Wolkite University

College of business and economics

DEPARTMENT OF MARKETING MANAGEMENT

THE ROLE OF SOCIAL MEDIA MARKETING AS A MARKETING TOOL ON CONSUMERS' BRAND AWARENESS

A RESEARCH PAPER SUBMITED TO THE DEPARETEMENT OF MARKETING MANEGEMENT IN PARTIAL FULFILLMENT FOR THE REQUAIREMENT OF BA DEGREE IN MARKETING MANAGEMENT

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Acronyms

ICT – Information and Communication Technology

URL – Uniform Resource Locator

ECA – Economic Commission for Africa

OAU – Organization for African Unity

NGO – Non-governmental organizations

ETC – Ethiopian Telecommunication Corporation

UGC – User Generated Content

WOMM – Word-of Mouth Marketing

SMM – Social Media Marketing

ROI – Return on Investment

IT – Information Technology

SMM- Social Media Marketing

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Abstract

The purpose of this research paper has been to look at how social media can create brand awareness and its use in Ethiopia. This study is of an exploratory and descriptive nature whose primary objective is to provide insight into a new marketing phenomenon. A combination of structured questionnaire and structured interview is conducted to collect the required information. The researcher used the sample size recommended for unknown population by Corbetta (2003) which is 385. However, the researcher received 80 respondents.

Convenient sampling method were employed to conduct the questioner and expert non-probability sampling technique was used to interview experts. And the results were presented in different forms of graphical and tabular representations.

The finding of this research paper indicates that most consumers pay attention to advertisements recommended and shared by friends and contacts on social media networks rather than the direct information provided or advertisement campaign made by companies, which is known as electronic word of mouth. On the other hand, companies are using social media marketing specially to reach their international customers, to create awareness of their brand and to improve their brand image. Nevertheless, they are facing several challenges which hinder the smooth application of social media marketing campaign. However, most local companies use other traditional forms of promotional channels most such as TV and radio advertisements.

The research suggested that local companies should use social media network to present their brands with enormous reach, endless communication possibilities and with a very limited promotion cost and grab the possible opportunities of exploiting the brand building potential through the richest and fastest communication form available.

Key words; brand awareness, electronic word of mouth, brand image, social media marketing campaign.

Chapter one

Introduction

1.1. Background of the Study

International companies nowadays are taking advantage of the internet which is significantly affecting the way companies communicate with their customers. Social media networks such as Facebook, Twitter, LinkedIn, YouTube and Google plus have a significant impact on how companies reach their target customers and the way they communicate their products and services with them. Therefore, most international companies have adopted the social media marketing and made it an integral part of their promotion mix. (www.uncp.edu/home/newmedia/social media history)

For the last several decades our world has become globalized and in today's competitive business economy, using social media networks and the internet is crucial. But the gap between those who make use of this platform and those who don't is increasing considerably. Companies and businesses who actively promote their brands through social media can create brand awareness and with time and hard effort brand loyalty could be achieved and brand competitiveness can be improved globally.

Latest reports indicate that Ethiopia is one of the least developed and most expensive Connection (ethioadmin, 2013). Due to this and other factors, Ethiopian businesses are lagging behind in using social media as a means of advertising and communication Channel which hinders their businesses to be part of the globalized business world as well as to reach potential customers internationally and benefit out of the global market. However, the report indicates that in terms of growth in internet coverage, - Ethiopia ranks second in Africa, next to the Democratic Republic of Congo (DRC), registering a 36.6 percent increase in coverage. (Ethioadmin, 2013)

It was in January 1997 that Ethiopia, through the state monopoly of the Ethiopian Telecommunication Corporation (ETC), joined the digital world of the internet. Currently Ethiopia is rated second in Africa in percentage increase in coverage. (Ethioadmin, 2013) According to the information gathered from the internet "The History of Social Media" (www.cs.odu.edu social media (the brief version)) it is discussed that Social media are Internet sites where people interact freely, sharing and discussing information about each other and their lives, using a multimedia

mix of personal words, pictures, videos and audio. At these Web sites, individuals and groups create and exchange content and engage in person-to-person Conversations. There are lots of well-known sites such as Facebook, LinkedIn, Myspace, Twitter, YouTube, Flicker, Word Press, Blogger, Typepad, LiveJournal, Wikipedia, Wet paint, Wikidot, Second Life, Del.icio.us, Digg, Reedit, Lulu and many others. (www.uncp.edu/home/newmedia/social media history.)

Based on the information gathered from different literatures, it can be seen as Ethiopia is one of the least represented countries in digital world especially in its marketing concept. This could be one of the reasons that there are very few studies conducted in the area of social media marketing and no study was found, as to the researcher's knowledge, in relation to brand awareness in Ethiopian context. Therefore, the researcher will conduct this study to narrow the empirical gap by providing information to local companies and offer an insight as to how practicing social media marketing could affect brand awareness and to indicate the importance, the effectiveness and the challenges of its application by companies.

1.2. Statement of the Problem

It is clear that we are currently living in the midst of globalized world and in the boom of social media. The use of social media sites by international companies as part of their promotion strategy has increased significantly in the past few years. Regardless of its popularity, there is still very limited usage of social media platforms by local companies to promote their products and services to create brand awareness.

Ethiopia has the second lowest internet penetration rate next to Sierra Leone. (en.wikipedia.org/internet in Ethiopia). Internet and mobile phone services were introduced in Ethiopia in 1997 and 1999, respectively. The internet penetration until 2011 is only 1 percent (Freedomhouse, 2011). Nevertheless, Poor infrastructure, a government monopoly over the telecommunications sector, lowest rate of internet and mobile telephone penetration, the government's strict system of controls and high cost of internet service have notably hindered the growth of information and communication technologies (ICTs) (Freedom house, 2011). These facts force local companies to lag behind the rapidly developing business environment and make it difficult for the companies to operate successfully in the international market and hinder them to leverage from using social media as a marketing tool to create brand awareness locally as well as internationally. This fact may cause the local scholars fail to notice the need to investigate the role and importance of social media. Companies are missing out an incredible marketing

opportunities, as it makes it easy to spread the world about your product and mission. And there business visibility is decreasing because they are not creating social media profiles for their business and networking with others. And also they are spending more for advertising, engaging and interacting customers lower than other countries, low level of two way relationship with customers and low market place awareness are the basic gaps the researcher investigate in this area.

Therefore, the researcher focused to fill the empirical gap, as there are few researches conducted in this particular study area as it is relatively a new business phenomenon. The role of social media marketing as a marketing tool and brand awareness has not been investigated in Ethiopian context until now.

1.3. Research Questions

The Internet and especially social media have changed how consumers and marketers communicate, such as how marketers intend to inform consumers about their brands and how consumers take the information and react towards the particular brand. The Interest of this study was to answer the questions.

- Does local companies use social media marketing to create customers brand awareness?
- What are the challenges that local companies face in using social media marketing?
- Are social media networks the best tools for creating brand awareness?

1.4. Objective of the Study

General objective

The general objective of this research is to examine the role of social media marketing on brand awareness in Ethiopian context on consumers' perspective.

Specific objective

The specific objective were:-

- To identify whether local companies use social media marketing to create customers' brand awareness.
- Examine the challenges local companies face in using social media marketing for brand awareness.

- Inspect whether social media networks are the best tools for creating brand awareness.

1.5. Significance of the Study

A study in this direction would be highly beneficial since businesses enterprises started employing social media as its marketing tool for exploring, experimenting and gaining short or long term competitive advantages from these social media technologies. **Secondly** the University in General particularly marketing department will benefit from the study, also students will benefit in partial fulfillment. **Finally** this research will have implications for the country as a whole, since local businesses in Ethiopia are able to interact effectively with existing customers through social commerce, gain customers through word of mouth and engage the customer that would enhance company images through positive comments and build the brand of companies.

1.6. Delimitation of the Study

The study is limited to consumers who are part of one or more international social media networks that are popular in Ethiopia such as Facebook, Twitter, LinkedIn, YouTube and Google Plus disregarding all other international and local social media networks such as Ethio Tube, Dire Tube and Ethiojobs that are gaining popularity in Ethiopia now a days. On the effort of answering the specific objectives of the study, experts from service giving companies located only in Addis Ababa was interviewed.

1.7. Limitation of the Study

The study does not include local social media networks such as Dire Tube, Ethio Tube and Ethio Jobs and also other international social media networks such as Instagram and flickers. Consumers who use the internet for different objectives such as emailing and Googling are not included in the study. Finally, due to the social media marketing being quite new as a study object there are limited amount of research available especially in Ethiopian context.

1.8. Organization of the Research

The first chapter which is the introduction part contains background of the study, statement of the problem, research questions, and objectives of the study which consists the general and specific objectives of the study, significance of the study, delimitation of the research and finally limitation of the study is highlighted.

The second chapter includes a detailed literature review. The third chapter deals with the research design and methodology which the researcher used to conduct the study. The fourth chapter consists analyzing and presenting. Finally, the fifth chapter deals with summary of major findings drown from the data collected.

CHAPTER TWO

LITERATURE REVIEW

2.1. Theoretical Framework

2.1.1. Social Media

Refers to the interaction among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. (en.wikipidia.org/wiki). In addition to the definition given above Wikipedia defines social media as: "media designed to be disseminated through social interaction, using highly accessible and scalable publishing techniques. Social media use web-based technologies to transform and broadcast media monologues into social media dialogues. They support the democratization of knowledge and information and transform people from content consumers to content producers" (en.wikipedia.org/wiki/Social media).

Kaplan & Heinlein, (2010a p.61) defined Social Media as "a group of Internet-based applications that build on the ideological and technological foundations of web 2.0 that allow the creation and exchange of User Generated Content (UGC)". Web 2.0 is platform on which social media is based (Carlsson 2010). Kim et al., (2010 p.217) define "social Websites as those websites that make it possible for people to form online communities, and share user-created contents (UCCs)". Tredinnick (2006 p.231) defined "social networking sites as those sites driven by user-participation and user-generated content." The common theme running behind these definitions is user generated content which has been enabled by web 2.0 technologies. A business oriented definition has been provided by Mangold & Faulds, (2009 p.1) which states that, "social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers, while in a nontraditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control." "Social media, also referred to as consumer-generated media describes a variety of new sources of online information that are created, initiated, circulated and used by consumers' intent on educating each other about products, brands, services, personalities, and issues (Blackshaw & Nazzaro, 2004, p. 2)". (Mandal, 2011).

The underlying difference between the generic definitions and business definition of social media is that the users have been replaced with the customers/consumers, thereby unleashing a host of opportunities for businesses and shifting of power to the consumers. The term social media has

been disintegrated in to various terminologies such as social media site, social networking sites so on. For the purpose of this study the researcher use the broadest sense of the term, social media, which shall encompass all other terms and definitions. (Mandal, 2011).

Weber uses the term “social web” instead of social media, and defines the social web as “the

Online places where people with a common interest can gather to share thoughts, comments and opinions. It includes social network such as Facebook, LinkedIn and hundreds more. It includes branded web destinations like Amazon, eBay and Netflix. It includes enterprise sites such as IBM, Best Buy, Cisco and Oracle. The social web is a new world of unpaid media created by individuals or enterprises on the web. (Johansson, 2010).

