

**ASSESSMENT OF SOCIAL MEDIA MARKETING
(IN CASE OF COCA COLA COMPANY ETHIOPIA)**



**COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGMENT**

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ABSTRACT

The research conducted was assessment on social media marketing in Coca Cola Company Ethiopia. The researcher used descriptive type of research design. The researcher focused on identifying and clarifying the organizations practices of Social media marketing in Coca Cola Company. The researcher used primary and secondary source of data closed ended questioners. The study adapted convenience sampling to collect available respondents. The researcher used descriptive analysis method with the help of table and percentage to analyze the data collected and to provide possible conclusion and recommendations. Both quantitative and qualitative method of data obtained through questionnaire and interview was analyzed.

CHAPTER ONE

INTRODUCTION

The technological developments are having considerable impact upon any organization in variety of ways. The emergence of online technology has revolutionized the marketing operations all over the world (Baird & Parasnis, 2011).

Now days there is a high competition in the market and the customers have opportunities to take better decision for the available range of goods and services. In this competitive situation, the organizations need to be vigilant to retain customer's loyalty. Reducing the communication gap between the company and the consumer could be a good way to create a better relationship which can further be helpful to develop a better understanding of consumer's needs and wants social media is playing crucial role in this regard and the enterprises are taking the benefit from social media's friendly approach to build brand relationship (Hachinski et al., 2010).

1.1 Background of the study

Marketing communication channels are the means for companies to notify, remind, and convince customers about their brands, products or services, but choosing efficient means to conduct the message is not easy. One of the recently upcoming marketing communication channels is social media. (Kotler and Keller, 2009)

Social media is forms of electronic communication (such as websites for social networking and micro-blogging) through which users create online communities to share information, ideas, personal messages, and other content (such as photographs, videos, books) (Merriam-Webster.com)

Social media is the online content developed by a variety of people who are open for access over the internet. In other words, social media is the shift of people's attention on the online platforms where people share, discover and read information and gain knowledge (Borgan, 2010).

According to Conrad et al., 2010 study believes that social media is a sort of synthesis of sociology and technology and creating an environment or platform on the internet where

people share experiences with each other and develop networks for a variety of different official and unofficial reasons.

The population of Ethiopia is estimated around 110 million and most of them are young; the number of social media users are increased at an alarming rate, for instance there is 7.3% increase from 2017 to 2018 (Internet Usage and Population Statistics for Africa, 2018)

The Coca-Cola Company is an American Multinational Corporation, and manufacturer, retailer, and marketer of nonalcoholic beverage concentrates and syrups. The company is best known for its flagship product Coca-Cola, invented in 1886 by pharmacist John Stith Pemberton in Atlanta, Georgia.(Wikipedia.com)

Coca-Cola was first bottled in Ethiopia's capital Addis Ababa in 1959 by the Ethiopian Bottling Share Company, which later opened a second branch in Dire Dawa in 1965. The two plants were nationalized in 1975 and ran as public companies until 1996, when private investors bought them. Coca-Cola Company in Ethiopia uses three social media platforms regularly. These are Facebook, YouTube and Instagram. (EABSCO.com)

1.2 Statement of the Problem

In traditional marketing, a gap exists between buyer and supplier. There are hundreds of ways to reach to the buyer, which are very expensive and inefficient. This social media can be used as a bridge between the buyer and seller. Using this social media marketing one can reach millions of buyers with a single click (Bernie Borges,2009).

According to the Ethio-telecom, Ethiopia has about 16.3 million internet users as of 2018. This population can be reached through social media. Thus social media marketing is a great tool to reach such a number of potential customers or clients.

The basic gap in social media marketing in Ethiopia is according to Internet Usage and Population Statistics for Africa 2018 stated there are tremendous amount of people around the nation using social media to interact with each other. However, multinational companies that are hosted in Ethiopia have no localized and dynamic social

media-marketing tool meaning these companies do not tailor the social media advertisements to Ethiopian consumers and are more general to the African continent and on the other hand the social media advertisements are not engaging and interactive with the final consumer.

Therefore, this study will assess the evidence for marketers about social media as a marketing tool.

Researcher chose Coca-Cola Company in Ethiopia for this study because of the following reasons:

- ✓ Coca-Cola Company is a multinational company.
- ✓ The Soft-drink industry is a very competitive business.
- ✓ It has a modern work culture as compared to local companies.
- ✓ Coca-Cola is the largest non-alcoholic beverage concentrates and syrup manufacturer in the world.
- ✓ The company has several brands of non-alcoholic beverages.

The main gap of social media marketing in Ethiopia According to a research made on Ethio-Jobs which is one of the most popular jobs posting website in Ethiopia on December 2018, there is only few digital marketing advertisement posted. This compared to the trend described about the UK is in its very early stages. It can serve as an easy evidence for the lacking knowledge and practice regarding social media marketing. This study will fulfill the gap by assessing the practice of social media marketing in Ethiopia and producing tangible information around it. It has a good potential to increase awareness using social media marketing by companies and its acceptance as an important marketing field of skill for students and professionals.

