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EFFECT OF DIGITAL MARKETING ON MARKETING PERFORMANCE: THE CASE AYAT REAL ESTATE, ADDIS ABABA

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This is to certify that the thesis prepared by Edilu Tsegaye entitled "effect of digital marketing on marketing performance: the case ayat real Estate, addis ababa" which is submitted in partial fulfillment for the Degree of Master in Marketing Management compiles with the regulation of the University and meets the accepted standard with respect to originality and quality.

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LIST OF ACRONYMS

SPSS   -Statistical Package for Social Science

SEO   -search engine optimization

ANOVA   - Analysis of Variance

LIST OF ABBREVATION

Edu   -Education

Occu   -Occupation

Abstract:

This study aims to investigate the effects of digital marketing strategies on marketing performance in the context of an Ethiopian real estate company. With the increasing importance of digital platforms and the growing digitalization of the real estate industry, it is crucial to understand how digital marketing strategies impact marketing performance.

This research explored the specific digital marketing strategies employed by ayat real estate companies and examine them on marketing performance measured in terms of sales, customer satisfaction, revenue. By analyzing data and conducting surveys, the study aims to provide insights for the Ayat real estate to enhance their digital marketing efforts and improve sales outcome. To meet the research subjective survey data were gathered from 349 customers of Ayat real estate company.

The research used descriptive and inferential statistics to analyze data. The finding of the study indicated that there is a positive relationship between digital marketing strategies, sales revenue, profitability and customer satisfaction. Moreover, the result of regression analysis reversed that only SEO caused a statically significant positive effects marketing performance.

Therefore, are commendations for enhancing marketing performance in the real estate industry. The research outcomes can serve as a guide for other real estate companies and organizations in similar contexts, helping them leverage digital marketing to achieve better marketing outcomes.

Keywords: Digital marketing, sales, revenue, profitability and customer satisfaction.

CHAPTER ONE

1.Introduction

This chapter presents a general background of the study, Objectives of the study as well as statement of the problem. The chapter further describes the scope of the study, significance of the study and organization of the study.

1.1 Background of the Study

In today's interconnected world, digital marketing has become an essential tool for businesses across various industries. The real estate sector, in particular, has witnessed a significant shift towards digital platforms to promote and sell properties. This study aims to explore the influence of digital marketing strategies on marketing in the context of an Ethiopian real estate company.

Ethiopia, a country experiencing rapid economic growth and urbanization, has seen a surge in the real estate market. With the increasing adoption of internet and mobile technologies, digital marketing has become a crucial avenue for real estate companies to reach potential home buyers and investors. This paper focuses on understanding how digital marketing strategies can impact sales performance in the Ethiopian real estate industry.

Digital marketing encompasses a wide range of strategies, including search engine optimization (SEO), social media marketing, email marketing, content marketing, and online advertising. These strategies enable real estate companies to target specific audiences, showcase property listings, engage with potential buyers, and build brand awareness.

The effect of digital marketing on marketing performance (sales, revenue and customer satisfaction) can be analyzed through various factors. Firstly, an effective digital marketing strategy can drive targeted traffic to a real estate company's website or online listings. By optimizing search engine rankings and utilizing social media platforms, companies can attract potential customers actively searching for properties in Ethiopia.

Secondly, digital marketing allows real estate companies to provide detailed information about their properties to interested buyers. Through visually engaging content, virtual tours, and high-quality images and videos, potential buyers can explore properties remotely and make informed decisions.

Furthermore, digital marketing strategies facilitate effective lead generation and nurturing. By capturing leads through website forms, email subscriptions, or social media interactions, companies can establish direct communication channels with potential buyers. Through personalized email campaigns or targeted advertisements, companies can nurture these leads, guiding them through the sales funnel and increasing the chances of conversion.

Today, customers have almost unlimited information available anytime, anywhere. Instead of one-way advertising, marketing is now more multidimensional and can be done through a variety of channels. This has also given companies different ways to do sales and marketing faster, more cheaply and more efficiently. Digital channels have also provided companies with more data about their customers and their behavior and needs. This allows companies to better target their marketing, react faster, and track the results of their actions.

Additionally, digital marketing enables real estate companies to build a strong online presence and brand reputation. By actively engaging with customers on social media platforms, responding to inquiries promptly, and sharing valuable content, companies can establish trust and credibility. A positive brand image enhances customer loyalty and increases the likelihood of repeat business and referrals.

Understanding the influence of digital marketing strategies on marketing performance in the Ethiopian real estate industry is crucial for companies operating in this sector. By utilizing effective digital marketing techniques, real estate companies can gain a competitive edge, increase their sales volume, and expand their customer base.

In conclusion, this study aims to investigate the influence of digital marketing strategies on sales in the context of an Ethiopian real estate company. By analyzing the impact of digital marketing techniques such as SEO, social media marketing, content marketing, and online advertising, we can gain insights into how these strategies can drive targeted traffic, provide detailed property information, facilitate lead generation and nurturing, and build a strong brand presence. The findings of this study can guide real estate companies in Ethiopia to optimize their digital marketing efforts and achieve improved sales performance in a rapidly evolving digital landscape companies.

1.2. Background of the Company

Ayat Real Estate is established under the Ethiopian Commercial Code. Established in 1996 under the name Ayat Private Limited Company' by a determined and visionary group of Ethiopian investors. Since establishment, Ayat diversified so thoroughly that starting February 2007 it evolved into a Share Company with 18 shareholders. Backed by a paid up capital of 330,835,000 (three hundred thirty million eight hundred thirty-five thousand) birr it has proved to be a heavyweight both in the business sector and the country's social life. Source (Ayatrealestate.com)

To become a well-known, Africa wide Real Estate developer and a leading multi-disciplinary national company and create memorable real estate and lasting relationships with the goal of creating new, urbanist, walkable city with high quality of life, high design, beautiful architecture, and sense of place in culture-driven backdrop.

1.3. Statement of the Problem

As the Ethiopian real estate market becomes increasingly competitive, companies face the challenge of reaching their target audience effectively and converting leads into sales. Traditional marketing methods alone may no longer suffice in a digital era where potential buyers are highly connected and rely heavily on online resources for property searching. Therefore, the problem that this research seeks to address is: what is the influence of digital marketing strategies on sales in an Ethiopian real estate company?

Many existing studies have examined the general relationship between digital marketing and marketing performance across different industries. However, there is a lack of research that focuses on specific industries or companies. Therefore, a research gap exists in understanding the industry-specific effects of digital marketing on marketing performance. For example, in the case of Ayat Real Estate in Addis Ababa, there is a need to investigate the unique challenges and opportunities faced by real estate companies in leveraging digital marketing for improved marketing performance.

1.4 Research Questions

To address the problem statement effectively, the following research questions will guide the investigation:

1. What digital marketing strategies are currently employed by Ayat real estate?

2. How do digital marketing efforts affect with sales volume in the Ethiopian real estate industry?

3. Which digital marketing channels and tactics are most effective for promoting Ayat real estate properties?

4. what is the effect of digital marketing practices on revenue and profitability?

5. To what extent digital marketing practices affect customer satisfaction?

1.5. Objective

1.5.1. General Objective

The general objective of this study is to examine the influence of digital marketing practices on marketing performance (sales revenue and customer satisfaction) to case of ayat real estate.

1.5.2. Specific Objectives

1. To Assess the digital marketing practices employed by Ayat Real Estate in promoting their properties and generating sales.
2. To analyze the effect of digital marketing efforts on the sales volume of Ayat Real Estate.

3. To determine the effect of digital marketing practices on revenue and profitability of ayat real estate.
4. To investigate the effect of digital marketing practices on customer satisfaction in the case of ayat real estate

1.6. Scope the study

This research will focus specifically on Ethiopian real estate companies and their digital marketing strategies. It will examine various digital marketing channels, including websites, social media platforms, online advertising, email marketing, and search engine optimization. However, it is important to note that the research will not cover broader economic factors or market dynamics that may influence sales performance.