The benefits of social media are many and include company branding, improved brand awareness, and increased customer loyalty and trust. Recently Social Media has gained popularity in both business and social networking. The rise of social media in marketing and brand management forces the use of other traditional advertising media channels such as TV, newspapers and billboards to decline as well as to lose their popularity. Therefore, companies cut down their advertising budgets and are shifting to Social media channels which are by far cheaper and easier to communicate to their target customer. The drastic growth of the use of Social media marketing and brand management by companies brings the researcher’s attention to the study of social media marketing and its impact on brand awareness.

In the past few years several social media networking channels that connect people to each other have emerged. However, the most popular sites that are used widely in Ethiopia as well as other countries are Facebook, Twitter, LinkedIn, YouTube and Google Plus. For the purpose of this study, only these networking servicing sites are reviewed.

2.1.1.1. Face book

Facebook is a social networking service launched in February 2004, owned and operated by Facebook. It was founded by Mark Zuckerberg with his college roommates and fellow Harvard University students Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes. The website's membership was initially limited by the founders to Harvard students, but was expanded to other colleges in the Boston area, the Ivy League, and gradually most universities in Canada and the United States, corporations, and by September 2006, to everyone of age 13 and older to make a group with a valid email address. (en.wikipedia.org/wiki/History of Facebook)

Facebook was launched in 2004 and have over 1.1 billion active users, of which 350 million users access Facebook through mobile devices. An average Facebook user is estimated to have at least 130 friends and is connected to 80 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 work related situations, in political affiliations or just among friends and families. Facebook has become the most powerful tool for marketing today. In April 2011, the company launched a new service for marketers and interested creative agencies which is a form of online platform (Portal) that allows marketers and creative design agencies to build brand promotions on Facebook. Facebook is now a direct competitor of Google in online advertising and this new service has made it possible For companies to create for companies to create dynamic commercial graphics or advertisement. (http://en.wikipedia.org/wiki/Facebook, 2012)

2.1.1.2. Twitter

Twitter was created in March 2006 by Jack Dorsey and launched that same year in July. Unlike Facebook where one can have friends to share different things, with twitter one has to get connected to the latest information on what they find interesting. One has to find the public stream that interests them and follow in the conversations. Each tweet is 140 characters in length. One can still follow the tweets regardless of whether they do not tweet at all, and also there is no limit as to how many tweets one can send within a given day. (http://twitter.com/about, 2011)

Through Twitter businesses now share their information or news faster to a large audience online following the company, and from a strategic stand point, this has helped companies that uses Twitter to position their brands and also gather business insight through feedback to boost their market intelligence in order to accurately target customers with relevant services and products or enhance business relationships. Twitter has helped lift brands, enhance customer relationship marketing and also improved direct sales by reaching out directly to the engaged audience on the platform. (http://twitter.com/about, 2012).

2.1.1.3. LinkedIn

LinkedIn started in 2002, but was officially launched on May 5, 2003. Many professionals have joined LinkedIn in recent years to share knowledge and insight in more than one million LinkedIn groups. The company operates the world's largest professional network on the internet with more than 135 million members in over 200 countries and territories. It is estimated that more than 2 million companies have LinkedIn Company Pages .There are 14 languages currently available:

French, Germany, Italian, Japanese, Korean, Portuguese, Romanian, Russian, Spanish, Swedish, English and Turkish. (linkedin.com, 2011)

In LinkedIn, companies have access to a wealth of information that are mostly user provided through their profile data i.e. company name, job title, size of the company and LinkedIn uses this information for advertising targeted to towards members. Companies pay some fees to advertise their products and services to particular LinkedIn members or affiliation groups on LinkedIn. The classic example is the success of Cathay Pacific Airway through their LinkedIn company page sends messages to the people who are following their company on LinkedIn asking them to recommend the company. Through this, the company has been able to increase its brand awareness among target market segment.(marketing.linkedin.com, 2012).

2.1.1.4. YouTube

YouTube was created in February 2005 as a video sharing website on which users can upload, view and share videos as an informative and inspirational to others across the globe. The company uses Adobe Flash Video and HTML5 technology to display a wide variety of user generated video content. YouTube acts as a platform for distributing contents by creators and advertisers as well. Over 3 billion videos are viewed every day and there are more than 400 million views per day on mobile devices. It is estimated that more than 800 million people visit YouTube every month to watch and share contents. (youtube.com, 2011)

Just as the saying goes a picture is worth a thousand words, pictures have an impact in creating an image in the mind of a person. This has given YouTube a competitive advantage in online marketing; all in all more businesses are now using YouTube for their marketing advertising campaigns. Various companies with outstanding video campaigns have had their breakthroughs in this form of brand marketing, especially when the videos have gone viral. Most of these viral successes can be attributed to expertise and creativity of the brand marketer to entertain the audience hence making the public share the videos with others.

2.1.1.5. Google Plus

Google+ (pronounced and sometimes written as Google Plus is a social networking and identity service that is owned and operated by Google Inc. Google has described Google+ as a "social layer" that enhances many of its online properties, and that it is not simply a social networking website, but also an authorship tool that associates web-content directly with its owner/author. It is the second-largest social networking site in the world after Facebook. 540 million monthly

active users are part of the Identity service side, by interacting socially with Google+'s enhanced properties, like Gmail, +1 button, and YouTube comments. 300 million monthly active users are part of the Social Networking side by interacting with the Google+ social networking stream itself. Google+ Mobile App was used by 30% of Smartphone users between April–June 2013, making it the fourth most used application. Google+ enhanced apps and mobile sites are used on 92% of USA Smartphone.

2.1.2. Social Media Networking

Social media networking platforms serve as a tool for marketers (Qualman 2010: 28) . This implies that Facebook, LinkedIn, twitter etc. are means of accomplishing marketing strategies through the internet. It is therefore imperative for marketers to find suitable platforms to suite their marketing objectives. A good marketing objective enables marketers to acquire new customers, while retaining the already existing ones through customer satisfaction.

Businesses are already coming to terms with the need to integrate their social media efforts with their content strategy, and are seeing the impact of social media in terms of reach, referral traffic, and revenue. Seeing these very real and measurable benefits, there would be a change from social media tasks being assigned to existing employees to companies hiring social media strategists or full-time social media managers. The benefits of social media are many and include company branding, improved brand awareness, and increased customer loyalty and trust. (AllAfrica.com, 2013)

Today, social networking is truly a global phenomenon. While word-of-mouth has always been important, its scope was previously limited to the people you knew and interacted with on a daily basis. Social media has removed that limitation. (Shruti & Anukrati, 2013)

2.1.3. Social Media Marketing

The topic of the study is ***the role of social media marketing as a marketing tool on consumers' brand awareness,*** but first it is important to define the term "**marketing**" referred to in the title. ***Marketing is managing profitable customer relationships.*** The twofold goal of marketing is to attract new customers by promising superior value and keep and grow current customers by delivering satisfaction. (Kotler & Armstrong 2012).

In the definition above, it is clear that first consumer brand awareness must be created to attract new customers and in order to keep and grow current customers. Therefore, in this study, the researcher focuses only on brand awareness as a process of communicating or delivering value to customers.

According to Weber, marketing to the social web means to adopt a completely new way of communicating with an audience in a digital environment. Instead of continuing as broadcasters, marketers should become aggregators of customer communities. It is not about broadcasting marketing messages to an increasingly indifferent audience. Instead, when marketing to the social web marketers should participate in, organize and encourage social networks to which people want to belong. Rather than talking at customers, marketers should talk with them (Weber 2009).

Online marketing has a plethora of strengths; the speed of accessing the information is very fast and extremely cost effective, besides that internet has no geographical boundaries. In addition to cost effectiveness, the marketer likewise has the opportunity to research new suppliers at a fraction of previous search costs. In other words all the marketing research conducted through internet is very cost effective (Gayetal.2007, 129). On the other hand Gayetal. (2007) point out some major weakness that online marketing face. The first problem is that cultural and language differences may present difficulties in information gathering across national boundaries. Secondly, it can be difficult to guarantee that the person responding is the person the marketer thinks they are (Gayetal.2007, 129).

Many marketers think of social media in the context of B2C companies: after all, 4 in 10 consumers buy products that they've favorite, liked, tweeted or pinned on various social networks. Yet, according to a recent study from Marketing Profs, 87% of B2B marketers use social media platforms in their content marketing efforts. In fact, of 13 tactics proposed from the content marketing arsenal, social media was the most popular. So the question stands: how can a B2B marketer ensure that his or her social media inbound campaigns are the most effective they can be? (*searchengineland.com/guide/what-is-**social-media**-marketing*)

2.1.4. Brand awareness

Brand Awareness is a decades-old marketing challenge. It started with big advertising agency campaigns for high-profile brands like coke, Pepsi, Johnson & Johnson and countless others in hundreds of different consumer product categories. Brand Awareness is still the impetus behind much of the advertising we still see on TV today. And while Brand Awareness was born out of the Business to Consumer marketing world, it is also a hugely successful initiative for Business to Business marketers. (Nichole Kelly, 2010)

Brand Awareness is one of the most commonly cited goals of marketers today in order to operate competitively in today's dynamic business environment. And because social media is recognized

as a cost effective and high-speed solution for generating brand awareness, many marketers started using social media channels to reach their target markets.

According to the study of (Anupama Sundar and Jatin Pandey, 2012) a brand that has some level of brand awareness is far more likely to be considered, and therefore chosen, than brands which the consumer is unaware of. Wilson (1981) confirmed the importance of topof-mind awareness in a study which found that the higher the position of the brand in the consumer's mind measured by unaided recall, the higher the purchase intention and the higher the relative purchase of the brand.

Brand awareness can add value by:-

1. Placing the brand in the consumer's mind,
2. Acting as a barrier to entry to new un-established brands (Stokes 1985),
3. Reassuring the customer of the organization's commitment and product quality, and
4. Providing leverage in the distribution channels (intermediaries are customers too, and are just as suspicious as consumers are of unknown products. (Aaker 1992)
5. Learning Advantage (Keller)
6. Consideration Advantage Brand awareness can also affect decisions about brands within the consideration set (Hoyer & Brown 1990; Keller 1993).
7. Consumers may employ a heuristic (decision rule) to buy only familiar, well-established brands (Roselius 1971).

It is predicted by Aaker that with the multitude of new media that have developed and that are likely to develop in the future, it is constantly becoming more challenging to create this brand awareness, and that the winners in the battle of raising brand awareness will be those who are able to coordinate their branding messages through all medias (Aaker 1996).

There exists different degrees of brand awareness according to Aaker, and it is measured through analysis of how well the customer recalls the brand. The scale starts off from the weakest level:

- Recognition (the customer has been exposed to the brand)
- Recall (which brands within the product group that the customer can retain)
- Top of mind (the first brand the customer can recall)
- Dominant (the only brand the customer can recall) (Aaker 1996).