1.3 Research Question

The goal of this study is to get answer for the following questions:

- How does social media marketing influence consumers?
- To what extent is social media marketing influence on consumers?
- What is the potential of social media marketing if used properly?

1.4 Objectives of the Study

1.4.2 General Objectives

The general objective of this study was to assess social media marketing in case Coca Cola Beverage Company.

1.4.3 Specific Objective

- ✓ To examine the extent to which Coca-Cola Company is using social media as a marketing tool to notify, remind, and convince customers about Coca-Cola Company's brands and products.
- ✓ To assess the extent to which consumers are influenced by the existence of social media marketing of Coca Cola soft drinks.
- ✓ To examine the potential of social media marketing if used properly.

1.5 Significance of the Study

The study will have much significance; some of them are the following:

- ✓ It will help as reference for different business organizations in developing and implementing effective social media marketing strategy.
- ✓ It will helps the researcher to award BA degree in marketing management to get research skills for further study in different issues.
- ✓ It will help others researchers to conduct different studies in this study area as reference.

1.6 Scope of the Study

This study was limited to soft-drink consumers in Addis Ababa who are part of one or more social media networks. This is because telecommunication infrastructure is more available in Addis Ababa and because most social media users of the country reside in Addis Ababa.

It will also be limited to social media advertisement. This is due to the following reasons:

- The company is multinational; this makes it a better choice than the local companies because of its advancement regarding usage of social media marketing.
- The strong competition in the soft-drink market of Ethiopia obliges producers to give significant focus and effort to marketing strategies and marketing communication channels. This in turn will result in a focus for social media marketing.

This study used descriptive type of research design and will use both qualitative and quantitative methods of acquiring data and information from consumers.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

The purpose of this chapter is to critically review literature related to the topic “Assessment of social media marketing”. Hence, this chapter consists of theoretical review, empirical review of the previous works of scholars.

2.1 Theoretical Review

2.1.1 Social media

Social media is the online content developed by a variety of people who are open for access over the internet. In other words, social media is the shift of people’s attention on the online platforms where people share, discover and read information and gain knowledge (Borgan, 2010). Conrad et al., (2010) believes that social media is a sort of synthesis of sociology and technology and creating an environment or platform on the internet where people share experiences with each other and develop networks for a variety of different official and unofficial reasons. Social media has become an important platform and has gone so important that nearly every business uses social media for the marketing and promotion of their business, products and services. Social media is also used for sharing information and getting in touch with their customers and society. Ahmad (2011) suggests that social media can be divided in to 3 main components:

- a) **Publishing Technology for everyone:** Social media is free and open for publishing for everyone and the technological advancement has made it even more convenient. Social media is online therefore, they are not restricted to any physical set up. Previously social places used to be like pubs, clubs, gardens where people used to interact with one another and share information. Advancement in the technology and the development of virtual social platforms enable people to interact and develop network with one another, online social media has become the new talk of the town. On online social media everyone can be the publishers and generator of the content for which the information is shared (Ahmad, 2011);

- b) **Information Diffusion:** The rate at which social media diffuses information, no other medium is capable of doing so because other media like TV, newspapers and magazines are not that faster in filtering and spreading information. Online social media like Facebook, Twitter are faster in the transmission of information and relatively far less expensive than the rest. Barefoot and Szabo (2010) suggest that previously companies used to market their products or services through advertising on TV and newspapers; making it a one way communication. Through the development of online social media, companies interact with their customers and take feedback and suggestions from them for further developments. Social media has made the information open and equally accessible for all. Online social media has brought democracy in the sharing of information (Ahmad, 2011);
- c) **Relationship Building:** Social media has become a powerful medium for the development of relationships through sharing valuable information and creating wonderful ideas. Social media helps people in connecting with one another. A person is connected and shares information from UK with a man in New Zealand; all because of online social media.

Gunelius (2011) states that social media has gone so powerful that it is now used for not only business and personal relationships but also for political developments. All this clearly highlights the various dimensions and importance of social media. The rise and advancement of technology and the shift from traditional media to online social media has made it more significant. There are many other reasons due to which people, businesses and even the political parties are shifting and using social media for the development of the achievement of their objectives. Media for the development of the achievement of their objectives.

2.1.3 Social Media Platforms

A social media operate as a digital platform upon which social interaction occurs. Social networking platforms help in building virtual communities, or social networks, for individuals with similar attitude, interests, education, opinion and lifestyles.

Burke (2006 in Bolotaeva, 2011) defines social networking platform as: "... a loose affiliation of people who interact, communicate and share contents through platforms building relationships among communities of practices. A social platform management is a social and technological process that enables the development, deployment, use and management of social media solutions and services. In social aspects a 'social platform' enables communities of users in, posting, editing, and sorting, co-creating and sharing a variety of contents. Thus it enables to communicate implicitly or explicitly with specific person or broadcast to all. Its other features aid in adding friends into the network, setting privacy controls and other native social media network features (Leonardi, 2013). In its technological aspects, a social platform consists of dimensions of social mark-up language for creating native applications, an application programming interface (API) for third party application integration and a backend admin console for managing the entire user base and preferences, etc. It provides continuous visibility and persistence to people and content.

