



ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDENTS

DEPARTMENT OF MARKETING MANAGEMENT

***THE IMPACT OF DIGITAL MARKETING ON BRAND
AWARENESS AND BRAND LOYALTY: THE CASE OF
AWASH WINE S.C.***

BY: AKLISIYA MITIKU

(SGS/0465/2012A)

July, 2021

ADDIS ABABA, ETHIOPIA

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**THIS THESIS IS SUBMITTED TO ST. MARY'S UNIVERSITY,
SCHOOL OF GRADUATE STUDIES IN PARTIAL
FULFILMENT OF THE REQUIREMENTS FOR THE DEGREE
OF MASTER OF ARTS IN MARKETING MANAGEMENT.**

July, 2021

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This is to certify that the thesis is prepared by Aklisiya Mitiku Mengiste, entitle as “*The impact of digital marketing on brand awareness and brand loyalty: the case of Awash wine s.c.,*” in partial fulfillment of the requirements for the award of the degree of Master of Arts in Marketing Management.

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DECLARATION

I, the author of this thesis, have written the thesis entitled “*The impact of digital marketing on brand awareness and brand loyalty: the case of awash wine s.c.*” to be submitted to St. Mary’s University as a partial fulfillment of the Master of Arts in Marketing Management. I declare that it is my original work prepared under a close supervision of my advisor Asfaw Yilma (PhD). All sources of materials used for this thesis have been duly acknowledged and I confirm that this thesis has not been previously submitted either partially or fully to any higher learning institute.

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July, 2021

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ENDORSEMENT

This thesis titled as “*The impact of digital marketing on brand awareness and brand loyalty: the case of awash wine s.c.*” prepared with my supervision by the graduating student Aklisiya Mitiku is submitted to St. Mary’s University, School of Graduate Studies for examination by my approval as a university advisor.

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June, 2021

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ACKNOWLEDGEMENT

Putting my utmost gratitude for God in giving me the patience and capacity to finish my MA class, I would also like to thank my family, friends, colleagues, and classmates for their massive support in my two years journey of pursuing my MA along with my career. This would not have come true had it not been with the support of all the amazing people around me.

I would also like to express my sincere gratitude to my advisor Asfaw Yilma (PhD) for his great advises and guidance in preparing this thesis with his Swift reply. His guides and all his comments on my paper have not only helped me to finish this of my thesis but also it was a lifetime educational lessons I learned from his comments.

All the customers of Awash wine who have participated in my questionnaire and the staffs of Awash wine sc. who have helped me in collecting the secondary data also deserve my special appreciation and great respect. Their professionalism in engaging with me and cooperation was what have totally made my paper come true.

ACRONYMS / ABBREVIATIONS

BA	Brand Awareness
BL	Brand loyalty
TTL	Through the line advertisement
ATL	Above the line advertisement
BTL	Below the line advertisement
ROI	Return on investment
FMCG	Fast moving consumer goods.

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ABSTRACT

This research work examines the impact of digital marketing on Brand awareness and Brand Loyalty on the case of Awash wine. The paper considers for evaluation the company's marketing team and consumers of Awash wine. The importance of this topic lays on the factual assumption that Brand awareness and Brand visibility on the alcoholic beverage industry in Ethiopia lies on the level of visibility of the Brand on Digital marketing platforms. But in this fast-moving business Awash wine needs to focus on sustaining the brand growth of its products. This study applied quantitative research approach. Primary data were gathered through questionnaire were gathered through and supplemented by secondary data source. Data were gathered from 217 consumers of Awash wine and 23 employees of Awash wine. Data were processed via SPSS and analyzed through descriptive and informant statistics. Determining factors such as knowledge of the respondents about social media, Branding, Brand awareness, Digital marketing, and knowledge about the awash wine products were all taken into consideration on the questionnaire and adequate responses were given that have been analyzed on SPSS version 20. As per the findings, all the three affecting factors which are Pay per click, advertisement, and social media Advertisement, have been shown to have a positive influence on Brand awareness and Brand loyalty. And on overall conclusion the research shows the relationship between Brand awareness/Brand loyalty and having a digital activity online have positive relationship. In case of Awash wine being active on Digital marketing makes the brands noticeable at the same time the digital marketing helps the company to have loyal consumers.

Key Words: *Brand awareness, Brand loyalty, Brand visibility, Digital marketing, social media, Pay per click and E-commerce.*

CHAPTER ONE

1. INTRODUCTION

1.1. Background of the Study

As per the marketing definition, brand is an identifying symbol, mark, logo, name, word, and/or sentence that companies use to distinguish their product from others. A combination of one or more of those elements can be utilized to create a brand identity. Brand Visibility can be defined as the frequency at which people see a brand in search results, on social media, email marketing and other online marketing channels. Brand visibility is about engaging in active online marketing to help draw attention of customers to a brand. While digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands (Michael R. Solomon, 1998, p. 31).

In this complex and dynamic business environment, organization's survival is highly determined by its ability to attract and retain customers. Ramakrishnan (2006) defines digital advertisement and marketing as the marketing goal of preventing customers from going to the competitor.

In Ethiopia, the wine industry falls under the category of slow growing sectors. This can be witnessed by the availability of few new entrants that are joining the market. Currently, the powerful companies of Ethiopia have given special emphasis to the sector by which they are developing new wine brands. Moreover, the target consumers of Wine fell to the target consumers of Beer and other alcoholic drinks Batt and Dean (2000).

Marketing refers to activities a company undertakes to promote the buying or selling of a product or service. Marketing includes advertising, selling, and delivering products to consumers or other businesses. Some marketing is done by affiliates on behalf of a company.

Brand visibility is one of the two dimensions from brand perception, an associative memory model (Will Kenton ,2020).

In Ethiopian Context brand visibility is main point to have great sales on the product sales and revenue generation. The modern advertisement techniques of the countries techniques on the beverage industry includes digital marketing (Which include social media and digital platforms), Trade activations, TV, and Radio advertisements, print advertisement and others that can increase Brand visibility in the market.

It is against this background that, this research seeks to determine the effect of digital marketing on Brand visibility: in perspective of Awash winery, Addis Ababa, Ethiopia. As wine consumption is growing in importance in Ethiopia, especially in the capital city, Addis Ababa, knowledge of consumers is pivotal. The focus of this study is to find out if there are any positive and significant impact of digital marketing on brand visibility wine consumers buying decision in perspective of Awash winery.

1.2. Background of the organization

Ethiopia is now growing its own grapes and producing its own signature wine. Due to the proximity to the equator, it is even possible to make two harvests per year.

Currently, there are two wineries in the country, which are Castel winery and Awash wine with a combined production of almost 24 million bottles of wine per year. (2021 Data)

Awash winery is by far the oldest winery in Ethiopia. In 1936 a Greek family started the first winery in Ethiopia in Addis Ababa at Lideta, followed by an Italian family who established their winery at Mekanisa. The two ventures were nationalized in 1974 and regrouped as one entity that was named Awash Wine. Since then, Awash Wine has grown to be a household name and one of Ethiopia's most loved brands – a market leader that is interwoven with the cultural fabric of the society.

In September 2013, 8 Miles LLP, a private equity fund, became the new majority owner of Awash Wine Share Company. Since then, significant investments have been made to upgrade facilities, further improve product quality, and diversify its portfolio of products. Today, Awash Wine leads the Ethiopian wine market, constantly growing and with a vision for further expansion. Currently Awash Wine has four sites – two wineries and a Distribution Centre in Addis Ababa and a 517-ha farm with a 225-ha vineyard located in the Oromia region, Arsi Zone,

Merti Wereda. Awash is the leading wine company in Ethiopia with strong local brands which are intimately connected to Ethiopia's heritage.

Awash wine has six known brands which have different production content this Brands are so called Awash Tekeshino Dry white wine, Gouder Dry red wine, Axumit mid sweet red wine, Gebeta Wine (White and Red), Kemila Wine (Rose and White) and Dankira Wine cocktail.

The Mission of the company is to take pride in creating wines that people love and enjoy memorable togetherness.

The vision of the company is to be a recognized African company for quality wines and wine-based beverages in 2030.

The value of the company are passion, Unity, Entrepreneurship and Trust.

1.3. Statement of the Problem

Digital marketing refers to advertising delivered through digital channels such as search engines, websites, social media, email, and mobile apps. Using these online media channels, digital marketing is the method by which companies endorse goods, services, and brands. Consumers heavily rely on digital means to research products (Keller & Kotler 2006). (French,-2003) indicates that Digital marketing, online marketing, internet advertising, marketing a company online is a big deal these days. After all, internet usage has more than doubled over the past decade and this shift has massively affected how people purchase products and interacts with businesses. Given the importance of cost saving consumers evaluate and compare price during the process of food purchasing (Nevin & Suzan Seren, 2010).