Maria Johansson 2010, suggested that to create brand awareness in a successful way considering that consumers everyday are bombarded by more and more marketing messages, two things are needed according to Aaker: First, it is necessary to have a broad sales base. This is because it is expensive and often impossible even to support brands with relatively small unit sales and short lifecycle. This is the reason why many firms reduce the number of their brands and focus only on a few brands. Second, firms need to acquire the knowledge of operating outside the traditional media channels (Aaker 1996)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1. Research design

This paper was based on a descriptive research whose primary objective is to provide insights into a marketing phenomenon, namely consumers brand awareness created through social media marketing and social networking sites and particularly in relation to their reaction to marketing effort in a social network medium where consumers decide and choose the information they engage with.

3.2. Research approach

Qualitative method was used by the researcher in order to investigate the role of social media marketing in consumers' brand awareness. A qualitative research method was designed through structured interview and structured questioners to answer the specific objectives that are, the challenges faced by local companies while using social media marketing and its effectiveness.

3.2. Data collection tools/ instruments of data collection

A combination of structured questioners and structured interview is conducted to collect the required information. Based on the structured questionnaire different categories such as exposure, influence, engagement and action of consumers to the social media marketing to create brand awareness is measured.

3.3. Sources of data

In this study both primary and secondary methods were used to collect data to attain best possible outcome of the research's effort. It was important to get information directly from the persons responsible for information such as questioner respondents and interviewees from the chosen companies to gather their views and opinions. But since it is very recent phenomenon, it has also been deemed necessary to build on secondary data.

- Primary sources of data are gathered from questioners and interviewees.
- Secondary sources of data are collected from different books, journals, prior researches and mainly from the internet.

3.4. Population, sample size and Sampling techniques

The total population for this study is unknown since it is very difficult to determine the total number of social media users as it is dynamic, complex and increases on a daily basis. With the study title in Ethiopian context, to determine the estimate of ***p*** and ***q***, the researcher used the recommendation by Corbetta (2003) assigned by nejat mohammed in determining the standard× deviation, 95 % confidence interval and 5% sampling error in calculating the sample size

$$N = \frac{z2p \times q}{e2}$$

Where:

n = required sample size

Z = Degree of confidence (i.e. 1.96)2

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.05)2

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

$$n = \frac{3.8416\ x\ 0.5\ x\ 0.5}{0.0025}$$

$$n = 384.16 \equiv 385\ Respondents$$

Convenience non-probability sampling technique was also applied for distributing the questioner.

3.6. Methods of data analysis

The methodology used to analyze the study is structured questionnaire and structured interview. The collected data is presented in a useful and organized manner suitable for descriptive analysis. The analysis helps to determine frequencies and percentages of the responses and will also help to evaluate the role of social media marketing on brand awareness of Ethiopian consumers. The results are presented using tables and different kinds of graphs in order to convey the intended meaning and to be convenient for interpreting the finding of the research.

3.7. Ethical Consideration

Personal visits was made to interviewees to inform them the purpose and intention of this particular study and their consent to participate in filling the questionnaire and to conduct the interview was requested. The respondents were not required to reveal their names in order to keep the confidentiality of the data given and also the interviewee's and the identity of the company they represent is concealed as per the request of the interviewee. Both the respondents and the interviewee are granted the full confidentiality of their responses.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1. Results/Finding of the Study

The aim of this section is to illustrate the role of social media as a marketing tool on consumers brand awareness, and to describe how companies' brand advertisement on social media networks can make consumers to buy products and services.

A total of 385 respondents were reached and 80 was returned, the results of the study was collected and represented in different kinds of charts.

Demographic characteristics of respondents:

Variables	Classification	frequency	Percentage
Age Distribution	18-24	16	20%
	5-34	47	59%
	35-44	13	17%
	45-54	2	2%
	55-64	2	2%
	65 and older	0	0
Total		80	
Gender Distribution	Female	37	46% \
	Male	43	54%
Total		80	
Employment Status	Self employed	19	24%
	Private employee	33	42%
	Government employee	10	12%
	Unemployed	3	4%
	Retired	2	2%
	Student	13	16%
	House wife	0	0

	Other	0	0
Total		80	
Educational level	High school (10+2)	8	10%
	Certificate	2	2%
	Diploma	9	12%
	Degree	42	52%
	Master's degree	19	24%
	Doctorate	0	0
	Other	0	0
Total		80	

Table 4.1.1 Demographic characteristics of respondents. (Survey, 2019)

The survey revealed that the age bracket 25-34 accounts for about 59% of the respondents. This result shows that respondents in "adult" age group are the most active users of social
Media networks specially Facebook in Ethiopia. Secondly, young middle aged adults with age range of 35-44 holds 20%, the age bracket of 18-24 known as the young adult's accounts for 17% of the total respondents in social media usage. Both middle aged adults and very young senior citizens with age group of 45-54 and 55-64 respectively, accounts for 2% of the total respondents. Finally, the survey shows that there are no respondents in that are 65 years and older.

46 % of the respondents were Female and 54% are Male. There were slightly more male than female users among the respondents. This outcome agrees with a report from De Birhan (2011), which also conducted an analysis of all Ethiopians on Facebook and discloses that there are more males (70%) than females (30%) on Facebook, which is Ethiopia's most widely used Social network site.

The survey also revealed that about 42% of the respondents are private employees, almost quarter or 24% are self-employed, 12% are government employees, 13% are students 4% unemployed, 2% out of total respondents are retired and There are no respondents who are house wives and who specified other.

This educational status of the respondents shows that almost half of the respondents that are 42% have a degree, 19% have master degree, 9% of respondents have a diploma, 10% are at high school or 10+2 level and 2 % have a certificate of training.

Based on this result, the demographic profiles of the respondents indicate that majority of social media users in Ethiopia are adults whose age ranges from 25-34. There are slightly more male social media users than female. The majority of the users are private employees and in addition to that, half of the respondents acquired a degree.

The above information implies that companies especially those whose target customers coincide with this demographic profile, can benefit a great deal out of social media marketing which is the fastest and cheapest form of promotional tool to communicate with their target customers and which also enable them to reach large number of consumers easily and in short period of time.

Preference of Social Networking Sites of the respondents

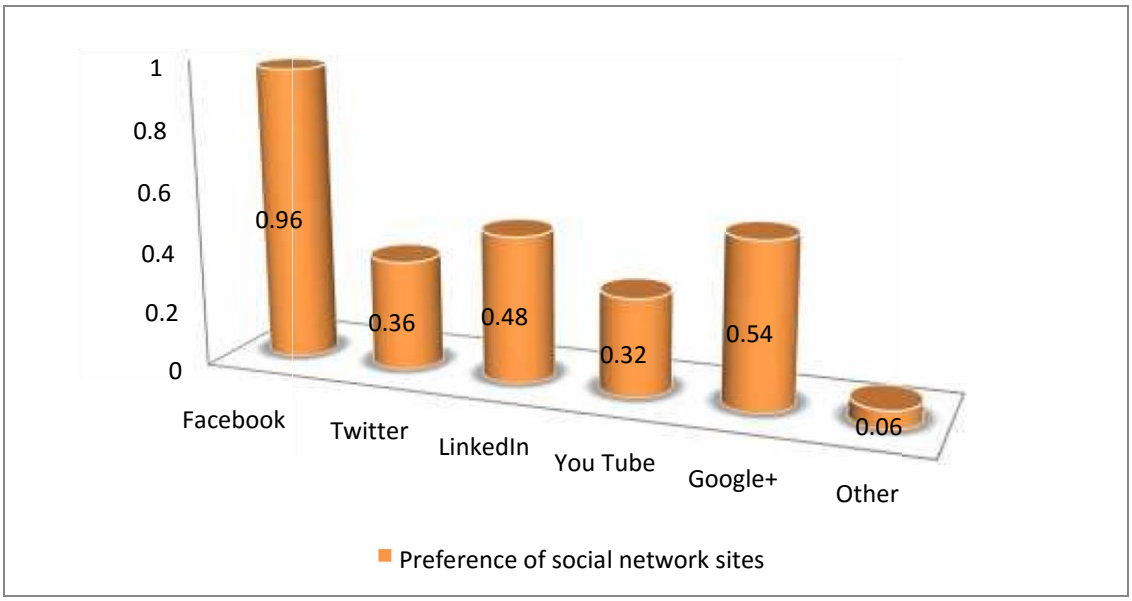


Figure 4.1.1: Column chart showing preference of Social Networking Sites of the respondents (%). (Survey, 2019)

In this question all 80 respondents were allowed to choose multiple responses in order to identify all social media networks in which respondents are a member of. Out of all the different social media platforms existing, almost all the respondents use Facebook. This affirms the popularity of the platform in Ethiopia and agrees with the report which confirms that 94% of Ethiopian social media users have Facebook accounts (ethioadmin, 2013). Google+ and LinkedIn (social network platform targeting business professionals) have got the second and third positions respectively followed by Twitter and You Tube. 6% of the respondents said that they use other social media networks such as Instagram and telegram.

The level of trust or confidence of respondents on social media network:

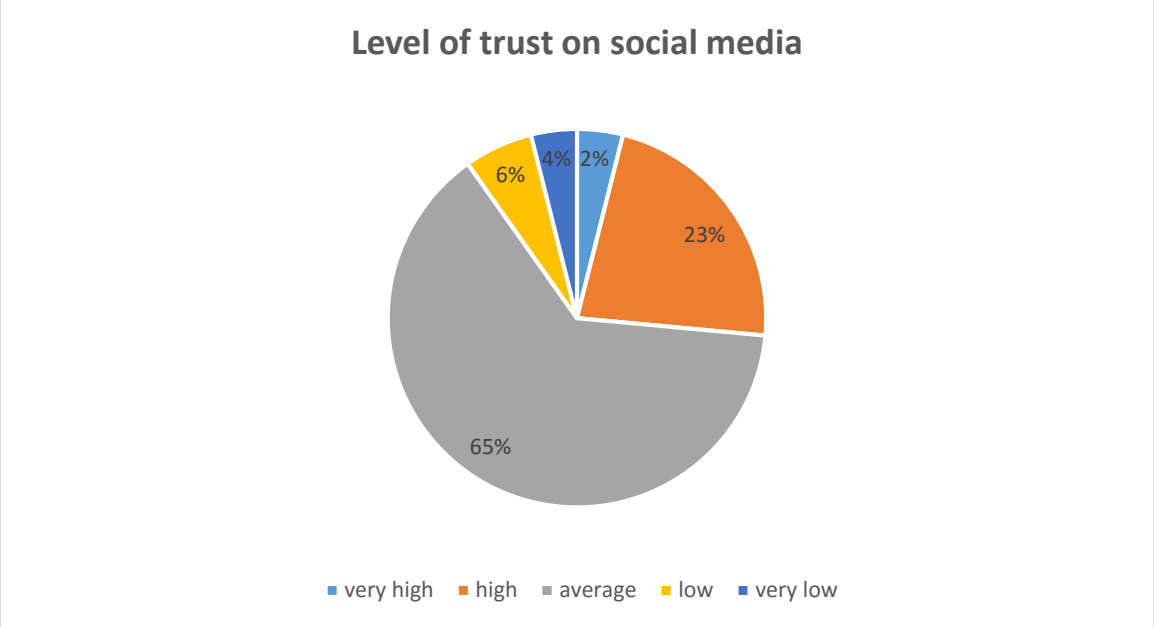


Figure 4.1.2: Pie chart showing respondents' level of trust on online social media networks (%). (Survey, 2019)

The result conveys the level of trust or confidence of respondents on social media networks, the majority of the respondents which accounts to 65%, said it is average. 23% said that it is high. 6% of the respondent said it is low, 4% very low and on the contrary 2% of them said their confidence level on social media networks is very high.