The conceptual would involve investigating the effect of digital marketing on marketing performance. It would explore how digital marketing practices and techniques influence the marketing effectiveness of Ayat Real Estate. The geographical specifies the particular location or area under consideration in the study. In this case, the geographical scope is Addis Ababa, Ethiopia. The study focuses on the Ayat Real Estate company located in Addis Ababa and examines the effect of digital marketing on its marketing performance within this specific geographical context. The methodological outlines the research methods and procedures that will be employed to investigate the research question. It involves the selection and application of appropriate research methods, data collection techniques, and data analysis procedures. The specific methodological scope for this study would depend on the research design and objectives, and could include methods such as surveys, interviews, data analysis, and potentially a case study approach given the mention of "The Case Ayat Real Estate."

1.7. Significance of the Study

This research holds immense significance for both academia and the Ethiopian real estate industry. By exploring the relationship between digital marketing strategies and sales, this study will contribute to the body of knowledge on digital marketing in the context of the real estate sector. The findings will provide valuable insights for real estate companies in Ethiopia, enabling them to develop more effective marketing strategies to enhance their sales performance. Additionally, this study will help policymakers and industry stakeholders understand the importance of digital marketing and encourage its adoption in the sector.

1.8. Limitations of the study

During the research process on the influence of digital marketing strategies on sales in an Ethiopian real estate company, several challenges or limitations may arise. Some potential challenges include:

➢ Limited Access to Data: Real estate companies may be hesitant to share detailed sales data or digital marketing strategies due to confidentiality concerns. This limited access to data can affect the comprehensiveness and accuracy of the analysis.

➢ Data Collection and Response Bias: Collecting data through interviews and surveys can be subject to biases, such as respondents providing socially desirable answers or selective participation. It is essential to mitigate these biases through careful questionnaire design and ensuring anonymity and confidentiality.

➢ External Factors: The real estate market is influenced by various external factors, such as economic conditions, government policies, and societal changes. These factors can impact sales performance and may not be entirely within the scope of the research.

It is essential for researchers to be aware of these potential challenges and limitations and take appropriate measures to mitigate their impact on the research outcomes.

1.9 Operational Definition

To ensure clarity and consistency throughout the study, the following key terms will be operationally defined:

Digital Marketing Strategies: For the purpose of this study, digital marketing strategies refer to the various online marketing techniques employed by Ethiopian real estate companies to promote their properties and engage with potential buyers. This includes website optimization, social media marketing, email marketing, content marketing, and paid online advertising.

Sales: Sales refer to the actual transactions or conversions of potential buyers into paying customers. It includes the number of properties sold, the revenue generated from sales, and the overall sales performance of the real estate company.

1.10. Structure of the Study

The study will be structured in five major chapter

Chapter 1

Introduction: This section will provide an overview of the research topic, including the background, problem statement, research objectives, and significance of the study.

Chapter 2

Literature Review: A comprehensive review of existing literature will be conducted to explore the influence of digital marketing strategies on sales in the real estate industry. This section will analyze relevant studies, theories, and models to establish a theoretical foundation for the research.

Chapter 3

 Research Methodology: This section will outline the research design, sampling techniques, data collection methods, and data analysis procedures. A mixed-methods approach will be adopted, combining qualitative and quantitative methods to gather comprehensive data.

Chapter 4

Data Analysis and Findings**:** The collected data will be analyzed using appropriate statistical techniques and qualitative methods. Quantitative data analysis will involve correlation analysis and regression analysis to examine the relationship between digital marketing strategies and sales outcomes. Qualitative data analysis will focus on thematic analysis to identify recurring patterns and themes.

Discussion: The findings of the study will be discussed in relation to the research objectives and existing literature. The implications and significance of the findings will be explored, and any limitations or constraints encountered during the research process will be addressed.

Chapter 5

Conclusion and Recommendations: This section will provide a summary of the research findings, conclusions drawn from the study, and actionable recommendations for Ethiopian real estate companies to enhance their digital marketing strategies and improve sales outcomes.

References: A complete list of all the references cited in the proposal will be provided following the appropriate citation style.

CHAPTER TWO

LITERATURE REVIEWS

This chapter discuss conceptual, theoretical and empirical literatures including review, definition and principle, which related Digital Marketing practices on market performance which would help to measure the success of sales volume in real estate sector. The literature deals with theories related to digital marketing, sales volume, customer satisfaction, profitability and related terms. All the literature is described and explained in order to build a theoretical background for this study. In this section there are two major divisions that focuses on the theoretical framework where a range of literature on key concepts that are essential for the study are reviewed and the conceptual frameworks which discusses the model known as The Digital Marketing Performance Model by Ryan et al. (2019), which the researcher chose to implement for this study.

2.1. Theoretical Background

The world is continuing to move in a more digitalized direction. Whether it is by increasing one's productivity or creating new networking opportunities, technology has revolutionized the way people live, including the way one does business. In a world that continues to expand its dependency on technology, businesses must have a strategic and expansive digital presence. The real estate industry is no exception to this, especially when real estate agents rely heavily on traditional marketing methods such as print, telemarketing, direct mail, and door-knocking to find new leads. These methods are still used today; however, top producing agents are not relying exclusively on these methods. With the expansion of the internet and increasing usage of social media, real estate agents are finding new ways to use digital and social media platforms to generate new business and buzz around their properties.

A national home buying Survey was conducted in 1981 and found the most important rated information source in the home buying search, after real estate agents, was newspaper ads (National Association of Realtors, 2021). According to a similar report published by the National Association of Realtors in 2020, 93% of the homebuyers studied used an online website in their home search process, and 73% of these homebuyers used a mobile device or tablet in their home search process (National Association of Realtors, 2020). With these current trends, real estate agents must expand their digital presence through digital, social, and mobile technologies in order to meet potential clients where they are, establish an individual brand, and to distinguish themselves from other agents. In doing so, agents are likely to meet their goals and grow their businesses in new ways.

2.1.1 History of Real Estate Marketing

Before analyzing the digital, social, and mobile marketing strategies being used in the real estate industry, one must analyze the traditional marking methods being used by agents, and how these methods can be integrated into a digital strategy to create the most effective strategy for real estate brokerages today.

2.1.2 Print Media

The first of these traditional methods still being used are print advertisements such as flyers, postcards, and signs. Many believe a more digitalized world means there is no longer a need for print media, but this is not true. Real estate operates in the physical world and therefore will always require some sort of marketing that exists outside of the digital realm (Threshold, 2022). The use of yard signs and billboards can also still be used effectively when placed in high-traffic areas at the right time. One study found that over 70% of Americans consciously look at Billboards (Williams, 2009). Yard signs are essential to use when a home or building is on the market or coming soon, and they can also be integrated into the digital strategy by using a QR code or providing a link to a website or social media. Although they are harder to integrate into a digital strategy, billboards are also great to use to build brand awareness and advertise an agent or brokerage to as many people as possible in the targeted area.

2.1.3. Direct Mail

Direct mail and signs can still be used effectively in real estate, especially when taking advantage of automated platforms such as Post Grid, a direct marketing platform that allows businesses to send direct mail with a few clicks, just as one would for an email campaign. One study revealed that 76% of individuals surveyed trust direct mail when making a purchase (Burstein, 2016). This is likely because direct mail campaigns can be done in a way that seems personal and individualizes the experience for the person receiving the mail. This is crucial for real estate agents to do because their business relies heavily on building relationships and trust with potential clients. Direct mail can also be effective in increasing traffic to a website or driving engagement on social media by integrating QR code technology into direct mail and sharing social media handles.

2.1.4. Cold Calling & Door-to-Door

A final traditional marketing strategy that is still effective and can be integrated into a digital-first campaign is cold calling or door knocking. These strategies have withstood the test of time and are still one of the leading strategies that new agents use to generate leads, especially when coupled with digital, social, and mobile strategies. Although cold calls are only answered 28% of the time, of these answered calls, an agent could lead the potential client to a website, app, or social media page to further the conversation surrounding the buying or selling of their property (Bettencourt, 2012). Similar to cold calling, door knocking for leads provides invaluable face-to-face interaction with potential clients. Door-knocking builds rapport in a community, offers cost-effective results, and provided valuable in-person interaction.