Interestingly, some authors challenge this view and argue that basically, digital marketing refers to any online marketing efforts or assets. Email marketing, pay-per-click advertising, social media marketing and even blogging are all great examples of digital marketing—they help introduce people to once company and convince them to buy (Dodds, Monroe, & Grewal, 1991; Kerin, Jain, & Howard, 1992). That is because digital marketing has so many options and strategies associated with it, a company can get creative and experiment with a variety of marketing tactics on a budget. With digital marketing, you can also use tools like analytics

dashboards to monitor the success and ROI of your campaigns more than you could with a traditional promotional content such as a billboard or print ad. Figuié and Moustier (2009) find that the best digital marketers have a clear picture of how each digital marketing campaign supports their overarching goals. And depending on the goals of their marketing strategy, marketers can support a larger campaign through the free and paid channels at their disposal. The central place theory (Craig, Ghosh, & McLafferty, 1984) posits that retail stores at central locations may attract consumers from long distances. Alongside location, results of an India study (Jabir et al., 2010) show that food consumers prefer supermarkets which have longer opening hours, sufficient parking, product availability and accessibility.

Promotion is a marketing activity that retailers use to bring traffic into stores and generate sales by communicating current offerings to targeted consumers (Dunne et al., 2010, p. 392). Specifically, promotion can increase sales through sales switched from other stores and increase in consumption from existing consumers (Ailawadi, Harlam, Cesar, & Trounce, 2006). Spinks and Bose (2002), in a study of seafood purchasing in New Zealand, find that consumer decision is influenced by product characteristics of nutrition, taste, health benefit and ease of preparation. Moreover, inconsistency of findings has also observed in the previous research. For instance, some authors claim that Digital marketing is an important factor that shapes consumers choice of a particular product; whereas others such as (Ailawadi, Harlam, Cesar & Trounce, 2006) view Digital marketing by relating with product quality and argue that it has a negative relationship with buying decision as low visibility on digital marketing indicates poor quality.

Contextually, the research tries to provide information concerning.

- *Gap 1: whether Digital marketing affect consumers' knowledge of a Brand in the case of Awash wine products.*
- *Gap 2: Exploring important Digital marketing elements and look which once are mostly used in Awash wine Digital marketing.*
- *Gap 3: The degree of influence of social media on brand loyalty in Ethiopian beverage industry, specifically wine drinks,*

This study will take place to fill these gaps.

More importantly, there is no research done on effect of Digital marketing on brand visibility of wine products in Ethiopia. This study, therefore, seeks to empirically reveal impact of Digital marketing and to examine their effect on the brand visibility in the case of awash wine S.C products.

1.4. Objectives of the Study

1.4.1. General Objectives

The importance of Digital marketing is growing rapidly in competitive markets, it is crucial for marketers to explore Digital marketing impact in details, to gain a better understanding of how Digital marketing influence Brand visibility. The main objective of this study was to examine the effect of digital marketing on brand awareness, brand Loyalty and brand visibility in the case of Awash wine SC.

1.4.2. Specific Objectives

However, the specific objectives are as follows: To analyze the influence of Digital marketing on consumers Brand awareness and Brand loyalty of Awash wine in Ethiopia.

- ❖ To test the effect of visibility on advertisement on brand awareness and brand loyalty in the case of Awash wine SC.
- ❖ To determine the effect of social media marketing on brand awareness and brand loyalty in the case of Awash wine SC.
- ❖ To examine the effect of pay per click on brand awareness and brand loyalty on customer loyalty in Awash wine SC.

1.5. Significance of the Study

The research provides Awash Wine S.C with new and updated information because review of the literature shows the previous research done globally on digital marketing was scattered, which included limited information about the effect of these Digital marketing which are visibility on advertisement, e-commerce and social media on Brand visibility and there is no research done on this issue in Ethiopian context. In the past, research have been made on narrowed and common factors that affect Brand visibility, but in this study the researcher will determine how the above factors affect wine consumers brand visibility and tells How digital marketing affects the brand

visibility of the wine industry in Ethiopia. Therefore, this research help marketers to consider findings that are discovered in this research and implement in their plan in creating and selecting the appropriate Digital marketing for their Brand visibility and Brand Awareness creation and allow companies to be different from each other and to have more priorities among competitors. Furthermore, this research can serve as steppingstone for other researchers who will explore similar areas in the future.

1.6. Scope and Limitation of the study

In this research, data were gathered about Digital marketing influence on Brand Awareness/visibility and Brand loyalty in perspective of awash wine S.C in detail from the marketing department employees and consumers of awash wine in Addis Ababa city. This research fills the gap by encompassing all the possible and generally accepted influence of Digital marketing in the Brand visibility, Brand loyalty and Brand awareness. This, therefore, is a comprehensive report, which determines also that how change in Digital marketing elements change consumer buying pattern and their preference bolding the Brand visibility, so that the results could be made useful. The research is quantitative, and the researcher uses descriptive and explanatory research design. The primary data has collected using a combination of convenience and purposive sampling techniques.

1.7. Organization of the Study

This thesis encompasses five chapters that are arranged to guide readers from the introduction into the main contents. The first chapter contains the introduction part starting with a briefed background of the study, a clearly stated problem, well-articulated research questions, defined main and specific objectives, detailed significances expressed, scope and limitations of the study mentioned.

The second chapter comprises literate reviews related to the topic (both theoretical and empirical), and definitions of terms to give a good understanding of brand loyalty and brand awareness. The third chapter was about the methodologies on how the research is done, which include the research approaches, design, sampling frames, techniques and size, data collection methods and analysis methods.

Fourth chapter present analyze and interpret the collected data and discusses the major findings. At the end, the fifth chapter contains the summary, conclusion, and the research finding recommendations.

CHAPTER TWO:

2. REVIEW OF LITERATURE

2.1. Theoretical Reviews

2.1.1. Digital marketing

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only email, social media, and web-based advertising, but also text and multimedia messages as a marketing channel. Any marketing that uses electronic devices to convey promotional messaging and measure its impact. In practice, digital marketing typically refers to marketing campaigns that appear on a computer, phone, tablet, or other device. It can take many forms, including online video, display ads, and social media posts. Digital marketing is often compared to “traditional marketing” such as magazine ads, billboards, and direct mail. Oddly, television is usually lumped in with traditional marketing (Keller & Kotler, 2006).

2.1.1.1. Social media marketing

It is known that 2.3 billion people use social media in the World, making it a valuable digital marketing component. Social media allows a company to connect with current and potential customers and develop relationships with them. If they have questions about a products and services, they can connect and ask the provider directly on social media. In addition, social media listening allows a company to uncover key trends and insights into consumers’ thoughts and opinions related to a brand, industry, products, services, and even competitors. The companies can use this information for other strategies Underwood (2001); Garber (2000); Goldberg (1999); Schoormans (1997)

2.1.1.2. Search engine optimization (SEO)

The foundation for successful digital marketing, search engine optimization (SEO) refers to several strategies designed to boost rankings in online search results. When a website ranks at the top of search engine results pages (SERPs), more qualified leads will find and contact you when

searching for products or services related to your business. In other words, higher search rankings translate into more leads, phone calls, and revenue for your company (Hawkins et al., 2001).

2.1.1.3. Pay-per-click (PPC) advertising.

Pay-per-click (PPC) advertising is a strategy for maintaining a presence in search results while establishing organic rankings with SEO. To boost your rankings quickly, PPC can start driving qualified leads to the companies site the minute the ads go live, and it is an affordable option for a business in most industries. One of the best parts of PPC advertising is that payment is done when people click the ads. With PPC, you can target people based on demographics, location, and even the type of device they use. These targeting options, coupled with the budget-friendliness of PPC, make PPC a valuable component of successful digital marketing Aaker, (1991) Pages 51.

2.1.2. Brand Awareness

Brand awareness is the first and prerequisite dimension of the entire brand knowledge system in consumers' minds, reflecting their ability to identify the brand under different conditions: the likelihood that a brand name will come to mind and the ease with which it does so (Keller, 1993). Brand awareness refers to the ability of a potential customer to recognize the brand while categorizing the brand to a specific class (Aaker, 1991). It is believed that brand awareness is one of the main subjects to pay attention to in brand equity.

Consumer awareness of the brand refers to the ability to recall, recognize the brand in various situation and link to the brand name, logo, jingles and so on to certain associations in memory (Aaker, 1991). As mentioned by Keller (1998), brand awareness can be enhanced through repeat exposure to the brand. In order to achieve brand awareness, two tasks are to be accomplished, namely increasing brand name identity and associating it with the product class. Advertising and celebrity endorsement could be some useful tools for raising brand awareness, (Tsai et al., 2007).

2.1.3. Brand loyalty

Brand loyalty is believed to be one of the main components of brand equity. Brand loyalty shows customer preferences to purchase a particular brand; customers believe that the brand offers the enjoyable features, images, or standard of quality at the right price.

Agreeing to Oliver (1997), brand loyalty is a held commitment to repurchase or support a preferred product continually, despite other brands.

Today marketers are seeking information on how to build brand loyalty. The increased profits from loyalty come from reduced marketing costs, increased sales and reduced operational costs. Further, loyal customers provide strong word -of-mouth, create business referrals, provide references and serve on advisory boards (Bowen and Chen 2001). Hence, customer loyalty has a powerful impact on firm's performance and is considered by many companies an important source of competitive advantage (Lam et al. 2004).