Intention for joining online social network: (Select all answers that apply)

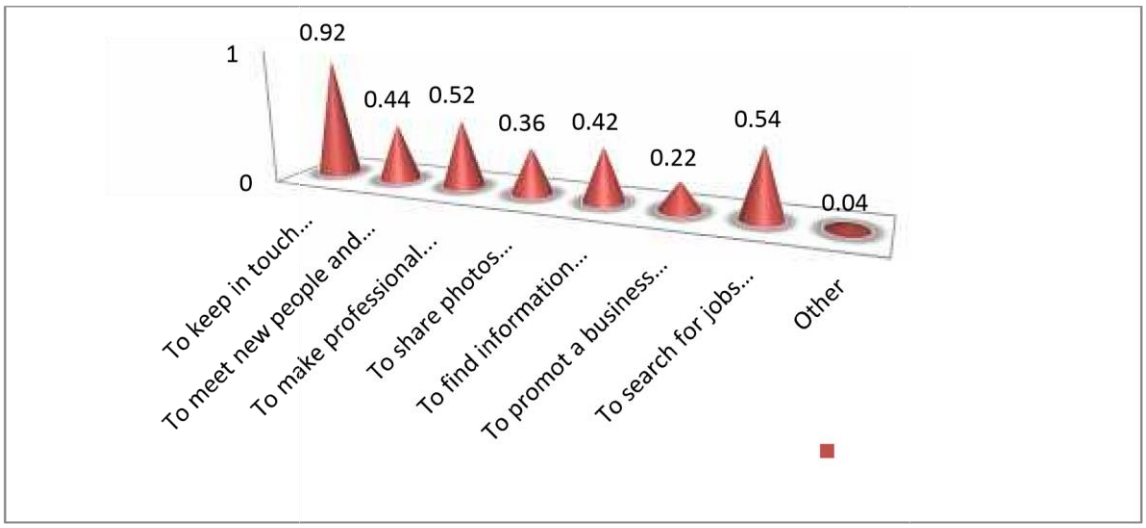


Figure 4.1.3: Column chart showing why respondents joined social networks (%). (Survey, 2019)

In a question exploring why respondents use social media networks, respondents were allowed to reply all that apply. Therefore, 92% of the respondents responded that they use Social Media to keep in touch with family and friends. The other choices as to why respondents use social media are listed below in their respective order.

- To search for jobs and other available opportunities
- To make professional and business contact (gain leads, members, customers)
- To meet new people and share my experience about life
- To find information and share feedback about brands and product
- To share photos, videos, music and play games
- To promote a business or cause
- 4% for other reasons such as to read product expert reviews and business directories.

Therefore, here marketers have plenty of opportunity to communicate with their targets and offer them their products/service to persuade them to transact and become loyal customer for them. It is a fast growing platform for brands in all the sectors. It acts as an effective tool as it is the best way to reach out market segment without incurring huge cost.

Time spent on Social Media Networking sites by respondents per day:

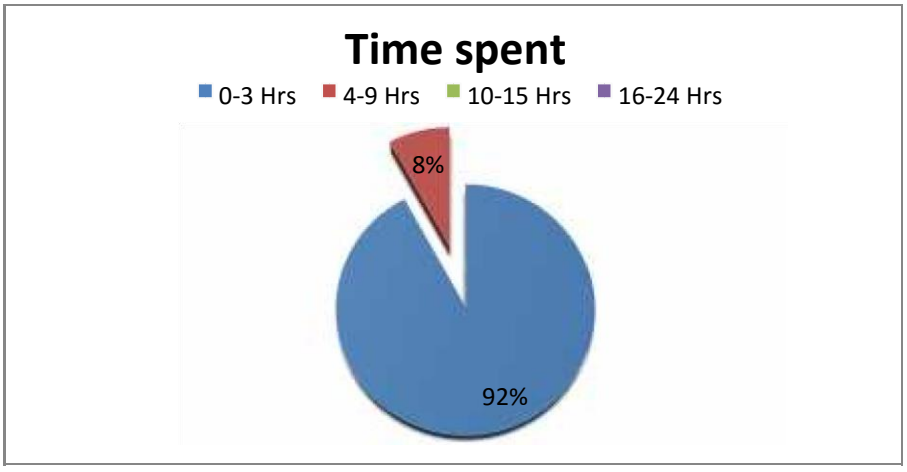


Figure 4.1.4: Pie chart showing daily hours spent online by respondents (%). (Survey, 2019)

The above result shows that 92% of the respondents spend from 0-3 hours and 8% from spend 4-6 hours on social media networks per day. This result depicts very clearly that how much it is important for the marketers to exploit the situation by making workable marketing strategies.

Devices respondents use to access social networking platforms:

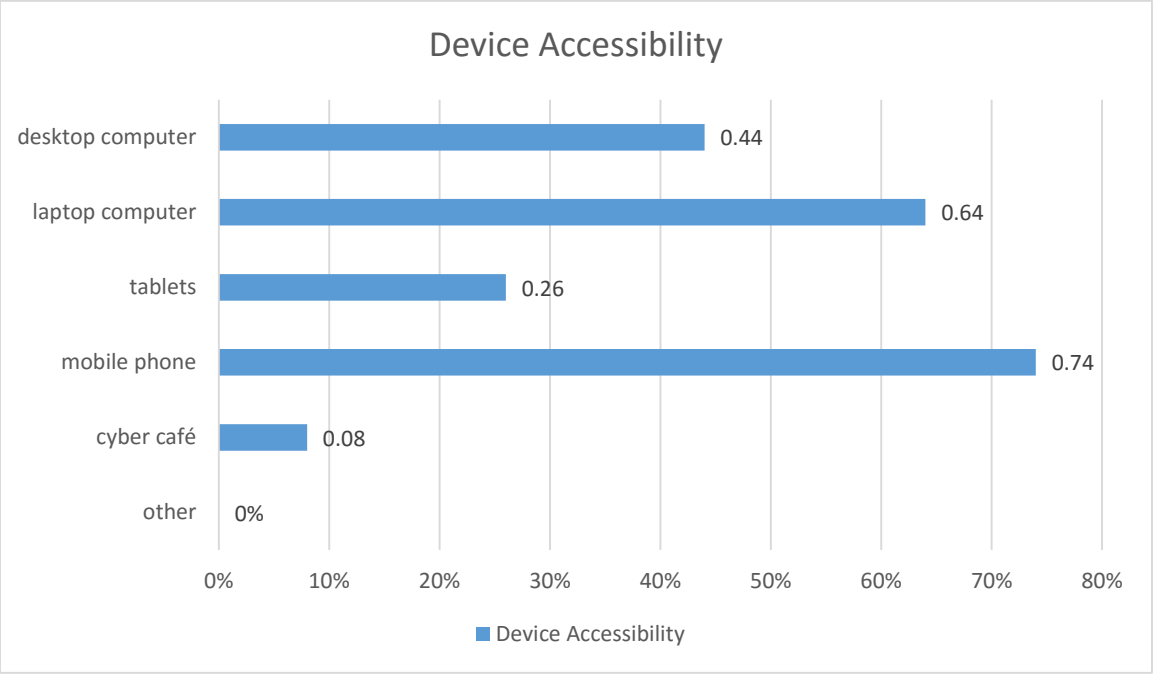


Figure 4.1.5: Bar chart showing how respondents access online social media (%). (Survey, 2019)

Out of 80 respondents, 74% of the respondents replied that they access social networking platforms through their mobile phones. In addition to mobile phones, laptop computers and desktop computers take the second and thirds place to access social media networking sites followed by tablets and few respondents said that they use different cyber cafés to access social media networks and internet.

Respondents' preferred source for information about products/ services they want to buy:

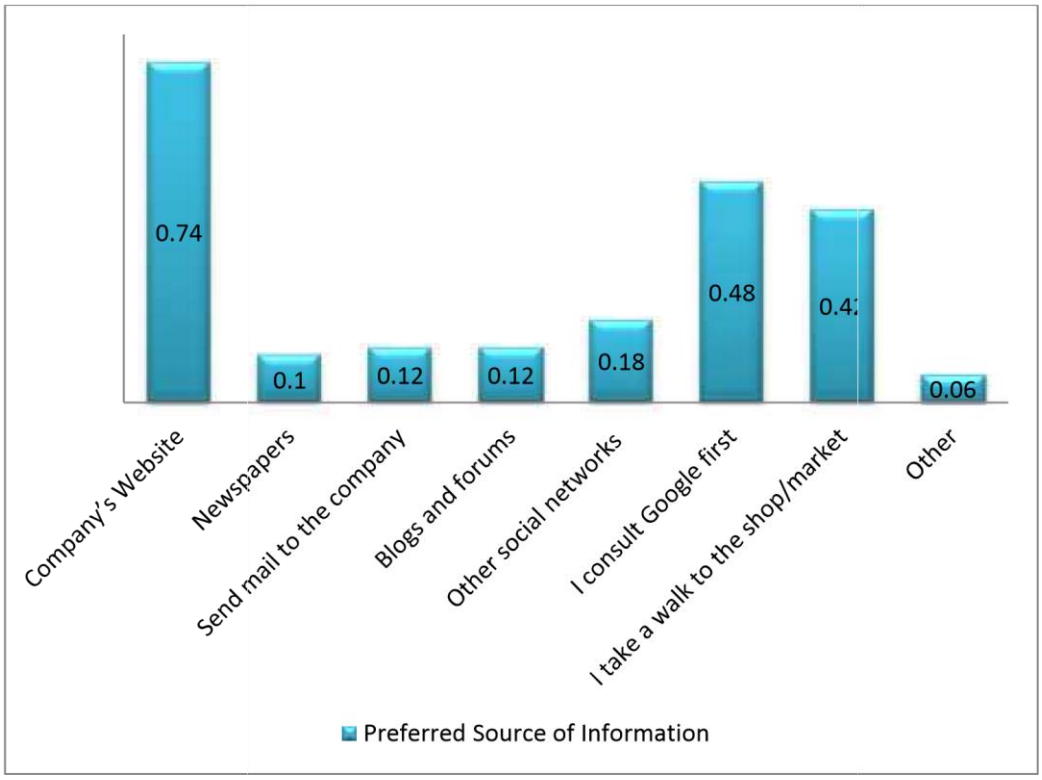


Figure 4.1.6: Column chart showing respondents' preferred source of information (%). (Survey, 2019)

This information reveals that 74% of respondents consider company's websites as the best source of information to learn about products and services. Consulting Google first and taking personal visits to the shop are second and third preferred source of information for consumers respectively, checking social media such as Facebook, sending mail to companies and also checking blogs and forums follow in their respective order and only 1% of the respondents prefer referring newspapers as their preferred source of information.