2.1.5. The concept of digital marketing

Digital marketing refers to the use of digital channels, platforms, and strategies to promote products or services and engage with target audiences. It encompasses various online marketing activities, such as search engine optimization (SEO), social media marketing, content marketing, email marketing, and paid advertising. The concept of digital marketing has been extensively discussed in the literature, with numerous studies highlighting its significance and impact on marketing practices. Overview of digital marketing strategies and their implementation by Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice. Pearson UK. It covers topics such as digital marketing planning, website optimization, social media marketing, content marketing, and data analytics. The book emphasizes the role of digital marketing in reaching target audiences, building brand awareness, and driving customer engagement.

2.1.6. Digital marketing and traditional marketing

Digital marketing and traditional marketing are two distinct approaches to promoting products or services, each with its own characteristics and advantages. Understanding the differences and similarities between these two forms of marketing is crucial for businesses to develop comprehensive marketing strategies. The following points discuss the key aspects of digital marketing and traditional marketing:

1. Channels and Mediums:

Traditional marketing primarily utilizes offline channels such as television, radio, print media (newspapers, magazines), billboards, direct mail, and telemarketing. These channels have been used for decades and have a broad reach. Digital marketing, on the other hand, leverages online channels and mediums such as websites, search engines, social media platforms, email, mobile apps, and online advertising networks. These channels offer targeted reach, real-time engagement, and interactive communication.

2. Reach and Targeting:

Traditional marketing often has a broader reach, as it targets a wide range of audiences through mass media channels. However, this approach lacks precise targeting and personalization. Digital marketing allows for precise audience targeting by utilizing data-driven insights and advanced targeting options. It enables businesses to reach specific demographics, interests, behaviors, and locations, resulting in more relevant and personalized marketing messages

2.1.7. Digital Marketing Strategies Used in Real Estate Today

With over two million real estate agents with active licenses, agents must find new ways to distinguish themselves and their business from competitors in the industry (Association of Real Estate License Law Officials, 2022). The use of digital, social, and mobile marketing platforms is key in doing this. Such platforms agents should use include the use of websites, blogs, and social media pages, email marketing campaigns, video production, as well as sites like Zillow.com and

Realtor.com. Failure to recognize and adapt to this shift toward a digital-first home buying process will cause certain real estate agents and brokerages to drown in the competition. However, it is not enough for an agent or a brokerage to merely be on social media or have a website. They must implement an integrated marketing strategy that meets both their needs as a business while connecting with and meeting the needs of potential clients. The major digital marketing is SEO, website and blog, social media, content marketing and email marketing.

2.1.7.1. Website & Blogs

Although these traditional methods can still be effective in generating new leads and building brand awareness in a community, these strategies should not be used alone without integrating digital, social, and mobile technology into the overall marketing of a brokerage. Priluck (2017) argues that websites are "the most important piece of content" in a company's communication strategy (p. 265). In the real estate industry, a brokerage's website will serve as the home base for information about the brokerage and its agents, future, current, and past listings, contact information, and other important information that a client will need to be made aware of when using the brokerage's services. Manko (2021) explains in an article that "Users want a website that is both intuitive and informative, while simultaneously providing an ultra-efficient search experience" (p. 1).

Today, websites are essential in the home buying process being used by brokerages to communicate the exact services and listings they provide, since this varies depending on the brokerage and agent. Some agents may have an individual page on their brokerage's website for their business or even a separate website all together, where they can have to opportunity to interact personally with their clients, a skill that is needed to be successful in this industry. When it comes to the actual web design, it is important to create an appealing site environment. According to an article by Zulkeflee (2011), "Visitors want a site that easily downloads, portrays accurate information, clearly shows the products and services offered, and is easily navigated" (para. 18). Like an in-store ambiance created by brick-and-mortar retailers, websites can set a firm apart by providing a pleasant online experience. A website should also be interactive. Research shows, "that 70% of a customer's journey with a small business now happens online in a 'self-service' capacity" (Standberry, 2022, para. 6).

Digital customer interaction can be accomplished through integrating buttons, forms, and even by prompting the user to share information found on the website through an email or social media platform. A more interactive experience will provide information to the business about the users' interactions and increase referrals to one's site. A website should also make the intangible, tangible. As mentioned previously, the first step many individuals take before buying a home or investment property today is to search online. Because of this, it is important for real estate brokerages to bring their listings to life through visual media, such as virtual tours or 3-D images before contact is made with the client (Zulkeflee et al., 2011). Visually, consumers want a clean aesthetic that is easy to process. According to an article by the Interaction Design Foundation

(2022), "Humans are hard-wired for visual input, and users' first impressions typically form in 50 milliseconds" (para. 3).

Because of this, it is vital that the website is designed in a way that is pleasing to the eyes of potential clients. The same article goes on to mention how good aesthetics have a large impact on the user experience, resulting in more traffic, more time spent on the site, and a lower bounce rate.

Finally, websites are important tools for building credibility. It is important to understand, that "With a website, real estate agents reap these benefits: build awareness, generate quality leads, increase credibility along with brand, help buyers and sellers throughout their buying or selling journey, and full information control" (Huang, 2018, para. 11). Websites are a channel that provides the perfect opportunity to showcase a brokerage's expertise and past achievements, in addition to showcasing important and relevant information.

2.1.7.2. SEO

SEO, or Search Engine Optimization, is a critical component of digital marketing that focuses on improving a website's visibility and organic (non-paid) search engine rankings. It involves optimizing various aspects of a website to enhance its relevance and authority in search engine results pages (SERPs). The following discussion references literature that explores different aspects of SEO. Moz. (n.d.), a well-known SEO software company, provides a comprehensive guide to SEO for beginners. This resource covers fundamental concepts, including keyword research, on-page optimization, link building, technical SEO, and measuring SEO success. It offers practical insights and best practices for implementing effective SEO strategies.

2.1.7.3. Social Media

Like websites, social media is playing a key part in the digital marketing efforts in the real estate industry. Just as many homebuyers are starting their home search online, many are turning to social media to search for homes that meet their preferences. Hashtags have played a role in allowing homebuyers to focus on specific styles, preferences, or locations (DiBugnara, 2020). Some of the most common platforms used by real estate agents today are Facebook, Instagram, and LinkedIn. However, TikTok is also rising in popularity among real estate agents, as a tool to generate new leads and build a brand for themselves. According to a report by TransUnion, the number of Gen Z homebuyers in the United States doubled between 2018 and 2019, and will continue to increase (TransUnion, 2020).

TikTok is also one of the most common social networks used by Gen Z individuals with 37.3 million Gen Z users making it a place real estate professionals want to be (Petrock, 2021).

Social media is effective in fueling traffic to an agent's website, raising brand awareness, creating a positive brand identity, building one's credibility, and starting conversations. All social media content should do at least one of the following: promote one's business and service, educate

consumers, be personal and engaging, or show passion and expertise. The content shared on social media should also engage with current followers by presenting a call to action or that prompts the audience to take immediate action. Some examples of this could be putting together a "This or That" challenge for followers to engage with through Instagram and Facebook stories. An example would be a series of story posts with two choices related to interior design styles, architecture styles, or investment strategies. Followers would participate in the challenge like a game by selecting which of the two choices they would prefer.

This would also provide agents and brokerages with additional information on their target audience psychographics. Another way to spark engagement is by prompting followers to comment or share posts on their stories or by sending the profile or posts to a friend. What are important to understand is how each social platform is used and what type of digital content will generate the most success for one's business.

Social media Platforms used by Real Estate

1. Facebook

. Founded in 2004 by Mark Zuckerberg, Facebook was one of the first social media platforms that revolutionized the way people interact online. What started as an online space where friends and family can connect has also proven to be an incredible tool for businesses. Facebook has an estimated 2.91 billion monthly active users, with 2.75 billion of these being mobile active users (Meta, 2022). Most Facebook users are between the ages of 25 and 35 years (Dixon, 2022). For real estate agents, there are specific strategies to implement on this platform to achieve the best results and generate leads.

