



ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

**THE IMPACT OF SOCIAL MEDIA ADVERTISING ON
CONSUMER BEHAVIOR: A CASE STUDY OF SOCIAL
MEDIA INFLUENCERS**

BY

MERRY MEKONNEN

JUNE 2024

ADDIS ABABA, ETHIOPIA

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A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY SCHOOL OF
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**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
FACULTY OF BUSINESS**

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DECLARATION

I, Merry Mekonnen, the undersigned person declare that the thesis entitled “*The Impact of Social Media Advertising on Consumer Behavior: A Case Study of Social Media Influencers*” is my original and submitted for the award of Master of Art Degree in Marketing Management, St’ Mary University at Addis Ababa and it hasn’t been presented for the award of any other degree. Under this study, fellowship of other similar titles of any other university or institution of all sources of material used for the study has been appropriately acknowledged and notice.

Merry Mekonnen

Candidate

Signature

Date

CERTIFICATION

This is to certify that the research thesis entitled: “*The Impact of Social Media Advertising on Consumer Behavior: A Case Study of Social Media Influencers*” in partial fulfillment of the requirements for the degree of Masters of Marketing Management of the Postgraduate Studies, St Marry University is a record of original research thesis written by Merry Mekonnen, under my supervision, and no part of the thesis has been submitted for any other degree or diploma. The assistance and help received during the course of this investigation have been duly acknowledged. Therefore, I recommend it to be accepted as fulfilling the thesis requirements.

Advisor

Signature

Date

Tibebu Tulu (PhD)

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ACRIMONYS

CB	Consumer Behavior
CX	Customer experience
DM	Customer experience
EWOM	Electronic word of mouth
SMI	Social media influencer
SMM	Social media marketing
UGC	User Generated market

ABSTRACT

The primary objective of the research was to investigate the influence of social media advertising on consumer behavior in Addis Ababa, Ethiopia. Out of a stratified sample of 384 respondents selected from the city, 315 completed the self-administered questionnaires, which were collected upon completion. The data collected was analyzed using SPSS version 23 software, employing both descriptive statistics (such as frequency, percentage, and mean) and inferential statistics (including multiple regression and correlation). The findings of the study indicated that factors such as communication, product match up, source attractiveness, and source credibility significantly and positively affect consumer behavior. Therefore, the study concluded that these factors play a crucial role in shaping consumer behavior in response to social media advertising. Based on the study's results, it is recommended that social influencers prioritize aspects such as likeability, familiarity, physical attractiveness, and relatability in their advertisements. Furthermore, ensuring authenticity, impartiality, expertise, and timeliness of the source are also important considerations for effective social media advertising strategies.

Keywords: Communication, Consumer Behavior, Product Match, Social Media Advertising, Source Attractiveness, Source Credibility

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In the digital era, the landscape of consumer behavior has been dramatically reshaped by the rise of social media advertising. Traditional media has increasingly taken a back seat since the advent of the internet, becoming less relevant over time. The widespread availability of the internet has propelled the popularity of social networking platforms such as Facebook, YouTube, Instagram, and TikTok, transforming them into integral parts of daily life for millions worldwide (Alalwan, 2018).

Initially used primarily for social interaction, social media quickly caught the attention of businesses due to its convenience and cost-effectiveness compared to traditional media marketing. This shift has profoundly altered the dynamics of how firms interact with customers. Marketing communication has evolved from one-way broadcasts to personalized interactions, as consumers have become active participants in brand conversations facilitated by social media (Hewett et al., 2016).

In this digital ecosystem, influencer marketing has emerged as a potent strategy for brands to engage with their target audiences effectively. Social media influencers, individuals with substantial followings on these platforms, have the ability to sway consumer behavior through authentic and relatable content (Freberg et al., 2021; De Veirman et al., 2019; Dhanesh and Duthler, 2023). These influencers leverage their personal brands to endorse products or services, shaping their followers' attitudes, perceptions, and decisions.

Central to the effectiveness of influencer marketing is the relationship between influencers and their followers. Influencers cultivate credibility and trust by sharing genuine aspects of their lives, making them influential opinion leaders in their respective niches. Collaborations between influencers and brands involve creating sponsored content that enhances brand image and fosters engagement and loyalty among followers (Freberg et al., 2021).

During the COVID-19 pandemic, social media marketing experienced a surge in Ethiopia, particularly on platforms like Facebook, Instagram, Telegram, YouTube, and TikTok. These platforms have supplanted traditional marketing methods such as broadcast media and billboards, providing a fertile ground for young talents to emerge as influential figures in the digital marketing landscape.

As a result, businesses across Ethiopia, from startups to established enterprises, are increasingly leveraging social media influencers to amplify their reach and influence consumer behavior effectively. This trend underscores the transformative impact of social media advertising on consumer behavior in the contemporary marketplace.

1.2 Statement of the Problem

Social media has revolutionized marketing by offering direct engagement opportunities with customers, enhancing customer engagement, and potentially increasing company profits irrespective of geographical boundaries (Mayank & Zillur, 2018). However, despite its potential benefits, studies such as those by Oyza and Agwu (2016) indicate that 50% of marketers feel social media has not effectively improved customer engagement or sales. This general business problem highlights a potential loss of profit due to underutilization of social media by business leaders.

The specific business problem identified is the lack of effective social media marketing strategies among some business leaders, hindering their ability to enhance customer engagement and ultimately improve sales figures. Furthermore, in the realm of social media marketing, the increasing competition for attention among influencers has made it challenging for businesses to identify authentic influencers with significant impact.

Influencers on social media play a crucial role in promoting new products or enhancing a company's brand appeal, either directly or indirectly. Their ability to deliver timely information and influence consumer attitudes and behaviors through genuine and personalized content is increasingly valued in marketing strategies.

However, despite the growing acceptance of social media influencers in influencing online consumer purchases, there remains a need to analyze the factors that contribute to their impactful influence. Specifically, this study aims to investigate the impact of credibility and attitude of social media influencers on consumer buying behavior. It also seeks to identify which categories of social media platforms have the most significant influence on consumer behavior in Ethiopia, especially in the post-COVID-19 era where digital marketing has surged.

While social media marketing has facilitated direct consumer engagement and accessibility to products and services, challenges such as limited internet access, consumer skepticism towards social media marketing, and electronic word-of-mouth persist. This study aims to address these gaps in understanding social media marketing strategies to effectively reach target consumers and assess both the positive and negative impacts of social media influencers on consumer behavior.

Given the relative novelty of influencers' roles in social media advertising, there is a paucity of comprehensive research in this field. Therefore, this study seeks to contribute to the current understanding by exploring trends and practices in social media marketing and the evolving role of influencers in shaping consumer behaviors. In brief, while social media marketing has democratized access to markets, offering affordable and practical means for online purchases, it has also introduced challenges such as counterfeit goods and fraudulent schemes. This study aims to shed light on these dynamics and provide insights into effective strategies for leveraging social media influencers to enhance consumer engagement and drive business growth in Ethiopia's evolving digital landscape.

1.3 Research Question

1. What is the existing social media advertising practice in influencing consumer behavior?
2. What is the relationship between social media advertising in terms of source credibility, source attractiveness, product match-up and communication and consumers' behaviors in Addis Ababa, Ethiopia?
3. What is the effect of social media advertising in terms of source credibility, source attractiveness, product match-up and communication on consumers' behaviors in Addis Ababa, Ethiopia?

1.4 Objective of the Study

1.4.1 General Objective

The main objective of the study is to investigate the effect of social media advertising on customer behavior in Addis Ababa, Ethiopia.

1.4.2 Specific objectives

1. To assess the existing social media advertising practicing in influencing consumer behavior
2. To examine the relationship between social media advertising in terms of source credibility, source attractiveness, product match-up and communication and consumers' behaviors in Addis Ababa, Ethiopia
3. To investigate the effect of social media advertising in terms of source credibility, source attractiveness, product match-up and communication on consumers' behaviors in Addis Ababa, Ethiopia

1.5 Significance of the Study

The primary purpose of the study is to determine how social media advertising affects Addis Ababa customers' purchase decisions. Additionally, this study provides insight into how social media advertising affects customers' purchasing decisions. It is anticipated that the research would help businesses and sectors understand how to use social media advertising to influence consumers to make a purchase. This means that the study's findings aid companies in comprehending how to interact, build online relationships, and communicate with clients in the digital era using social media marketing strategies. Determine the value of social media influencers in boosting brand recognition and loyalty, particularly in the booming field of digital marketing, as well as the effects they have, both good and bad, on consumer purchasing decisions. This study can serve as a starting point for additional research.

It also helps to incorporate technological advancements and changes into marketing and advertising tactics. This is the misuse of the internet and any related technology that have made a number of advances possible. By differentiating all of their applications and operations and reaching out to consumers through various communication devices, managers, traders, and

businesses can think outside the box and employ technology in marketing strategies with the help of this study. All things considered, the study provides guidance to marketers on how to contact consumers by using cutting-edge technology as marketing communication channels. Not to mention, the study will serve as a starting point for more research on the same topic and guidance for anyone who might be interested in doing so in the future.

1.6 Scope of the Study

Geographical Scope

The study focused in Addis Ababa region specifically around Merkato, 4 killo, Jemo, Megenagna and Bole. These locations were chosen because they have a lot of foot traffic, a variety of economic sectors, recreational areas, and universities and colleges nearby where the researcher can locate young and middle-aged individuals who are highly engaged with the digital world.

Conceptual Scope

This study looks into how social media advertising affects consumer behavior using a case study of social media influencers. The study was delimited to consumer behavior and the transmission of social media advertising effectiveness metrics including source credibility, source attractiveness, communication and product match-up. This study focuses on how technology has led to the internet, which has given digital marketers previously unheard-of opportunities to engage with consumers and build an immersive, connected digital world that influences and drives purchases, spurs new growth, and expands market share. It was more focused on social media advertising that offers the promise of measurability and ever-increasing efficacy of social media. Regarding the respondents, the study more focused on respondents who use smart phone. The study involved conducting a cross-sectional survey of young adults (more than 18 years old) residing in Addis Ababa to gauge their social media purchasing habits.

Methodological Scope

Descriptive and explanatory survey designs were used in the study's investigation of primary and secondary data. There were a variety of publications, books, and journal articles about the topic

matter in relation to the secondary sources. The study's population consisted of Addis Ababa residents who would be older than 18, as well as other specialists.

Time Scope

To meet the study's goals, a well-crafted questionnaire with closed-ended questions and a five-point Likert scale were created. The time frame for this study was April through June 2024.

1.7 Limitation of the Study

The study achieved a response rate of 82%, with 315 respondents from Addis Ababa, Ethiopia. However, the sample was not evenly distributed between genders, with a notable underrepresentation of female respondents. This imbalance could potentially skew the findings related to gender-specific consumer behaviors. Furthermore, the study's scope was limited to Addis Ababa alone, excluding other regional states in Ethiopia. A broader geographical sampling could have provided more diverse insights into the impact of social media advertising on consumer behavior across different regions. However, logistical constraints in terms of time and resources restricted the inclusion of a wider range of locations.

In terms of methodology, while the study utilized regression and correlation tests to analyze the data, the inclusion of additional statistical tests such as the logit model could have offered further insights into the relationships explored. Additionally, data collection encountered challenges such as incomplete or missing responses, which may affect the overall representativeness and reliability of the findings. These limitations constrain the generalizability of the conclusions beyond the specific context of Addis Ababa and highlight the need for cautious interpretation of the results in broader settings. In summary, while the study provides valuable insights into the impact of social media advertising on consumer behavior in Addis Ababa, Ethiopia, these limitations underscore the importance of future research efforts to address these constraints and enhance the robustness of findings in diverse socio-economic and geographical contexts.

1.8 Definition of Key Terms

The following term and phrases are repeated throughout the research study these term phrases are defined as follows.

1.8.1 Definitions of Terms

- **Brands:** are unique designs, signs, symbols, words, or a combination of these, employed in creating image that identifies a product and differentiate it from its competitors over time, these images become associated with a level of credibility, quality, and satisfaction in consumers mind (Bandara, 2021).
- **Consumer:** are purchasers of specific product and/or services (Kalia and Mishra, 2016).
- **Social media:** is referred as activities practice and practice, and behavior among communities of people who gather online to share information, knowledge, and opinions using conversational media (Rita, 2021).
- **Social media marketing:** represent marketing communication in virtual or online environment (Nesuel, 2023).
- **Social media influencer:** Social media influencers are individuals who have built a significant following on social media. Common platforms where they can be found include Instagram, YouTube, TikTok, and Facebook (Rita, 2021).

1.8.2 Operational Definitions

- **Source Credibility** - Positive perception about the product when the SMI is expert and trustworthy (Nesuel, 2023).
- **Source Attractiveness** - Positive perception about the product when the SMI is similar, familiar, and likeable (Bandara, 2021).
- **Product Match-Up** - Positive perception about the product when the SMI's qualities match the product features (Kalia and Mishra, 2016).
- **Communication** - Positive perception about the product when the message conveyed by the SMI is entertaining, informative, and interactive (Fauser et al., 2019).
- **Consumer behavior:** is a process of where by individuals decide whether, what, when, where, how, and from whom to purchase good and services (Hiruy, 2020).