Second, the use of social media in marketing has contributed to the individualization of marketing whereby organizations can communicate, collect data, and provide personalized responses and solutions for customers (Royle & Laing, 2014; Simmons, 2008). Marketers can therefore leverage social media to create personalized messages and offers for target audiences (Sterne, 2010). Personalized offers may deliver five to eight times the return on investment on marketing expenditure and can increase sales by more than 10% (Cochrane, 2018).

Third, developing strong relationships with customers is the main objective of marketing programs (Soler-Labajos & Jimenez-Zarco, 2016) and customer relations are improved using social media (Ainin, et al., 2015). As a tool for customer relations, social media is used to attract customers with user-generated content, engage customers using online two-way social interactions, and retain customers through building relationships with other members (Wang & Fesenmaier, 2004). A key part of effective customer relations is delivering pertinent information at the correct time and forming a personalized connection with the customer (Peppers & Rogers, 2017). Traditional customer

relationship management databases include personal information about the customers and are now being augmented with social customer relationship management derived from social media data to obtain more detailed personal information (Soler-Labajos & Jimenez-Zarco, 2016). Businesses can add value to the customer experience by better understanding the wants and needs of the customer.

2.2 Empirical Review

This study targeted the company “Coca Cola Company, Ethiopia” which is currently using among the social media platforms are: - Facebook, YouTube, and Instagram.

2.2.1 Facebook

Facebook is a social networking service launched in February 2004, owned and operated by Mark Zuckerberg . The website’s membership was initially limited by the founders to Harvard students, but was expanded to other colleges in Boston area, the Ivy League and gradually most universities in Canada and to United States, Corporations, by September 2006, to every one of age 13 and older to make a group with a valid e-mail address. (en.wikipedia.org/wikihistoryoffacebook).

According the World Trade Organization in 2014, different organizations around the world can post valuable information, product videos, perches, customer testimonies create discussion forums and much more Currently Facebook has about 1.5 billion daily active users of which 95.1% access Facebook through mobile devices. On average, a Facebook user is estimated to have at least 130 friends and is connected to 800 community pages, groups and events. There are more than 70 languages available on the site. Its main use is to establish and maintain relationships in network related situations, in political affiliations or just among friends and families.

Facebook has become the most powerful tool for marketing today. In April 11, 2011, the company launched a new service for marketers and creative design agencies to build brand promotions on Facebook, and Facebook is now a direct competitor of Google in online advertising and this new service has made it possible for companies to create dynamic commercial or advertisement. The companies to build strong base for getting in

touch with the potential customers can utilize Facebook. the business need to develop their brand profile through creating a stellar Facebook page which is worth the attention on the platform and then share information with the people that are interesting, and newsworthy to the consumers. Then the content can be enriched with information related to the products and services, new launches, or company happenings etc. make sure that Facebook is not a broadcasting media rather it is a social platform for consumers and you can be guest there with invitations only.

([http://en.wikipedia.org/wiki/Facebook,2012\(2012\)](http://en.wikipedia.org/wiki/Facebook,2012(2012))))

Nowadays almost everyone who goes on leas will have his/her own Facebook account. Facebook is a new face of e-commerce in the twenty-first century by providing new value of services to internet users to express themselves and network with others.

2.2.2 YouTube

YouTube was created in February 2005 as a video sharing websites on which users can upload, view and share videos as information and inspirational to others across the globe. The company uses Adobe Flash Video and HTMLs technology to display a wide variety of user generated video content. YouTube acts as a platform for distributing contents by creators and advertises as well. Over 5 million videos are viewed every day. It is estimated that YouTube gets about 1.4 billion views every day. (Downdetector.com)

YouTube is one of the most common content video sharing social media platforms. “YouTube gives free services to community to watch & share video via web. Moreover it may be used by users to seek for information that will lead to a higher number of actions that lead to a higher conversation rate.” According to Evans (2008) cited in See Siew Sin (2012).

YouTube can be also defined as a wave-sharing website on which users can uphold view and share videos as an informative and inspirational to others across the globe. As Statista described, YouTube brought 20.4 billion USD from advertising revenue in 2018.

It is accessible to everyone, with or without registering an account. A business can register as a corporate account using Google mail only. Once registered a business can

upgrade with a fee to get YouTube's 'branded channel' option

Just as saying goes, a picture is worth a thousand words. Pictures have an impact on increasing the image created in the mind of a person.. In general, more businesses are now using YouTube for their marketing advertising campaigns.

2.2.3 Instagram

Instagram is an online very popular photo-sharing and social networking service that lets users take pictures, apply filters to them and share those pictures in several ways, including through social networks such as Twitter and Facebook. Instagram is available as an application for iPhone, iPad and android devices. Instagram is part of Facebook. (downdetector.com)

It has 130 million active monthly users. The business can upload photos or videos and can link with other social platforms and invite people to click for favourite ones. To keep always in the trend continuously upload new actions photos about your actions that would be of interest to users. That addresses their social, rational, emotional and epistemic needs. Promote photo-sharing contests of different themes, offer discount codes, invite testimonial and use hashtags (SEOPressor, 2012).