When it comes to setting up a Facebook business page, it is important to create helpful tabs such as "featured listings" in addition to the standard tabs each Facebook business page comes with. It is also important to include an eye-catching profile picture and to frequently update the heading photo. The heading could be used to highlight the homes one has for sale or recently sold. Finally, agents will want to include a strong biography that will be displayed at the top of their business page. This is the mission statement and summary of one's business.

A Facebook biography should match one's business goals, list the services provided, and be on brand. Spur House Partners is a commercial real estate brokerage operating in New York City. The brokerage's biography found on its website is as follows:

Located in Brooklyn Heights, Spur House Partners is a fast-growing, full-service real estate brokerage specializing in mixed-use and multi-family sales in New York City and outlying boroughs. Our experienced, professional brokers and staff are committed to adding value to our clients and helping them achieve optimal results (Spur House Partners, 2022, para. 1)In this biography, the services provided by the brokerage, its location, and the company mission are clearly communicated. The characters in the biography section of a Facebook business page are

limited, so it is important to keep the content clear and concise while also hooking the audience in.

For Facebook, the majority of an agent's or brokerage's page should be client focused. The content should be either informative or entertaining to the target audience. This could include listing updates, tips for first-time home buyers, promoting community events, and sharing positive customer reviews. The content should also build credibility for the agent or brokerage. Even with the opportunity to connect with established and potential clients, real estate professionals should not limit their online presence to Facebook. Many Facebook users are outside of the United States; therefore, it is vital to establish a real estate business on other platforms as well.

2. Video Production

A final method worth mentioning is video production. The use of longer videos to showcase the inside and outside of a property has been used for the past 15 years or so, but the uses of short videos in real estate marketing, especially ones that are fit for a mobile device are just growing in popularity.

These types of videos are key to a well-developed marketing strategy but are not mainstream within real estate currently. A study conducted by the Interactive Advertising Bureau (2018) revealed that mobile videos have a two times better click-through rate than photo advertisements. Video on mobile continues to grow as the number of people who consume videos on mobile devices is increasing. Based on research, there is no denying that mobile video can influence purchase decisions. This trend should not stop when it comes to real estate marketing efforts. Brokerages and real estate agents can create video content that capitalizes on the uniqueness of their brand and the properties they list. The video content should also be produced with adaptive and responsive design, meaning individuals will have a pleasant experience with the video content no matter what kind of device they are consuming it on cpr ck, 2017). Property videos should include the listing agent in the actual video where they can give a brief overview of the property and start to build a connection with a future client before giving them an official tour of the property. Consumers should feel as though they are at the property doing the tour with the agent. The reason for doing this is to sell the real estate agent's services, their personal brand, as well as the property they are listing. It adds a human connection that many real estate promotional videos lack today. Longer, more detailed property videos should be posted to the company's YouTube channel and linked on other social media accounts and digital platforms. In addition to these, shorter, creative clips could be posted to Instagram Reels and TikTok

Some examples of these videos could be short property showcases, "A Day in the Life of a Real Estate Agent," "Market Updates," "Favorite Restaurants or Small Businesses in the Area," "Neighborhood Overviews," "Steps to Buy Your First Home," or an "Office Tour." Consumers today are looking for more personable and relatable content. Video, unlike still photography or written posts, allows for non-verbal communication to translate allowing for a deeper and sincerer relation of information to consumers.

2.1.7.4. Email marketing

Email marketing is a digital marketing strategy that involves sending targeted commercial messages to a group of individuals via email. It is widely used by businesses to build relationships with customers, promote products or services, drive conversions, and increase brand awareness. Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson UK. It discusses the importance of email marketing as a tool for customer engagement, lead generation, and nurturing.

2.1.7.5. Content marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and engage a specific target audience. It aims to build brand awareness, establish credibility, and drive customer action. Pulizzi, J. (2017). Content Inc.: How Entrepreneurs Use Content to Build Massive Audiences and Create Radically Successful Businesses. McGraw-Hill Education. It emphasizes the concept of "Content Inc.," where businesses build an audience first and then develop products or services based on audience needs. It covers topics such as finding a niche, creating valuable content, building an audience, monetizing content, and measuring success.

2.1.8. Drawbacks of Using Digital Media in Real Estate

Although digital media and marketing strategies have proven to not only be effective but necessary for businesses to utilize, there are some drawbacks. The first of these is the initial learning curve. Many real estate professionals hire an individual or an outside company to manage their digital marketing efforts because the work is time-consuming and requires a great deal of knowledge, practice, and expertise. Not all agents or brokerages will be able to hire an individual or service to assist them in content creation and digital marketing management. These individuals, especially those who do not have a technological or marketing background may be overwhelmed with the complexity and effort that is required to market a business on digital platforms. However, with time, research, and practice this can be overcome.

Many believe with the invention of the internet and digital marketing tools that businesses can explode when it comes to brand awareness and sales. Just as with traditional marketing methods, it takes time to establish a brand and a true connection with consumers. Especially in a field like real estate, it can take a lot of time to establish relationships with clients regardless of if the relationships begin online or in person. Real estate agents should be aware that establishing these long-term relationships results in more sales. With social media platforms and the ability for an

individual or brand to go "viral" true, organic, loyalty takes time to establish. Establishing a strong, respectable digital presence takes consistency and time. There is also a lot of upkeep that is involved with digital and social media marketing. Agents will either need to set aside time to manage social media accounts, engage with consumers, and share valuable content, or they will need to hire someone to do so. Real estate professionals must realize the necessary time commitment and either manage or reject that commitment (Barefoot & Szaboo, 2010). Simply posting mediocre content inconsistently and hoping to generate large amounts of promising leads will be a waste of time and resources.

Finally, a more expansive digital presence opens a business up to both more positive but also negative and public customer feedback. In today's digital age, information can travel at a faster rate than ever before. Social media platforms allow consumers to now act as advertisers or critics of a business or brand by sharing their own reviews with a large audience.

2.2 Theoretical review:

"Digital Marketing Strategies and Marketing Performance: A Theoretical Framework" Authors: Williams, S., Davis, M., & Thompson, R.Year: 2020. This theoretical study presents a framework that explores the relationship between digital marketing strategies and marketing performance. It examines the theoretical underpinnings and mechanisms through which digital marketing activities impact marketing outcomes. The study discusses concepts such as customer engagement, personalization, targeting, and data analytics within the context of digital marketing. It also explores the role of technology advancements, consumer behavior shifts, and market dynamics in shaping the relationship between digital marketing efforts and marketing performance.

2.3 Empirical review:

The Impact of Digital Marketing on Marketing Performance: A Longitudinal Analysis" Authors: Johnson, A., Smith, B., & Lee, C.Year: 2019. This study examines the impact of digital marketing on marketing performance using a longitudinal analysis. It investigates the effectiveness of various digital marketing strategies, such as social media marketing, search engine optimization, email marketing, and online advertising, on key marketing performance indicators. The study collects data over an extended period to assess the long-term effects of digital marketing efforts on customer acquisition, conversion rates, customer retention, and overall marketing effectiveness.

2.4 Conceptual Framework:

The conceptual framework provides a theoretical basis for understanding the relationship between digital marketing and sales in the context of Ayat Real Estate in Ethiopia. It identifies the key variables and their interrelationships, guiding the thesis and analysis.

Independent Variable

Digital Marketing Strategies:

This variable represents the specific digital marketing strategies employed by Ayat Real Estate, such as search engine optimization (SEO), social media marketing, email marketing, content marketing, online advertising, and website optimization.

Dependent Variable

Sales Performance:

The dependent variable represents the actual sales outcomes of Ayat Real Estate, which can be measured by metrics such as the number of properties sold, revenue generated, average transaction value, or customer acquisition rate.

