age group of 21-30, 68.6% employed, 50% degree holders, 49.3% unmarried, 52.9% having monthly income between 2000-4000, 100% users of social media. Regarding knowledge about social media advertisement, 82.1% are trigged by social media advertisement to purchase a product. The consumers of BGI breweries prefer fun and entertaining advertisements rather than complicated and straight forward types of advertisement on social media with a leading number of 52.9%.

Conclusion

According to the research findings, all hypothetical questions have an influence but fun and entertainment, with 52.9% of strongly agree, is the main influencer on consumer decision making of BGI breweries. Customers want the social media advertisements to consist of more fun and less boring conversations.

According to the research findings, based on the interaction and participation, complicated social media advertising makes them stop from purchasing the product with 50.7% of the respondents.

According to the research findings, it was observed that customers do not use time to evaluate alternatives before they purchase beer; they disagreed to decide to purchase the product regardless of the information they have seen on social media; and they agreed that they will consume another beer after consuming the previous one. Customers decided to drink BGI beer whenever they go to bars because they see how good it is in the advertisement.

Recommendations

In light of the findings of the study, the following recommendations are forwarded to help the organization in improving the social media advertisement and the decision making of BGI brewery customers.

- ➢ The study confirms that social media advertisement has a positive and significant relationship with decision making, so the organization should be able to invest in social media advertisements in maintaining and improving the decision making of customers.
- ➢ Among the three social media advertisement research questions, fun and entertainment have the highest and strongest relationship with decision making, so the organization should work more to gain better profit.
- ➢ Other researchers should focus on the other regions of Ethiopia considering that this study only focused on Addis Ababa, Lideta Sub city customers of BGI brewery.

➢ To get better and detailed results, researchers should follow other additional data collection tools like interviews with the marketing department of the organization to get to know other findings on decision making.

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