Respondents' response to online advertisement displayed on social network site:

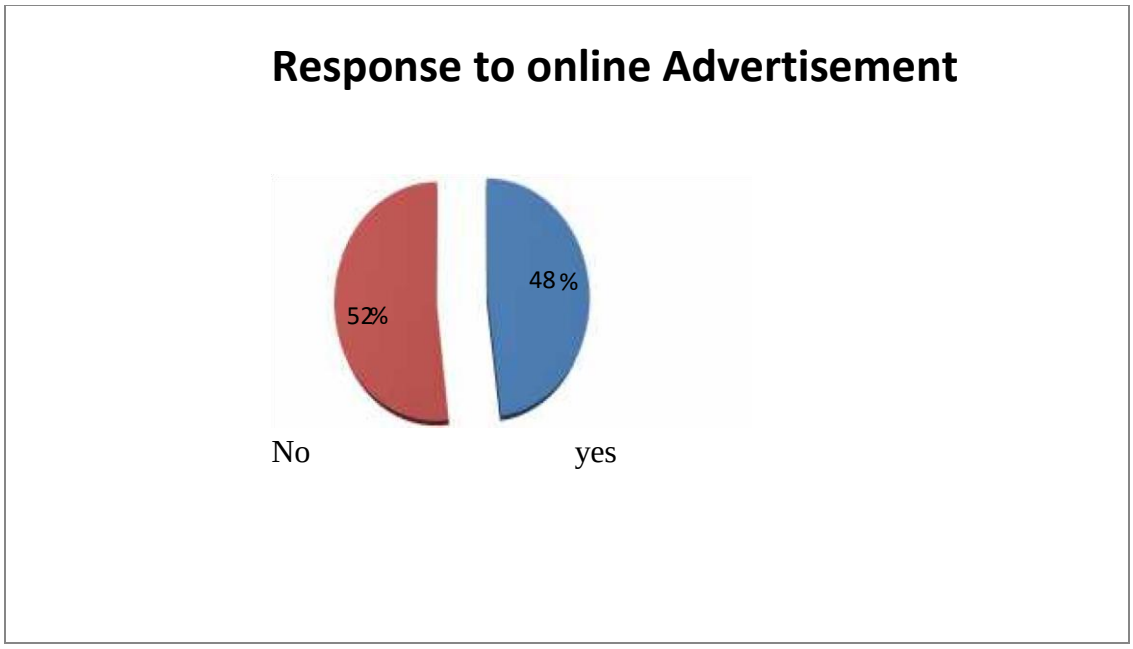


Figure 4.1.7: Pie chart showing if respondents response to online advertisement (%). (Survey, 2019)

Almost half or 48% of the respondents say they have responded to online advertisement displayed by organizations or individuals about products and services.

Respondents' feeling about online advertisement:

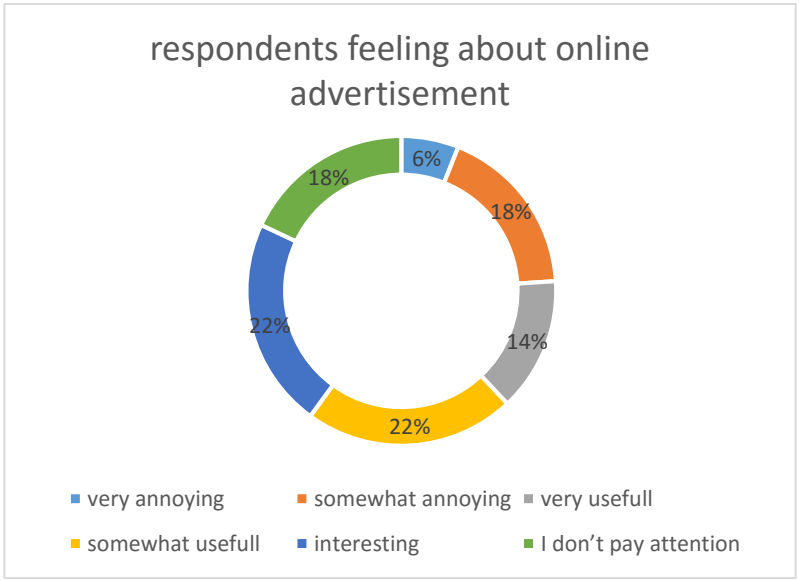


Figure 4.1.8: Doughnut Chart showing how respondents feel about online advertising (%). (Survey, 2019)

22% of the respondents said they have found these advertisements displayed online or on social media networking sites are somewhat useful, another 22% said the advertisements are interesting, 18% of the respondents reviled that they don't really pay attention to them, 18% of the respondents found it to be somewhat annoying, 14% said the advertisements are very useful and the remaining 6% said the advertisement on social media platforms are very annoying.

Respondents' response to products advertised on social network sites: (comment, like, retweet, share, download or reply)

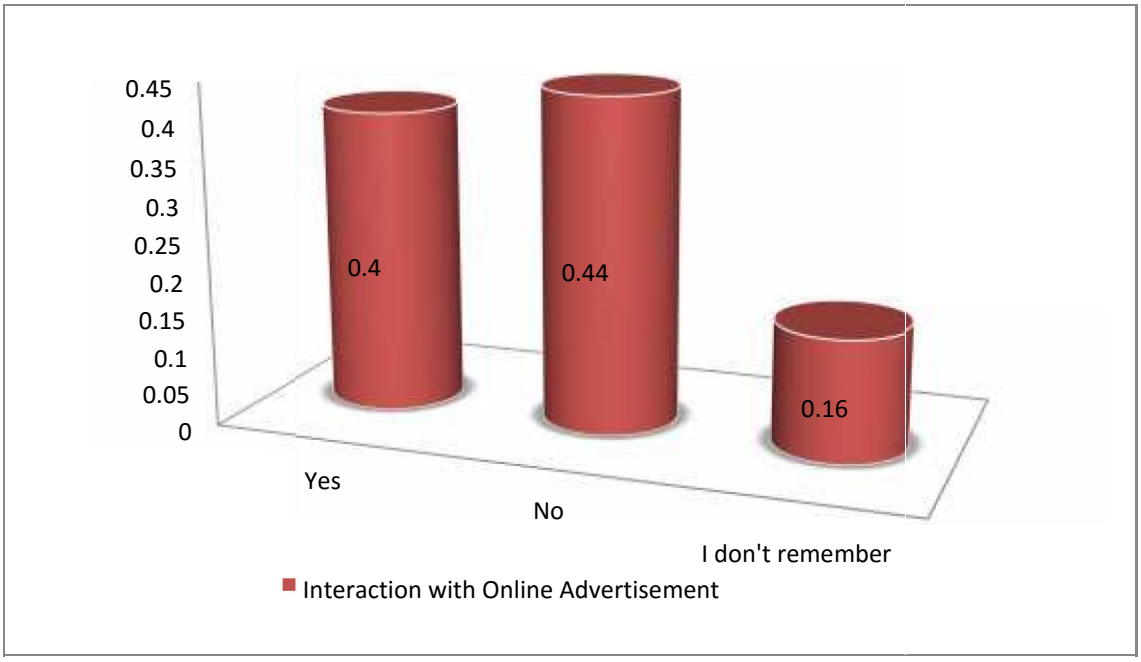


Figure 4.1.9: Column chart showing if respondents respond to online advertisement (%). (Survey, 2019)

40% of the respondents said they have at one time responded to online advertisement. These kinds of responses may include following a link, clicking a 'like' button, such as in Facebook, making a purchase, phone calls, taking a part in a competition, attending an event etc. 44% of respondents revealed that they have not responded to online advertisements at any time and 16% said that they don't remember.

Respondents were requested to respond question 14 if only their answer to question 13 is "Yes". Therefore, only 32 respondents which account to 40% of the total 80 respondents responded to this particular question as it is intended to identify the motive or intention of only those respondents whose answer to question 13 is 'Yes' or in other words those who only interact with advertisements on social media networking sites.

Reason why respondents interact with products advertised on Social Network (like, retweet, share, download or reply):

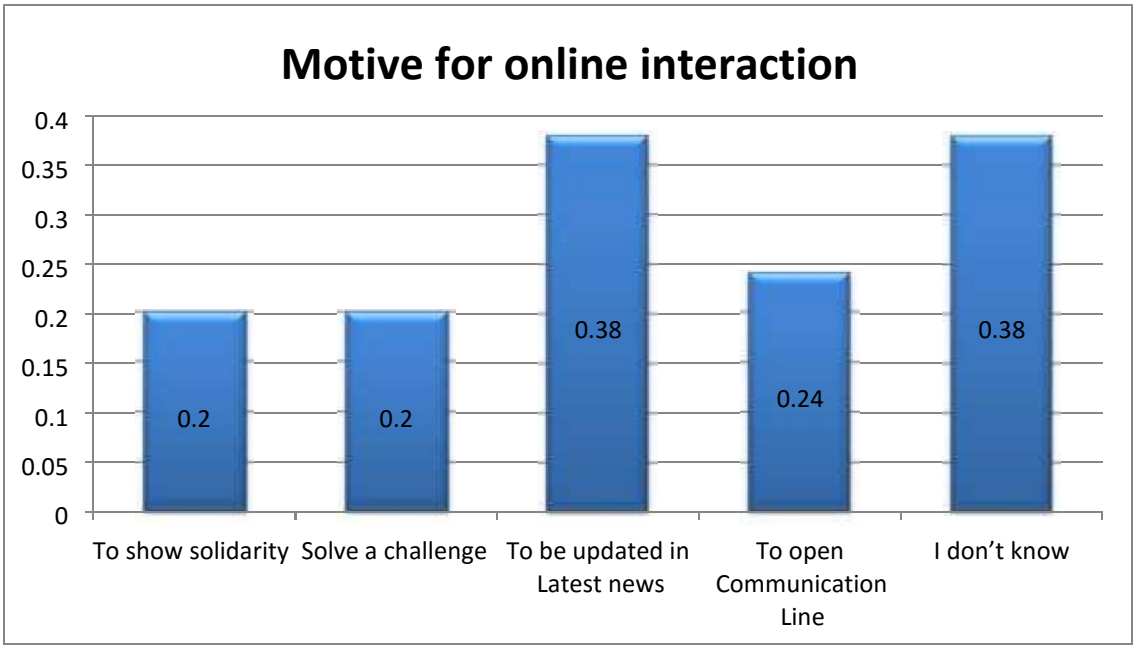


Figure 4.1.10: Column chart showing respondents' responses to their motives on social Media pages (%). (Survey, 2019)

In a question proposed to examine the intention of respondents interaction with online advertisements, out of the 32 respondents who responded that they interact with the advertisements, 38% of the respondents said they are 'fans' because they want to be updated in latest news and also 38% responded they don't know why they interact. Respondents who do it in order to open communication line, to show solidarity to the company and those who said that they want to try and see if companies can solve a challenge they have follow in their respective order.