2.2.4 Social Media Marketing

Marketing through social media is the latest and popular trend in the market. Traditional marketing tools such as TV, newspapers, magazines have been very expensive and cover a limited targeted market. The traditional marketing strategies were based on focusing on specific markets individually. Even now it is difficult for businesses to target and market their products and services to the big geographical position through one single campaign such as covering the entire Asia through one newspaper advertisement; because not every country in Asia watches the same TV channels (Evans, 2012).

Social media marketing is used across sectors and refers to "the utilization of social media technologies, channels, and software to create, communicate, deliver, and exchange offerings that have value for an organization's stakeholders" (Tuten & Solomon, 2017, p. 18). In a systematic review of the social media literature, Kapoor et al. (2018)

find that social media has been widely adopted as a marketing medium. In the private sector, social media is often used as a communication tool to promote and sell products and services; in the public sector, social media is often used to share information and encourage user engagement (Royle & Laing, 2014; Gruzd, Jacobson, Mai & Dubois, 2018).

The social media has entirely changed that approach towards marketing. When we see the basic definition of marketing it says to maximize the usage of resources of the business and develop products and services to satisfy customer needs. (Hajir, 2012) The social media marketing has in reality enabled the businesses to take the feedback, comments, and suggestions from their customers through blogs, pictures and ratings and improve their products and services so that customer needs could be addressed in a more proactive manner. Therefore, the advertising and marketing has entirely changed due to social media. Jaoker, Jacobs and Moore (2009) state that through social media, customers are building information about everything from insurance to career; from pet food to electronic appliances and through this customers are beating out marketers in their game. They are sharing their experiences with one another which now a days is directly making an impact on the business. This is the era of information; therefore, it has become necessary that there is a spread of positive information about the company offerings out in the social platforms.

Marketers are using publicly available social media data for three common functions: opinion mining, targeted advertising, and customer relations. First, marketers engage in opinion mining, which involves leveraging the plethora of social media data to uncover knowledge, insights, and patterns derived from structured and unstructured data (He, Zha, & Li, 2013). Opinion mining may also involve tracking mentions or particular phrases (Tuten & Solomon, 2017).

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This Chapter will deal with the different methodologist that the researcher used during the conducting of the research.

3.1 Descriptive of the study area

Area of the study is Coca Cola Ethiopia located in Addis Ababa specifically at Lideta Kifle Ketema Wereda 04 around Abnet areas and has created jobs for 2200 people and the companies has a mission to:

- ✓ To refresh the world in mind, body and spirit
- ✓ To inspire moments of optimism and happiness through our brand and action
- ✓ To create value and make a difference

To achieve these missions, the company has developed a set of goals these are:

- ✓ **People:** Inspiring each other to be the best we can by providing a grate place to work
- ✓ **Portfolio:** Offering the world a portfolio of drinks brands that anticipate and satisfy peoples desires and needs
- ✓ **Partners:** Nurturing a winning network of partners and building mutual loyalty
- ✓ **Planet:** Being a responsibility global citizen that make a difference by helping to building and support sustainable community
- ✓ **Profit:** maximizing long-term return to shareholders, while being mindful of our overall responsibility.
- ✓ **Productivity:** Being a highly effective, lean and fast-moving organizing

The value of the Coca Cola Company is:

- ✓ **Leadership:** The courage to shape a better future.
- ✓ **Collaboration:** Leverage collective genius.
- ✓ **Integrity:** Be real.
- ✓ **Accountability:** If it is to be, its up to me.
- ✓ **Passion:** Committed in the heart and mission.

- ✓ **Diversity:** As inclusive as our brand.
- ✓ **Quality:** What we do, we do well.

3.2 Research Type

In order to conduct this study the researcher used descriptive type of research design. Descriptive type research design describes and interprets the study and to provide description of events or to define a set of attitude, opinions and behaviors that are collected at the study time.

3.3 Research Design

Research design expresses both the structure of the research problem and the plan of investigation used to obtain empirical evidence on relations on the problem. In this study, descriptive research design is use because it is easy to researcher and easy to describe marketing problems, situation and marketing if potential for products, demographic and attitude of the customer. Therefore, using descriptive research design the researcher was able to conduct the study widely and properly. In order to achieve the objective of the study, the study used both qualitative and quantitative type of data. Because:

- ✓ Qualitative data was used to describe qualities or characteristics and it is collected using primary and secondary data.
- ✓ Quantitative data was used when the researcher is trying to quantify a problem, or address the "what" or "how many" aspects of a research question. It is data that can either be counted or compared on a numeric scale by using questionnaires.

3.4 Source of Data

Researcher has gather data from two sources namely primary and secondary sources. Primary data was gathered through questionnaire. Secondary data was acquired from optional sources like magazines, books, documents, journals, reports of the company, the web and more related with the study.