1.9 Organization of the Study

This study has five chapters. The background of the study, the problem statement, the research questions, the study's purpose, its scope, its importance, and its organizational structure are all included in the first chapter, which serves as an introduction. The reviews of various literatures

pertaining to the subject areas are presented in the second chapter. It is composed of a conceptual framework, empirical reviews, and theoretical reviews. The research area, research design, data type and source, sample size and determination, sampling technique, data collection method and tools, data processing and presentation, data analysis techniques, and ethical issues are all covered in detail in the third chapter. The fourth chapter covers the interpretation, analysis, and discussion of the results. Lastly, a summary, recommendations, and a conclusion are found in the final chapter.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

This chapter presents theories collected from different sources that support the study purpose and question. The main concepts, namely social media marketing, consumer behavior and social media influencer with regard of their type explain in this section.

2.2 Theoretical Literature Review

2.2.1 Concepts and Definitions of Social Media Advertising

Social media advertising is an offshoot of digital marketing where paid ad campaigns are run on social media platforms to reach target audiences. Marketers and advertisers can promote their brands and inspire sales through the social channels that users frequently use (Newberry 2016). Social advertisement targets audiences' demographics based on customers browsing histories. This helped companies understand users' interests and target a specific group of users. Social media ads are great at engaging potential customers and helping your brand grow. They often have higher conversion rates because they're more targeted. Social ads allow you to reach the right people by their interests, behaviors, location, etc (Bandara, 2021).

Previous research on social media uses and gratifications theory (UGT) put much emphasis on the role of social interaction since social media is basically and significantly viewed as —social (Erz et al., 2018). However, Yang and Ha (2021) found the newer social media platforms may have different orientations from the older ones. For example, Instagram and TikTok (Douyin) offer an environment for users to demonstrate their online personalities, and a place for influencers and content creators to stay connected with followers. Technologies and the internet enable people to share information and expertise in new ways (Evans, 2010). Social media is the most widely used form of communication (Stelzner, 2010). Social networking sites are a new form of interpersonal interaction that is altering people's behavior and expectations, as well as the way businesses operate (Wollan et al., 2011). Social media platforms offer a simple way for

users to invite and converse with others. This manner of communication has given millions of customers a voice, allowing them to communicate with one another and share their thoughts and experiences with a global audience at minimal or no expense (Trusov et al., 2009).

Thus, social media marketing provides possibilities for interaction while also necessitating innovative and unconventional approaches (Kweskin, 2007) to guarantee customers experience brand and product orientation (Xiaofen & Yiling, 2009). As a result, marketers should use social media to cultivate brands online and activate buying intentions (Cuming, 2008 cited in Astoriano et al., 2022). Mayfield (2008) defines social networking as "a forum for users to express themselves creatively that focuses on the human aspect." As a result, social networks provide marketers with a way to understand how people connect and interact with one another, as well as the importance of developing connections (The New Media Consortium, 2008). As a result, social media has facilitated customer- to customer interaction and enabled customers and brands to interact (Mangold & Faulds, 2009). The importance of this rise in widespread interaction is that social media has raised awareness of situations in an altering environment; as a result, marketing via social media is playing an increasingly significant role in the marketing field (Mayfield, 2011).

This means that modern marketing strategy must include social media advertising since it bolsters all other marketing initiatives. Find out how to do it correctly. Social networking is expected of today's businesses, not just a choice. To be current and reachable, businesses, regardless of their industry or size, should establish and manage at least one social media account (Newberry 2016). The management and advertising of social media doesn't have to be difficult. It is an essential component of any marketing strategy and, by endorsing specific products or announcements; it can bolster all other marketing activities (Erz et al., 2018). Any activity on social media profiles that is done without payment is considered social media advertising. Followers see these posts since they are organic. Depending on the platform, content that has been reshared may potentially be seen by followers of followers. A paid opportunity to reach a company's target audience is a social media advertisement. Social media paid advertisements assist in focusing on the intended audience by using behavioral and demographic data. Together with the platform used and the duration of the advertising campaign, these variables also affect the price. As a compromise between organic promotion and paid advertising, social media

boosting involves taking an organic social media promotion and adding a little payment to "boost" it to a subset of a desired audience (Yang and Ha, 2021).

2.2.2 Consumer Behavior

Consumers are acknowledged by Hirschman (1984), to be consumption and experiential seekers to consume in order to satisfy their needs. However, each individual is unique, since it has certain culture, lifestyle, buying habits or lives in a specific environment. These factors are accountable for creating a context and hence, produce a unique experience when consuming a product (Waqas, et al., 2021). Thus, researchers such as Kotler and Keller (2001), concluded that consumer behavior does not only refer to the consumption behavior of an individual, but also includes experiential consumption, the emotional or behavioral reactions of a consumer. Moreover, each individual is influenced by several and different factors within a social and cultural context that further shape the individual consumer behavior (Kotler & Keller, 2016).

According to Valaskova et al. (2015), consumer behavior refers to a consumer's decision-making process of finding, acquiring, utilizing, evaluating, and discarding tangible products and services. Therefore, the study of consumer behavior does not stop when a consumer acquires the desired product, but continues also after the purchase, looking into how individuals interact with the product or evaluate it (Blackwell, et al., 2001). Furthermore, consumer behavior study was recognized by Solomon (2004) to entail more than investigating what people buy, since it tries to-further understand how people make decisions and how that influences their purchasing habits.

In general, it is defined as the behavior that consumers show in searching for, purchasing, using, evaluating, and disposing of products, services, and ideas. It particularizes on the definition by enlightening that consumer behavior is, for that reason, the study of how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items (Newberry 2016). It contains the study of what, why, when, where and how often they purchase and how they use the purchased product. In addition, it encompasses all the behaviors that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs (Waqas, et al., 2021).

2.2.3 Social Media Advertising Effectiveness and Measurement of Consumer Behavior

2.2.3.1 Influencer Marketing and Social Media Advertising

Influencer marketing refers to the collection of techniques that recognize, support, and leverage particular SMIs to produce and distribute sponsored content to their following as well as the intended audience for the company. In this type of marketing, companies fund strategies that involve influential figures and thought leaders who can sway their audiences to support their marketing efforts by spreading the brand's message and increasing brand awareness in an effort to sway consumer decisions to buy (Lou & Yuan, 2019). The practices of paid influencer marketing can be renowned based on their degree of intrusion. A less intrusive approach consists of sending free products for the SMI to try, without any obligation on the part of the SMI to show or recommend the products to their followers. On the other hand, in a more intrusive approach, brands offer financial incentives to SMIs, directly paying them to positively discuss or promote a specific product, thus imposing stronger terms concerning the endorsement content (Audrezet et al., 2020).

Finding and choosing the SMIs who have a greater influence on their target audience and who are more likely to encourage their followers to try and adopt the products they endorse is difficult but crucial for brands because it increases the effectiveness of the endorsement and raises purchase intentions. The consumers' opinions of the SMI and their endorsements, which are based on a set of traits the SMI possesses, in turn have a significant impact on the effectiveness of this recommendation (Conde, 2019). According to the literature, marketers should seek out the most reputable, popular, and well-known SMI who is recognized as an opinion leader in order to maximize the effect of the message that SMIs deliver through their endorsements on social media (Lou & Yuan, 2019). As a result, it is stated that SMIs' capacity to convince their followers that they genuinely appreciate and utilize the things they recommend through authentic content is crucial to their success (Gayathri & Anwar, 2019). Furthermore, it is crucial to select the most appropriate and successful SMI, keeping in mind the kind of product the business want to advertise and how well it complements the SMI's image. In order to maximize the impact of

the message sent and the SMI's influence over the intended audience, it is crucial to take into account the communication elements included in the SMI's endorsements (Audrezet et al., 2020).

2.2.3.2 Measurement of Consumer Behavior

Consumer behavior brings out that it is not just the buying of goods/services that receives attention in consumer behavior but, the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages (Karla, 2019). A proper marketing strategy is to design to get a positive response from the customers. This can be done by identifying the situational factors and the buying process of the consumer, and also to find the impact of these variables by research techniques. The market has to be segmented in a proper manner, and the product positioned according to the need of the target segment (Conde, 2019). According to the decision making perspective, the buying process is sequential in nature, with the consumer perceiving that there exists a problem and then moving across a series of logical and rational steps to solve the problem; stages being problem recognition, information search, evaluation of alternatives, purchase decision, and post purchase behavior. The buying process is a complex mental process as well as physical activity buyers undergo to satisfy their needs and desires. Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service (Guttman, 2019).

2.2.4 Related Theories

2.1.1.1 Social selling and interaction theory

Social media is such a unique marketing channel because of the transparent, two-way potential of interaction. Rather than broadcasting corporate messages, brands have the opportunity to engage consumers on an individual basis as well as generate leads in a very targeted fashion.

Using social listening tactics can help you to locate potential consumers online. Beyond the concept of listening, however, social platforms like Twitter and, increasingly, Instagram give us the opportunity to sell to consumers quite directly. Furthermore, LinkedIn lead generation is a powerful tactic in the B2B world and very much utilises social media to make sales (Karla, 2019).

2.1.1.2 The Uses and Gratifications (U&G) Theory

The U&G theory identifies the Uses and Gratifications (U&G) Theory and the Theory of Reasoned Action (TRA). The combination of two theories into a well-integrated model provides new theoretical insights and adds to the depth of knowledge with respect to social media advertising. The U&G theory identifies the consumer's gratification seeking beliefs & motives behind social media advertising. On the other hand, the TRA element builds strong foundations for evaluating a consumer's behavioral intentions after being exposed to advertising mediums over the social media. The proposed model in a holistic manner incorporates additional/unexplored consumer beliefs and motivations that provide valuable and practical consumer insights to the practitioners and advertisers when developing their social media campaigns. The U&G theory identifies the complete process of media consumption and provides recognition to media users by selecting the right media to gratify their emerging needs (Katz, Blumler, & Gurevitch, 1974). This theory applies a user-centric functionalist perspective on social media and observes its effects from an individual's viewpoint. The proposed model has specifically employed this theory in not only knowing "how people use media" but also "why people use media". Motivations here need to be understood as gratifications sought i.e. if a specific media behavior becomes a means to attain a specific goal, then that motivation is a means to achieve that goal directed behavior (Pervin, 1989).

2.1.1.3 Social Media Advertising - Social Presence Theory

According to the Social Presence Theory, in-person interactions have the highest level of social presence. The capacity of students to reflect their individual traits into the community of study and therefore show themselves as real people is known as social presence. The ability of students to project themselves socially and affectively into a community of inquiry is known as social presence. According to social presence theory, recipients' comprehension of content created by senders is influenced by the social presence of a medium (Waqas, et al., 2021).

This theory helps this study as it enhances the user's feelings in participating in social interactions, which is likely to enhance their participation in online brand engagements generated from the firm. Additionally, it has a significant role in social interactions cannot be undermined, and this has often been used to explain user behaviors. It further demonstrates that online social

content is informative and allows users to evaluate content that attracts them to engage in these social interactions.

2.1.1.4 Consumer Behavioural Theories

The field of consumer behavior research is growing, as seen by the rise in annual publications. The prominent theories in the study of consumer behavior are the Theory of Planned Behavior (TPB) and the Theory of Reasoned Action (TRA), both of which have undergone extensive testing.

2.1.1.4.1 Theory of Planned Behavior (TPB)

The Theory of Planned conduct (TPB) uses distinct contextual motivational elements to describe how a certain conduct is carried out generally. It follows that an intention is a measure of the amount of effort and the amount of hard work a person is willing to put in to carry out the conduct. It is anticipated that intentions will capture the motivational elements that drive behavior. By adding a person's control beliefs or the existence of circumstances that may help or impede the performance of an action, it expands on the notion of reasoned action (Karla, 2019).

2.1.1.4.2 The Theory of Reasoned Action

The two primary factors that determine a behavioral intention in the theory of reasoned action are the normative (defined as societal) and attitudinal (personal) factors. According to theory, a person's actions are determined by their intentions, and their attitudes and subjective norms are a function of their behavioral intention. Similarly, their behavioral and normative beliefs are a function of their attitudes and subjective norms (Guttman, 2019).

2.1.1.4.3 Diffusion of Innovation– Roger's Theory

According to Rogers' explanation, the process of innovation diffusion involves the gradual dissemination of novelty among members of a social system through certain channels over time. As a result, it is a process that disseminates innovation from the point of discovery or production to the user or adaptor; it is a collective activity that takes place in society (Conde, 2019). So, this theory helps this study as it describes the pattern and speed at which new ideas, practices, or products spread through a population. The main players in the theory are innovators, early adopters, early majority, late majority, and laggards. The rate at which customers will accept a

new good or service is explained by the diffusion of innovation hypothesis. As a result, the theory aids in this study's understanding of how trends emerge and aids businesses in determining if a new launch would be successful or unsuccessful.

2.1.1.4.4 Selected theory for this Study

Based on the description of your thesis topic related to consumer behavior influenced by social media advertising, the Theory of Planned Behavior (TPB) would be particularly relevant and suitable for this study. Given its focus on understanding how social media advertising influences consumer behavior in Addis Ababa, Ethiopia, the TPB provides a structured framework to explore the motivations and intentions behind consumer actions in response to these advertisements. It helps in analyzing why consumers choose to engage with certain products or brands promoted through social media, considering their attitudes, social influences, and perceived control over their decisions.