According to Aaker (1991), consumers tend to continue to purchase the same brand despite the demonstrated benefits (including better features, lower price or convenience) by competitors' products. Aaker (1991, p.39) claimed that brand loyalty is the measure of an attachment a customer has for a brand. The four brand loyalties according to Aaker (1991) are:

- i. Switchers: - they do not look at the brand name and they tend to purchase brand in the sales and they are no loyalty to any brand.
- ii. Habitual buyers: - These are the customers who purchase a brand out of the habitude and do not see a need to change a brand. However, these buyers may change a brand if they face some troubles. The buyer would relatively purchase another brand instead of solving additional problems stopping from purchasing a regular brand.
- iii. Satisfied buyers: - These customers are satisfied clients who tend to switch to another brand due to thresholds risen (i.e., distance, additional costs, time consumption, etc.). In order to retain clients and attract new buyers' marketers are encouraged to create strategy based on increasing perceived quality.
- iv. Committed buyers: - The most loyal customers are committed buyers. The brand plays important role in their lives, and they do not raise question about switching the brand Committed buyers purchase the brand due to ties closely related between brand and personal values.

2.1.3.1. Creating a Brand Loyalty

Promoting brand visibility online requires having a web domain or a web location where customers can find brand, get information about a brand, and initiate a transaction. The first item in a communication plan should be to create a brand identity. The brand identity of an organization is elements of the company that enables it to assume a personality of its own and gives it the legal status of a corporate citizen. The brand identity of a company is the corporate image it wants to be identified with by its customers. A company brand identity is how that business entity wants to be seen by customers of the brand. Some of the visible elements of the brand, consist of the company name, logo, tone, tagline, typography, and they are all creation of the business to represent the set value the company is trying to bring to the market and appeal to its customers. Once a company have created a brand, it is time to start creating brand visibility and spreading the word of the

brand through promotions and advertisement using various available channels. The reputation of a company is associated with its brand identity, just the same way the integrity of an individual is associated with their reputation. People like to do business with companies they can identify and have a name, registered office address, and good reputation. Customers also use these criteria and others in rating businesses. Other considerations such as timely service delivery, good refund policy, courteous customer relation and 24/7 customer service, and open communication channels such as phone, website, live chat, email, Skype, and social media.

TABLE 2.2. SUMMARY OF EMPIRICAL REVIEW

2.2. Empirical Reviews

Researchers	Variable of research	Result of research
Kumar et al (2007)	Digital marketing and Brand visibility shows a general positive relationship between Digital marketing and Brand visibility.	found that a 10% increase in Sales (ROI) leads to a 7% increase in Visibility on social media.
Isabel Buila, Leslie de Chernatony, Eva Martínez (2003)	Relationship between Digital marketing and Brand visibility	showed that perceptions of Being digitally visible have a direct linear relationship with Brand visibility even in same product line with low product availability in the market.
Leeds (1992)	Examined as a prime consideration in choosing a products people believe on their appearance on digital.	claimed that approximately 40 percent of customers switched products because of what they considered to be not visible on the social media. Leeds further argued that nearly three-quarters of the a given product customers mentioned that a product with low appearance on social medias,
Farbod Souril (2017)	Investigate the Relationship Between Brand Equity, Brand Loyalty and Customer Satisfaction	The results of the analysis showing the existence of a significant and positive relationship of brand equity on customer satisfaction and loyalty.
Samuel H. (2017)	The Effect of Brand Image on Customer Satisfaction and Loyalty	The results showed that brand image benefits and customer satisfaction are positively correlated, and customer satisfaction and customer loyalty are also significantly affected by brand image
Hanna K. (2016)	The effect of brand equity on consumer purchase intention.	The study finding indicates there is positive significance relationship between Brand awareness, brand association, perceived quality, and brand loyalty with purchase intention.
Agyei& Kilika (2014)	Relationship between corporate image and customer loyalty in the digital marketing in in Kenya	The result of the analysis showing that brand image significantly forecast customer loyalty.

Latwal & Sharm (2012)	The Effect of Brand Equity on Purchase Intention:	The finding reveals there is direct causal relationship between that brand equity dimensions and purchase intention.
Sven Kuenzel, and Sue Halliday, (2008)	Investigating antecedents and consequences of brand identification	The result shows that prestige, satisfaction, communication effect brand identification. The study identification results in word of mouth about the brand and intentions repurchase the brand. Furthermore, it was found. that brand identification fully mediates the influences of prestige, satisfaction, and communication on word of mouth and brand repurchase.
Cohen et al. (2006)	Examined several factors that influence Brand“ decisions to stay with or leave their banks in New Zealand.	The results of the study suggested that the most important factors for Brand visibility is where customer satisfaction, followed by the corporate image, and switching barriers and Now a days the digital visibility of a product.

Researchers	Source
Kumar et al (2007)	Effect of social media marketing activities on Brand awareness, Brand image and Brand loyalty
Isabel Buil a, Leslie de Chernatony , Eva Martínez (2003)	Examining the role of advertising and sales promotions in brand equity creation
Leeds (1992)	Mystery Shopping' Offers Clues to Quality Service.
Farbod Sourì. (2017)	International journal of scientific & technology research volume 6, issue 06, june 2017
Samuel H. (2017)	The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK
Hanna K. (2016)	The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty January 2016.
Agyei& Kilika (2014)	Relationship between Corporate Image and Customer Loyalty in the Mobile Telecommunication Market in Kenya relationship between corporate image and customer loyalty 300
Latwal & Sharm (2012)	The Effect of Brand Equity on Purchase Intention: An Empirical Investigation with Special Reference to Car Owner in West Delhi. BVIMR

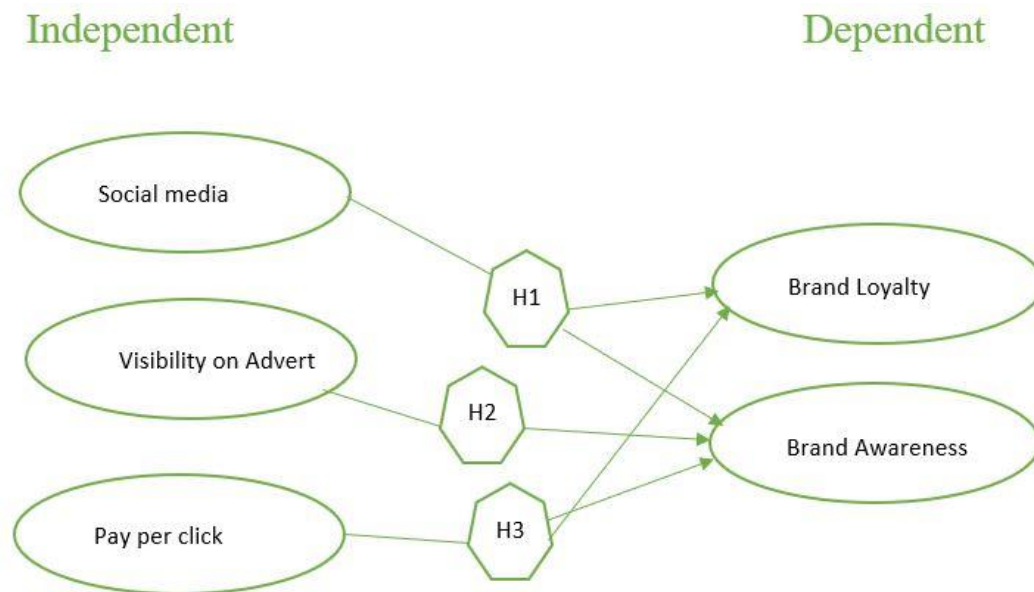
	Management Edge (Bi- Annual journal of BVIMR)
Sven Kuenzel, and Sue Halliday, (2008)	The chain of effects from reputation and brand personality congruence to brand loyalty: The role of brand identification
Cohen et al. (2006)	Customer Satisfaction: A Study of Bank Customer Retention in New Zealand. Commerce Division, Lincoln University, Canterbury.

2.3. Conceptual Framework

This research is primarily an explanatory research because it aimed at examining the relationship between Brand visibility as a dependent variable and Digital marketing as independent variables. The finding of this research explains the relation of the independent variable with the dependent variable that makes the research type causal.

However, it has also some features of descriptive research in the sense that it views how customers express their sentiment regarding Awash wine sc. using the dimensions provided. The associations between the dependent variable and independent variables will be analyzed individually with the applications of SPSS software. Our Dependent variable is Brand Awareness and Brand Loyalty while the independent is Digital marketing (see fig.1 below).