3.5 Method of Data Collection

To conduct this research the researcher assessed social media marketing used by Coca Cola Company Ethiopia. Therefore, the researcher used both primary and secondary source of data.

Primary data was collected through questionnaire from Marketing Department employees of Coca Cola Company.

As a secondary data source was used in the study using and referencing pervious works on this researches and was gathered from on studies and information gathered by Coca Cola.

3.6 Target Population

The target populations for this particular study was the Coca Cola marketing managers and employees in Addis Ababa who are using social media as a marketing tool. The total population size is 86 managers and employees under the department of marketing 14 managers and 72 non-managerial employees. The sample size of study were 46 respondents/employees from the marketing department staff.

The sample size is determined by using the Yamane formula (1967-86), which provides simplicity to calculate sample size as follows:

$$n = \frac{N}{1 + N(e)^2}$$

$$n = \frac{86}{1 + 86(0.1)^2}$$

$$n = 46$$

Where

n=Sample Size

N=Total Population

E=Margin of Error (10%)

3.7 Sampling Design

To reach the targeted sample population quickly, it is difficult to apply probability sampling to collect data for this study. The study used non-probability sampling method of simple random sampling technique because a it takes a small random portion of the entire population to represent the entire data set, where each member has an equal probability of being chosen.

3.8 Method of Data Analysis

The quantitative data that collected through questionnaires analyzed through tabulation, frequency and percentage. The quantitative analysis technique helps to convert data in to meaningful information.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

This part of research presents, analyze and interpreted data obtained based on questionnaire. The researcher administered 46 questionnaires to the sample managers and employees under the department of marketing in Coca Cola.

4.1 Demographic Information of respondents

The following table shows demographic information collected from managers and employees under the department of marketing in Coca Cola Company Addis Ababa, Ethiopia.

Table 4.1 demographic information of respondents

Demographic information	F	%
Sex		
Male	29	63.5%
Female	17	36.5%
Total	46	100%
Age		
18-22	9	19.56%
23-27	23	50%
28-32	10	21.74%
More than 32	4	8.7%
Total	46	100%
State of Position		
Manager Employees	4	8.7%
Non-Managerial Employees	42	91.3%
Total	46	100%
Educational Background		
Graduate (MBA/MSC/MPHIL)	46	100%
Undergraduate (BA/BSC/BBA)	0	0%

Total	46	100%
Years of experience in the line of work		
For less than 1 year	6	13.2%
From 1 to less than 3 years	18	38.4%
From 3 to less than 5 years	13	28.5%
From 5 to less than 10 years	9	19.9%
	46	100%

Source; Questionnaire 2012 E.C

The table shows that from the total number of sampled respondent 29(63.5%) were male and the remaining 17(36.5%) were female, which shows that majority of respondents, were males.

From the above table number 2 shows that 9 (19.56%) were aged between 18-22 years. 23(50%) were aged between 23-27 years. 10(21.74%) were aged between 28-32 years. In addition, 4(8.7%) were aged between 32 years and more. This shows that the majority of respondents were aged between 23-27 years old.

From the above table number 3 shows that 4 (8.7%) were in a managerial position and the rest of respondents 42(91.3%) are in a non-managerial employee position. This shows that the majority of respondents were non-managerial position employees.

From the above table number 4 shows that 46(100%) have an educational background that is graduated in (MBA/MSC/MPHIL)

From the above table number 5 shows that 6 (13.2%) only have an experience less than a year the 18(38.4%) have an experience of more than a year but less than 3 years the 13(28.5%) of respondents have an experience more than 3 years but less than 5 years and finally 9(19.9%) of respondent have an experience more than 5 years but less than 10 years. This shows that the majority of respondents were have an experience on the job for more than a year and less than 3 years.

4.1 Employees responses on social media

The following table shows employees responses on social media and the information collected from managers and employees under the department of marketing in Coca Cola Company Addis Ababa, Ethiopia.

Table 4.2 Employees responses on social media.

Demographic information	F	%
01. Why do you use Internet?		
Work related	17	36.95%
Social Media Sites	18	39.14%
Study	7	15.21%
E-mail, news, banking	4	8.7%
Total	46	100%
02. Do you use social media as a marketing tool?		
Yes	46	100%
No	0	0%
Total	46	100%
03. How do you use social media as a marketing tool??		
To educate more information about your products to potential customers	30	65.2%
Entertainment	2	4.3%
Keep in touch with customers	14	30.5%
Total	46	100%
04. Which Social Media do you use to promote Coca Cola Products?		