2.2.5 The relationship between Social Media Marketing and Consumer Purchasing Behavior

2.2.5.1 Source Credibility

Credibility of the source is a crucial factor in elucidating the persuasiveness of a message and is widely employed in assessing the efficacy of endorsements. Social psychology defines source credibility as the collection of a communicator's dependable, positive traits that influence the audience's receptivity to a particular message (Lou & Yuan, 2019). Through the process of internalization, a reliable source typically has the ability to alter customers' beliefs and actions and generally has a favorable impact on their impressions of a product or brand (Wang et al., 2017). In this process, the recipient accepts the attitudes, beliefs, and opinions of others as part of their own identity when the source is seen as reliable and exhibits conduct that is congruent with the recipient's value system (Sokolova & Kefi, 2020). The credibility of an endorser, and their consequent persuasion power, depends on two components: expertise and trustworthiness (Wang et al., 2017). Consequently, the more a SMI uses a product, the more likely it is that they will exhibit significant knowledge about it and be reflected an expert source.

SIMs take benefit of this by frequently featuring and demonstrating direct experience with the products, showing on social media how they incorporate the products in their daily lives and in real-life settings, as well as sharing reviews and tutorials of the products they are endorsing (Rahmi et al., 2017). On the other hand, trustworthiness refers to the endorser's perceived honesty, integrity, and believability, and the extent to which the consumer can trust the intentions of the endorser when communicating the most valid arguments. The ability of the SIM to provide honest and precise information result in a higher degree of confidence in, and acceptance of, the message (Waqas, et al., 2021). In general, consumers perceive digital celebrities, like SIMs, as more trustworthy than traditional celebrities (Sokolova & Kefi, 2020).

- *Hypothesis - H₁ – Source Credibility has a positive and significant effect on Consumer Behaviour*

2.2.5.2 Source Attractiveness

Source attractiveness, which includes both physical and social attractiveness, is thought to have a direct impact on how effective an endorsement is (Delbaere et al., 2021). In this sense, an endorser's physical attributes are just one aspect of their appeal; other qualities the public may find admirable include their ingenuity, character, and way of life (Conde, 2019). SIMs possessing attractive traits are perceived as possessing desirable attributes and personalities. They also have a greater ability to persuade and alter views, which leads to a favorable attitude on the consumer's perception of the product and, ultimately, to purchase intention (Delbaere et al., 2021).

Based on social psychology, source attractiveness posits that three factors influence the source's persuasiveness and efficacy: likeability, familiarity, and resemblance (Chun et al., 2018). Endorsers become favoured information sources when they are thought to share comparable demographics. Furthermore, SIMs who are viewed as less knowledgeable have greater influence than knowledgeable endorsers that the audience has little common ground with (Conde, 2019). SIMs can be more creative and realistic in depicting their daily lives and personal lives by producing their own unique material. This helps the viewer's understand the SIM's personality and how they are similar to them (Sokolova & Kefi, 2020). Customers who trust the content supplied by the SIM and who have similar views, interests, and attitudes are

subsequently persuaded by this tailored information (Kapitan & Silvera, 2016). When combined with the opportunity to engage with the SMI (by leaving comments on their posts, for example), this strengthens the impression that the SMI is like them and makes it easier for followers to relate to and connect with the SMI's material (Schouten et al., 2020).

- *Hypothesis – H₂ – Source Attractiveness has a positive and significant effect on Consumer Behaviour*

2.2.5.3 Product Match-up

Product match-up, which is based on the similarities between the product's features and the SMI's image, describes how well the SMI and the product they recommend are thought to go together (Breves et al., 2019). According to the Match-up Hypothesis, the relationship between an endorser's attributes and those of the endorsed product influences how effective an endorsement is. Consumers form an impression of the product by contrasting its features with those of the SMI and assuming that they would work well together (Karla, 2019). There is a substantial correlation between the SMI and the product when their attributes complement each other. This great match-up increases the effectiveness of the endorsement. When there is congruence between the SMI and the product, not only does the endorsement prove to be an effective marketing strategy, but it also increases the credibility and attractiveness of the SMI among the target audience (Wang et al., 2017). However, customers can conclude that the SMI is not being sincere and is only supporting the product because they are being paid to do so if there is a lack of consistency between the SMI and the promoted product (Karla, 2019). As a result, people view SMIs as less credible if they promote goods that are in odds with their values. In addition, customers are more likely to remember the SMI than the product they are endorsing if there is no clear and harmonious relationship between the two and no shared characteristics. When an endorser overshadows the endorsed product, it's known as the "vampire effect," which damages the brand and renders the endorsement ineffective (Kapitan & Silvera, 2016).

- *Hypothesis – H₃ – Product match-up has a positive and significant effect on Consumer Behaviour*

2.2.5.4 Communication

In the value creation process, communication is the initial exchange between brands and consumers (Chun et al., 2018). Therefore, it's critical to understand how communication works and how an endorsement's communication elements impact persuasion in order to comprehend how SMIs' message characteristics affect the impact of their endorsements on consumer perception and purchase intentions (Lou & Yuan, 2019). In fact, social media communication can lead to a variety of consumer experiences and views since it increases user involvement with advertisements through likes and comments (Karla, 2019). As a result, social media communication has a critical role in influencing how customers make decisions, leading to favourable perceptions and, ultimately, increased buy intentions (Breves et al., 2019).

Social media networks are largely recognized as new entertainment platforms characterized by a higher level of innovation, where people can satisfy hedonic needs, because it allows the audience to find enjoyment and different, exciting experiences (Schouten et al., 2020). As such, consumers are more attracted to social media endorsements due to their level of originality, creativity, appeal, and interactivity, and perceive hedonic benefits from the message being transmitted, which results in substantial positive outcomes in the purchasing process (Chun et al., 2018).

- *Hypothesis – H₄ – Communication has a positive and significant effect on Consumer Behaviour*

2.3 Empirical Literature Review

2.3.1 Studies across the Globe

Nesuel (2023) explores the complex relationship between digital advertising and consumer psychology while examining the influence of social media marketing methods on customer purchasing decisions. This study intends to shed light on the manner in which social media marketing influences customer behavior through a combination of survey analysis and data collection, offering useful insights for marketers and businesses. This study concludes that social media marketing has a big influence on customer behavior. It is impossible to overstate the

impact of user-generated content, tailored advertising, and compelling tactics. Social media platforms have the ability to be powerful instruments for increasing consumer engagement and brand exposure, and businesses and marketers need to realize this.

Noémie and Jade (2022) studied about how businesses in the fashion and beauty sectors use social media influencers and influencer marketing to sway customers, particularly teens and young adults. This qualitative study comprises two interviews with brands operating in the fashion and beauty sector, three interviews with influencers in that sector, and seven interviews with followers of the aforementioned influencers. Due to the interconnectedness of all the components and the need for data triangulation, the study employed three perspectives. Social media and influencers have given brands significant sway over younger generations of consumers. Customers recognize influencers and establish connections with them, which motivates them to heed their advice. Young customers are impacted by this interaction in numerous ways. It's true that followers often buy items that the people they look up to, or consider to be their influencers, wear or use. Consequently, even though brand alliances are a common tactic, they are not the only one. Brands today are aware of customer behavior, and they know that posting any kind of material featuring their products—especially if the influencer is not being paid to do so—will increase sales. In fact, when there is no payment involved in the cooperation, followers are more likely to believe what an influencer says. For this reason, in addition to partnerships where the influencer receives compensation, brands also provide things to them with the expectation that they would be used.

Focusing on source legitimacy, source attractiveness, product match-up, and communication, Rita (2021) sought to find the elements connected with SMIs that boost their endorsement effectiveness and drive consumers' positive thoughts about the endorsed products and buy intention. This study was operationalized using a quantitative approach, and a sample of 306 people who follow SMIs and are between the ages of 18 and 57 were gathered using an online questionnaire. The findings demonstrated that, both separately and in combination, each of the SMIs' efficacious factors—source credibility, source attractiveness, product match-up, and communication—significantly improves customer impression of the product and buy intention. When examined separately, source attractiveness and communication have the greatest influence on purchase intention; when examined jointly, source attractiveness and product match-up have

the most impact. Furthermore, the relationship between the set of SMIs effectiveness factors and purchase intention is mediated by consumer perception of the product, which directly influences buy intention in a favorable way.

Fausser et al. (2019) did a research study examining the impact of social media on touch points during the consumer's purchase decision path. Key points resulting from this research were: Consumers felt that information sharing, collaboration and relationship building was necessary to support ongoing communication; Social media marketing allowed organizations the opportunity to be in the position to offer additional sources of information regarding product benefits, product features and provide real time feedback to consumers ;Social networks, particularly Facebook were found to be most suitable information sharing platform at the beginning of the consumer purchase decision as many consumers relied on social recommendations; and Many users used Facebook evaluations and ratings (“likes”) as the way to seek recommendations, peer counsel and locate product information.

Kapitan & Silvera (2016) revealed that product match-up can play a dual role in the endorsement effectiveness. While a bad product-endorser fit can lead to increased scepticism, a good fit between the product and the endorser can result in more positive perceptions of source credibility and stimulate internalization. Taking these findings into consideration, product match-up is found to substantially improve the effectiveness of an endorsement and results in a positive effect on consumer perception about the product and the endorsement itself. Consequently, a good match-up between the SMI and the product is one of the most essential factors driving consumer purchase intention. In sum, SMIs as endorsers of a brand must present a suitable match with the product features and it is of great importance that the SMI’s content aligns with the brand’s overall image, in order to attract the audience and ensure the message is more effective (Schouten et al., 2020).

Bandara (2021) investigated how social media advertising affects consumers' purchasing decisions with regard to fast fashion. In keeping with the fast fashion business, the study also assesses the general influence of social media advertising on the decision-making process of consumers. This study used a self-administered questionnaire to collect data using a descriptive quantitative research approach. The Western Province is home to the studies demographic, which

consists of active social media users. A convenience sample of 300 customers was chosen for the study. Correlation and regression analysis were used to test the hypotheses because the goal of the study is to determine how each independent variable affects the selected dependent variable. The current study found that customer purchasing behaviour toward the fast fashion business is positively impacted by social media advertising. Three of the four independent variables—entertainment, familiarity, and social imaging—have a statistically significant impact on customer behaviour, but advertising spend has no such effect.

Considering that consumers cannot physically contact with the product being endorsed by SMIs to assess its characteristics and qualities, interactivity plays a strong role in shaping the users' perceived benefits associated with those products. Additionally, when endorsements are interactive, it is more likely to enhance consumers' trust than less interactive ones. It also increases the level of intrinsic satisfaction like hedonic motivation, which encourages consumers' will to follow and pay attention to these endorsements, due to their usefulness and entertainment (Chun et al., 2018). Furthermore, Lee and Hong (2016) also proved that consumers are more likely to buy a product if they perceive the endorsement as a rich source of information, revealing a positive impact of informativeness on consumers' purchase intentions. In conclusion, and taking into account the three factors above, consumers are more likely to positively perceive and purchase a product if the communication style used in the SMIs' endorsements is deemed as enjoyable, a worthy source of information, and highly interactive.

Kalia and Mishra (2016) examined how internet advertising affected Punjabi consumers. The report provides data on how marketers use social media platforms to increase product awareness. It suggests that skyscraper and rectangle banner ads with heavily copied and large picture layouts are preferred. When compared to other products, mobile phone and e-commerce site advertisements are seen online, and the ones with functions that are visible are selected. According to the study, online advertisements that are positioned just above the masthead and on the homepage receive the most attention. Vibrant colors and exclusive offers also draw users in.

2.3.2 Studies in Ethiopia

Tsadiku et al., (2022) examined how social media marketing influences consumers' purchasing decisions. The effects of social media ads, social media word-of-mouth, users' presence and

exposure durations, users' number of social media accounts, and users' degree of trust in social media on consumers' purchasing decision-making processes were specifically investigated using an explanatory research design. In order to meet the study's goal, 279 business and economics students at Bahir Dar University were selected as a sample, and primary data was gathered from them using a questionnaire and convenience sampling techniques. The study found that while users' number of social media accounts was not a statistically significant factor to determine consumer buying behavior, Electronic Word of Mouth (E-WOM), Users' Presence Period, Social Media Ads, Users' Level of Trust, and Users' Exposure Time have a statistically significant positive influence on a consumer's buying decision making processes.

Esubalew (2021) emphasized on the effect of media advertising on consumer's buying behavior in the real estate industry in Ethiopia.' The study is undertaken to investigate the Effect of Media Advertising on Consumer Buying Behavior. The study was made on Ayate Real Estate, Noah Real Estate and Tsehaye Real Estate customers in Addis Ababa City. The result of the study showed that, there is a positive relationship between the customers' buying behavior and source factor of the advertisement. Finally, the study recommended that, the marketing department of the company is recommended to establish a better channel factor of advertisement that can grant the company is serving to establish potential and prospective customers.

Hiruy (2020) investigated the effect of digital advertisement on consumer purchasing behavior in the case of mobile phone market in Addis Ababa. The study realized that there is a positive and significant effect of uniqueness, vividness and interactivity on consumer mobile purchase behavior. Finally, it is concluded that effects of advertising activities are influenced by consumer attitude towards advertising message, advertising company and media. As a consequence, this study concluded that uniqueness, vividness and interactivity affect consumer mobile purchase behavior. Accordingly, it is recommended that firms may use unique features to deliver personalized content to individual consumers in real-time prove to be an attractive alternative to traditional marketing and they may use digital technologies particularly social media to reach and retain new customers.