FIGURE 2.3.: CONCEPTUAL FRAMEWORK OF THE STUDY



Source: own Designed (2021)

2.4. Hypothesis of the study

The study basically studies the factors affecting Brand loyalty and Brand awareness with the digital marketing. Given that Digital marketing has different types, the paper also study the main digital marketing platforms which are e-commerce, Social media marketing and Advertisement and there effect of brand loyalty and brand awareness in the case of awash wine. Below hypothesis are what have been put:

- *H1. There is significant effect of social media marketing activities on brand Loyalty and Brand awareness.*
- *H2. There is positive effect of visibility on Advertisement on brand visibility/Brand Awareness.*
- *H3. There is a significant effect of pay per click on Brand Loyalty and brand awareness.*

CHAPTER THREE:

3. RESEARCH METHODOLOGY

3.1. Research Area

Addis Ababa is the capital and largest city of Ethiopia, the country's commercial, manufacturing, and cultural center. It is situated in central Ethiopia at an elevation of about 2440 m. The city is populated by individuals from various districts of Ethiopia. Addis Ababa is the capital city of Ethiopia, and it has 10 sub cities. According to the Central Statistical Authority (CSA) the population of Addis Ababa in 2020 estimated as 12 million. Since the population of the study is infinite the detailed description of population of consumer city region picked from respective area. The study area is strategic since the city is hallowed with different types of beverage industries with large number of consumers hence it is simple to collect data as due to large number of people consume different wine brands in this city.

In Ethiopia, wine is a catalyst for holiday and celebration part of peoples' lives. Peoples especially during holiday's celebrations and recreations they buy and consumed. According to the Central Statistical Authority (CSA) of 2019 reports, wine in Ethiopia are produced 5 million hectoliters of wine per year. There are hard facts indicating that wine market in Ethiopia has been growing and the demand for it is rising. Consumption of these wines are also said to be largely urban.

The study was conducted on consumers of Awash wine S.C located in Addis Ababa in connection with the effect of Digital marketing on Brand awareness and to explore whether Digital marketing tools affects the Brand loyalty.

3.2. Research Approach

There are specific questions that the researcher wants to address which include predictions about possible impact of Digital marketing on Awash wine. As objectivity is reflected here, quantitative research approach was employed. It involves collecting and converting data into numerical form so that statistical calculations can be made, and conclusions drawn.

Data is collected by various means following a strict procedure and prepared for statistical analysis. A quantitative approach is a means for testing objective theories by examining the relationship among variables. These variables, in turn, can be measured, typically on instruments, so that numbered data can be analyzed using statistical procedures (Creswell, 2008). Collecting and analyzing of data using quantitative approach requires an understanding of the relationships among impact of Digital marketing on the Brand Awareness and Loyalty growth of a product. The assumptions that generalize to the population from a selected sample. (Trochim, 2006)

3.3. Research Design

Research design is a logical and systematic plan prepared for directing research study. It deals with issues as techniques for data collocation, sampling technique as well as time and cost constrain. (Kothari, 2001). According to Bryman and Bell (2007), a research design provides a framework for the collection and analysis of data. A choice of research design reflects decisions about the priority being given to a range of dimensions of the research process.

In this study the researcher used explanatory research design to enable the researcher accomplishes the objectives of the study. The main aim of explanatory research is to identify any causal links between the factors or variables that pertain to the research problem.

3.4. Data Type and Source

3.4.1. Primary data

Primary data is original research that is obtained through first-hand investigation, and it includes information collected from interviews, experiments, surveys, questionnaires, focus groups and measurements (Sakaran, 2003).

This information was received directly from the respondent based on the researcher needs. Primary data have been collected from selected respondent by using questionnaire.

3.4.2. Secondary Data:

Since secondary data is also as important as the primary data, the researcher has collected essential data from secondary sources. The Company's data about the Digital marketing trend, Impact etc. were taken from the Company's annual report. Other secondary sources of data also

include books, research papers (both published and non-published), internet sources, and articles from different magazines have taken.

3.5. Sample Size Determination

The researcher has adopted convenience sampling of non-probability technique for the study. Convenient Sampling refers to researching subjects of a population that are easily accessible to the researcher and it is affordable, easy, and the subjects are readily available (Sakaran, 2003). This was because of the financial constraints hence under the circumstance the convenience otherwise known as the sampling random will be used to gather the respondents. In this case consumers who were available and were also willing to participate were each given a questionnaire to complete. The researcher was provided the needed assistance to the respondents in the completion of the questionnaires. These were in the form of explaining the study.

3.6. Data Collection Methodology

The researcher considered several data collection methods and finally the researcher chose structured questionnaires. This was because questionnaires have the tendency to cover a wider area within a short time. Moreover, it is preferred in studies which adopt the quantitative research design approach. And this study is not an exception.

The researcher used self-administrated survey on the target respondents and data were collected using google form as the time of the data collection was on the COVID preservation. At the target locations which was Addis Ababa, the target respondents were approached, and the researcher asked if they would like to participate in the survey or not and if they would, the questionnaire have been given to them with a clear explanation on how to complete it.

3.7. Data collection procedure

The data in this report was collected by both primary and secondary data collection procedure to be able to compare empirical findings of primary research with existing knowledge in the form of a theoretical framework built on secondary research.

- **Questionnaire**, a structured form, consists of a formalized set of questions designed to collect information on some subject or subjects from one or more respondents. In other

words, a data collection technique wherein the respondents are asked to give answers to the series of questions about a pertinent topic.

- **Secondary data** was collected from relevant books, articles, journals, and other relevant materials which will help to assist the research.

3.8. Sampling Methods

Since the population of the study was infinite, the researcher were applied infinite statistical formula in the sampling size estimation. The sample size was determined by using the following formula as presented below:

$$n = z^2 P \frac{(1-P)}{e^2}$$

Where: n = required sample size

Z= Degree of confidence (i.e., 1.96)²

P = Probability of positive response

e = Tolerable error (0.05)²

In the study area from awash wine consumers tin Addis Ababa for the data collection. Therefore, the sample size determined as follows:

$$n = (1.96)^2 \left(\frac{8}{10}\right) \frac{\left(1-\frac{8}{10}\right)}{(0.05)^2}$$

$$n = 3.8416 \times 0.08(80)$$

$$n = 246$$

In the sampling size determination 246 respondents were expected to take and answer the questionnaire. These comprised of 221 customers and 25 Employees of Awash wine. But we have 240 respondents. 217 customers and 23 Employees of awash wine have participated on this research.

3.9. Data Collection procedures

After developing the research questionnaire, the researcher has done a pilot test. By randomly selecting Marketing department employees were randomly selected to complete the questionnaire and suggest if they found a problem in filling the questionnaire. They completed the questionnaire and forwarded their comments, which was used as a feedback to correct some errors. Finally, the Questionnaires were distributed to the consumers of Awash wine. Then with the help of Awash wine staffs, the questionnaires were filled by the respective customers of each location in Addis Ababa which were available at the spot and collected subsequently.

3.10. Data Processing and Presentation

Considering the large population of the study, convenience and purposive nonprobability sampling techniques were used to collect data in view of time and cost constraints, and the study demands respondents to have knowledge of the subject under study. Convenience sampling has enabled the distribution and handling of the survey questionnaires effective and convenient to easily distribute for the customers located within Addis Ababa. The main reason to use judgmental sampling was, because the researcher believes that it is possible to obtain a representative sample by using a sound judgment, which results in saving time and money, the subject under study needs the respondents to have knowledge of the study area and to distribute the questionnaires by asking them whether they are a customer of the company under the scope of the study area. In this case the researcher identifies the customers from non-customers by questioning them before the distribution of the questionnaire. Thus, to do so purposive sampling technique was most appropriate. Moreover, it was easy and enables the researcher to judge the respondents know how regarding the study area and distribute questionnaires accordingly. Generally, as the study is quantitative it was convincing to use convenience sampling technique; and as the subject under study needs the respondents to have knowledge of the study area it requires the researcher's judgment so that judgmental sampling was utilized.

3.11. Methods of Data Analysis

After the required data is collected, the research has conducted a three-tiered analysis basis using statistical package for Social Science (SPSS) version 20. In the first tier of analysis, descriptive statistics such as proportions were used to summarize categorical variables, mostly the

demographical data. Then on the second tier of analysis, the relationship between each independent variable. Finally, after all independent variables identified too significantly.

Associate with retention using the above method, their collective impact on retention has analyzed using binary logistic regression. All exposure variables (independent variables) have associated with the dependent variable (retention) to determine which ones had significant association. Odds Ratio (OR) and 95% Confidence Interval (CI) were used to estimate the strength of association between independent variables and the dependent variable. The threshold for statistical significance was set at $p = 0.05$.

3.12. Reliability and Validity of data collection instruments

3.12.1. Validity

Validity was concerned with whether the findings are really about what appear to be (Saunders et. al; 2003), validity defined as the extent to which data collection methods accurately measures what they were intended to measure Saunder, et. al,(2003). The researcher was carried out a pre-test and did some revision before setting out the questionnaire. Therefore, the questionnaire as a measuring tool used in this study meet the requirement of content validity.

3.12.2. Reliability

According to Saunder et al (2003), reliability refers to the degree to which data collection method will yield consistent findings, similar observations would be made, or conclusions reached by other researchers or there is transparency in how sense was made from source. The purpose of reliability is to examine the level of non-error in measurement, which means to examine the consistency of measurement.

This study was adopted Cronbach's alpha test, or the reliability coefficient have been used to measure the internal consistency between the multiple measurements of a variable in a questionnaire. According to Hair et al. 2006 (p.137), this test is the most widely used to assess the consistency of the entire scale. Cronbach's alpha ranges in value from 0 to 1 and used to describe the reliability of factors extract from questionnaires.