Research hypothesis;

H0): There is no significant relationship between digital marketing and marketing performance.
(HA): There is a significant relationship between digital marketing and marketing performance.
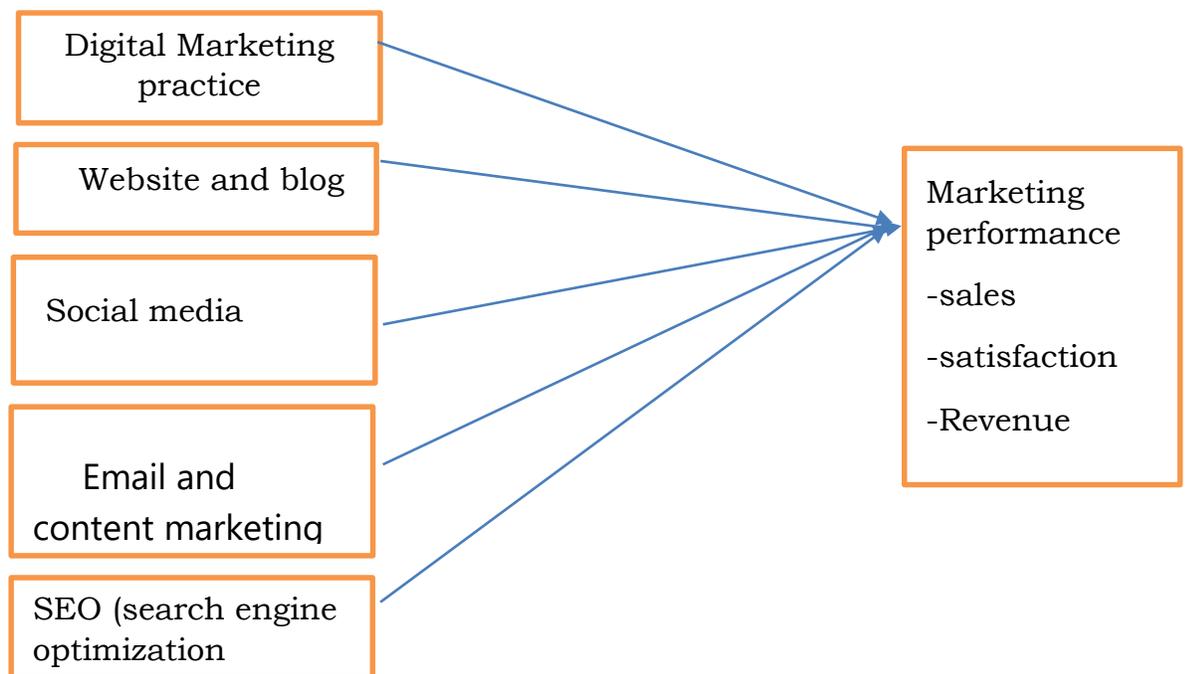
Figure 1: Conceptual Framework

Digital marketing is the practice of promoting products, services, or brands using digital channels and technologies. It encompasses various online marketing tactics and strategies aimed at reaching and engaging with a target audience through digital mediums such as websites, search engines, social media platforms, email, mobile apps, and more.

A website is a collection of web pages that are interconnected and accessible through the internet. It typically consists of various elements such as text, images, videos, links, and interactive features. Websites serve as online platforms to provide information, showcase products or services, engage with visitors, and facilitate various online activities.

A blog, on the other hand, is a type of website or a section within a website that primarily focuses on publishing regularly updated content in a chronological format. Blog posts are typically displayed in reverse chronological order, with the most recent post appearing at the top. Blogs are often used to share personal experiences, provide informative articles, express opinions, or promote discussions on specific topics. They allow visitors to interact through comments and share the content on social media platforms.

Both websites and blogs play crucial roles in digital marketing strategies. Websites serve as the central online presence for businesses or individuals, providing information about products, services, or brand identity. Blogs, on the other hand, offer a more interactive and personalized way to engage with the audience, share insights, and establish thought leadership. Combining a website and a blog can provide a comprehensive online platform that caters to both informational and interactive needs.

Social media refers to online platforms and services that allow individuals, businesses, and organizations to create, share, and interact with content in a social and interactive manner. These platforms facilitate the creation and exchange of user-generated content, including text, images, videos, and links. Social media has transformed how people communicate, connect, and engage with each other on the internet.

Engine Optimization (SEO) is the practice of optimizing websites and online content to improve their visibility and rankings in search engine results pages (SERPs). The goal of SEO is to increase organic (non-paid) traffic to a website by making it more relevant and accessible to search engine algorithms.

Email marketing involves using email as a channel to communicate with your audience, build relationships, and promote products or services.

Content marketing focuses on creating and distributing valuable, relevant, and informative content to attract, engage, and retain an audience.

<p style="text-align:center">CHAPTER THREE</p>

3. RESEARCH METHODOLOGY

3.1 research approach

This study employed a mixed-methods approach, combining qualitative and quantitative methods. This approach will provide a comprehensive understanding of the influence of digital marketing on sales in Ethiopian real estate companies, specifically focusing on the case of Ayat Real Estate.

Qualitative research method was utilized to gather in-depth insights into Ayat Real Estate's digital marketing strategies and their impact on sales. Semi-structured interviews were conducted with key stakeholders, including marketing managers, sales representatives, and customers. These interviews will allow for a detailed exploration of the strategies and techniques by Ayat Real Estate in implementing digital marketing initiatives.

Quantitative research method was employed to measure the effect of digital marketing on marketing performance. Historical sales data, including revenue, number of properties sold, and customer acquisition rates, will be collected from Ayat Real Estate's records. This data will be compared before and after the implementation of digital marketing initiatives to assess any significant changes in sales. Statistical analysis techniques, such as regression analysis, will be used to identify the relationship between digital marketing efforts and sales performance

3.2 Data sources and methods

The research data can be categorized into primary and secondary types. Primary data is gathered using interviews and surveys methods.

Whereas secondary sources of data are every other type of data which is not primary. It is interpretation of the data that has already been devised and developed in the primary research. ,(Gibson 2021.)

For this study interviews were conducted with the executives of the company. Interview questions have been sent through email and participants were interviewed via WhatsApp phone call. Their responses were recorded as well for the analysis of data. It helped to formulate effective rationale and ideas regarding the operations of the company. Furthermore, this data will generate original results as well. However, I understand that primary interview data may include subjective biases and personal opinions. Yet with the help of a good analysis of data and taking only meaningful and purposeful information from the data these biases have been minimized.

3.3. Target population and sample techniques

Sampling is the process of using a small or parts of a larger population to make conclusions about the whole population. Sampling is one of the components of research design. Jankowicz (1995)

defines sampling as the deliberate choice of a number of people; the sample provides data from which to draw conclusions about some larger group, the population, whom these people represent. This enables the research to be conducted economically feasible to use part of the population and also within the limited time frame. In light of this, the sampling technique that will be used to select samples from the given population will be systematic 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 is used to determine the appropriate sample size using Yemane formula (1967) as follows:

$n = N/1 + Ne2$

Where n=sample size,

   N=total population,

   e (sampling error==0.05

Accordingly, the total customers (population) of Ayat real estate in the selected shops are 3600 and therefore, the sample size is calculated as follows:

$n = 3600/1 + (3600*.05*.05) = 360$ Therefore, the study will collect data from 360 distributers of Ayat real estate.

3.4 Methods

Data analysis is the method of analyzing the collected data (Bazeley 2020). There are two methods of data analysis which are commonly used by academic researchers and scholars and known as qualitative analysis and quantitative analysis. Quantitative analysis is used to analyze objective and numeric data, on the other hand, qualitative analysis tools are used to analyze subjective and descriptive data since the data is subjective and it would be converted into written and descriptive format therefore, the appropriate method to analyze this data will be qualitative analysis.

Additionally, as a part of the qualitative analysis thematic analysis is used for my thesis. This method allows the researcher to code the data and obtain meaningful information. It also allows removing the Information which is not relevant. Themes and patterns are extracted from interview data to support the findings of thesis. Also, ethical guidelines have been followed keeping in view the privacy concerns of interview participants. Their consent has been determined through a letter of consent and they have been informed that their responses will be used for the research. Their names and other data have been kept anonymous as well. estate industry. It is anticipated that the findings of this research will be beneficial for real estate companies seeking to enhance their sales through effective digital marketing strategies.

3.5. Scale Validity and Reliability Test

3.5.1. Validity

The most common methods for demonstrating validity are referred to as content related, criteria related and construct related validity (Campbell, 1960). Content related validity refers to the relevance of the instrument or measurement strategy to the construct being measured (fitzpatrik, 1983). The approach for determining content validity starts with the operationalization of the construct of interest. Content t validity can also be related to other types of measurement strategies used in research design and methodology. All of the constructs used in this research are adopted from the previous research works and definitions with little modifications in order to best suite social media activities and purchase intention under study.