According to Eden (2018), advertising is the use of sponsored space in publications, radio, or television, for example, or time on television, radio, or in a movie theater, typically with the

intention of influencing viewers to adopt a specific action or adopt a particular viewpoint. Additionally, posters and other forms of outdoor advertising might be included. The purpose of this study is to look into how media advertising affects consumer purchasing decisions. Correlation and multivariate regression are used in an inferential study to demonstrate the link and significance between the independent and dependent variables. The results indicate that, out of all the explanatory variables that were found, eye-catching and easy-to-remember advertisements had the greatest influence on consumers' purchasing decisions. One factor, a straightforward advertisement is found to be not statically significant to influence the dependent variable

2.4 Research Gap

From the discussions above, the current study identified several gaps in existing research concerning the impact of social media influencers on consumer behavior. Previous studies did not thoroughly examine the extent, nature, and specific relationships between various factors such as influencers' social media activities, duration of presence online, exposure time, level of trust, and their influence on the consumer purchasing decision process using quantitative methods. These aspects were not adequately investigated within the context of our nation, and there was a lack of prior research examining these independent variables in conjunction with the consumer purchasing decision process.

Therefore, the conducted research aimed to fill these gaps in the literature and provide valuable insights for marketers seeking to understand and leverage the influence of social media influencers effectively. Additionally, existing research, such as that by Bandara (2021), which utilized descriptive quantitative approaches to study the impact of social media advertising on consumer purchasing decisions, highlighted the limitations of establishing causal relationships through descriptive methods alone. Surveys in descriptive research might have suffered from response biases, where participants may not have responded truthfully or may have provided socially desirable answers. Moreover, the wording and selection of questions in the questionnaire could have influenced descriptive outcomes (Creswell, 2014). Thus, this study aimed to bridge these gaps by employing rigorous quantitative methods to explore the nuanced relationships

between social media influencers and consumer behavior, providing a deeper understanding that could inform both academic research and practical marketing strategies.

2.5 Conceptual Framework

The dependent variable of the study was consumers' behavior and the independent variables of the study are social media advertising effectiveness in terms of source credibility, source attractiveness, product match-up and communication. Examining how consumers' perceptions and trust in social media influencers affect their purchasing decisions is another area in need of research. Furthermore, because there aren't many studies on the topic, more investigation is required to fully comprehend how influencer marketing affects consumer purchasing behavior and the underlying mechanisms at play.

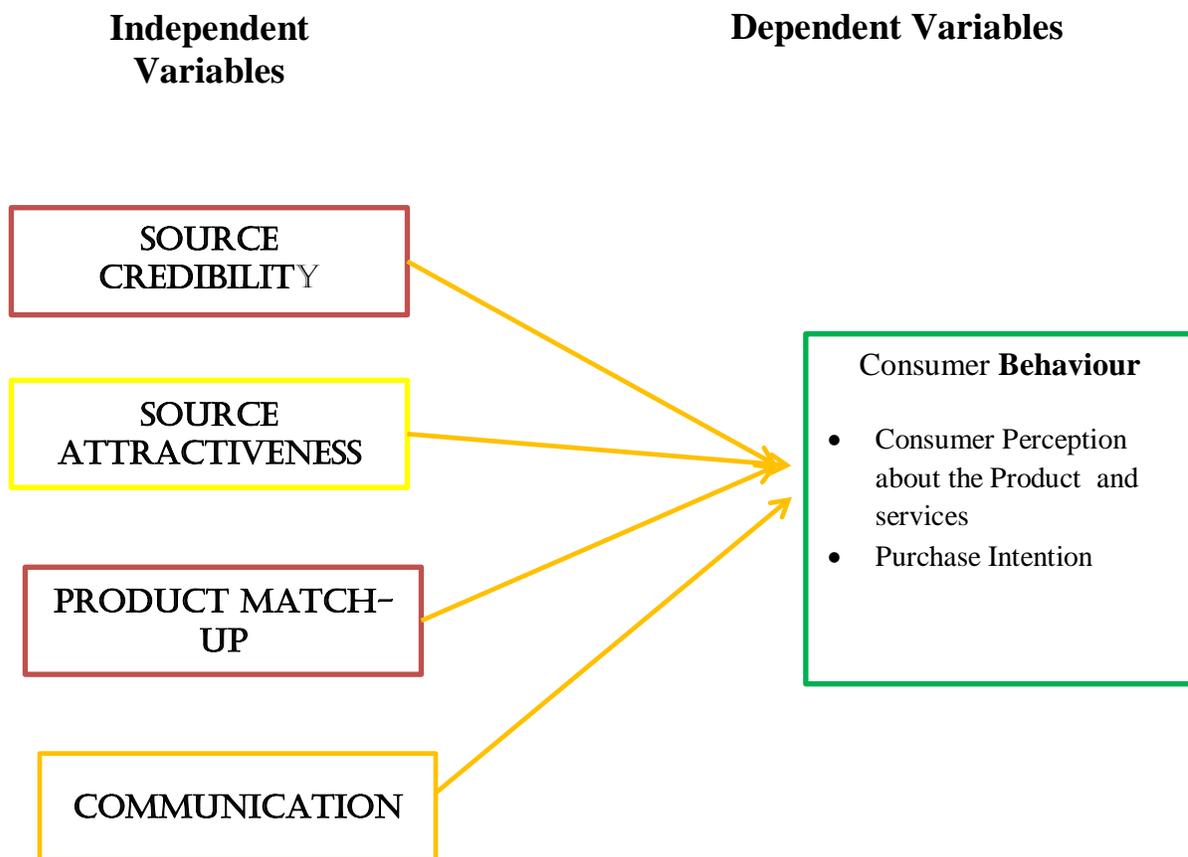


Figure 1 Conceptual Framework

Source from Rita (2021)

Consumer purchasing behavior, including brand awareness, brand image, word-of-mouth, and online impulse purchases, has been found to benefit from influencer marketing. There are still unmet research needs in this field, nevertheless. Understanding the elements that affect influencer marketing's efficacy, such as the kind of influencer employed (beautiful celebrity influencer vs. knowledgeable influencer), is one area of unmet research need. This study was adapted from Rita (2021), who focused on source credibility, source attractiveness, product match-up, and communication to identify the factors associated with SMIs that increase their endorsement effectiveness and stimulate consumers' positive perceptions about the endorsed products and purchase intention. Additionally, it was centered around the Social Presence theory, which contends that because media differ in their capacity to transmit verbal and visual cues (such as physical distance, gaze, postures, facial expressions, voice intonation, and so forth), they also differ in their capacity to convey the psychological perception that other people are physically present.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

The research technique section of this study is outlined in this chapter, which also aims to discuss the research approach and study designs. This chapter organizes the study design, methodology, data source, and population, which consists of all physicians. The information provided includes the target population, sample and sampling techniques, data collection instruments, research design and methodology, and data analysis techniques. A review of research ethics and the approaches chosen for validity and reliability testing brings this chapter to a close.

3.2 Description of Study Area

3.2.1 Study Area

The research study is in the capital city of Ethiopia Addis Ababa specifically selected active social media users, social media influencer and companies found in Addis Ababa. The research area is Addis Ababa which is the capital city of Ethiopia. The city has through recent years seen a robust annual growth rate and population counts as of 2017 are growing more than five million. The study was conducted in Addis Ababa region specifically around Merkato, 4 Killo, Megegnagna, Jemo and Bole.

3.2.2 Social Media Influencers in Ethiopia

Modash (2024) found 132 Addis Ababa influencers on Social Media. This site listed the top 20 of them, ordered by which creators have the highest percentage of their audience in Addis Ababa. To search & filter every creator on Instagram, YouTube, and TikTok.

3.3 Research Approach

When a research approach is taken into consideration as a categorization criterion, research can be classified as qualitative, quantitative, or mixed. Mixed methods incorporate the gathering and analysis of both quantitative and qualitative data into a single study or research project

(Creswell, 2014). The primary goal of this study, which gathers and evaluates numerical data, is to quantify phenomena' scale, range, frequency, etc. The study is quite organized and precise, and it is simple to gather data and present it statistically. However, the study's success hinges on how carefully it defines what consumer behavior and the elements that influence it, as well as how well it creates the concepts and variables related to consumer purchasing behavior and plots the links between them. Overall, mixed research approach was used to collect both quantitative and qualitative data for this study.

3.4 Research Design

The conceptual framework that the research is carried out in is known as the research design (Kothari, 2004). The researcher applied descriptive and explanatory research together due to the fact that the major purpose of descriptive is to describe characteristics of social media advertising practices and the level of consumer behavior. Here the study described the respondents' attractiveness towards social media advertising and their purchase behavior. In addition, this study attempted to examine the effect of social media advertising on consumer purchasing decision. This is because the study tested the effect of source credibility, source attractiveness, product match and communication on buying behavior. Moreover, it used mathematical models and theories pertaining to social media advertising and consumer behavior. Besides, the study provided a complete picture of social media and consumer's condition in Ethiopia and explains the buying behavior of the target market that is the essential task of marketing manager under modern marketing.

3.5 Data Type and Source

3.5.1 Data Type

The researcher used primary and secondary data, with the primary data serving as the major topic of attention.

3.5.2 Data Source

In order to address some of the research topics, the study's participants was surveyed and interviewed as the primary data source. The secondary data source was gathered from various studies, publications, newsletters, and websites.

3.6 Population and Sampling Size Determination

3.6.1 Target Population

The study targeted social media and digital advertisement users in Addis Ababa aged 18 and above, interested in innovative digital advertising. The audience included residents of Addis Ababa who are influenced by top Social Media Influencer selected by Promoty (2024) (Source: Addis Ababa City Administration and Promoty, 2024), totaling approximately 1,424,096 individuals.

3.6.2 Sample Size Determination

Sampling, according to Kothari (2004), is the process of learning about a population as a whole by looking at a subset of it. Sampling is a routine method in social science research since it simplifies the cost and time of data collecting and processing. Because Addis Ababa has multiple markets, it is either impractical or impossible to obtain the names of mobile buyers for this study. The population is vast, and the sample frame is not easily accessible. In these situations, big populations must provide a representative sample in order to determine the population's proportions and important variable, which is quantitative.

$$n=Z^2*s^2/d^2$$

Where: n - this is what are looking for (minimum sample size), Z - is the value of the distribution function (calculate this value for alpha equals to 0.05), s - is the population standard deviation, and d - is acceptable standard error of the mean.

$$\begin{aligned} n &= Z^2 * s^2 / d^2 \\ &= (1.96)^2 (.5)(.5)(.05)^2 \\ &= 384 \text{ respondents} \end{aligned}$$

Designs in which initially a sample of units is selected for obtaining auxiliary information only, and then a second sample is selected in which the variable of interest is observed in addition to the auxiliary information. Double sampling is also called two-phase sampling (Dumičić and Žmuk, 2012). Thus, this study wants to estimate the average number of followers who are

influenced by social media influencer who live in a certain area in Addis Ababa. This study thinks that a stratified sample based on highest number of followers is a good approach to take but do not know the makeup of the followers in that Addis Ababa highest market locations. This study also does not know the followers of the respondent until after contacting them. So, this study used double sampling by first contacting followers of social media influencers 172 randomly selected followers from top Ethiopian Instagram follower and TikTok followers in that selected market places in Addis Ababa and asking them about their social media advertising influencing practices.

As a result, 384 questionnaires was distributed by the researcher, and using a purposeful or deliberate sampling technique, the sample was selected from Promoty (2024) web site (<https://promoty.io/influencers-in-ethiopia/>). This web site indicated that Ethiopia is a country with a vibrant culture and many inspiring influencers. Thus, this study selected two influencers from the biggest influencers in Ethiopia and who live in Ethiopia; Top Ethiopia-based influencers on Instagram: Danayit Mekibebe (@danayit.m) – 1.3M followers and top most followed Ethiopian influencers on Tiktok: Yuti nass (@yuti_nass) – 1.3M followers. In addition, sample was further drawn from buyers found in five selected big and central markets in Addis Ababa such as Merkato, Jemo, Megegnagna, 4 killo and Bole, through deliberate or purposive sampling technique. The two social media influencers had equal chance of sampling as Danayit and Yutinass has 1.3M followers equally.

Table 1 Sample Size Determination by highest population sub-cities

No	Sub city	Specific Place	Population age more than 18 years old	Proportion	Sample Size	Instagram	TikTok
1	Addis Ketema	Merkato	401,141	0.000252	101	50	51
2	Arada	Arat killo	301, 578	0.000252	76	38	38
3	Bole	Bole	269,152	0.000252	68	34	34
4	Yeka	Megenagna	359,645	0.000252	65	33	32
5	Nifa Silk Lafto	Jemo	394,158	0.000252	74	37	37
Total			1,424,096		384	192	192

Survey Result, 2024

3.6.3 Sampling Procedure

Respondents were chosen by asking the customers if they follow the two chosen social media influencers in Merakato, Arat Killo, Jemo, Megenagna, Piassa, and Bole. Users who are willing to fill out a questionnaire without regard to age or gender were chosen based on their "FOLLOW" status of the two chosen influencers. In order to randomly choose the samples, each odd number of entrants was contacted.