According to Gliem and Gliem (2003), the closer Cronbach's alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale. The following rules of thumb indicated acceptable of Cronbach's alpha coefficient: " $\alpha > .9$ – Excellent, $\alpha > .8$ – Good, $\alpha > .7$ – Acceptable, $\alpha > .6$ – Questionable, $\alpha > .5$ – Poor and $\alpha < .5$ – Unacceptable" In this paper, the authors were applied Cronbach's alpha test to measure the internal consistency of questionnaires to test its reliability.

3.13. Ethical Consideration

This section considers ethical issues that need special attention while conducting the research.

- Voluntary participation of respondents in the research is guaranteed.
- Respondents will participate based on informed consent.
- The use of offensive, discriminatory, or other unacceptable language needs to be avoided in the formulation of Questionnaire.
- Privacy and anonymity of respondents is of a paramount importance.
- Adequate level of confidentiality of the research data should be ensured.
- The research is independent and impartial.

CHAPTER FOUR

4. DATA ANALYSIS PRESENTATION AND INTERPRETATION

4.1. Introduction

In this chapter, analysis of data and research findings have been interpreted in relation to the objectives of the study and with respect to the research questions developed to guide the study. Questionnaire link were sent to 246 respondents selected by convenience sampling of non-probability technique. From these only 240 were properly filled. Thus, the analysis is based on the valid 240 questionnaires response from customers.

The data collected through questionnaire, were analyzed through descriptive statistics, correlation, and regression analyze techniques. Demographic characteristics of respondents are summarized by using frequencies and percentages for all variables including age, sex, and educational attainment.

4.2. Empirical Description of the Study

After the collection of the questionnaires from the respondents, the researcher explored the impact of Digital marketing on the Brand visibility/ Awareness of Awash wine products.

The researcher used the three dimensions of Digital marketing; (Advertisement, social media, and e-commerce), which were directed to measuring the impact of Digital marketing on Awash wine products brand Awareness and brand loyalty.

There was also a demographic part that provides general information about respondents on age, gender, marital status, and occupation. And their knowledge about digital marketing and brand visibility is good. This was to enable the researcher to get a better understanding of the type respondents and relate to customer buying behavior.

4.2.1. Demographic Profile of survey respondents

The demographic data of the wine consumers were collected through the questionnaire conducted. This analysis shows demographic information of the respondents in terms of sex, age, educational level, Occupation and Marital status.

4.2.1.1. Characteristics of Responses on Gender

The study found that both genders were involved in the study and thus the findings could not suffer from gender biasness. That means, both are engaged in Awash wine products, both are at the same position to acquire what they wanted.

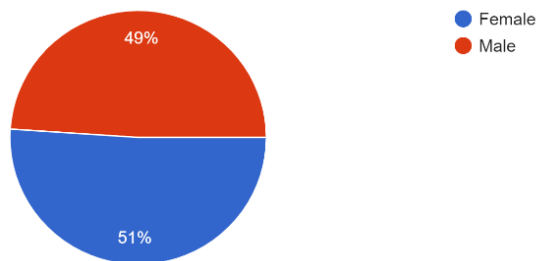


FIGURE 4.1: RESPONDENTS GENDER DISTRIBUTION

Source: Google form (Collected questioner for this thesis)

In the Figure 1 above out of 240 participants 147 (49.2 percent) were male and 122 (51 percent) were female respondents, both were used in data collection. This implies that females were the dominant in the survey.

4.2.1.2. Characteristics of Responses on Age

The time of life when a person becomes qualified to assume certain civil and personal rights and responsibilities, usually more than 18 years old, So the researcher used different ages group to make sure research conducted and responded to all peoples. This was made the research clear because there are no complaints of bias in age. The study employs respondents of different age to get wide answers concerning the subject.

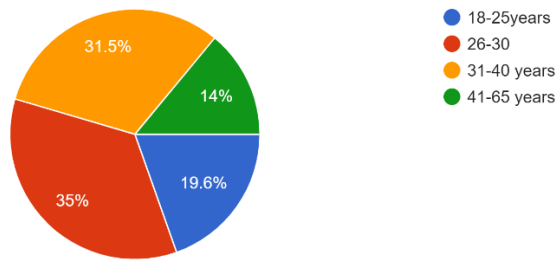


FIGURE 4.2: RESPONDENTS AGE GROUP

Source: Google form (Collected questioner for this thesis)

According to the figure 4.2 above the age of 18-25 were 40 (19.6 %) respondents, 26-30 were 87 (35%), 31-40 were 77 (31.5%) and 41-65 were 36 (14%) Generally 26-30 age groups have many respondents compared to other groups, but different age groups employed in this research.

4.2.1.3. Characteristics of Respondents on Marital status

As a wine is known to be romantic beverage the researcher needed to see the distribution of wine users based on their marital status. This helps the research to know the impact of marital status on the consumption of wine.

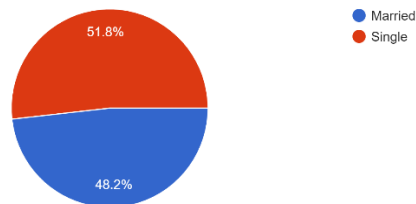


FIGURE 4.3: RESPONDENTS MARITAL STATUS

Source: Google form (Collected questioner for this thesis)

As it is shown on Figure 3 Above 125 (51.8%) of the were Single while 115 (48.2%) were Married. This shows that the research has address both marital status (Single and married).

4.2.1.4. Characteristics of Respondents on Employment status

Employment status describes weather a person is Hired or is unemployed. The study includes numerous occupational areas, such as Employed, Unemployed and Self Employed.

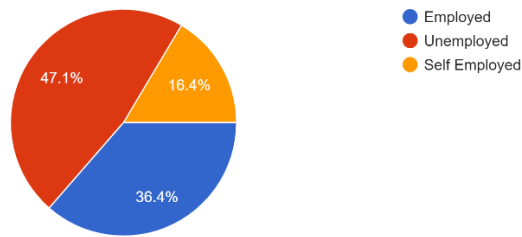


FIGURE 4.4: RESPONDENTS EMPLOYMENT

Source: Google form (Collected questioner for this thesis)

Concerning about the Employment status of respondent the greater proportion were Employed 87 (36.4%) people of the respondents. 113(47.1%) of the respondents were Unemployed. 40(16.4%) respondents were Self-employed (merchants).

4.3. Regression Analysis of Impact of Digital marketing on Brand awareness of Awash wine product.

The study used a multiple linear regression model and examine the effect and magnitude the impact of Digital marketing on Brand awareness and brand loyalty of Awash wine products. Before analyzing the data gathered by the questionnaires, the researcher has checked the necessary assumptions that have to fulfill to undertake analysis by multiple regression model.

4.3.1. Assumptions of Multiple Regression Model

Five tests for CLRM assumptions namely normality, linearity, homoscedasticity, multicollinearity, and independence of residual are conducted and discussed as follows.

1. Test for Normality of Data

Test for normality, its determining whether the data is well modeled by normal distribution or not. This test of normal distribution could be checked by graphical (histogram and dot plot) method of tests. The normality assumption assumes a critical role when a study is dealing with a small sample size, data less than 100 observation. (Gujarati, 2004) Even though the normality assumption is not a treat since the observation or sample size of the study is large enough, more than 100 observations, the researcher tested it using normal probability plot (NPP). The decision rule is, if the fitted line in the NPP is approximately a straight line, one can conclude that the variables of interest are normally distributed (Gujarati, 2004).

NORMALITY CHECK PLOT

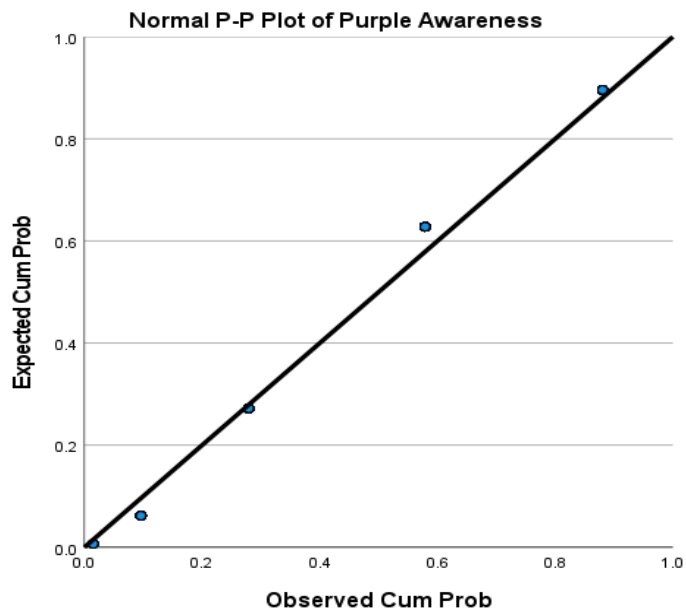


Figure 4.5. Graphical test of Normality

Source; SPSS, 2020 result of Normality,

From the above figure, we can see that residuals of the model are approximately normally distributed, because a straight line seems to fit the data reasonably well.