Facebook	0	0%
Twitter	0	0%
YouTube	0	0%
Instagram	0	0%
All of the above	46	100%
Total	46	100%
05. Which social media platforms work best for this company?		
Facebook	15	32.5%
Twitter	4	8.5%
YouTube	19	41.5%
Instagram	8	17.5%
Total	46	100%
06. Which age group are more of you're "fan" or "follower "on your social media platforms		
18-29 years	35	76%
30-39 years	6	13.3%
40-49 years	3	6.5%
50+ years	2	4.2%
Total	46	100%
07. Through what other medium do you promote about Coca Cola Products ?		
Television	34	73.8%
Radio	5	10.9%
Newspaper	1	2.2%
Magazine	1	2.2%

Billboard	5	10.9%
Total	46	100%
08. What visuals should you incorporate into your Social media marketing content?		
Image	0	0%
Music	0	0%
Video	0	0%
All of the above	46	100%
Total	46	100%
09. What are your ultimate goals for social media?		
Customer Attraction	0	0%
Customer Retention	0	0%
Promotional efficiency and effectiveness	0	0%
For customer Convenience	0	0%
All of the above	46	100%
Total	46	100%

Source; Questionnaire 2012 E.C

The above table shows why employees use the internet platforms. Accordingly, 17(36.95%) of respondents use the internet for work related purposes, 18(39.14%) of respondents use the internet for social media, 7(15.21%) of respondents use the internet for educational studies and the rest of the 4(8.7%) respondents use the internet for E-mail, news, banking services.

Then, since employees use the internet, 47(100%) of them responded they used social media platforms as a marketing tool. Since all of the respondents used social media as a marketing platform, the next table shows how the respondents use social media as a

marketing tool. According to 30(65.2%) of respondent used social media marketing for to educate more information about your products to potential customers, 2(4.3%) used it for entertainment and the rest 14(30.5%) of respondents use social media for Keep in touch with customers. The next question ask our respondents which social media they used to promote Coca Cola Products and the 46(100%) respondents replied to using all social media listed in the questionnaires' (Facebook, Twitter, YouTube and Instagram)

As answered by the respondents to the question of which social media platforms work best for this company, 15(32.5%) of them have replied Facebook, 4(8.5%) have said Twitter, 19(41.5%) of the said YouTube is a better choice and the rest 8(17.5%) of the replied Instagram. This shows that majority of respondents have said YouTube work most best as the social media platform followed by Facebook, Instagram and the least best being Twitter.

According to the questionnaires' of which age group are the most of the companies followers on your various social media platforms 35(76%) of the responded that they are between the age of 18-29 of years of age, 6(13.3%) are between the age of 30-39 years, 3(6.5%) are between 40-49 years old and finally the 2(4.2%) are 50+ years of age. Which show the major social media followers are at the age between 18-29 years old.

As seen in the above table respondents have answered the question of through what other medium do you promote about Coca Cola Products? Moreover, the responses were 34(73.8%) of the respondents replied to Televisions, 5(10.9%) of them replied Radio, 1(2.2%) said Newspaper, again 1(2.2%) replied Magazine and the rest 5(10.9%) said Billboard. These shows the major nonsocial media advertisements were placed on Television.

To the question of what visuals should you incorporate into your Social media marketing content 46(100%) them replied to all the options given. This shows that they all use images, music and video to place advertisements and promotion on their social media platform.

And lastly respondents have answered the question of what are your ultimate goals for social media in the company, and 46(100%) of them replied it helps the company to

attract customers, to retain customers have it already has and to promote products effectively and efficiently to our target and finally its a very good tool to help customers to get information easily and helps there convenience.

4.3 Employees opinion on attractiveness and practice social media marketing

The following table shows employees opinion on attractiveness and practice on social media marketing collected from managers and employees under the department of marketing in Coca Cola Company Addis Ababa, Ethiopia.

Table 4.3.1 Employee opinion on attractiveness and practice social media marketing

		SA	A	N	D	SD	Total
1) Is social media marketing important for the company?	F	40	6	0	0	0	46
	%	86.9%	13.1%	0%	0%	0%	100%
2) Social media platforms are a better ways of product messaging and promotion to attract customers.	F	16	12	3	9	6	46
	%	34.7%	26.1%	6.5%	19.6%	13.1%	100%

Source; Questionnaire 2012 E.C

As shown the above table the first question was posed on the issue that social media marketing important for the company, overall of the respondents 46(100%) have agreed. This indicates that social media is very important for the company.

The second question was posed to evaluate whether if social media platforms are a better ways of product messaging and promotion to attract customers, and from the overall of the respondents 28(60.8%) have agreed, and 15(32.7%) have disagreed the rest 3(6.5%) are neutral of the matter. This indicates that the majority of respondents think that social media platforms are a better ways of product messaging and promotion to attract

customers.

Table 4.3.2 Employee opinion on attractiveness and practice social media marketing

3) Has social media marketing increased the impact of your customer response?	F	23	12	5	4	2	46
	%	50%	26.1%	10.9%	8.7%	4.3%	100%
4) Are social media platforms effective in help the company reach the right audience to promoting the company's product to attract customers?	F	24	13	2	5	2	46
	%	52.2%	28.3%	4.3%	10.9%	4.3%	100%

Source; Questionnaire 2012 E.C

The third question was posed to evaluate if social media marketing increased the impact of your customer response, and 35(76.1%) have agreed that social media has influenced the customers response 6(13%) disagreed that social media has not affected customer response and the rest 5(10.9%) were neutral on their response. This shows that social media marketing has indeed affected the customer's response on some level.