3.6.4 Sampling Methods

Non-probability sampling was used by the researcher to choose the respondents. It was difficult to provide each participant an equal chance of being chosen as a sample unit, even in cases where the environment or accessibility make this impossible, given that the study took place in Addis Ababa, a city with a sizable population, and since it aims to filter out twice as many followers of social media influencers. Deliberate or purposeful sampling is a non-probability sampling approach that the researcher used as a result.

3.7 Data Collection Tools

There are many methods used to collect or obtain data for statistical analysis. Three of the most popular methods are direct observation, experiments, and surveys (Kothari, 2004). As a survey solicits information from people, this study used survey method. This study was administered by personal interview, and self-administered questionnaire.

3.7.1 Questionnaire

The primary data collection method was done using the use of semi structured questionnaire. The primary data was primarily gathered particularly using survey questionnaire. The researcher used structure a questionnaire on five Likert scale basis both in English and Amharic. So, the questionnaire was understandable by the majority of the audience. For the purpose of this study, a quantitative methodology involving a close-ended questionnaire was used as the measuring instrument. The close-ended questionnaires can be administered to groups of people simultaneously, since they are less costly and less time consuming than other measuring instruments. The standard questionnaire was adapted from Rita (2021) who studied the impact of social media influencers on consumer perception about the product and purchase intention. The

questionnaire has two sections; the first section dealt with the profile of the respondents and basic question about digital advertisement and the second section contained information on research objectives. The questionnaire design is prepared in the form of Likert scale where respondents are required to indicate their views on a scale of 1 to 5 (See Appendix I).

3.7.2 Interview

The study prepared interview checklist to collect qualitative data. Accordingly, the study interviewed (face to face interview) fifteen (15) social media influencer, consumers, marketers and companies brand managers by acceptable interview sample size (Creswell, 2014). In this study interview checklist is prepared to collect important information and data about social media advertising and consumer behavior (See Appendix II). It is selected as it is frequently used instrument associated to the organization and methodological research. A clear guide and understandable questions are prepared in the form of interview checklist.

3.7.3 Social Media Analysis

This study used social Medias like Modesh and Promoty and other Instrgram and TikTok sites.

3.8 Measurement Scales

Considering that this study was conducted in Addis Ababa, all the questionnaire items was translated to Amharic, maintaining their original meaning to the best extent possible (Appendix 1). The adequacy of the translation was confirmed in the pretest applied prior to the main questionnaire, through which it was possible to verify that the respondents considered the language to be clear and appropriate.

Source Credibility Questionnaire

- The source credibility questionnaire is adapted from the seven-point semantic differential scale developed by Rita (2021). Source credibility was measured using ten items that evaluate two dimensions: expertise and trustworthiness (five items each).

Source Attractiveness Questionnaire

- To evaluate the source attractiveness questionnaire, 5 items was adapted from the existing literature and it was adapted from the five-point Likert scale questionnaire compiled by Chun et al. (2018).

Product Match-up Questionnaire

- The unidimensional product match-up questionnaire was measured by four items adapted from the nine-point semantic differential scale used by Rita (2021).

Communication Questionnaire

- To measure the communication questionnaire, 5 items were adapted from the existing literature to evaluate the dimensions: hedonic motivation, interactivity, and informativeness that were composed by Chun et al. (2018).

Consumer Behavior

- To evaluate the questionnaire of consumer perception about the product, five items were adapted from the six-item questionnaire, measured on a five -point Likert scale and purchase intention was evaluated by four items, which were based on the five-item scale compiled by Noémie and Jade (2022).

3.9 Data Analysis

SPSS (Statistical Package for Social Sciences) version 25.0 was used to compute and analyze the data. The data was analyzed using inferential statistics (correlation and multiple regression) and descriptive statistics (percentages, frequency, mean and standard deviation). The data was analyzed using statistical techniques of descriptive statistics, correlation and multiple regression analysis.

After the collection process of relevant data was completed; proper method of data analysis was used. The analysis indicated transformation of raw data in to a form that makes easy to understand and interests it. First, the empirical data was analyzed by descriptive statistics (frequency, mean and standard deviation). Following, the data was analyzed using statistical techniques of correlation analysis as the study used Likert scale, Pearson correlation was used.

Data analysis included descriptive statistics to count the frequency of response and multiple regression analysis to assess the influence of independent variables which are social media effectiveness (credibility, attractiveness, product match and communication) or the dependent variable which was consumer behavior. Model specification - the statistical regression model of the study was based on the theoretical regression model as indicated follows

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + e$$

Where:

- Y= Consumer Behavior
- a= the y intercept.
- x_1 = Source Credibility
- b_1 = the regression coefficient of Source Credibility
- x_2 = Source Attractiveness
- b_2 = the regression coefficient of Source Attractiveness
- x_3 = Product Match Up
- b_3 = the regression coefficient Product Match
- x_4 = Communication
- b_4 = the regression coefficient Communication
- e= error term.

3.10 Validity and Reliability

3.10.1 Validity

Validity is concerned with the extent to which data collection methods accurately measure what they are intended to measure (Creswell, 2014). In order to achieve this objective, the researcher was taken different steps. In this thesis, face and content validity was established in order to ensure the appearance, relevance and representativeness of the survey. It carried out among different individuals.

3.10.2 Reliability

It refers to consistency of the instruments used to measure the issue under investigation. Among the internal consistency methods to assess the reliability of instruments, Cronbach's alpha coefficient was used for the reliability of questionnaires used. Cronbach's alpha coefficient is

mainly used to check the consistency of the results gained and how each item is related to one another.

Table 2 Reliability Statistics

Variables	Reliability Statistics	
	Cronbach's Alpha	No of Items
Source Credibility	.877	6
Source Attractiveness	.785	5
Product Match Up	.844	5
Communication	.822	5
Consumer Behaviour	.865	9

Survey Result, 2024

Cronbach's alpha coefficient values above 0.70 were deemed outstanding by Fauser et al. (2019) and between 0.4 and 0.75 as good. 0.4 to 0.59 was classified, so the results of the above five variables were considered as higher as excellent. When an exam's internal consistency reliability coefficient is high, it means that its items are highly content-similar to one another (homogeneous). It's crucial to remember that test length can have an impact on internal consistency reliability.

3.11 Ethical Considerations

In this study, respondents were participated on voluntary basis. They was informed about the purpose of the study and their consent was asked verbally and it was indicated in the questionnaire. Measures was also taken to ensure the respect, dignity and freedom of each individual participating in the study.

Responses of the participants were kept confidential and analyzed in aggregate manner without any change by researcher. In addition, the researcher respects the work of previous studies and cited appropriately those works that has been taken as a reference. All information taken from the respondents was treated with confidentiality without disclosure of their identity.

The ethical principles that was charged in this study included data, results, methods and procedures, and publication status was honestly reported. No attempted was used to fabricate, falsify, or misrepresent data. It was attempted to avoid careless errors and negligence; the

research work was carefully and critically examined. The study tried to share data, results, ideas, tools, resources with the advisor and MA students and try to be open to criticism and new ideas. It attempted to honor patents, copyrights and other forms of intellectual property. Not use unpublished data, methods, or results without permission and given proper acknowledgement or credit for all contributions to research. Never plagiarize.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION AND DISCUSION

4.1 Introduction

This section of the study includes the research model, the demographic profile of the respondents, and the data presentation, analysis, and discussion section.

4.2 Response Rate

Table 3 Response by place

Sub City	Distributed	Returned	%	Distributed		Returned	
				Instagram	TikTok	Instagram	TikTok
Addis Ketema	101	84	83%	50	51	36	48
Arada	76	61	80%	38	38	28	33
Bole	68	59	87%	34	34	25	34
Yeka	65	53	82%	33	32	22	31
Nifa Silk Lafto	74	58	78%	37	37	30	28
Total	384	315	82.03%	192	192	141	174
Returned %						73%	90.63%

Survey Result, 2024

Out of the 384 given questionnaires, 315 were correctly returned, giving the study an 82% response rate. It can therefore be assumed that the respondents' hectic schedules and personal participation contributed to the study's positive reactions. Furthermore, users of TikTok provided the bulk of the data (almost 55%), with Instagram users accounting for 45 percent of all replies. Most of the information was gathered from Instagram, TikTok, Addis Ketema, and Merkato .in medias,.Tktok Tiktok keeps track of the videos that users watch and how long they stay on them. The program can also monitor the contents of direct messages, along with their device kind, nationality, and IP address, recognitions to the privacy policy. The platform may also gather users' age, phone number, contacts, and precise location with permission (Lou & Yuan, 2019).

4.3 Respondents Profile

This part presents the respondents' profile about their education, gender, age, and their or consumer buying behavior.

Table 4 Respondent profile age, education and spending pattern

	Variables	Count	Column N %
Age	18-23	98	31.1%
	26 - 35	130	41.3%
	36 and above	87	27.6%
Gender	Female	100	31.7%
	Male	215	68.3%
Education Level or Academic Status	Secondary School (7 -12)	34	10.8%
	Diploma	92	29.2%
	Degree	168	53.3%
	Masters and above	21	6.7%
Spend on digital world (internet) per day	1hr	18	5.7%
	1-3	48	15.2%
	3-5	77	24.4%
	5-7	96	30.5%
	>7	76	24.1%
Place of residence	Bole	26	8.3%
	4 Killo	78	24.8%
	Piazza	68	21.6%
	Mexico	40	12.7%
	Megenagna	25	7.9%
	Merkato	52	16.5%
	Others	26	8.3%

Survey Result, 2024

An attempt was made to display the respondents' gender involvement in the above table (Table 4). This aids in understanding the background data that has been displayed throughout doughnut charts for the responders at various levels. According to the survey, of the 315 respondents, 68.3%, or 215 people, were men and 31.7%, or 100 people, were women. It demonstrates that women made up the majority of research participants, and women continued to participate in the study's data collecting. However, based on the majority of interview responses, the majority of the female respondents stated that they were unwilling to complete the questionnaire because of

practical jokes and other needless social circumstances. Tiktok phobia is a prevalent but little-studied disorder. Although the majority of cases of Tiktok phobia are found in the Redditors ethnic group, there are presently no documented causes for this phobia (Audrezet et al., 2020).

Furthermore, 41.3 percent of these respondents are between the ages of 26 and 35, 31.1 percent are between the ages of 18 and 23, and the remaining 27.6 percent are older than 36. For private reasons, none of the people were able to identify their age group. This is much higher than the global overview of the 2023 TikTok user demographics by age that is ages 18 to 24: This is the largest group, making up about 36% of the adult audience (18+). Next, ages 25 to 34 or this age group is the second largest, accounting for roughly 32% of the adult viewership (Nesuel, 2023).

The following table shows that out of the 315 people on which research was conducted, 29.2% have a diploma, half (53.3%) have a first degree, and the remaining 6.7% have a master's degree. For personal reasons, % of them was unable to disclose their educational background. This demonstrates that respondents, across a range of age groups, had a good education. Furthermore, the majority of them dedicated almost five hours of their precious time each day to the digital world—the internet.

Just 5.7% of them spent an hour on social media, whilst 30.5% of them spent more than seven hours and 24.1% of them spent five to seven hours a day on the platform. They were randomly interviewed as part of the study's assurances that they were interested in using smartphone apps, accessing the internet, and having more knowledge and expertise with digital advertising. It is therefore believed that they were able to quickly and simply respond to the study's questionnaire and supply relevant data for it. The respondents have lived in various places; 8.3% of them in Bole area, 24.8% in 4 Killo, 21.6% Piazza, 12.7% Mexico, 7.9% Megenagna, 16.5% Merkato and 8.3% for others. Overall, the demographic profile of the respondents revealed that they are competent to reaction the questions in this study and their significant exposure to social media is a potent instrument for this study. According to the interviewees' comments, they are appropriately aware and have excellent interactions with social media advertisements. TikTok allows brands to create a variety of advertisements that might reach their target population. Given the popularity of the platform, it's also critical to consider how TikTok can fit into our marketing plan and how a digital marketing agency might be able to assist (Noémie and Jade, 2022).

4.4 Response Analysis

The mean and standard deviation were used in the response analysis. They served as a means of displaying the different attributes of data sets. Descriptive statistics aid in this study by presenting the data in a more relevant manner that facilitates an easier understanding of the data. As a benchmark mean scores rating, Esubalew (2021) carried out study on the impact of media advertising on consumers' purchasing decisions in Ethiopia's real estate market. They conducted research in a comparable location and used mean scores of below 1.00, reasonable for between 1.51 and 2.50, good for between 3.51 and 4.50, and exceptional for over 4.51.

4.4.1 Source Credibility

The term "source credibility" describes the reliability and possibility of credibility from a certain social media platform or source (Fauser et al., 2019).