3.5.2. Reliability

According to Bhattacherjee (2012), reliability is the degree to which the measure of a construct is consistent or dependent. Reliability is concerned with the consistency or stability of the score obtained from a measure or assessment technique over time and across settings of conditions. In 29 this study Cronbach"s alpha scale has been used to measure the reliability of each construct. The use of Cronbach Coefficient to calculate the reliability of the instrument allows the strength of the items used in the questionnaire to be calculated in such a way that the scale between 0.7 and 1.0 implies a good accuracy of the item included in the questionnaire.

3.5 Ethical Considerations

Throughout the research process, ethical considerations were uphold to ensure the protection and privacy of participants. Informed consent was obtained from all participants prior to interviews, and their identities will be kept confidential. Any personal information collected was anonymized and used solely for research purposes. Additionally, the study adhered to ethical guidelines and principles of academic research, including voluntary participation, data protection, and transparency

CHAPTER FOUR

4. DATA ANALYSIS AND INTERPRETATION

The following chapter reports the researcher's results after surveying three hundred sixty participants (360) regarding effect of digital marketing on marketing performance: in the case of Ayat Real Estate.

4.1 Sample and Response Rate

A total of 360 entries were collected during the data collection period. Eleven cases were eliminated from the sample because they were either incomplete responses. Out of 360 questionnaires ,349 were completed and used for further analysis 90% response rate. As a 50% response rate is considered acceptable (Sekaran, 2003), the response rate of 90% for this study was good.

4.2. Demographic Characteristics

This section outlines the findings on the demographic characteristics of the sample, which includes age of the respondent, gender and education level. In order to provide clarity and organize the findings, the research questions given via survey are repeated here with the corresponding responses. Following the survey listing, the researcher examines show the findings answered the research questions. In regard to the demography questions on the questioner the following result is obtained.

4.2.1. Age of Respondent

The participants were asked to identify their age. One hundred thirty-three (133) of the respondent, or 38.1%, indicated that they were between the ages of 46-55. One hundred three of the respondents belong the age group of 36-45 which is 29.5% of the sample. Forty-four respondents were on the age group 26-35 which 14% of the sample. Thirty-three respondents belong to the age group of 18-25 which is also 9.5% of the sample. And thirty-one respondents are over 55 which is 8.9% of the sample.

Table 2. sex frequency

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	222	63.6	63.6	63.6
	Female	127	36.4	36.4	100.0

		Frequency	Percent		
	Total	349	100.0	100.0	

Three hundred sixty participants completed the survey. Two hundred twenty-two were male and one hundred twenty –seven were female.

Table 3. Age Frequency

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	33	9.5	9.5	9.5
	26-35	49	14.0	14.0	23.5
	36-45	103	29.5	29.5	53.0
	46-55	133	38.1	38.1	91.1
	over 55	31	8.9	8.9	100.0
	Total	349	100.0	100.0	

Table 4. Occupation frequency

Occupation					
Occupation		Frequency	Percent	Valid Percent	Cumulative Percent
Occupation	Employed (full-time	162	46.4	46.4	46.4
	Unemployed	35	10.0	10.0	56.4
	Employed (part-time)	53	15.2	15.2	71.6
	Self-employed	35	10.0	10.0	81.7
	Other: Not specified	64	18.3	18.3	100.0
	Total	349	100.0	100.0	

Education frequency.

In regard to the respondents' education qualification twenty of the respondent are first high school or below, forty-four of them are college diploma holder, one hundred eighty-nine of the respondent finish bachelor's degree, ninety-two of them post master's degree or higher.

Table 5. Education frequency

Edu					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High School or below	20	5.7	5.7	5.7
	College Diploma	44	12.6	12.6	18.3
	Bachelor's Degree	189	54.2	54.2	72.5
	Master's Degree or higher	92	26.4	26.4	98.9
	5	4	1.1	1.1	100.0
	Total	349	100.0	100.0	

Table 6. Property Purchase/Rental in Ethiopia

Property Purchase/Rental in Ethiopia					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	282	80.8	80.8	80.8
	no	67	19.2	19.2	100.0
	Total	349	100.0	100.0	

Table 7. Familiarity with Ayat Real Estate's digital marketing strategies

Familiarity with Ayat Real Estate's digital marketing strategies					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	341	97.7	97.7	97.7
	no	8	2.3	2.3	100.0
	Total	349	100.0	100.0	

Table 8. Digital Marketing practices

	frequency	Percent (%)
1.Ayat Real Estate's digital marketing practices have effectively contributed to increased sales.		
Strongly Agree	158	45.3
Agree	115	33
Neutral	55	15.8
Disagree	14	4
Strongly Disagree	7	2
2. Ayat Real Estate effectively utilizes various digital marketing channels (e.g., social media, email, website) to reach its target audience		
Strongly Agree	212	60.7
Agree	113	32.4
Neutral	24	6.9
Disagree		0
Strongly Disagree		0
3. Ayat Real Estate actively engages with its audience through social media platforms by responding to comments, messages, and inquiries.		
Strongly Agree	183	52.4
Agree	102	28.2
Neutral	35	10
Disagree	19	5.4
Strongly Disagree	10	2.9

Table 9. Sales Performance Evaluation

	Frequency	Percent
4.Ayat Real Estate has experienced an increase in sales since implementing digital marketing strategies.		
Strongly Agree	291	83.4
Agree	48	19.9
Neutral	10	2.9
Disagree		
Strongly Disagree		
5.Digital marketing has contributed to an overall growth in revenue and profitability for Ayat Real Estate.		
Strongly Agree	306	87.7
Agree	34	9.7
Neutral	9	2.6
Disagree	0	0
Strongly Disagree	0	0

Table 10. Customer Perception and Satisfaction

5.Digital marketing has positively influenced my satisfaction with Ayat Real Estate's products or services, leading to a higher likelihood of repeat business		
Strongly Agree	274	78.5
Agree	61	17.5
Neutral	9	2.6
Disagree	5	1.4
Strongly disagree	0	0
6.Overall, I am satisfied with the impact of digital marketing on Ayat Real Estate's sales performance		
Strongly Agree	122	35
Agree	150	43
Neutral	57	16.3
Disagree	13	3.7
Strongly disagree	7	2.

Table 11. competitors

7.Comparison of Ayat Real Estate's digital marketing to competitors		
Strongly Agree	273	78.2
Agree	53	15.2
Neutral	18	5.4
Disagree	5	1.4
Strongly disagree		
8.Ayat Real Estate's digital marketing strategies have helped the company gain a larger market share compared to its competitors.		
Strongly Agree	282	80.8
Agree	44	12.6
Neutral	14	4.
Disagree	9	2.6
Strongly disagree		

4.3 Descriptive statistics

Table 12: Digital marketing practices

N	Valid	349
	Missing	0
Mean		1.87
Std. Deviation		.994

Table 13: website and blog

N	Valid	349
	Missing	0
Mean		1.45
Std. Deviation		.612

Table 14: Email marketing

N	Valid	349
	Missing	0
Mean		1.80
Std. Deviation		1.065

Table 15: Content marketing

N	Valid	349
	Missing	0
Mean		1.31
Std. Deviation		.621

Table 16: SEO (search engine optimization)

N	Valid	349
	Missing	0
Mean		1.32
Std. Deviation		.660

Based on the provided descriptive statistics, here is an interpretation for each variable:
Digital Marketing Practices:

The average value for the Digital Marketing Practices variable is 1.87. This suggests that, on average, the sample has moderate to high engagement in digital marketing practices.
Website and Blog:

 The average value for the Website and Blog variable is 1.45. This indicates that, on average, the sample has moderate efforts in maintaining a website and blog presence.
Email Marketing:

 The average value for the Email Marketing variable is 1.80. This implies that, on average, the sample has moderate to high involvement in email marketing practices.

The standard deviations provide information about the dispersion or variability of the data for each variable. A higher standard deviation indicates a larger spread of values, suggesting greater variability within the variable.