2. Test for Linearity and Homoscedasticity

Multiple linear regression model assumes there is a linear relationship between the independent variables and the dependent variables. Homoscedasticity assumption means the range of variance for the dependent variable is uniform for all values of the independent variables.

Both assumptions can be checked by scatter plot diagram stated below.

Homoscedasticity check

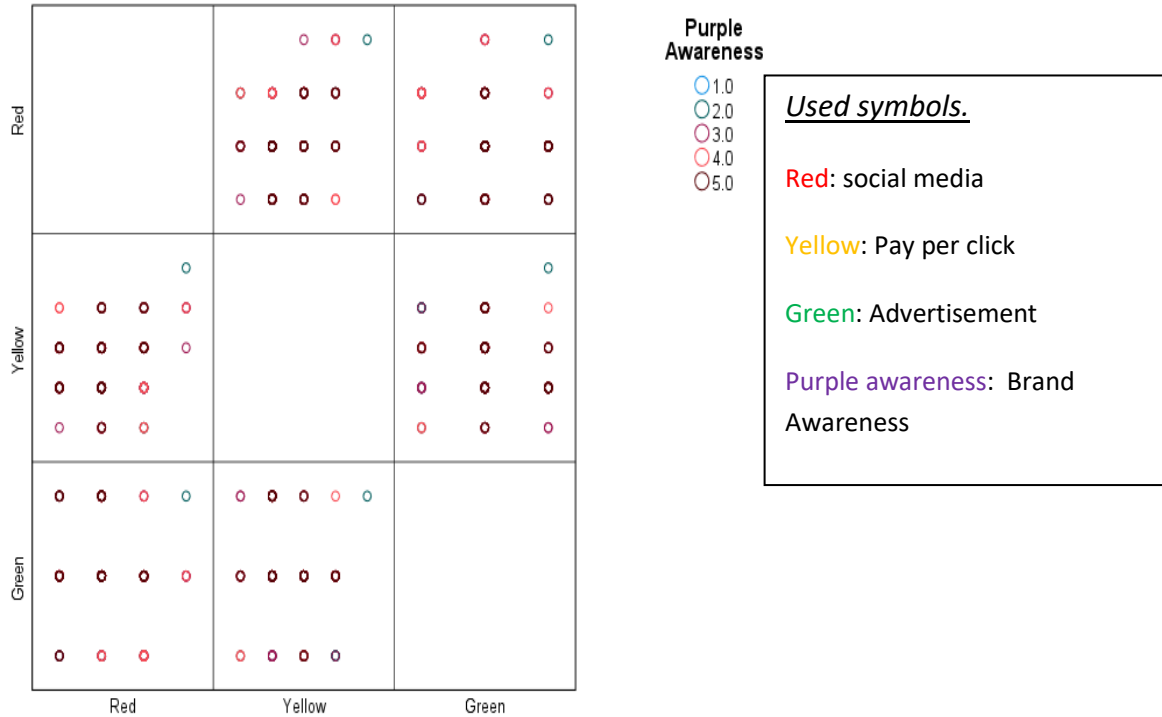


FIGURE 4.6: SCATTER PLOT DIAGRAM

Source; SPSS result, 2020

As we can see from the above diagram, both assumptions are not serious threat to the study since we can draw one straight line to approximate the observations for all independent variables against the dependent variable, brand awareness and brand loyalty, and the variance between the upper and lower cases of the observations are reasonably similar.

3. Test for Multicollinearity

Another assumption that has to be met to undertake multiple linear regression model is the assumption of multicollinearity. It is an indication for a linear relationship between the independent variables. (Gujarati, 2004)

Variable Inflation Factor (VIF) technique was used. The VIF is a measure of the reciprocal of the complement of the inter-correlation among the predictors: $VIF = 1 / (1 - r^2)$

The decision rule is a variable with VIF value of greater than 10 indicates the possible existence of multicollinearity problem. Tolerance (TOL) defined as $1/VIF$, It also used by many

researchers to check on the degree of collinearity. The decision rule for Tolerance is a variable whose TOL value is less than 0.1 shows the possible existence of multicollinearity problem. (Gujarati, 2004)

VIF test for the independent variables.

TABLE 4.1 VIF VALUES OF PREDICTORS 1

Coefficients^a

Model		Collinearity Statistics		
		B	Tolerance	VIF
1	(Constant)	2.054		
	Social Media	-.239	.919	1.088
	Advertisement visibility	.126	.918	1.090
	Pay per click	.591	.960	1.042

a. Dependent Variable: Purple Awareness

Source; SPSS 2020 Results

The above table showed that VIF values for all variables was less than the tolerable value, i.e. 10. And Tolerance value of all variables also was above 0.1 which indicates that this model is free from multicollinearity problem between the dependent variables.

4. Test of Independent of Residuals

Multiple linear regression model assumes the residuals are independent of one another.

The Durbin-Watson statistic is used to test for the presence of serial correlation among the residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are not correlated if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.5

TABLE 4.2 TEST OF INDEPENDENCE OF RESIDUALS

Model Summary^b

Model	Durbin-Watson
1	1.887

a. Predictors: (Constant), pay per click , Visibility on Advertisement, Social Media

b. Dependent Variable: Purple Awareness

Source; SPSS,2020 Results

From the table above, we can also understand that the assumption of independence of residuals is meet. Generally, the study discussed five major assumptions that must be fulfilled for one to analyze data using multiple linear regression model. So, since all the five assumptions were not violated, the researcher examined the data collected by the questionnaires using multiple regression model as follow.

4.3.2. Results of Regression Analysis

The model for the study that depicted Impact of Digital marking on the Brand awareness of Awash wine is,

$$Aws = \alpha + \beta_1 SM + \beta_2 VA + \beta_3 PPC + U_i$$

$$Loy = \alpha + \beta_1 SM + \beta_2 VA + \beta_3 PPC + U_i$$

Where;

Aws = Brand Awareness

Loy = Brand Loyalty

α = The Constant, or Y intercept

β_i = The coefficient of the independent variables

SM= social media

VA=Visibility on Advertisement

PPC= Pay Per Click

U_i = The Error term

Brand Awareness

TABLE 4.3 ANOVA (BRAND AWARENESS)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	12.707	3	4.236	302.107	.000 ^b
	Residual	3.309	236	.014		
	Total	16.016	239			

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Pay per click, Visibility on Advertisement, Social Media

Source; SPSS 2020 Results

TABLE 4.4 MODEL SUMMARY (BRAND AWARENESS)

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.891 ^a	.793	.791	.118	1.369	

a. Predictors: (Constant), Pay per click, Visibility on Advertisement, Social media

b. Dependent Variable: Brand Awareness

Source; SPSS 2020 Results

The result in the ANOVA table confirmed the significance of the overall model by p- value of 0.000 which is below the alpha level, i.e. 0.05, which means, the independent variables taken together have statistically significant relationship with the dependent variable under study. The other major result under the model summary table showed the R or coefficient of correlation of the model is 0.89 or 89% and Adjusted R-Square or coefficient of determination of the model is 79.1%. Thus, 79.1% of the variance of brand awareness was explored by the three independent variables namely Pay per click, social media, and visibility on advertisement. The following table depicted the analysis's result as follows.

TABLE 4.5 COEFFICIENTS (BRAND AWARENESS)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.358	.059		6.037	.000
	Visibility on Advertisement	.020	.011	.056	1.811	.001
	Social Media	.171	.015	.347	11.497	.000
	Digital marketing	.283	.010	.865	28.000	.000

a. Dependent Variable: Brand Awareness

b. Predictors: (Constant), Pay per click, Visibility on Advertisement, social media

Source; SPSS 2020 Results

The above table shows that, all the independent variables have statistically significant relationship with the dependent variable since their p-value is below the alpha level which is 0.05. Considering the standardized beta coefficients, the strongest predictor of the dependent variable (Brand awareness of customers towards Awash wine product) is *Pay per click with 0.283 value and social media and Visibility on Advertisement with a beta value of 0.171 and 0.020, respectively. All the independent variables have positive relationship with the dependent variable.*

So, from the above table the researcher drives the model as follows.

$$\begin{aligned}
 Aws &= \alpha + 0.283SM + 0.171VA + 0.020PPC + Ui \\
 &= 0.358 + 0.283 + 0.171 + 0.020 + 0.283 \\
 &= 1.115
 \end{aligned}$$

Brand Loyalty

TABLE 4.6 ANOVA (BRAND LOYALTY)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11.758	3	3.919	144.123	.000 ^b
	Residual	6.418	236	.027		
	Total	18.175	239			

a. Dependent Variable: Brand Loyalty

b. Predictors: (Constant), Advertisement, social media, Pay per click

Source; SPSS 2020 Results

TABLE 4.7 MODEL SUMMARY (BRAND LOYALTY)

Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate	Durbin-Watson
1	.804 ^a	.647	.642		.165	2.091

a. Predictors: (Constant), Advertisement, social media, Pay per click

b. Dependent Variable: Brand Loyalty

Source; SPSS 2020 Results

The other major result under the model summary table showed the R or coefficient of correlation of the model is 0.804 or 80% and Adjusted R-Square or coefficient of determination of the model is 64.7%. Thus, 64.7% of the variance in the regression analysis was done using Brand Loyalty of customers of Awash wine as dependent variable and Pay per click, Visibility on Advertisement & social media as independent variables. The following table depicted the analysis's result as follows.