Table 5 Respondents' Responses on Source Credibility using Descriptive Statistics

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	N	%	N	%	N	%	N	%	N	%		
Social Media Influencers are qualified.	18	6%	48	15%	42	13%	104	33%	103	33%	3.72	.989
Social Media Influencers are honest.	31	10%	62	20%	38	12%	98	31%	86	27%	3.46	1.036
Social Media Influencers are reliable.	29	9%	61	19%	37	12%	104	33%	84	27%	3.49	1.015
Social Media Influencers are experienced.	40	13%	67	21%	41	13%	107	34%	60	19%	3.25	1.038
Social Media Influencers are expert.	47	15%	60	19%	26	8%	101	32%	81	26%	3.35	1.022
Social Media Influencers are knowledgeable.	19	6%	30	10%	19	6%	109	35%	138	44%	4.01	1.004
Grand Mean 3.55												

Survey result, 2024

The above table shows that the grand mean of source credibility was 3.55 with less variability data (see Table 5). Accordingly, grand mean were rated as very agree or good. The majority of

the resulted standard deviations are below 2 and it shows its variability is less. This grand mean was found by an average mean result of two dimensions. It shows that social media influencers meet the requirements, and it also shows influencers on social media are sincere and are dependable. Influencers on social media have experience. Experts are social media influencers. Influencers on social media possess information. Certain respondents to the interview disclosed that they lack knowledge about, trust in, or familiarity with certain influencer attributes, such as being less competent, trustworthy, or beautiful. The degree of the author's perceived authenticity as well as any previous evaluations or ratings linked to their profile can be used to assess the trustworthiness of a source (Eden, 2018). Credibility of the source is correlated with the communicator's personality and favorable traits that influence the persuasiveness of the message.

4.4.2 Source Attractiveness

According to Chekima et al. (2020), an influencer's attractiveness in the context of social media marketing is determined by the traits, preferences, and similarity of their followers. One can also evaluate someone based on their outward look (Hutapea, 2017).

Table 6 Respondents' Responses on Source Attractiveness using Descriptive Statistics

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	N	%	N	%	N	%	N	%	N	%		
I have knowledge about the Social Media Influencers.	57	18%	41	13%	26	8%	99	31%	92	29%	3.41	0.997
I am familiar with the Social Media Influencers.	41	13%	139	44%	23	7%	69	22%	43	14%	2.79	0.986
I always follow the Social Media Influencers.	59	19%	49	16%	23	7%	116	37%	68	22%	3.27	0.974
I easily recognize the Social Media Influencers.	26	8%	33	10%	17	5%	94	30%	145	46%	3.95	1.029
The Social Media Influencers I is very sexy looking.	85	27%	65	21%	24	8%	103	33%	38	12%	2.82	1.004
Grand Mean 3.25												

Survey result, 2024

The above table portrays the respondents' responses using lowest and highest itemized mean. It shows that the result of source attractiveness. Thus, the study found that respondents somewhat liked and attracted to source attractiveness on social media (3.25) (see Table 6). Its variability is lower, as evidenced by the bulk of the obtained standard deviations being less than 2. They are

sometimes aware of the influencers on social media and they are occasionally acquainted with the Influencers on Social Media. Some of them constantly keep up with the social media influencers. They rarely identify the social media influencers with ease. The Social Media Influencers, they have not a really attractive appearance. According to some interviewees, social influencers might want to work on their appearance. This indicates that they should regularly establish eye contact and use open body language to convey charisma and confidence. By paying attention to what others have to say and posing intelligent questions, you can develop into a captivating, appealing conversation partner.

4.4.3 Product Match Up

Table 7 Respondents’ Responses on Product Match Up using Descriptive Statistics

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	N	%	N	%	N	%	N	%	N	%		
I consider the influencer to be appropriate to recommend the product.	25	7.9%	42	13.3%	21	6.7%	115	36.5%	112	35.6%	3.78	0.919
I consider that the influencer is efficient at recommend the product.	28	8.9%	47	14.9%	17	5.4%	146	46.3%	77	24.4%	3.63	1.002
I consider that the influencer fits with the product.	37	11.7%	76	24.1%	27	8.6%	108	34.3%	67	21.3%	3.29	1.003
I consider that the influencer matches well with the product.	38	12.1%	96	30.5%	19	6.0%	109	34.6%	53	16.8%	3.14	0.983
I think there is a close resemblance between the social media influencers’ promotion and the brand image they advertise.	41	13.0%	74	23.5%	19	6.0%	133	42.2%	48	15.2%	3.23	0.999
Grand Mean 3.41												

Survey result, 2024

This study asked respondents perceived product match up in effective measurement of social media influencer. Accordingly, the study found that respondents have at least agreed about experience advertisement content through many senses on social media (grand mean was 3.41 and it was rated as good (see Table 7). Since most of the obtained standard deviations are less than 2, it has lesser variability. This question was offered to know more about the reflection on social media marketing brand content strategies where marketers tend to use the technological

features. This shows that social media have a higher level of colourfulness in the context of multimedia usage. However, advertisement content is not that much stimulating to the senses e-mail marketing according to respondents and the advertisement content do not that much stimulates multiple senses as per interview respondents.

4.4.4 Communication

Table 8 Respondents’ Responses on Communication using Descriptive Statistics

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	N	%	N	%	N	%	N	%	N	%		
The social media influencers are a good source of product information.	60	19.0%	88	27.9%	18	5.7%	104	33.0%	45	14.3%	2.96	1.395
The social media influencers provide timely information.	7	2.2%	46	14.6%	11	3.5%	163	51.7%	88	27.9%	3.89	1.043
The social media influencers are a good source of up-to-date product information.	40	12.7%	47	14.9%	12	3.8%	160	50.8%	56	17.8%	3.46	1.292
The social media influencers are a convenient source of product information.	46	14.6%	82	26.0%	18	5.7%	104	33.0%	65	20.6%	3.19	1.404
The social media influencers supply complete product information.	38	12.1%	58	18.4%	18	5.7%	145	46.0%	56	17.8%	3.39	1.300
Grand Mean 3.38												

Survey result, 2024

The communication variable's grand mean was found to be 3.38, indicating good practices. When they view social media advertisements, they react slowly to input from a receiver. Overall, the results of this study demonstrated the effectiveness of social media marketing as a tool for connecting sellers with influential customers, brand evangelists, and important customers. Additionally, it causes marketers to lose exclusive control over their business messaging. However, the social influencers can communicate in a mediocre way. This study also found that respondents freely choose best advertisement on social media as per the interview respondent. This may be related to user’s participation in modifying the form and content of a mediated environment in real time. Furthermore, Kalia and Mishra (2016) developed a scale to quantify interactivity and proposed that it consists of three sub-dimensions: synchronization, two-way

communication, and active control. In the context of internet advertising, interaction can have an impact on the message, the communication channel, each other, and the degree to which these influences are coordinated.

4.4.5 Consumer Behavior

Table 9 Respondents' Responses on Consumer Behavior using Descriptive Statistics

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	SD
	N	%	N	%	N	%	N	%	N	%		
I am willing to pay high price when I get products via social influencers.	26	8.3%	43	13.7%	17	5.4%	156	49.5%	73	23.2%	3.66	1.209
I prefer to buy products or services which advertise by social influencers.	30	9.5%	56	17.8%	19	6.0%	141	44.8%	69	21.9%	3.52	1.273
I think I buy best product or service when I see repeatedly page.	16	5.1%	35	11.1%	16	5.1%	177	56.2%	71	22.5%	3.80	1.068
Advertised by social media are very useful.	22	7.0%	34	10.8%	30	9.5%	162	51.4%	67	21.3%	3.69	1.130
In my opinion, the services or products advertises by social media really solves my problem.	23	7.3%	36	11.4%	50	15.9%	102	32.4%	104	33.0%	3.72	1.238
I will buy the products promoted by this influencer.	39	12.4%	24	7.6%	12	3.8%	138	43.8%	102	32.4%	3.76	1.315
I want to buy products promoted by this influencer.	35	11.1%	95	30.2%	12	3.8%	103	32.7%	70	22.2%	3.25	1.381
I am likely to buy the promoted products by this influencer.	21	6.7%	115	36.5%	31	9.8%	84	26.7%	64	20.3%	3.17	1.298
I intend to purchase the products promoted by this influencer.	28	8.9%	96	30.5%	26	8.3%	105	33.3%	60	19.0%	3.23	1.307
Grand Mean 3.53												

Survey result, 2024

The aforementioned table illustrates consumer behavior and reveals that respondents' average response on this variable is moderately agreed, with a value ranging from 3.17 to 3.80, or the

grand mean was 3.53 (see Table 9). This suggests that consumers consider both their feelings and thoughts when making purchasing decisions. Researchers that study consumer behavior may look at what consumers purchase, when, where, and how frequently they purchase it, among other things (Tsadiku et al., 2022). The grand mean, which was rated as very good, indicates that the average response to statements about consumers' decision-making process is 3.53, which is moderately agreed. This means that moderately respondents identified their needs when they saw stimuli, looked up and referred to information about goods and services, decided to purchase a product based on the information, and responded with feelings and attitudes regarding the products on/in social media.

This study used two type of inferential analysis namely correlation and multiple regression analysis.

4.5 The Relationship between Social Media Advertising and Consumer Behavior using Correlation Analysis

The dependent and independent variables in this study were analyzed using a straightforward bi-variety association analysis, which is briefly described below.

Table 10 Result of Correlation Analysis

		Source Credibility	Source Attractiveness	Product Match Up	Communication	Consumer Behavior
Source Credibility	Pearson Correlation	1				
	Sig. (2-tailed)					
Source Attractiveness	Pearson Correlation	.551**	1			
	Sig. (2-tailed)	.000				
Product Match Up	Pearson Correlation	.502**	.494**	1		
	Sig. (2-tailed)	.000	.000			
Communication	Pearson Correlation	.505**	.456**	.525**	1	
	Sig. (2-tailed)	.000	.000	.000		
Consumer Behaviour	Pearson Correlation	.626**	.602**	.530**	.521**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	315	315	315	315	315

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

Survey Result, 2024

Simple correlation analysis aims to measure the degree of relationship between two variables. As a result, there is a positive link between all of the four independent factors and customer behavior according to the correlation matrix assessment (see Table 10).

This study's use of correlational analysis revealed a significant and positive association between consumer behavior and source credibility ($r=.626;.000$), with a correlation coefficient of .000 that is significant at the 0.01 level (2-tailed). More crucially, Esubalew's (2021) research on the subject revealed a strong correlation between consumers' purchases and their perception of the legitimacy of the source.

This study's use of correlational analysis revealed a significant and positive association between consumer behavior and source attractiveness ($r=.602;.000$), with a correlation coefficient of .000 that is significant at the 0.01 level (2-tailed). More notably, Fauser et al., (2019)'s study on the subject revealed a substantial association between consumers' purchasing decisions and source attractiveness.

This study's practice of correlational analysis revealed a significant and positive association between consumer behavior and product match up ($r=.530;.000$), with a correlation coefficient of .000 that is significant at the 0.01 level (2-tailed). More notably, Eden (2018) studied on the same subject revealed a substantial association between consumers' purchasing decisions and product match up.

Using correlational analysis, this study discovered that there is a substantial and positive association between consumer behavior (Sig. (2-tailed).000 and communication ($r=.521;.000$) that is significant at the 0.01 level (2-tailed). More notably, Hiruy's (2020) study on the subject revealed a substantial association between consumers' purchasing decisions and perceived communication.

4.6 The Effect of Social Media Advertising on Consumer Behavior using Multiple Regression Analysis

When a quantitative variable (the dependent or criterion variable) needs to be compared to any other parameters (represented as independent or predictor variables), multiple regression is a versatile technique for data analysis that might be useful. Nonlinear relationships, quantitative

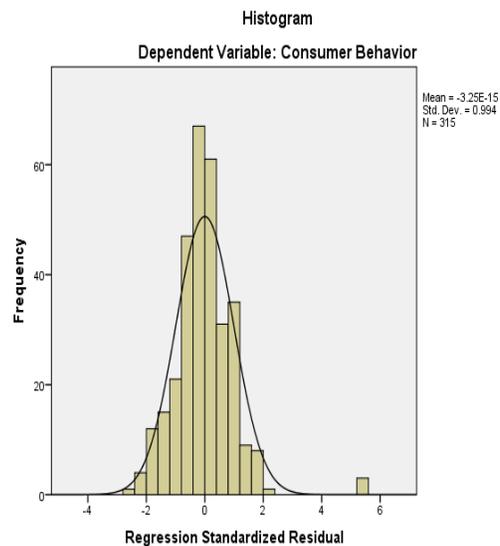
independent variables, and the ability to analyze the effects of one or more factors with or without the consideration of other variables are all possible (Fauser et al., 2019).

4.6.1 Assumptions Test and Diagnostic Results

Tests for normality, multicollinearity, autocorrelation, and the average value of the error term have all been attempted in this study and are located in the appendices section, adjacent to the data collecting tool. The test results demonstrate that the regression analysis's underlying presumptions regarding normality, multicollinearity, autocorrelation, and the average value of the error term were all met. It contains information on how the data was distributed regularly, free of issues with autocorrelation or multicollinearity.

4.6.1.1 Normality Test

A fundamental idea in practical statistics, the normal distribution is the source of normalcy.



Survey Result, 2024

Figure 2 Histogram

Based on the normal probability plot below, it can be inferred that the majority of the dots were in close proximity to the normality line. Consequently, the dataset's normal distribution can be inferred.