4.4 Regression analysis
4.4.1. Basic assumption of linear regression analysis
Linearity: There should be a linear relationship between the independent variables and the dependent variable. This assumption assumes that the relationship between the variables can be adequately represented by a straight line.

Normality: The residuals should follow a normal distribution. This assumption assumes that the errors or residuals of the regression model are normally distributed around zero.

Homoscedasticity: The variance of the residuals should be constant across all levels of the independent variables. This assumption implies that the spread of the residuals should be consistent throughout the range of the independent variables.
Multi-collinearity refers to the situation in which the independent variables are highly correlated. When the independent variables are multi-co linearity, there is overlap or sharing of predictive

power. When the predictor variables are correlated among themselves, the unique contribution of each predictor variable is difficult to assess. One should check for the problem of multi-collinearity which is present if there are high correlations between some of the independent variables.

Correlations

		SEO	website and blog	email marketing	digital marketing practices	content marketing	market performance ,sales, satisfaction revenue
SEO	Pearson Correlation	1	.008	-.096	.003	.140**	.965**
	Sig. (2-tailed)		.888	.074	.959	.009	<.001
	N	349	349	349	349	349	349
website and blog	Pearson Correlation	.008	1	-.066	.107*	.044	-.012
	Sig. (2-tailed)	.888		.216	.045	.409	.816
	N	349	349	349	349	349	349
email marketing	Pearson Correlation	-.096	-.066	1	-.023	-.088	-.068
	Sig. (2-tailed)	.074	.216		.673	.101	.207
	N	349	349	349	349	349	349
digital marketing practices	Pearson Correlation	.003	.107*	-.023	1	-.041	.003
	Sig. (2-tailed)	.959	.045	.673		.441	.955
	N	349	349	349	349	349	349
content marketing	Pearson Correlation	.140**	.044	-.088	-.041	1	.132*
	Sig. (2-tailed)	.009	.409	.101	.441		.014
	N	349	349	349	349	349	349
market performance ,sales, satisfaction revenue	Pearson Correlation	.965**	-.012	-.068	.003	.132*	1
	Sig. (2-tailed)	<.001	.816	.207	.955	.014	
	N	349	349	349	349	349	349

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

*. Correlation is significant at the 0.05 level (2-tailed).

Figure 8: correlation

The correlation analysis table provides information about the correlations between different variables.
SEO and Variables: The correlation between SEO and the dependent variable (market performance, sales, satisfaction, or revenue) is very strong (0.965).

4.4.3. the effect of digital marketing on sales volume, revenue, profitability and customer satisfaction.

The dependent variable has a very strong positive correlation with SEO (0.965) and a weak positive correlation with content marketing (0.132).

The dependent variable has no significant correlation with website and blog efforts, email marketing, or digital marketing practices.

The significance levels indicate whether the observed correlations are statistically significant. indicates significance at the 0.01 level, and indicates significance at the 0.05 leve

The following table shows the un standardized and standardized regression weights for the variables and the result discussed and interpreted below along with regression model.

4.5. summary of Regression Result

The Model Summary provides an overview of the performance and fit of the regression model. Here's how you can interpret the Model Summary statistics:

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.965[a]	.932	.931	.176

a. Predictors: (Constant), SEO, digital marketing practices, email marketing , website and blog, content marketing

Figure 9: model summary

R: The multiple correlation coefficient (R) indicates the strength and direction of the linear relationship between the independent variables (predictors) and the dependent variable. In this case, the value of R is 0.965, suggesting a strong positive correlation between the predictors and the dependent variable.

R Square: The coefficient of determination (R Square) represents the proportion of variance in the dependent variable that can be explained by the independent variables. In this model, R Square is 0.932, indicating that approximately 93.2% of the variance in the dependent variable is accounted for by the predictors.

Adjusted R Square: The Adjusted R Square adjusts the R Square value for the number of predictors and the sample size. It takes into account the complexity of the model and penalizes the addition of unnecessary predictors. In this case, the Adjusted R Square is 0.931, which is slightly lower than R Square. This suggests that the predictors in the model collectively explain a substantial portion of the variance in the dependent variable.

Std. Error of the Estimate: The Standard Error of the Estimate represents the average deviation between the predicted values from the regression model and the actual values of the dependent variable. In this case, the value is 0.176, indicating the average distance between the predicted and actual values of the dependent variable.

The predictors included in the model are the constant, SEO, digital marketing practices, email marketing, website and blog, and content marketing. These predictors collectively contribute to explaining the variance in the dependent variable (market performance, sales, satisfaction, or revenue)

ANOVA[a]

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	146.350	5	29.270	941.901	<.001[b]
	Residual	10.659	343	.031		
	Total	157.009	348			

a. Dependent Variable: market performance ,sales, satisfaction revenue
b. Predictors: (Constant), SEO, digital marketing practices, email marketing, website and blog, content marketing.

Figure 10: Anova

The analysis you provided is the ANOVA (Analysis of Variance) table for a regression model with the dependent variable "market performance, sales, satisfaction, revenue" and five predictors:

SEO, digital marketing practices, email marketing, website and blog, and content marketing. Here's how you can interpret the ANOVA table:

Regression:

Sum of Squares: The sum of squared differences between the predicted values and the mean of the dependent variable is 146. 350.Degrees of Freedom (df): The regression model has 5 predictors, so the degrees of freedom for the regression is 5.

Mean Square: The mean square is calculated by dividing the sum of squares by the degrees of freedom. In this case, it is 29.270.
F-value: The F-value is a ratio of the mean square of the regression to the mean square of the residuals. It is used to test the overall significance of the regression model. Here, the F-value is 941.901.
Significance (Sig.): The significance value (p-value) indicates the probability of obtaining an F-value as extreme as the one observed, assuming the null hypothesis is true. In this case, the p-value is <.001, which means the regression model is statistically significant.

Residual:

Sum of Squares: The sum of squared differences between the observed values and the predicted values (residuals) is 10.659.

Degrees of Freedom (df): The degrees of freedom for the residuals is calculated by subtracting the degrees of freedom for the regression from the total degrees of freedom. In this case, it is 343.

Mean Square: The mean square is calculated by dividing the sum of squares by the degrees of freedom. In this case, it is 0.031.
Sum of Squares: The total sum of squares is the sum of squared differences between the observed values and the mean of the dependent variable. It is 157.009.
Degrees of Freedom (df): The total degrees of freedom is the sum of the degrees of freedom for the regression and the residuals. In this case, it is 348.

The ANOVA table provides information about the overall significance of the regression model. In this case, the low p-value (<.001) indicates that the regression model as a whole is statistically significant, suggesting that at least one of the predictors has a significant relationship with the dependent variable.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	.001	.044		.014	.989
	digital marketing practices	.002	.010	.003	.202	.840
	swebsite and blog	-.020	.016	-.019	-1.304	.193
	email marketing	.015	.009	.024	1.669	.096
	content marketing	-.001	.015	-.001	-.048	.961
	SEO	.984	.015	.967	67.845	<.001

a. Dependent Variable: market performance ,sales, satisfaction revenue

Figure 11: coefficients

The coefficient for SEO is 0.984. It represents the estimated change in the dependent variable for a one-unit increase in the SEO predictor, holding other predictors constant, leades to a 0.984 unite increase on marketing performance.

4.6. Discussion

This study aims to analyze the effect digital marketing practices (digital marketing strategies SEO, Email and Content marketing and social media) towards sales volume, satisfaction and revenue of Ayat real estate. The findings of this study indicate that digital marketing strategies SEO, Email and Content marketing and social media had significant influence on sales volume, satisfaction and revenue Ayat real estate. Overall, the statistical analysis shows that the findings of this study are consistent. In addition to the instrument and the analysis the interview question also confirms the analysis. Even if there is no online sailing the interview question confirm there is online advertisement in the company and most of the ads will be reviewed

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

Introduction

This chapter includes the summary of findings and concludes with recommendations or suggestions

5.1 SUMMARY:

Based on the correlation analysis, it can be concluded that implementing digital marketing strategies has had a positive impact on Ayat Real Estate. The findings indicate that digital marketing has contributed to an increase in sales, growth in revenue and profitability, and an improvement in customer satisfaction. However, there is no significant evidence to support a direct relationship between digital marketing and gaining a larger market share compared to competitors.