The forth question was posed to evaluate whether if social media platforms are effective in help the company reach the right audience to promoting the company's product to attract customers, and 37(80.5%) have agreed, 7(15.2%) have disagreed and the rest 2(4.3%) were neutral, this indicated that the majority of respondents think social media is effective in reaching the right audience to promote and attract to customer

Table 4.3.3 Employee opinion on attractiveness and practice social media marketing

5) Are social media platforms cost & times efficient in reach the right audience to promoting the company's product?	F	32	9	0	2	3	46
	%	69.7%	19.5%	0%	4.3%	6.5%	100%

Source; Questionnaire 2012 E.C

The fifth question was posed to evaluate whether if social media platforms cost & times efficient in reach the right audience to promoting the company's product, and 41(89.1%) have agreed, 5(10.9%) have disagreed and this indicated that the majority of respondents think social media is cost & times efficient in reach the right audience to promoting the company's product.

Table 4.3.4 Employee opinion on attractiveness and practice social media marketing

6) Are social media platforms coinvent for your customers to come in touch with you, research about your products, and contact you for extra information compared to traditional platforms?	F	29	14	2	1	0	46
	%	63.1%	30.4%	4.3%	2.2%	0%	100%

7) Does social media give extra value to the company's product?	F	21	17	1	3	4	46
	%	45.7%	36.9%	2.2%	6.5%	8.7%	100%

Source; Questionnaire 2012 E.C

The sixth question was posed to evaluate if social media platforms convenient for your customers to come in touch with you, research about your products, and contact you for extra information compared to traditional platforms, and 43(93.5%) have agreed, 1(2.2%) has disagreed and 2(4.3%) were neutral to the question, so this indicated that the majority of respondents think social media platforms is convenient or your customers to keep in touch and research about products, and contact for extra information compared to traditional platforms,

The seventh question was posed to evaluate whether if social media give extra value to the company's product, and 38(82.6%) agreed, 7(15.2%) disagreed and the rest 1(2.2%) were neutral to this matter, this shows that the major respondents think that social media marketing helps give the company an extra value on the customers eyes.

Table 4.3.5 Employee opinion on attractiveness and practice social media marketing

8) Are customers more willing to provide feedback on your products through social media platforms compared to traditional media platforms?	F	27	8	1	5	5	46
	%	58.7%	17.3%	2.2%	10.9%	10.9%	100%

9) Does Social media platforms allow the company to have better and richer insights about their customer's behavior, intents, and preferences for than traditional means?	F	30	10	2	2	2	46
	%	65.3%	21.8%	4.3%	4.3%	4.3%	100%
10) Does social media marketing platforms build brand awareness?	F	13	7	4	10	12	46
	%	28.3%	15.2%	8.7%	21.7%	26.1	100%

Source; Questionnaire 2012 E.C

The eighth question was posed to evaluate whether if customers more willing to provide feedback on your products through social media platforms compared to traditional media platforms, and 35(76%) agreed, 10(21.8%) disagreed and the rest 1(2.2%) were neutral on this matter, this indicated that the major respondents think that social media helps the company in getting customer feedback more easily than traditional means.

The ninth question was posed to evaluate whether if social media platforms allow the company to have better and richer insights about their customer's behavior, intents, and preferences for than traditional means, and 40(87.1%) agreed, 4(8.7%) disagreed and the rest 2(4.3%) were neutral on this matter. This shows that the major respondents think that social media platforms undoubtedly allow the company to have better and richer insights about their customer's behavior, intents, and preferences for than traditional means.

And Finally the Tenth question was posed to evaluate whether if social media marketing platforms build brand awareness, and 20 (43.5%) have agreed, 22(47.8%) has disagreed and 4(8.7%) were neutral to the question, this shows us that the major respondents disagreed because coca cola already a big brand before social media even started.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Summary

In Summery social media marketing is a very important marketing tool for the company because overall of the respondents have hundred percent have agreed. This indicates that social media is very important for the company.

In addition, social media give extra value to the company's product, and 82.6% agreed respondents have agreed, this shows that the major respondents think that social media marketing helps give the company an extra value on the customer's eyes.

The ultimate goals for social media marketing is to help the company to attract customers, to retain customers have it already has and to promote products effectively and efficiently to our target and one hundred percent of the respondents agree.

5.2 Conclusion

As finding shows, majority of the respondents have a positive attitude towards social media marketing used as a tool for marketing Coca Cola Company products in Ethiopia, Because and has helped the company to promote and attract new to a various of new customers by better product messaging. The researcher also concludes that most employees of the organization agreed on social media marketing increased the impact of your customer response.

Based on the finding most of the respondents responded social media platforms more effective in help the company reach the right audience to promoting the company's product. Because social Medias are more personal for the users and the company uses this to its advantage by appealing to a new potential audience.