Respondents' attention to advertisement that is twitted, shared or recommended by friends or members of the social network:

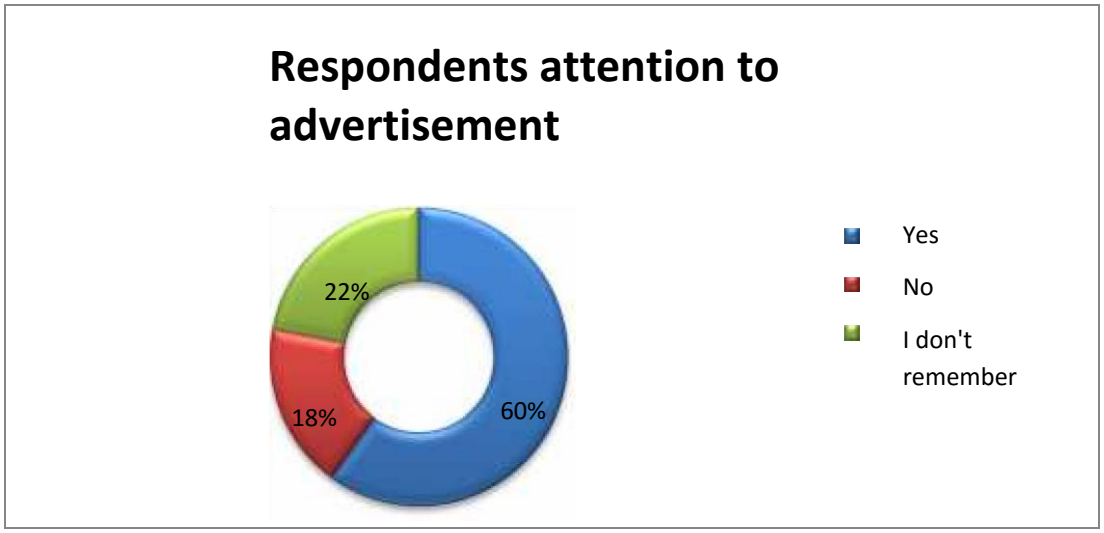


Figure 4.1.11: Doughnut chart showing respondents' attention to ads shared by others (%). (Survey, 2019)

Out of 80 respondents the majority which accounts to 60% replied that they have at least ones paid attention to online advertisements, 18% said they never noticed the advertisements on social media networks and 22% revealed that they don't remember at all.

How often the information respondents' get from a friend about the product on various social networking sites influence them to buy the product:

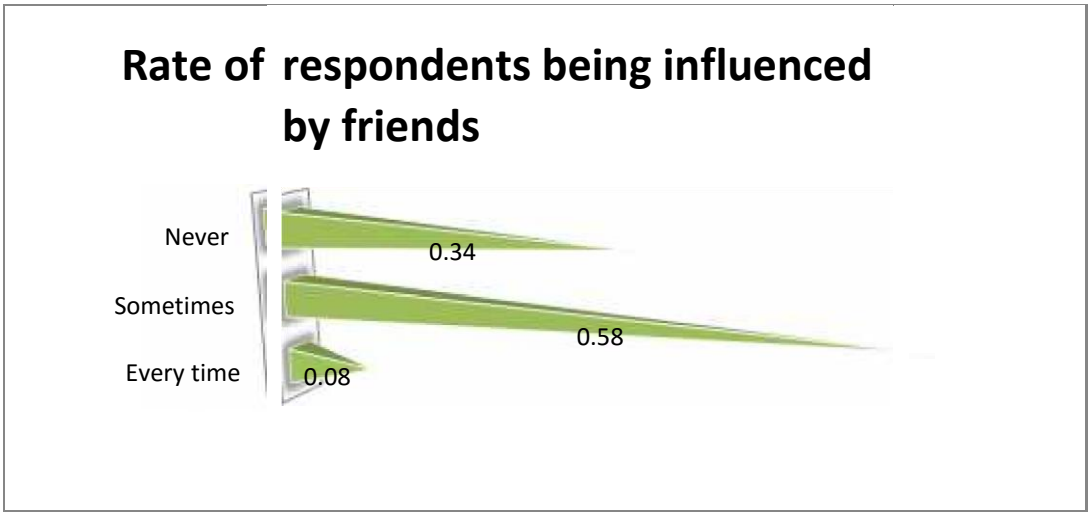


Figure 12: Bar chart showing if respondents are influenced by online information to buy Products and services (%). (Survey, 2019)

The above information indicates that more than half or (58%) of the respondents agree that they sometimes are influenced by online advertisement to buy the products or service advertised online. 34% of the respondents said that they are never influenced by the advertisements displayed online and 8% of the respondents are always influenced to buy products and services by advertisements .

What influence respondents' more on their perception of people, product and places online:

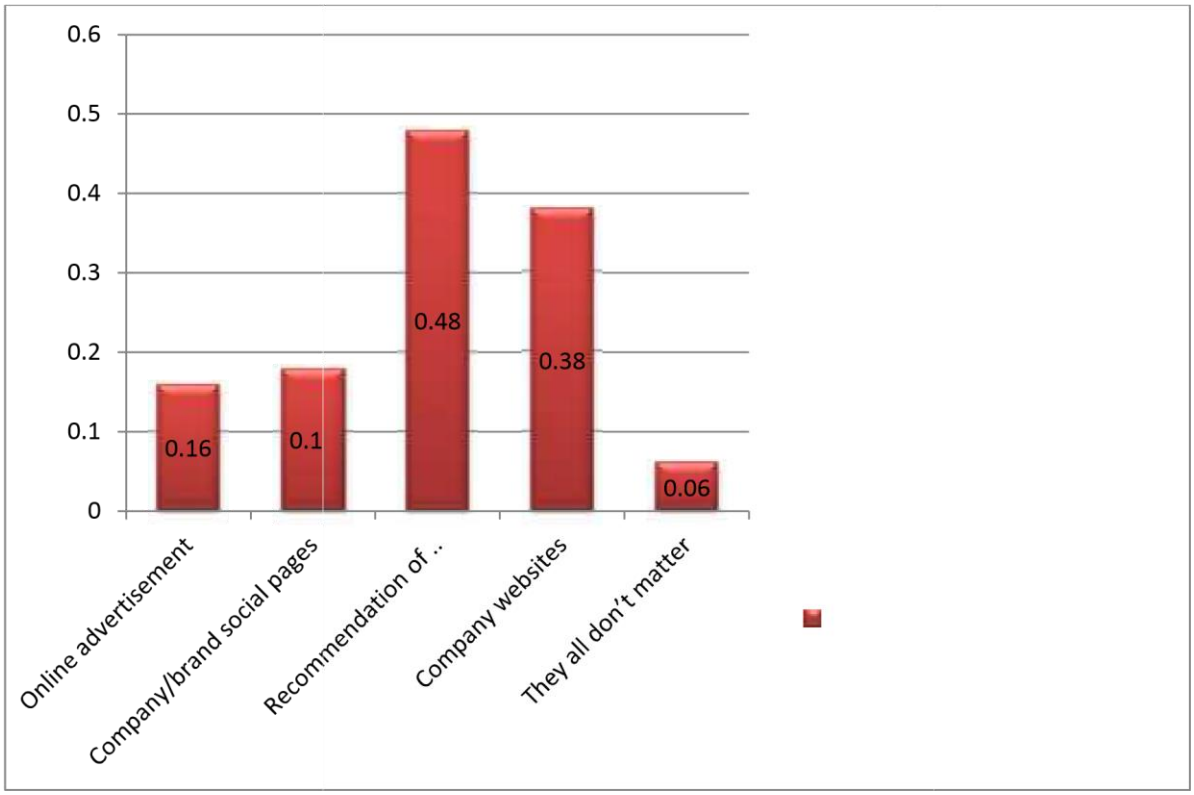


Fig 4.1.13: Column chart showing info. Platform that influences customers buying decision.

(Survey, 2019)

48% or almost half of the respondents said they trust the recommendation of others through their comments on forums, status updates and tweets ahead of all other advertising platforms followed by respondents who said they are influenced more by company websites, by company or brand social pages and by online advertisement. But 6% of the respondents replied that they all don't matter.

Have respondents taken any action based on an advertisement on social networks:

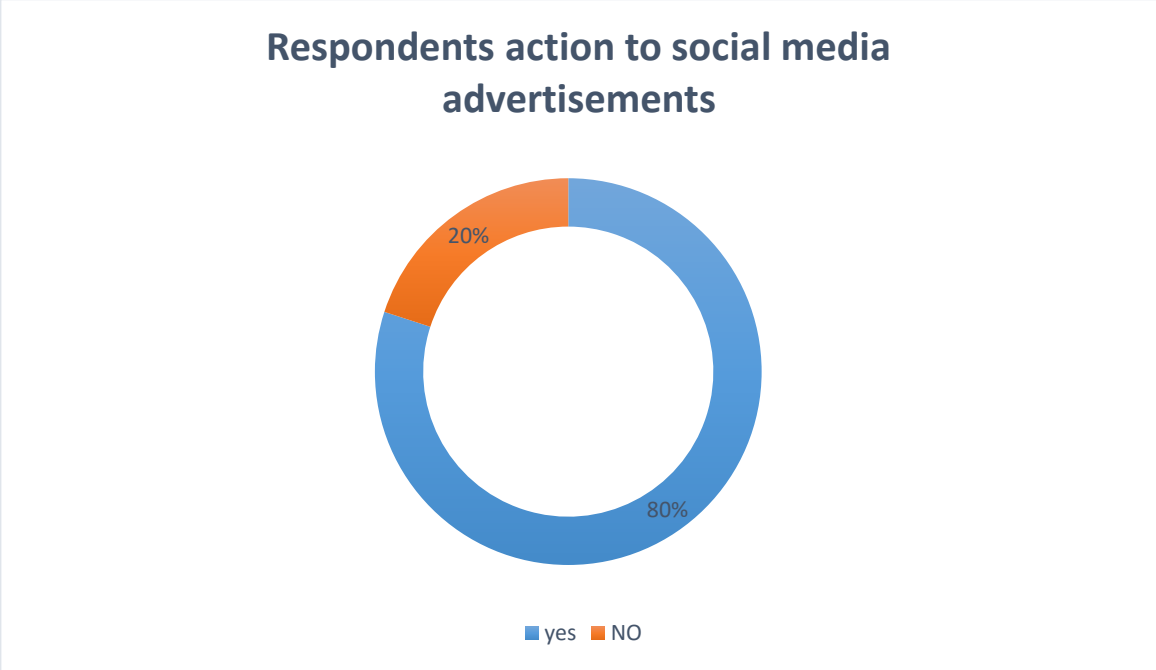


Figure 4.1.14: Doughnut chart showing respondent's action to social media ads. (%). (survey, 2019)

Respondents were requested to disregard question 19 if their answer to question 18 is "No".

Therefore, out of 80 respondents, 80% of the respondents responded that they have taken action at least ones based on an advertisement on social network and 20% of them said they have never taken any action.

Please note that 16 respondents which account to 20% of the total 80 respondents answered that they never have taken any action based on an advertisement on social media networks which made the respondents ineligible to answer question 19.