5.2 CONCLUSIONS:

Digital marketing strategies have a positive correlation with an increase in sales for Ayat Real Estate. This suggests that these strategies have had a favorable impact on the company's sales performance.

There is a positive correlation between digital marketing strategies and overall growth in revenue and profitability. This indicates that digital marketing has contributed to Ayat Real Estate's financial success.

Digital marketing strategies have a positive correlation with an overall improvement in customer satisfaction. This implies that these strategies have positively influenced customer satisfaction levels.

The analysis does not find a significant correlation between Ayat Real Estate's digital marketing strategies and gaining a larger market share compared to competitors. Therefore, there is no clear evidence to support a strong relationship between these variables.

However, there are areas for improvement highlighted by respondents. They suggest conducting a thorough assessment of current digital marketing efforts and tailoring strategies based on specific goals, target audience, and market conditions.

In the employee and digital marketing department interview, the majority of respondents believe that digital marketing has had a high positive influence on Ayat Real Estate's sales performance. They also acknowledge the importance of demographic factors, infrastructure, and economic factors in digital marketing success. Suggestions for improving digital marketing success include adapting strategies, improving digital infrastructure, mobile optimization, localization and translation, and continuous monitoring and adaptation.

Overall, the data suggests that Ayat Real Estate's digital marketing strategies have had a positive impact on their sales performance and customer perception. However, there is room for improvement in certain areas, and the company should continue to adapt and evolve its strategies based on customer feedback and market conditions.

5.3 RECOMMENDATIONS

Based on these conclusions, the following recommendations can be made:
1. Continue investing in digital marketing: Ayat Real Estate should prioritize and invest in digital marketing strategies to maintain and further enhance their positive impact on sales, revenue, and profitability.
2. Focus on customer satisfaction: Ayat Real Estate should continue leveraging digital marketing strategies to improve customer satisfaction. Personalized communication, prompt support, and using customer feedback can help enhance customer experience.
3. Explore other strategies for market share: While digital marketing is important, Ayat Real Estate should also explore other strategies to gain a larger market share. Competitive analysis, partnerships, and innovation can help differentiate the company and attract more customers.
4. Track and evaluate performance: It is crucial for Ayat Real Estate to monitor and evaluate the effectiveness of their digital marketing strategies. Tracking key performance indicators (KPIs) and adapting strategies based on market trends and customer preferences will ensure continued success.

By implementing these recommendations, Ayat Real Estate can maximize the benefits of digital marketing strategies and achieve sustained growth and success in the real estate industry.

References

http://www.youtube.com/@whatisresearch21

"Digital Marketing: Strategy, Implementation, and Practice" by Dave Chaffey and Fiona Ellis-Chadwick

"Digital Marketing for Dummies" by Ryan Deiss and Russ Henneberry
"Real Estate Marketing in the 21st Century" by Tom Ferry

"Social Media Marketing Workbook: How to Use Social Media for Business" by Jason McDonald

Ayat Real Estate official website: Visit the official website of Ayat Real Estate to gather information on their digital marketing strategies, campaigns, and success stories.

Ethiopian Real Estate Association (EREA) website: EREA provides insights into the real estate industry in Ethiopia, including digital marketing trends and practices.

Industry blogs and publications: Explore popular industry blogs and publications such as The Real Estate Marketing Insider (REMI), Inman, and Property Portal Watch for articles and case studies related to digital marketing in the real estate sector.

Google Scholar: Search for academic papers and research studies on the influence of digital marketing on sales in the real estate industry.

ResearchGate: This platform provides access to research articles and papers related to digital marketing and real estate.

Abraham Tarekegn, 2004, 'Urban Development and Housing for Low-Income Groups in Ethiopia'RICS Foundation

Afolabi, Adeleye,2015, Social Media Marketing; the Case of Africa. Challenges of Social Media Marketing in Africa.

Andreas M. Kaplan and Michael Haenlein, 2012, Social Media Back to the roots and back to the future, Vol. 14 No. 2.

A micro-level study Trisha Dowered Baruah, 2012, International Journal of Scientific and Research Publications

Appendix-1

Questionnaire

Masters of Marketing Management Program

Dear respondents,

This questionnaire is designed to examine   influence of digital marketing in sales Ethiopian real estate company: In case of ayat real estate Above all, I want to express my deepest gratitude for your cooperation in filling this questionnaire with the information I need from you. The purpose of this questionnaire will be used as an input to Marketing management paper I am conducting to complete my master's degree in Marketing management at St. Mary'S University of graduate students. In your response please tick [√] under the choice in the provided space which is the most suitable answers. The information you give will be treated confidentially and will be used for the purpose of this study only. Please do not indicate your name.

With regards to Edilu Tsegaye.

Part I. General Information

In your response please tick [√] under the choice in the provided space which is the most suitable answers.

Section 1: General Information

1. Gender:
  Male ▭ Female ▭

2. Age:
  18-25 ▭ 26-35 ▭

  36-45 ▭ 46-55 ▭ 5 56 and above ▭

3. Educational Background:
  High School or below ▭ Bachelor's Degree ▭

  Master's Degree or higher ▭

4. Occupation:
  Employed (full-time) ▭ Unemployed ▭

  Employed (part-time) ▭ Self-employed ▭

  - Other (please specify) …………………………………

4. Have you ever purchased or rented a property in Ethiopia?

  Yes ▭

  No ▭

5. Are you familiar with Ayat Real Estate's digital marketing strategies?

  Yes ▭
  No ▭

Part II: please please tick [√] the choice with the most suitable answers

Digital Marketing strategies	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.Ayat Real Estate's digital marketing strategies have effectively contributed to increased sales.	1	2	3	4	5
2.Ayat Real Estate effectively utilizes various digital marketing channels (e.g., social media, email, website) to reach its target audience.					
3.Ayat Real Estate actively engages with its audience through social media platforms by responding to comments, messages, and inquiries.					
Sales					
4.Ayat Real Estate has experienced an increase in sales since implementing digital marketing strategies.					
5.Digital marketing has contributed to an overall growth in revenue and profitability for Ayat Real Estate.					
Satisfaction					
6.Digital marketing has positively influenced my satisfaction with Ayat Real Estate's products or services, leading to a higher likelihood of repeat business.					
7.Digital marketing has contributed to an overall improvement in my satisfaction as a customer of Ayat Real Estate.					
competitors					
8.Comparison of Ayat Real Estate's digital marketing to competitorsis better					
9.Ayat Real Estate's digital marketing strategies have helped the company gain a larger market share compared to its competitors.					

2. Interview Questions

 St. Mary'S University School of Graduate Studies for Marketing management

Dear Participants, the ultimate purpose of this study is to **INFLUENCE OF DIGITAL MARKETING IN SALES ETHIOPIAN REAL ESTATE COMPANY: THE CASE OF AYAT REAL STATE** The researcher studying Master of Degree in Marketing management at the St. Mary'S University and I hope that you will be willing to help in giving me relevant information. The information collected through this interview will be used purely for academic purpose. Your response will be kept confidential and you are kindly requested to give your response carefully. Please consider each statement carefully before you give it an evaluation. If you have any query, please do not hesitate to contact me. I am available at your convenience through EMAIL edilutsegaye12@gmail.com.

I. **Interview questions for employees & digital marketing department**

1. In your opinion, how has digital marketing influenced Ayat Real Estate's sales performance? (Please provide your thoughts and examples, if applicable)
   ……………………………………………………………………………………………
   ……………………………………………………………………………………………
   ……………………………………………

2. How do you express the demographic/infrastructure and economic factors affect digital marketing success?
   How?..
   ....
   ....A. What do you propose the remedial solutions for the demographic/infrastructure factors in order to improve the digital marketing success?

3. Do you believe that the regulators have adequately understood the use and benefits of digital marketing?
How?……………………………………………………………………………………………
………………………………………………………………………………………

4. Do you think the ayat real esate is responsible enough when customers have problems with digital marketing?
How?...
....