4.6.1.2 Multi-collinearity Analysis

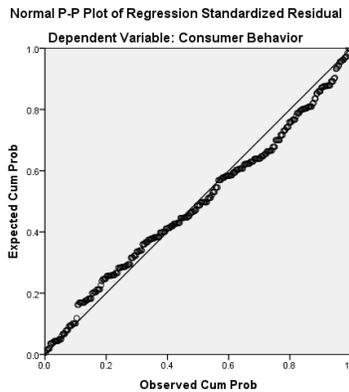
Table 11 Multi-collinearity Analysis

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Source Credibility	.587	1.704
	Source Attractiveness	.618	1.618
	Product Match Up	.613	1.630
	Communication	.631	1.585

Survey Result, 2024

Anything below 0.20 tolerances and above 10 of the VIF value, according to Weisberg & Britt, indicates significant multi-collinearity in a model (Hiruy, 2020). In this case, entertainment and social imaging indicate a value below 0.20, all other independent variables surpass the tolerance level of 0.20, and all reported VIF values are less than 10, indicating that the requirements are almost fully met (see Table 11).

4.6.1.3 Linearity



Survey Result, 2024

Figure 3 Normal PP Plot

The results obtained from the linearity graphs in Figure 3 above indicate that most of the dots fall along a linear line; thus, it can be concluded that there is a linear relationship between the independent variables and the dependent variable.

4.6.1.4 Autocorrelation

Table 12 Autocorrelation

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.727 ^a	.529	.522	.646	1.590

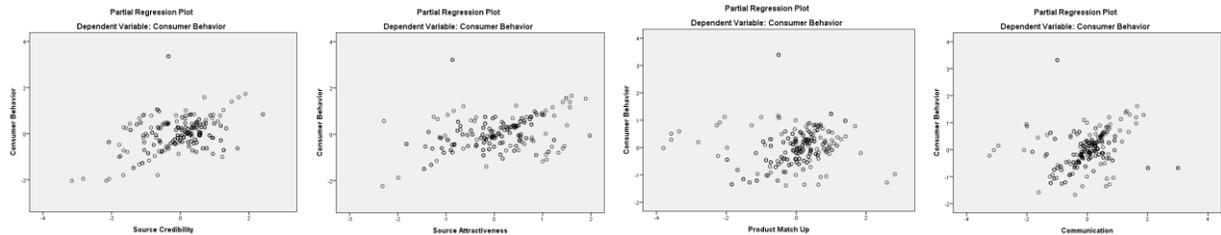
a. Predictors: (Constant), Communication, Source Attractiveness, Product Match Up, Source Credibility

b. Dependent Variable: Consumer Behavior

Survey Result, 2024

The Durbin-Watson test has a range of results from 0 to 4. A result that is very close to 2 indicates very little autocorrelation. A higher positive autocorrelation is indicated by an outcome that is closer to 0, while a stronger negative autocorrelation is indicated by an outcome that is closer to 4 (Eden, 2018). This study found a result as 1.59 and it is a positive spatial autocorrelation when data with similar values are clustered together, When observations with different values are closer together, negative spatial autocorrelation takes place (i.e., scattered).

4.6.1.5 Homoscedasticity



Survey Result, 2024

Figure 4 Scatter Plot

A random assortment of dots surrounds the regression line in a scatter plot. Since there were no overt indications of funneling in any of the independent variables, it may be said that the homoscedasticity assumption was satisfied.

4.6.2 Regression Analysis

4.6.2.1 Model Summary

Table 13 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.727 ^a	.529	.522	.646

a. Predictors: (Constant), Communication, Source Attractiveness, Product Match Up, Source Credibility
Survey Result, 2024

The Coefficient of Determination, or R Square, expresses how much of the variance in one variable can be accounted for by another. The model's R square is determined to be 0.529 or 52.9 %. Thus, it can be determined that the model accounts for 47.1 % of the unexplained variability. As a result, the independent variables: source credibility, source attractiveness, communication and product match up can account for 52.9 % of the dependent variable (see Table 13).

4.6.2.2 ANOVA

Table 14 ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	144.806	4	36.202	86.880	.000 ^b
	Residual	129.172	310	.417		
	Total	273.979	314			

a. Dependent Variable: Consumer Behavior
 b. Predictors: (Constant), Communication, Source Attractiveness, Product Match Up, Source Credibility

Survey Result, 2024

Table 14 above shows that the P value is 0.000, which is less than 0.05. It shows how the dependent variable can be predicted by the applied overall model, which has the potential to be statistically significant. An additional table showed that of the 273.979 total sum of squares, 144.806 of the variation could be explained by regression, and the residual could account for 129.172 of the variation in the dependent variable, which is the purchasing behavior of the consumers. Consequently, since regression accounts for a comparatively substantial percentage of the explanation, it can be said that the model fits.

4.6.2.3 Coefficient

Table 15 Coefficient

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.723	.174		4.147	.000
	Source Credibility	.279	.045	.318	6.237	.000
	Source Attractiveness	.273	.048	.283	5.711	.000
	Product Match Up	.128	.042	.151	3.028	.003
	Communication	.141	.045	.152	3.097	.002

a. Dependent Variable: Consumer Behavior

Survey Result, 2024

The beta (β) and significance (p) values for each independent variable related to consumer buying behavior are shown in Table 13; the independent variables show positive values, and the significance values fall within the acceptable range of $P < 0.05$. The variables that relate to source credibility ($\beta = 0.279$, $P = 0.0001$); it can be said that 27.9 % increase in consumer behavior will be found based on one unit increase in source credibility (see Table 15). It also shows that there is a positive and significant effect of source credibility and the dependent variable of customer purchasing behavior. Eden (2018) also found similar results.

From this multiple regression table, this study found similar results as there is a positive and significant effect of source attractiveness ($\beta = 0.273$, $P = 0.0001$) consumer purchase behaviour. On the basis of one unit rise in source attractiveness, it can be concluded that there will be a 27.3% increase in customer behaviour. It can be concluded that the dependent variable of client purchasing behaviour is positively and significantly impacted by it. Fortunately, previous studies in the same area also showed related results such as Rita (2021).

Based on the multiple regression table, the study discovered comparable outcomes: product match up has a favorable and substantial impact on consumer purchasing behavior ($\beta = 0.128$, $P = 0.003$). On the basis of one unit rise in product match up, it can be concluded that there will be

a 12.8 % increase in customer behavior. Appreciatively, earlier research in the same field produced similar findings, as demonstrated by Fauser et al., (2019) and Rita (2021).

The study found similar results based on the multiple regression table: communication has a positive and significant influence on consumer purchase behavior ($\beta = 0.141$, $P = 0.002$). On the basis of one unit rise in communication, it can be concluded that there will be a 14.1 % increase in customer behavior. Fortunately, Rita (2021) shows that similar results from past studies in the same subject.

The regression model can therefore express itself as follows.

$$Y = .723 + .279 x_1 + .273 x_2 + .128 x_3 + .141 x_4 + e$$

Where:

- Y= Consumer Behavior
- a= the y intercept.
- x_1 = Source Credibility
- b_1 = the regression coefficient of Source Credibility
- x_2 = Source Attractiveness
- b_2 = the regression coefficient of Source Attractiveness
- x_3 = Product Match Up
- b_3 = the regression coefficient Product Match
- x_4 = Communication
- b_4 = the regression coefficient Communication
- e= error term.

4.7 Discussion and Hypothesis Testing

4.7.1 The Existing Social Media Advertising

According to the study, the grand mean of source trustworthiness was 3.55, with data showing reduced variability and a very good rating. Social media influencers are seasoned professionals. Influencers on social media are experts. Social media influencers are informational sources. The grand mean of the source's attractiveness was judged as good at (3.25). The survey also discovered that, when it came to experiencing advertisement content across several senses on social media, respondents were at least in agreement (grand mean was 3.41, and it was evaluated

as positive). It has reduced variability because the majority of the obtained standard deviations are less than 2. Ultimately, it was discovered that the grand mean of the communication variable was 3.38, suggesting good practices. They respond slowly to information from a receiver when they watch social media commercials. All things considered, the study's findings proved how successful social media marketing is at putting merchants in touch with significant clients, brand ambassadors, and influential consumers. Social media marketing has a lot of benefits, such as improved website traffic, audience engagement, and brand awareness (Wang et al., 2017). Companies who aren't making the most of social media marketing are losing out on an opportunity to enhance their entire marketing plan. In order to engage people and promote goods and services, social media marketing has expanded to incorporate a number of tactics and strategies (Lou & Yuan, 2019). Personalized online experiences for clients, social media influencers, audience-targeted advertising, interactive chatbots, and audience growth are a few of these (Sokolova & Kefi, 2020).

4.7.2 Consumer Behavior Practices

With a value ranging from 3.17 to 3.80, or a grand mean of 3.53, the respondents' average response on this characteristic is moderately agreed, according to the aforementioned table, which depicts consumer behavior. This implies that when making judgments about what to buy, customers should take their emotions and thoughts into account. Customers use likes, shares, and comments on social media platforms to determine the popularity and legitimacy of a product or service. This phenomenon is known as social proof. Purchase decisions can be strongly influenced by positive social proof (Sokolova & Kefi, 2020). Purchase decisions are often influenced by customer testimonials and suggestions on social media in addition to reviews. For example, watching unboxing videos of products provides a vicarious experience. Influencers', friends', and family's recommendations usually direct media belongings on consumer behavior (Wang et al., 2017).

4.7.3 Source Credibility

Using correlational analysis, this study found that there was a substantial positive relationship ($r=.626;.000$) between customer behavior and source credibility, with a correlation coefficient of .000 that is significant at the 0.01 level (2-tailed). Using multiple regression analysis, this study

also discovered that source trustworthiness has a positive and substantial effect on customer buying behavior ($\beta = 0.279$, $P = 0.0001$). Eden (2018) discovered comparable outcomes. Most importantly, Esubalew's (2021) study on the topic found a significant relationship between customers' purchases and their opinion of the reliability of the source. Source credibility is associated with the assortment of a communicator's consistent, affirmative attributes that impact the audience's openness to a certain message (Lou & Yuan, 2019). Expertise and reliability are the two factors that determine an endorser's credibility and, in turn, their persuasive power (Wang et al., 2017). As a result, a SMI's likelihood of demonstrating substantial product knowledge and being regarded as an authority source increases with the amount of time they spend using the product. A greater level of trust and acceptance of the message is the outcome of the SMI's capacity to deliver accurate and truthful information (Waqas, et al., 2021). Customers generally view SMIs and other digital celebrities as more reliable than traditional celebrities (Sokolova & Kefi, 2020).

4.7.4 Source Attractiveness

Correlational analysis was used in this study to find a substantial and positive relationship between source attractiveness and customer behavior ($r=.602;.000$). Furthermore, by employing multiple regression analysis, this study discovered comparable outcomes, indicating that source attractiveness has a positive and significant influence on customer purchasing behavior ($\beta = 0.273$, $P = 0.0001$). Supportively, earlier research in the same field produced similar findings, as demonstrated by Rita (2021). Notably, a study conducted on the topic by Fauser et al. (2019) found a strong correlation between source attractiveness and the decisions made by customers to buy. It is believed that source attractiveness—which encompasses both physical and social attractiveness—directly affects the potency of an endorsement (Delbaere et al., 2021). According to Delbaere et al. (2021), SMIs with appealing features are thought to have desirable personalities and attributes. According to the social psychology theory of source attractiveness, likeability, familiarity, and likeness are the three elements that affect the source's persuasiveness and efficacy (Chun et al., 2018). When endorsers are perceived to have similar demographics, they become preferred sources of information. Additionally, SMIs who are perceived as less informed have more sway than competent endorsers with whom the audience does not identify strongly (Conde, 2019).

4.7.5 Product Match-up

The application of correlational analysis in this study demonstrated a strong and favorable relationship ($r=.530;.000$) between consumer behavior and product match up. The study's multiple regression analysis yielded similar results, showing that product match has a positive and significant influence on consumers' purchase decisions ($\beta = 0.128, P = 0.003$). Gratefully, past studies in the same field have yielded comparable results, as shown by Fauser et al. (2019) and Rita (2021). Most significantly, a study conducted on the same topic by Eden (2018) found a strong correlation between product fit and the decisions made by consumers when making purchases. Product match-up indicates how well the SMI and the product they recommend are believed to go together. It is based on the similarities between the product's attributes and the SMI's picture (Breves et al., 2019). By comparing the product's features to those of the SMI and believing that they would complement one another well, consumers create an impression of the product (Karla, 2019). When the qualities of the product and the SMI complement one another, there is a significant link between the two. The endorsement is more effective because of this excellent matchup (Wang et al., 2017). The "vampire effect," which harms the brand and makes the endorsement ineffective, occurs when an endorser overshadows the recommended product (Kapitan & Silvera, 2016).

4.7.6 Communication

This study's use of correlational analysis revealed a strong, positive relationship between communication and consumer behavior ($r=.521;.000$), which is significant at the 0.01 level (2-tailed). Based on the multiple regression table, the study discovered comparable findings: communication significantly and favorably influences consumer buying behavior ($\beta = 0.141, P = 0.002$). Appreciatively, Rita (2021) demonstrates that comparable findings from earlier research on the same topic. Communication is the first interchange between brands and consumers in the value generation process (Chun et al., 2018). Therefore, in order to understand how SMIs' message qualities affect the impact of their endorsements on consumer perception and buy intentions, it is essential to understand how communication works and how the communication parts of an endorsement impact persuasion (Lou & Yuan, 2019). As social media communication enhances user interaction with marketing through likes and comments, it can really result in a

range of consumer experiences and viewpoints (Karla, 2019). According to Breves et al. (2019), social media communication has a crucial role in shaping consumers' decision-making processes, resulting in positive impressions and eventually higher buy intentions.