Actions, if any, taken by respondents based on social media advertisements:

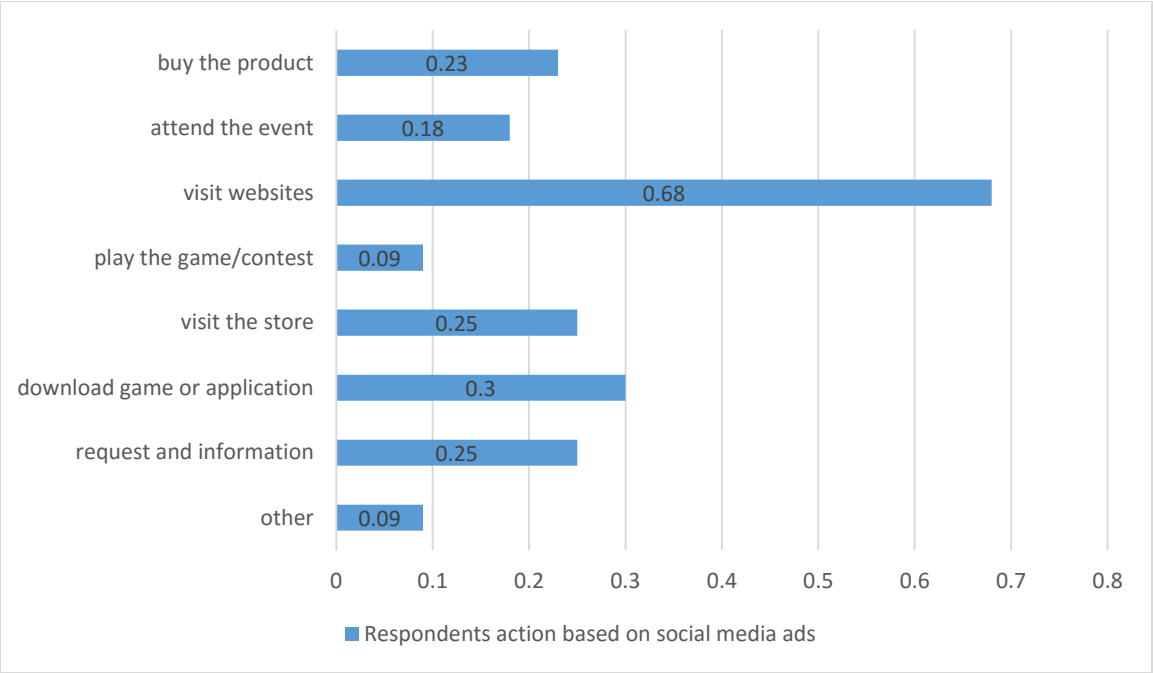


Figure 4.1.15: Bar chart showing respondents' actions based on social media advertisements (%). (Survey, 2019)

Respondents who said they take action based on the online advertisement, has selected the actions which they usually take. The majority accounting 68% of the respondents agreed that they visit company website, those who download games or applications and those who prefer to visit the store take the second and third place. Respondents who request more information, those who agreed that the advertisement make them buy the product, those who said that they attend the event and who play the game or contest follow the list. And finally 9% of the respondents mentioned other actions they take.

How often do respondents purchase a product based on ads on social networking sites:

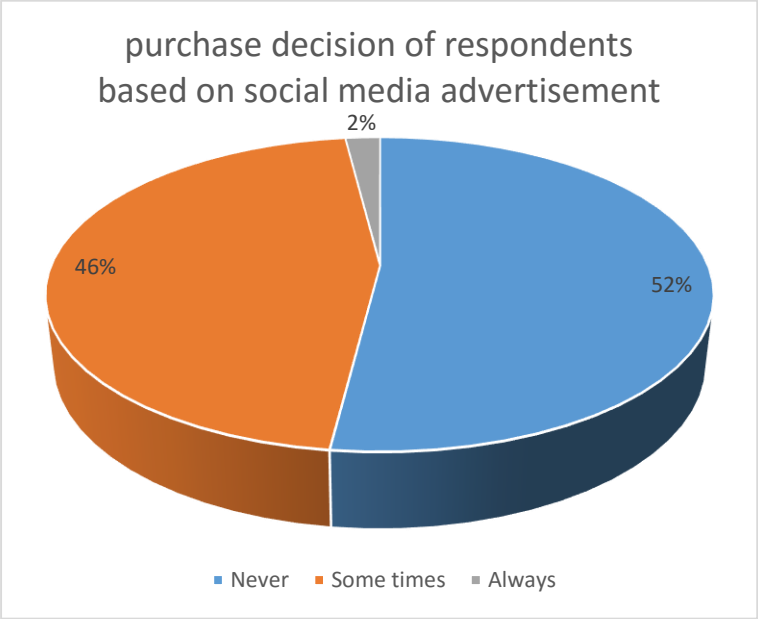


Figure 4.1.16: pie chart showing if respondents purchase a product/service based on social media ads (%). (Survey, 2019)

For the last question posed to respondents to identify how often do they purchase products or services based on online advertisement, 52% of them responded that they never buy products and services based on social media advertisement. 46% said that they sometimes buy and 2% said they always buy products and services based on advertisements on social media.

It is evident from the above bar chart that most of the respondents are using social media networks are considering social media before starting of buying decision making process. More than two third of users are always considering social media networks at the time of getting into purchase decision. So, it is of enormous importance for the marketers to put information on the social sites where there is huge probability to come into the eyes of consumers and if successes into pursuing the customers' then positive word of mouths will automatically get started. This will eventually give rise to multiple impacts and conversation will get started on the web.

Interview Questions

The intention of this section is to provide insight on how local companies can use Social Media as a marketing and branding tool in consumer marketing in the Ethiopian market. More specifically to define what challenges the use of social media in marketing creates for companies and to inspect whether social media networks are the best tools for creating brand awareness for local companies In this section interview with experts from ELIANA four star hotel, FOUR WINDS travel agency and TRADE REEM INTERNATIONAL trading plc. is conducted to find out how local companies use social media marketing to create brand awareness, what are the challenges they are facing in using social media marketing and also to analyze if social media networks are the best tools for creating brand awareness. The headings represent the research questions identified to answer the research problem. For the sake of simplicity the responses of the interviewees are summarized and highlighted.

Based on the request of the interviewees, the identities of the companies and the interviewees as well are kept hidden. For the sake of simplicity the hotel is coded and represented as (H) the travel agency as (T) and the trading plc. As (R). The interviewees are also coded after their respective companies.

The persons interviewed from (H) are an IT officer who has been working in the hotel for the past three years coded as (H1) and the marketing representative and sales executive who has been working in the hotel for the past 2 years coded as (H2). From a travel agent, the agent and casher who is coded as (T1) who has been working the company for the past 3 years and (R1) who is the co-owner and also the marketing manager of the trading company for the past 7 years.

The interviewees described that their respective companies mostly sell services such as rooms, foods and beverages, spa services, business centers and meeting rooms, travel tickets, hotel reservations and tour operations mostly to their international customers. Interviewee (H1) and (H2) said (H) is using social media marketing through the company's Facebook and website page with more than 10,000 followers currently which is increasing on a regular basis. (T 1) reviled that (T) is promoting its services through its Facebook pages, and also website with a lot of friends or fans and (R1) said that (R) is not using any social media marketing for promoting its brands.

1. Major forms of advertising or promotion the company is using.

According to (H1) and (H2), said that they are taking advantage of the social media sites that is gaining popularity nowadays in coordination with other traditional marketing channels. (T1) said

that the promotion channel that the company uses most is Radio and newspaper advertisement and unlike the former companies (R1) the company mostly uses mass media, newspapers, magazines, in-house and door-to-door promotion techniques. Recently the company is trying to encompass social media marketing for promoting its brand

2. Since the company has a website, does it use social media marketing for brand awareness?

All interviewees except R1 said that their companies have a well-designed and up to date website which most of international customers refer to locate the company, to learn about products and services the company offers, price of the services and also to make an online reservation. (H1) said that he is currently linked the companies Facebook page with the website so as to get a better outcome and feedback since the media facilitates two way communication. (H1) also added that the company has started using social media as a marketing tool two years ago to introduce (H) in order to create brand awareness. According to (T1) realizing the importance and benefit of the media, (T) has synchronized the company's website with its Facebook page and it has begun enjoying the benefit.

3. Benefits the company gets by using social media for advertising company's brand and product.

The companies benefit from social media as it provides a platform to exchange information with customers and prospects and allows the companies to identify needs, wants and expectations of their customers and it is the fastest and cheapest means of communication and promotion channel.

4. The challenges the companies face in using social media marketing?

According to (H1) the biggest challenge (H) is facing is communication breakdown due to poor infrastructure and sometimes slow internet connection. The other challenge is that the company is encountering negative comments or negative electronic word of mouth and lower ratings by consumers which can distort the brand image and negatively affect the company. (T1) also suggested that his company is facing similar problems with slow internet connection and occasional breakdown. In addition to that, the company does not have a marketing department in general or an expert who handles its social media marketing in particular which limits the company to nurture relationship with online communities on its Facebook page. He also admitted that it is not easy on the company as people are looking for prices and have found place to complain. On the other hand.

5. If the company encounters negative comments, how does it deal with the problem?

According to the information provided by (H1) and (H2), the company encountered negative comments and poor reviews in the company's website several times. Based on customer ratings (H) is usually given lower ratings when compared to other hotels with similar standards. However, the company automatically block customers who are giving negative comments and reply to a negative comments and take proper and timely action to neutralize negative comments and restore the company's image. (T1) admitted that the company does not have an expert in this field who is assigned to handle the challenges and negative comments as the company is managed by the owner.

6. The company's effort to minimize the challenge.

Based on the information provided by (H1), with his own initiative, he is making an effort by taking the comments as an important input and devotes himself in working very hard to improve the perception of the company's customers with negative impressions to positive or at least neutral impression through positive electronic word of mouth. On the other hand (H2) explained that the management is considering giving proper attention to social media marketing is worthwhile in order to improve the company's image through its satisfied customers and tries to change the complaints into positive energy. According to (T1) the company recently assigned a marketing expert to deal with the company's marketing effort especially social media marketing in order to minimize the challenges that the company is currently facing.

7. Other forms of advertising channels the company uses and their effectiveness.

Both interviewees from (H) confirmed that the company mostly uses other traditional forms of advertising channels such as mass media, directory, newspaper, magazines, in-house and door-to-door advertising channels. The company has allocated advertisement budget to these promotion channels and they are incorporated with the company's marketing strategy. As per the marketing manager's (H2) response, directory and magazines are the most effective marketing tools for the company. On the other hand (T1) said that his company mostly uses radio and newspaper ads which he thinks are effective mostly in reaching its local customers. (R1) said that the company mostly uses traditional marketing tools.

8. Rate the effectiveness of other marketing channels in comparison to social media marketing?

According to the interviewees, the traditional marketing channels are more effective in Ethiopia as it has high reach and wide coverage and since the majority of the population does not have internet access. However, the access of traditional media channels such as radio and television is limited to Ethiopia. On the contrary marketing through social media and websites is more effective for international customers in view of the fact that the media is easily accessible to them.