Overall of the respondents have agreed upon the cost & times efficiency of social media in reach the right audience to promoting the company's product plus the platforms

convenient for their customers to come in touch with the organization, research about their products, and contact for extra information. Because it is easier to customers and the company to have direct contact with each other which in turn helps the marketing process and market researching for the company and helps customers because they feel they are engaging and being heard by the company these easy access to communication wouldn't be easy and smooth if not for social media.

The researchers finding also revealed that major respondents did not agree on that social media marketing platforms build brand awareness for the company. This is because Coca Cola is a well-established product even before social media. so this means that even if social media is an integral part of the marketing brand awareness was already build before the internet age and the booming of social media for Coca Cola Company.

5.3 Recommendation

- The company is recommended to use more social media sites that more used in Ethiopia to help make the marketing strategies more influential
- The company should provide not just its products but also more online entertainments, competitions and other forms of activities to engage with customers.
- The company is recommended to Interacting more with consumers so that it can using this skill to build a strong online community and supporting positive messages about the brands through various social media platforms.
- The company is recommended to support and use local social media influencers that attract users of a targeted audience,

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APPENDIX

WOLKITE UNIVERSITY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGMENT

Hello Sir/ Madam

This questionnaire will be used for conducting research for the Partial fulfillment of The Requirement For The Bachelor of Arts Degree In Marketing Management at Wolkite University, Collage of Business and Economics.

I, Amanuel Amdework, with the guidance and support of my adviser I am here to conduct a research survey on the Topic: "Assessment of Social Media Marketing ": the case of Coca Cola Company, Ethiopia.

This Questionnaire is designed to collect general information about the assessment of social media marketing. I kindly request you to respond to all questions and be assured that there is no right or wrong answer. Your honest and full response is invaluable for the success and accuracy of this Study

I am very grateful for taking your time and I like to assure you that your response will be kept confidential and will only be used for this Research purpose.

Thank you in advance for your cooperation!

Part one: RESPONENT'S DEMOGRAPHY

1. Company name:

2. Year of establishment:

3. Personal data:-

I. State your age.....

II. Gender: M F

III. State your position:

IV. Educational Background:-

Graduate (MBA/MSC/MPHIL)	<input type="checkbox"/>	Junior high Certificate	<input type="checkbox"/>
Undergraduate (BA/BSC/BBA)	<input type="checkbox"/>	Diploma	<input type="checkbox"/>
Senior high Certificate	<input type="checkbox"/>	Vocational training	<input type="checkbox"/>

4. Years of experience in the line of work:

- For less than 1 year
- From 1 to less than 3 years
- From 3 to less than 5 years
- From 5 to less than 10 years

Part two: Employees responses on social media

In answering this Questionnaire, Please use a tick(x) mark in the boxes provided.

01. Why do you use Internet?

- i) Work related ii) Social Media Sites
iii) Study iv) E-mail, news, banking

02. Do you use social media as a marketing tool?

- i) Yes ii) No

03. Why do you use Social Media?

- i) To educate more information about your products to potential customer
ii) Entertainment
iii) Keep in touch with customers
iv) Promotions

04. For how many years have you been using social media as a marketing tool?

- i) Less than 1 year ii) 1-3 years
iii) 4-5 years iv) above 5 years

05. Which Social Media do you use to promote Coca Cola Products?

- i) Facebook ii) Twitter iii) YouTube iv) Instagram
v) all of the above

06. Which social media platforms work best for this company?

- i) Facebook ii) Twitter iii) YouTube
iv) Instagram v) other

07. Which age group are more of your "fan" or "follower" on your social media platforms?

i) 18-29 years

ii) 30-39 years

iii) 40-49 years

iv) 50+ years

08. Through what other medium do you promote about Coca Cola Products?

i) Television

ii) Radio

iii) Newspaper

iv) Magazines

v) Billboards

09. What visuals should you incorporate into your Social media marketing content?

i) Images

ii) Music

iii) Videos

iv) All of the above

10. What are your ultimate goals for social media?

i) Customer Attraction

ii) Customer retention

iii) Promotional efficiency and effectiveness

iv) For customer Convenience

Part three: Employees opinion on attractiveness and practice social media marketing

For each of the question below, circle the response that best characterize how you feel about the statements, where 1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, 5= Strongly Disagree

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
Is social media marketing important for the company?	1	2	3	4	5
Social media platforms are a better ways of product messaging and promotion to attract customers.	1	2	3	4	5
Has social media marketing increased the impact of your customer response?	1	2	3	4	5
Are social media platforms effective in help the company reach the right audience to promoting the company's product to attract customers?	1	2	3	4	5
Are social media platforms cost & times efficient in reach the right audience to promoting the company's product?	1	2	3	4	5

Are social media platforms Convenient for your customers to come in touch with you, research about your products, and contact you for extra information compared to traditional platforms?	1	2	3	4	5
Does social media give extra value to the company's product?	1	2	3	4	5
Are customers more willing to provide feedback on your products through social media platforms compared to traditional media platforms?	1	2	3	4	5
Does Social media platforms allow the company to have better and richer insights about their customer's behaviour, intents, and preferences for than traditional means?	1	2	3	4	5
Does social media marketing platforms build brand awareness?	1	2	3	4	5