TABLE 4.8 COEFFICIENTS (BRAND LOYALTY)

Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	.397	.083		4.808	.000
	Visibility on Advertisement	.021	.015	.055	1.353	.001
	Social Media	.272	.014	.781	19.348	.000
	Digital marketing	.161	.021	.307	7.779	.000

- a. Dependent Variable: Brand Loyalty
- b. Predictors: (Constant), Advertisement, social media, Pay per click
- c.

Source; SPSS 2020 Results

The above table shows that, all the independent variables have statistically significant relationship with the dependent variable since their p-value is below the alpha level which is 0.05. Considering the standardized beta coefficients, the strongest predictor of the dependent variable (Brand awareness of customers towards Awash wine product) is **social media** with 0.272 value and **social media and pay per click with a beta value of 0.021 and 0.161, respectively. All** the independent variables have positive relationship with the dependent variable.

So, from the above table the researcher drives the model as follows.

$$\begin{aligned}
 Aws &= \alpha (0.358) + 0.161SM + 0.272VA + 0.021PPC + Ui \\
 &= 0.358 + 0.161 + 0.272 + 0.021 + 0.283 \\
 &= 1.095
 \end{aligned}$$

4.4. Discussion

The first thing that must be discussed here should be the overall fitness of the model; this fact has been confirmed by different types of statistical results.

The first way is the ANOVA test that produced a P-value of 0.000 which is below the alpha level, i.e. 0.05. That means the overall independent variables have statistically significant relationship with that of the dependent variables, i.e. Brand awareness and Loyalty of Awash wine products from the customers.

The R (Coefficient of Correlation) which is simply measures the degree of (linear) association between the dependent variable and the independent variables jointly. It only measures degree of association or covariation between the two variables. (Gujarati, 2004) In this case the value of R which is 0.891 means for Brand awareness while for Brand loyalty the mean was 0.841, there is a very strong relationship between the independent variables as a whole and Brand loyalty and Brand awareness of Awash wine or this can also means that independent variables taken together and Brand awareness and Brand loyalty was vary together 84.1% and 89.1% respectively of the time.

The last one is by checking the adjusted R square (Coefficient of Determination), can be defined as the proportion of the total variation or dispersion in the Brand awareness and Brand loyalty of awash wine (dependent variable) that explained by the variation in independent variables in the regression. (Gujarati, 2004) So with adjusted R Square value of 0.791, meaning, 79.1% of the variation in Brand awareness and adjusted R Square value of 0.642, meaning, 64.2% of the variation in Brand loyalty of Awash wine products is explained by the linear relationship with all the independent variables. The corollary of this is that only 10% and 21% of the variation in Brand awareness of Awash wine while the is unexplained by the relationship or these percentages of Brand awareness of Awash wine and for other variables not mentioned under this study. Thus, when adjusted R square is high it means that the independent variables included in the study play an important part in affecting the dependent variables.

Generally speaking, the regression model developed under the study can be considered as a good fit or predictor of Brand awareness and Brand loyalty of Awash wine products from their customer.

The individual effects of the independent variables can be explained by their respective beta coefficients. As per the regression result table 4.5 the brand awareness of Awash wine and pay per click has the strongest positive relationship. One unit increment in PPC level can cause about 32% growth in brand awareness of awash wine. This corroborates with the views of The Effect of ppc on Business Performance on brand awareness in Some Arab Companies (Mahmood M. Hajjat, University of Massachusetts at Amherst.2020) who found in their respective studies that increasing in PPC advertisement Quality level would have a positive impact on brand awareness.

4.4.1. On Brand Awareness

The individual effects of the independent variables can be explained by their respective beta coefficients. As per the regression result table 4.4 the pay per click of Awash wine has the strongest positive relationship.

The second variable under study was social media and according to the regression result, it has a positive relationship with the Brand awareness and a one-unit increment on this variable will cause about 17.1% increment on the product awareness of awash wine products. Here it's understandable that if one beverage company makes itself more socially active to target market the Brand awareness would increase. And these ideas were shared in the study by the impact of Social media on Brand awareness of alcoholic beverages.

The Third variable was Visibility on advertisement, this factor has positive relationship with the Brand awareness and a one-unit increment on this variable will cause about 0.2% increment on the product awareness of awash wine products. Advertising and Promotion Attacks effect on Brand awareness Jan-Benedict E. M. Steenkamp Tilburg University

4.4.2. On Brand Loyalty

The First Dependent variable is Brand loyalty which can be explained by their respective beta coefficients. The First variable was Social media, this factor also have a positive relationship with the Brand loyalty with a magnitude of one unit increase in Social media visibility causes

about 27.1% increase in Brand loyalty. This finding also got along with that of effect of marketing channels on the brand loyalty of monitor publications limited, that stated on their respective findings that the having a well operating Social media visibility have a big effect on the sales along with good mechanics would allow better chances to retain loyal customers than attracting them through swift measures.

The Second variable was pay per click, this factor also has a positive relationship with the Brand loyalty with a magnitude of one unit increase in pay per click/ Eskimi execution excellence causes about 16.1% increase in Brand loyalty. This finding also aligns with that of role of PPC on brand loyalty in the context of fast-moving consuming goods (FMCG) industry in dera ghazi khan Nadeem Iqbal Faculty of Management Sciences, Baha Uddin Zakariya University Multan, Pakistan. As a result, having a digital marketing for a company will bring a great loyal customer in the long run.

The Third variable was Advertisement visibility with the corollary of this is that only 0.21% of the variation in Brand loyalty is unexplained by the relationship or these percentages of change in Advertisement activities. This shows rather than Advertising an Alcoholic beverage on advertisement media such as Radio and TV it have a huge impact to adverts on Digital marketing to get loyal customer.

4.5. Hypothesis Testing and Discussions

Proposed hypothesis is tested based on the results of the correlation analysis. It is possible to interpret whether the independent variable has a significant relationship with the dependent variables. Hypothesis is supported when the Sig. value is smaller than 0.05; and a null hypothesis is rejected when the Sig. value is equal or larger than 0.05.

Hypothesis #1

There is significant effect of social media marketing activities on brand Loyalty and Brand awareness.

Regarding the association between social media and Brand loyalty and Brand awareness, Pearson correlation analysis reported that it has 0.80 for Brand loyalty and 0.89 for Brand awareness at a significance level of .000 and a positive strong relationship between social media

and Brand loyalty and Brand awareness. Hence, it is possible to conclude that Social media have strong effect on customers Brand awareness and Brand loyalty of Awash wine product.

Therefore, the hypothesis is accepted. Going back to the definition of brand awareness; "...adequate Knowledge and brand image of a consumer ... (Aaker, 1991, (Keller, 1993).)": had a positive relationship with customer satisfaction.

Hypothesis #2

There is positive effect of visibility on Advertisement on brand visibility/Brand Awareness.

Concerning about the association between Advertisement and Brand awareness, Pearson correlation analysis reported that it has 0.020 at a significance level of .000 and a positive strong effect on customers brand awareness and the brand visibility too. Hence, it is possible to conclude that Advertisement has a positive relationship with customers Brand awareness for awash wine products.

When referred to the definition of brand Awareness that is, "Brand Awareness is anything relate to the Advertisement of the product (Aaker, 1991, p.109; Keller, 1993). Therefore, the hypothesis is supported that Advertisement was found a valid variable for Brand awareness and Brand visibility.

Hypothesis #3

There is a significant effect of Pay per click on Brand Loyalty and brand awareness.

On the issue of the Pay per click and Brand loyalty, Pearson correlation analysis reported that it has 0.161 at a significance level of .000 and a positive strong effect on Brand loyalty. Hence, it is possible to conclude that PPC have a relationship with Brand loyalty in Awash wine products. Therefore, the hypothesis is accepted.

In summary, according to their relationship and significance level, all the hypotheses that assumed earlier to accomplish the study were supported.

CHAPTER FIVE

SUMMARY OF FINDING, CONCLUSIONS AND RECOMMENDATION

This concluding chapter summarizes the objectives of the study, the major findings, and conclusions. It also discusses the managerial and theoretical implications of the study and makes recommendation for further research.

5.1. Summary of Major Findings

The purpose of the study was to test the impact of Digital marketing on Brand awareness and Brand loyalty in the case of Awash wine plc. Pay per click, social media and Advertisement visibility were the key factors identified by the study where the data was collected using a question from the consumers of Awash wine.

As the study was conducted using the structured questionnaire it helps the researcher to understand and to get insight on factors that are affecting the Brand awareness and loyalty. Based on the analysis of data and discussion of results, the followings are the summary of major findings of the study based on the research questioner.