Table 16 Summary of Hypothesis Testing

Hypothesis	B	Sig.	Decision
<i>H₁ – Source Credibility has a positive and significant effect on Consumer Behaviour</i>	.279	.000	Accepted.
<i>H₂ – Source Attractiveness has a positive and significant effect on Consumer Behaviour</i>	.273	.000	Accepted.
<i>H₃ – Product match-up has a positive and significant effect on Consumer Behaviour</i>	.128	.003	Accepted.
<i>H₄ – Communication has a positive and significant effect on Consumer Behaviour</i>	.141	.002	Accepted.

Survey Result, 2024

CHAPTER FIVE

SUMMARY OF KEY FINDINGS, CONCLUSIONS AND RECOMMENDATIONS

5.1 Summary of Key Findings

The main objective of the study was to investigate the effect of social media advertising on customer behavior in Addis Ababa, Ethiopia. Accordingly,

- The study's grand mean values for source credibility, source attractiveness, product match up, and communication are 3.55, 3.25, 3.41, and 3.38, respectively. Source credibility is the greatest mean, indicating the most experience among social media influencers. However, source attractiveness has the lowest mean, indicating that respondents are at least somewhat in agreement with seeing advertisements on social media through a variety of senses.
- The study shows consumer behavior, indicates that the respondents' average response on this attribute is moderately agreed, or a grand mean of 3.53. This suggests that consumers should consider their feelings and ideas while making decisions about what to purchase.
- This study's use of correlational analysis revealed a strong positive link ($r=.626;.000$) between source credibility and customer behavior. This study also found that source credibility has a significant and favorable impact on customer purchasing behavior using multiple regression analysis ($\beta = 0.279, P = 0.0001$).
- This study employed correlational analysis to discover a strong and favorable correlation ($r=.602;.000$) between source attractiveness and customer behavior. Additionally, this study found similar results using multiple regression analysis, suggesting that source attractiveness influences customer purchasing behavior in a favorable and substantial way ($\beta = 0.273, P = 0.0001$).
- This study's use of correlational analysis revealed a robust and positive link ($r=.530;.000$) between product match up and consumer behavior. Similar findings were obtained from the study's multiple regression analysis, which demonstrated that product match significantly and favorably influences customers' decisions to buy ($\beta = 0.128, P = 0.003$).

- Correlational analysis, which was used in this study, showed a substantial, positive link ($r=.521;.000$) between customer behavior and communication. This relationship is significant at the 0.01 level (2-tailed). Comparable results were found by the study based on the multiple regression analysis: communication strongly and favorably effects consumer behavior ($\beta = 0.141, P = 0.002$).

5.2 Conclusions

This study found that among social media influencers, source credibility had the highest mean score, indicating significant trustworthiness among respondents. Conversely, source attractiveness received the lowest mean score, suggesting mixed perceptions regarding the appeal of ads on social media platforms. Overall, respondents moderately agreed with the impact of these attributes on consumer behavior.

The study concluded that source credibility significantly and positively influences consumer behavior, as consumers are more inclined to make purchases from trustworthy sources. On the other hand, source attractiveness, which reflects how appealing consumers find the advertising source, also plays a role in influencing consumer behavior.

Moreover, product quality is a critical consideration for consumers before making a purchase decision. This study confirmed that consumer behavior is significantly and favorably influenced by the match between advertised products and their perceived quality.

Additionally, effective communication strategies employed by businesses have a profound impact on consumer behavior. Direct marketing, for instance, can inspire and influence consumer purchasing decisions, thereby enhancing brand perception and driving sales.

In conclusion, consumer behavior is influenced by a variety of factors, including the credibility and attractiveness of the advertising source, the perceived quality of the advertised product, and the effectiveness of communication strategies employed by businesses. Understanding these dynamics is crucial for marketers aiming to optimize their advertising efforts and enhance consumer engagement in the competitive landscape of social media.

5.3 Recommendations

- Based on the study's findings, where source credibility emerged with the highest mean among social media influencers, indicating significant expertise, it is recommended that businesses prioritize gathering reliable, accurate, unbiased, and comprehensive information. Maintaining trust among online audiences is crucial and should be upheld to foster trust similar to interpersonal relationships within networks.
- Conversely, the lowest mean for source attractiveness suggests that respondents are open to experiencing social media advertisements through various sensory channels. Therefore, businesses should consider promoting their products or services through sources that resonate as attractive to their target audience. Influencers should leverage similarities, habits, and preferences of their followers to enhance attractiveness.
- This study highlights the importance for social influencers to ensure sources are up-to-date, authored by experts, accurate, and unbiased, as these factors significantly impact customer behavior. Influencers should carefully consider the rhetorical context of their content, including audience, goals, and focus, to enhance credibility and effectiveness.
- Instead of concluding that source attractiveness directly influences customer behavior, this study recommends that social media influencers prioritize the likeability, familiarity, physical appeal, and relatability of their advertisements. Aligning advertising strategies with sources that appeal to the majority of consumers, such as featuring popular figures like athletes, can enhance attractiveness and engagement.
- Given that product match-up had a significant positive impact on consumer behavior, this study suggests social influencers should meticulously organize marketplace listings, rectify discrepancies in product catalogs, integrate product data from diverse sources, and analyze competitors' product life cycles. This approach ensures products are aligned with consumer expectations and preferences.
- Finally, since this study found that communication significantly influences consumer behavior, it is recommended that social influencers on social media adopt personalized content delivery strategies. Utilizing unique features to deliver real-time personalized content can serve as a compelling alternative to traditional marketing methods.

Companies should incorporate targeted, interactive, and personalized communication through digital channels as part of their digital marketing strategies.

5.4 Implications for Stakeholders

Manufacturers and retailers can integrate social influencers into their social media and marketing strategies to enhance targeted, personalized, and interactive communication. This approach can help them effectively reach and engage with their target audience, driving brand awareness and sales.

Government entities and organizations supporting businesses, such as freight forwarders and logisticians, should recognize the benefits of social media influencers and the role of technology in attracting and retaining customers. They can adapt their services accordingly, optimizing processes like import tax collection for governments and improving delivery systems for logistics companies.

Marketers should rethink their social media advertising strategies, leveraging technological advancements and creativity to craft compelling messaging that resonates with audiences. By embracing innovative approaches, marketers can maximize the impact of their social media campaigns and achieve greater engagement and conversion rates.

These implications underscore the importance of embracing digital and social media trends, harnessing the influence of social media influencers, and adapting strategies to meet evolving consumer behaviors and expectations in the modern marketplace.

5.5 Areas for Further Research

This study highlights several areas that warrant further research. Future studies could explore the role of social influencers across diverse product categories and services such as watches, laptops, soft drinks, banks, insurance, and microfinance institutions. Additionally, there is a need for research on the technological and managerial challenges in social media marketing, as well as administrative challenges related to regulatory frameworks. Addressing these gaps will enhance our understanding of effective digital marketing strategies and regulatory compliance in the dynamic realm of social media advertising.

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APPENDIX

Annex I – Questionnaire in English



**SCHOOL OF GRADUATE STUDIES
ST MARY UNIVERSITY
Department of Marketing Management**

Customer Survey
(To be filled by Consumer)

Dear Respondent,

I am Merry Mekonnen, a student of St Mary's University, school of graduate studies department of marketing management. I am conducting a consumer behavior research on *‘the Effect of Social Media Advertising on Consumer purchasing Behavior : The Case of Social Influencers in Addis Ababa’*. This questionnaire aims to collect data for partial fulfillment of the requirements for the award of Master Degree of marketing management. Therefore, the researcher declares that, this research is for academic purpose only.

You are kindly invited to complete this questionnaire as directed for a purpose of facilitating the study. Information from this document will be confidential and in no way will it be communicated to any person.

Thank you in advance.

Sincerely yours,

Merry Mekonnen

Tel : 09 32 180609

Email: merrymeknonne16@gmail.com

SECTION A- BACKGROUND INFORMATION

1. What is your age?
 Below 25 26 – 35 36 and above
2. What is your gender?
 Male
 Female
3. What is your academic status?
 Primary and Below (1-6 and below)
 Secondary School (7 -12)
 Diploma
 Degree
 Masters
 PhD and Above
4. How much time do you spend on digital world (internet) per day?
 <1hr
 1-3
 3-5
 5-7
 >7
5. Where is your place of residence?
 Bole
 4 Killo
 Piazza
 Jemo
 Megenagna
 Merkato
 Other, specify _____

SECTION B

6. Please rate your opinion about social media advertising presented by social media influencers when you buy products in Addis Ababa? Please tick \surd where appropriate: for strongly Agree mark on 5- (SA) to a very great extent, Agree (A) 4; to a great extent, 3-To a moderate extent (N Neutral), 2-To a little extent (D - Disagree), and 1-To no extent (SD – Strongly Disagree).

Code	Measurement Items	Measurement Scale				
		<i>SD</i>	<i>D</i>	<i>N</i>	<i>A</i>	<i>SA</i>
		1	2	3	4	5
Source Credibility						
<i>SC1</i>	Social Media Influencers are qualified.					
<i>SC2</i>	Social Media Influencers are honest.					
<i>SC3</i>	Social Media Influencers are reliable.					
<i>SC4</i>	Social Media Influencers are experienced.					
<i>SC5</i>	Social Media Influencers are expert.					
<i>SC6</i>	Social Media Influencers are knowledgeable.					
Source Attractiveness						
<i>SA1</i>	I have knowledge about the Social Media Influencers.					
<i>SA2</i>	I am familiar with the Social Media Influencers.					
<i>SA3</i>	I always follow the Social Media Influencers.					
<i>SA4</i>	I easily recognize the Social Media Influencers.					
<i>SA5</i>	The Social Media Influencers I is very sexy looking.					
Product Match Up						
<i>PM1</i>	I consider the influencer to be appropriate to recommend the product.					
<i>PM2</i>	I consider that the influencer is efficient at recommend the product.					
<i>PM3</i>	I consider that the influencer fits with the product.					
<i>PM4</i>	I consider that the influencer matches well with the product.					
<i>PM5</i>	I think there is a close resemblance between the social media influencers' promotion and the brand image they advertise.					
Communication						
<i>CM1</i>	The social media influencers are a good source of product information.					
<i>CM2</i>	The social media influencers provide timely information.					
<i>CM3</i>	The social media influencers are a good source of up-to-date product information.					
<i>CM4</i>	The social media influencers are a convenient source of product information.					

CM5	The social media influencers supply complete product information.					
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7. Please rate your opinion about various ads when you buy products or please rate your purchase behavior?

Please tick \surd where appropriate: for strongly Agree mark on 5- (SA) to a very great extent, Agree (A) 4; to a great extent, 3-To a moderate extent (N Neutral), 2-To a little extent (D - Disagree), and 1-To no extent (SD – Strongly Disagree).

Code	Items	1	2	3	4	5
MB1	I am willing to pay high price when I get products via social influencers.					
MB2	I prefer to buy products or services which advertise by social influencers.					
MB3	I think I buy best product or service when I see repeatedly page viewing online social media.					
MB4	In my opinion, products and services that are advertised by social media are very useful.					
MB5	In my opinion, the services or products advertises by social media really solves my problem.					
MB6	I will buy the products promoted by this influencer.					
MB7	I want to buy products promoted by this influencer.					
MB8	I am likely to buy the promoted products by this influencer.					
MB9	I intend to purchase the products promoted by this influencer.					

Thank you for your cooperation!

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<i>MB5</i>	□□□ □□□□□□ □□□□□□□ □□□ □□□□ □□□□□□ □□□ □□□□□ □□□□□ □□□□ □□□□ □□ □□□□□□□□ .						
<i>MB6</i>	□□□□□□ □□□ □□□□ □□□□□ □□□□ □□□□□ □□□□□ □□□□□ □□ □□□□□□□□						
<i>MB7</i>	□□□□□□ □□□ □□□□ □□□□□ □□□□ □□□□□ □□□□□ □□□□ □□□□□□□□□						
<i>MB8</i>	□□□□□□ □□□ □□□□ □□□□□ □□□□□ □□□□ □□□□□ □□□ □□□□□□□□□						
<i>MB9</i>	□□□□□□ □□□ □□□□ □□□□□ □□□□ □□□□□ □□□□□ □□□□□ □□□□□□□□□						

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Annex III - Interview Check List

SCHOOL OF GRADUATE STUDIES SAINT MARY UNIVERSITY

Greetings!

I cordially welcome you to take part in this scholarly investigation. I am presently doing my master's thesis while enrolled in Saint Mary University's postgraduate degree in marketing.

May I proceed? I'm grateful.

1. In what ways do social media influencers present their brands on social media as a potential reason for a customer to switch from another?

2. How do you or Ethiopian consumers find social media useful for marketing?

3. How do you or Ethiopian buyers feel about social media credibility, attractiveness, product match up and communication to social media advertising?

4. What makes social media easy to use for you?

5. How do you and Ethiopian consumers feel about social media, as well as how they intend to use it and perceive the goods and services that are promoted there?

. . . Thank you again!