9. How does the company incorporates the different kinds of marketing channels into company's marketing plan?

(H2) said that based on his experience social media marketing is very effective in creating brand awareness with respect to time, reach and cost. He also added that it facilitates two way communication which enables companies to identify the needs and wants of their target and prospective customers. In addition to that (R1) and (T1) suggested that the company should have a separate department or at least an expert to work on social media marketing channel as the trend shows that this particular promotion channel is becoming very significant and important to reach international customers as well as local customers and plays an important role in creating brand awareness and helps improve companies image if it is done right. (R1) suggested that the company should embrace social media marketing in its marketing strategy and incorporate it with its marketing activity by mentioning the company's social media pages or website while using different types of promotional channels such as television and radio advertisements and print advertisement.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATION

On the preceding chapter, various data are presented and discussed. These data reflects what is available on the floor and based on those facts and the sound literatures presented in Chapter 2, the possible conclusions and recommendations are drawn in the next chapter.

5.1. Summary and conclusion of major Findings

The findings of the empirical framework coincided with the theoretical framework based on the research problems. The study shows how social media has become an important tool for marketing and creating brand awareness. In fact it is anticipated that in the near future there will be a shift from traditional advertising to social media platforms. The study also identified some challenges companies have faced in using social media,

The findings are summarized in to two different angles that are in consumers' point of view and company's point of view.

Consumers' perspective

- ✓ The demographic information of consumers revealed that the majority of online social media users are adults with age bracket of 25-34 which is represented by both gender groups.

- ✓ Almost all of social media users in Ethiopia have a Facebook account which is the most popular social media network worldwide. Most of them use social media to keep in touch with family and friends, to make professional and business contacts and several other reasons, all of whom spend up to three hours on social media per day by accessing it mainly through mobile phones and lap tops which makes them easily reachable to marketers' promotion effort.

- ✓ Most consumers prefer company websites, consulting Google search engine, and

Taking a walk to the shop for information about products and services. In addition to that, most feel that online advertisement is useful and interesting. Therefore, most of them interact with social media advertisement so as to be updated in latest news, to open communication line and so on.

- ✓ Most consumers pay attention to advertisements recommended and shared by friends and contacts on social media and they sometimes are influenced to buy products and services based on the shared information. Recommendation of others which is known as electronic word of mouth is considered as the most reliable source of information to influence consumers' perception about products, places and person.

Finally almost half of the consumers agree that they buy products based on advertisements on social media networks. This result clearly shows the importance of social media marketing.

Company's perspective

- ✓ Companies are using social media marketing specially to reach their international customers, to create awareness of their brands and to improve their brand image. However, they are facing challenges such as communication breakdowns, negative comments and low ratings.
- ✓ Companies are striving to overcome their challenges and using the feedback of consumers as an input to improve company's products and services, generally company image.
- ✓ Local companies are using other traditional forms of promotion channels most and they recently started using social media marketing in order to upgrade themselves, be competitive in global markets and make benefit out of this remarkable technology.

5.2. Suggestion

The research commenced by giving the background of the study and what motivated the researcher to conduct the study on the topic of social media and brand awareness. It is clear that how social media is slowly becoming an important marketing tool worldwide which offers companies' opportunity to engage with their markets and to learn about customers' needs, important segments and profile. It has also created a new communication platform for consumers to share their brand experiences, to comment and review products/services, to search for the best options available and so on.

Social media advanced information access and empowered consumers to take control of how they shop, refer products and services, and ultimately make decisions. The relationship between customers and business is changing and this effect will gradually continue to evolve in Ethiopia

as new media infuses the culture and society. Therefore, with the rate it is growing in Ethiopia there will be no escaping the social media after few years, either for individuals or for businesses.

The social media space also presents an arena for customer opinions, perceptions and customer feedback. Local businesses can reap a lot of user opinions for their products/services in order to find suggestions, core values and propositions that can satisfy the customers' needs. If local businesses do not integrate social media marketing as part of their marketing strategy, they might be overlooking a tremendous opportunity to connect with consumers locally as well as internationally. Therefore, local companies should consider using social media network to present their brands with enormous reach, endless communication possibilities and with a very limited promotion cost, to allow their products and services emerge into a world of peer--to--peer dialogue and therefore to grab the possible opportunities of exploiting the brand building potential through the richest and fastest communication form available.

Social media can be likened to a "double aged sword" which can cut both ways, that is, it can build and destroy brand reputation at the same time also. (Christine Adhiambo Odhiambo, 2012). Even though Social Media are becoming popular and effective marketing tools,

Social network sites can pose a threat as well as an opportunity to companies. Therefore, Social Media as a form of marketing will present a whole new phase challenges. It will require businesses to develop their marketing strategy with special care and a mechanism to minimize the challenges and to deal with negative comments the company may encounter. In addition to this, marketers should take advantage of social media platform by turning a prospective consumer into a volunteer marketing advocate or promoter through satisfied customers since the peer group online social network effect can potentially influence purchase decisions more than companies' effort to communicate its target customer because of its viral nature. Therefore, businesses will need to stay at the top of their game by listening to their potential and current customers' heartbeat, by properly doing the marketing effort, by clearly identifying target customer, formulating interesting and useful advertising content and by appearing in a suitable and appropriate social media based on the company's objective. If this is not properly done consumers will fight back because the tools to complain and damage the brand image are there and the world is waiting to listen.

Even though, it is widely reported that the effectiveness of traditional media and their use is sharply falling worldwide, social media alone cannot be effective in Ethiopia without augmenting it with other traditional media channels like radio, newspaper, and Television due to the lack of infrastructure and internet coverage, lack of knowledge on the subject matter, lack of device to access the media and other several factors. Therefore, local companies could achieve the best result by integrating social media marketing with its traditional marketing effort.

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APPENDIX

Wolkite University

College of business and economics

Department of marketing management

Questionnaires to be filled by consumers

Dear respondent,

The purpose of this questionnaire is to conduct a research on the topics "The role of Social Media Marketing as a marketing tool on Consumers Brand Awareness". For the partial fulfillment of degree in marketing management from Wolkite University. Since your response is important to this research, I kindly request you to respond each question genuinely and timely. And I would like to confirm you that the information you provide does not affect you in any case and will be kept in secrete.

Part one: Demographic questions

1. **Which category below includes your age?** *

☐ 18-24 ☐ 25-34 ☐ 35-44 ☐ 45-54

☐ 55- 64 ☐ 65 and older.

2. **Please specify your gender.** *

☐ Female ☐ Male

3. **Which of the following best describe your current employment status?** *

☐ Self employed ☐ Private employee ☐ Government employee

☐ Unemployed ☐ Retires ☐ Student

☐ House wife Other _____.

4. **What is the highest level of education you have completed?** *

☐

High school (10+2) ☐ Certificate ☐ Diploma ☐ Degree

☐ Master's degree ☐ Doctorate Other _____

Part two: About social media

5. Which of the following social networking sites do you currently have an account with? (Check all that apply)*

☐ Face book ☐ Twitter ☐ LinkedIn ☐ You Tube

☐ Google+ Other _____.

6. What is the level of trust or confidence you have on the selected social media Network? *

☐ Very high ☐ High ☐ Average ☐ Low ☐ Very low

7. Why do you use an online social network? Select all answers that apply. *

☐ To Keep in touch with family and friends.

☐ To meet new people and share my experiences about life.

☐ To make professional and business contacts (gaining leads, members, customers)

☐ To share photos, videos, music and play games.

☐ To find information and share feedback about brands and products.

☐ To promote a business or cause

☐ To search for jobs and other available opportunities

Others _____

8. How much time do you spend on Social Media networking sites (Per Day)? *

(I.e. Facebook, Twitter, Linked In, YouTube, Google Plus etc.)

☐ 0-3 Hrs. ☐ 4-9 Hrs. ☐ 10-15 Hrs. ☐ 16-24 Hrs.

9. Through what devices do you access social networking platforms?(Check all that apply)*

☐ Desktop computer ☐ Laptop computer ☐ Tablets (iPad, Galaxi tab...)

☐

Mobile phones ☐ Cyber café Other _____

Part three: About online Advertisement

10. Where do you go to as a preferred source for information about products/ services you want to buy? (Please select all that apply) *

□ Company's Website □ Newspapers □ Send a mail to the Company

□ Blogs and Forums □ Other Social Networks (Facebook, Twitter etc.)

□ I consult Google first □ I take a walk to the shop/market □ Other _____

11. While you are online, have you ever responded to online advertisements displayed on social network site?*

□ Yes □ No

12. How do you feel about online advertisements? *

□ Very annoying □ Somewhat annoying □ Very useful

□ Somewhat useful □ Interesting □ I Don't really pay attention to them.

13. Do you comment, like, retweet, share, download or replay to product advertised on social network sites? (Please respond Q11 if only your answer is 'Yes') *

□ Yes □ No □ I don't remember

14. Why do you like, retweet, share, download or replay to products advertised on Social networks? (Please select all that apply)

□ To show solidarity (unity)

□ To try and see if they can solve a challenge you have (customer satisfaction)

□ To be updated in latest news

□ To open communication line

□ I Don't Know

15. Have you ever paid attention for an advertisement that is twitted, shared or recommended to you by a friend or member of the social network? *

□ Yes □ No □ I don't remember

16. How often does the information you get from a friend about the product on various social-networking sites influence you to buy the product? *

□ Every time □ Sometimes □ Never

17. Which has more influence on your perception of people, product and places online?*

□ Online advertisements □ Company/brand social pages

□ Recommendation of others (forums, status updates, tweets)

□ Company websites □ they all don't matter

18. Have you ever taken any action based on an online advertisement on a social network? (If your response is 'No' please disregard question 19) *

□ Yes □ No

19. What actions, if any, have you taken? (Please select all that apply)

□ Buy the product □ Attend the event □ Visit websites

□ Play the game/contest □ Visit the store □ Download games or applications □ Request more information □ other _____

20. How often do you purchased a product or service based on an advertisement on a social networking sites? *

□ Always □ Sometimes □ Never

Interview questions

Section 1

1. What is your position or title in the business and how long you have been working here?

2. What type of products and services does your company sell?

3. Does your company have social media account to promote its business?

4. How many people are connected to your company on Social media?

5. What is your customer's profile, i.e. demographics, geographical location etc.

Section 2

1. What are the major forms of advertising or promotion tools that your company use?

2. Since you have a website, do you use social media for marketing brand awareness?

3. How long have you been using social media to create brand awareness?

4. What are the benefits you get by using social media for advertising your company's brand and products?

5. What challenges does your company face in using social media?

6. Have you ever encountered a negative comment(s) online about your company or products? If so, how did you deal with the situation?

7. What other ways have you used to minimize the impact of these challenges?

8. Do you use any other forms of advertising apart from online advertising such as TV, Brochure etc?

9. Do you find these advertising channels to be effective? If yes, please explain how?

10. If you are asked to rate the effectiveness of other marketing channels that you use in comparison to social media networks, would you say that they are more effective or less effective?

11. How do you incorporate the different kinds of marketing channels into your marketing plan?