Finding one

As shown on the ANOVA, R (coefficient of correlation) and adjusted R-square (coefficient of determination) on this thesis were used to test the model's overall fitness, and it turns out all the factors identified before to determine Pay per click on the study had a statistically significant relationship with the dependent variables (Brand awareness and Brand loyalty). That means Pay per click have positive impact on Brand awareness creation. As shown on this thesis at **Table 4.5 Coefficients (Brand Awareness)**

Finding Two

The R and adjusted R-square results showed that the factors identified which are brand awareness and Digital marketing are highly correlated with the dependent variables and more than 77% variation of the Brand awareness and Loyalty of Awash wine customers is explained

by those identified factors. In other words, Digital marketing and Brand awareness have a positive relationship, that 77% increase on the digital marketing visibility increase the Brand awareness of awash wine products. In that case the paper advises Awash wine to increase its Digital activities to increase it's Products brand awareness.

Finding Three

Concerning the second dependent variable of this paper which is Brand loyalty the strongest positive relationship it has is with Social media with 27.1% while the second variable is Pay per click with 16.1% the third variable is Advertisement visibility this factor also has a positive relationship with the Brand awareness with a magnitude of one unit increase in Advertisement visibility excellence causes about 0.2% increase in Brand loyalty.

Finding four

For the first dependent variable which is Brand awareness the independent variable PPC, social media and Advertisement visibility have impact respectively while PPC affect brand awareness 28.3%- and one-unit increment on Social media have 17.1% impact on Brand awareness while the third one is Advertisement visibility with 0.2% positive relationship with Brand awareness of awash wine customers.

5.2. Conclusion

The general purpose of this study was to identify and examine those digital marketing factors that affect brand performance of Awash wine. And to this end, the study sought to identify the most important factors that are behind the fluctuating brand performance of Awash wine.

The study had three specific objectives are to identify whether Brand awareness have a significant positive effect on customer awareness of the products of Awash wine, to identify Being Digitally active on social media have a significant positive effect on customer loyalty to awash wine products and finally to identify if pay per click have a significant positive effect on customer loyalty in Awash wine.

Therefore, after gathering data using questionnaire and analyzing it using spreadsheet and SPSS, the study came up with the following results.

After undertaking data collection with the target consumers of Awash wine, the researcher came up with the factors that are affecting the Brand performance of Awash wine (Brand awareness and Brand loyalty) Those factors the target customers believed to have an impact on the Brand performance were the Pay per click, Social media, and Advertisement visibility.

Then the researcher used regression analysis to understand and examine the relationship of those identified factors with brand awareness and brand loyalty of awash wine. And based on the findings from the regression analysis, the researcher concluded that, those factors identified by the customers are indeed the personal factors that inhibit the brand awareness and the brand loyalty of customers towards awash wine products.

The relative importance of the factors to the Brand awareness and Brand loyalty of Awash wine is determined by looking at their respective beta coefficients. With beta coefficient of 0.44, social media has the highest impact on the Brand awareness. That indicates for a one-unit change in social media there will be almost 28.3% change in Brand awareness while social media have 27.1% impact on Brand loyalty.

5.3. Recommendation

In this ever-growing competitive Beverage industry, a brewery must be at the head of the game on every aspect of the Brand development. And to do that it is advisable for the Beverage management teams to utilize different scientific models to predict major contributing factors of Branding techniques so they can focus on the most important ones.

Based on the findings of the study the following recommendations are given.

Major finding#1:

Digital marketing has positive impact on Brand awareness creation.

Major recommendation#1:

Awash wine needs to improve the pay per click advertisement Quality.

The study provides empirical support that Brand awareness and Brand loyalty of Awash wine could be significantly influenced by improving the level of visibility on different known web sites by using PPC on the Digital platforms. So, I advise the company to exert its maximum effort on improving the product visibility quality level on PPC.

Major finding#2:

Increase in Advertisement visibility excellence increase in Brand loyalty.

Major recommendation#2:

Awash wine needs to improve the Advertisement effectiveness to get new Brand loyal consumers.

As the study reveals that there is a strong empirical support that Brand awareness and Brand loyalty on Advertisement effectiveness on the customers.

When the company bring a very good or well experienced Advertisement strategy and execute it very effectively one can have upper hand on the share of trough of the make existing.

Generally speaking as the new low implies that advertising on advertisement medias such as ATL (Above the line which are TV, RADIO and Billboard) and TTL (Through the line such as sponsorships, Sales promotion and other mass media promotions) are forbidden for Alcoholic beverage companies it will be a great opportunity for Awash wine to focused on Digital marketing which is a new and either way to address more target audience in a short period of

time and to develop Brand awareness of the existing brands and keep the customers by creating Brand loyalty.

Major finding#3:

Brand loyalty has the strongest positive relationship with social media with 27.1%

Major recommendation#3:

Improve Social media campaign competitiveness.

Since the study provides empirical support that Brand awareness and Brand visibility of Awash wine could be significantly influenced by social media competitiveness on known social media platforms. So, I advise the company to repeatedly check the competitor's social media campaigns to make the product Visible and noticeable. This action will eventually increase the expense of the corporation but as a leader in the market the company need to keep its Brand awareness to its target consumers.

Major finding#4:

As the study reveals that there is a strong empirical support of Advertisement on the effectiveness of creating Brand awareness and Brand loyalty for the target customers.

Major recommendation#3:

Improve the Advertisement effectiveness

When the company bring a very good or well experienced Advertisement strategy and execute it very effectively one can have upper hand on the share of trough of the make existing.

Generally speaking as the new low implies that advertising on advertisement medias such as ATL (Above the line which are TV, RADIO and Billboard) and TTL (Through the line such as sponsorships, Sales promotion and other mass media promotions) are forbidden for Alcoholic beverage companies it will be a great opportunity for Awash wine to focused on Digital marketing which is a new and either way to address more target audience in a short period of time and to develop Brand awareness of the existing brands and keep the customers by creating Brand loyalty.

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ANNEXES

Questioner

St. Mary's University School of Graduate Studies

Marketing Management Program

(Questionnaire to be filled by beer customers)

Sir/madam,

This questionnaire is a part of a study for a master's degree at St. Mary university school of graduates in marketing management program. The purpose of this questionnaire is to gather data about the impact of Digital marketing on Brand awareness in the case of Awash wine sc. The study is used purely for academic purpose and thus it does not affect you in any case. You are genuine, frank, and timely response is vital for the success of the study. Therefore, I kindly request you to respond to each question item carefully.

Instruction:

- No need of writing your name.
- Use ✓ up on given choices alternatives.
- Please return the completed questionnaire in time, thank you in advance for your cooperation and timely response.
- The researcher assures that the responses you provide will be kept confidential.

For further comments and information, you may contact me at: -

Yours sincerely

Aklisiya Mitiku

Part I: General information

1. your Gender (Sex):
 - Male
 - Female
2. Indicate your age groups.
 - 18-25years
 - 26-30years
 - 31-40 years
 - 41-65 years
3. Marital Status
 - Married
 - Single
4. Occupation
 - Employed
 - Unemployed
 - Self Employed
5. How often do you use Digital marketing/social media?
 - Every day
 - Once every three days
 - Once every week
 - Once every two weeks
 - Never
6. Are you A Drinker of wine?
 - Yes
 - No
7. How often do you Purchase wine?
 - Once in a week
 - Twice a week
 - Occasionally
 - Daily
 - On Holidays
 - Never

Part II: Branding Awareness and Digital marketing question

1. What do you understand usually about branding?

- Name Slogan or Motto
- Labeling All of the above
- Company image None of the above

2. Which brand of awash wine come to your mind when you think of Awash wine products

- Awash Gouder
- Axumit Gebeta
- Dankira Kemila

3. From question number 2; how do you come to know about this brand?

- Social media Pay per click (on another web site adds)
- Activation Other Advertisements
- Its Name or logo Availability and accessibility

4. What encourages you to take the decision for purchasing your most preferred wine brand recently?

- Brand Visibility Product quality and test
- Familiarity Duration of promotion
- Pay per click (on another web site adds)

5. From the following Digital marketing plat form which once are you familiar with?

- Social Media Advertisement on TV and Radio
- Email marketing Website promotion

6. Which of the following Digital marketing media platforms do you use?

- Social media Advertisement
- Pay per click (on another web site adds)
- Others

Part III: Brand Awareness of consumers towards wine products question

Using the scale below, please indicate your responses to each of the item that follows, by marking (√) against the number that best describe your answers.

1 – Definitely not

3 – Possibly

5 – Definitely yes

2 - Probably not

4 - Probably yes

S. No	Description	1	2	3	4	5
Brand Awareness of Awash wine products						
1	I am always aware of Awash wine products					
2	I am aware of the characteristics of Awash wine products					
3	I can always remember the logo of Awash wine					
Brand Image of Awash wine products						
1	Awash wine brands are a leader in its sector					
2	I have found memories regarding Awash wine products					
3	Products of Awash wine are customer- centered					
Brand Loyalty towards Awash wine products						
1	I am satisfied with brand that appeared on social media					
2	I usually use awash wine brand as my first choice in comparison with the other brand					
3	I would recommend awash wine brands to others through the social media					

Many Thanks for Your Kind Co-operation!!!

The questioner google form html was

“https://docs.google.com/forms/d/1wakGEybxrzO5eSe7aTnZ79_-8eJr-QZh3KCz-kmIufA/edit”