



**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES
DEPARTMENT OF MARKETING MANAGEMENT**

**THE EFFECTS OF SOCIAL MEDIA MARKETING ON
PURCHASE INTENTION: THE CASE OF REAL ESTATE
COMPANIES, ADDIS ABABA**

**BY
HANAN TSEGAYE**

**JUNE 2021
ADDIS ABABA**

**THE EFFECTS OF SOCIAL MEDIA MARKETING ON
PURCHASE INTENTION: THE CASE OF REAL ESTATE
COMPANIES, ADDIS ABABA**

**BY
HANAN TSEGAYE
SGS/0597/2012A**

ADVISOR: HAILEMARIAM KEBEDE (Ph.D.)

**A THESIS PROPOSAL SUBMITTED TO ST. MARY'S UNIVERSITY, SCHOOL OF
GRADUATE STUDIES IN PARTIAL FULFILLMENT FOR THE REQUIREMENTS OF
DEGREE OF MASTERS OF ART IN MARKETING MANAGEMENT.**

**JUNE 2021
ADDIS ABABA**

**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

APPROVAL SHEET

**THE EFFECTS OF SOCIAL MEDIA MARKETING ON
PURCHASE INTENTION: THE CASE OF REAL ESTATE
COMPANIES, ADDIS ABABA**

BY

HANAN TSEGAYE

APPROVED BY BOARD EXAMINERS

Dean, Graduate Studies

Signature & Date

Hailemariam Kebede

Advisor



Signature & Date

External Examiner

Signature & Date

Internal Examiner

Signature & Date

DECLARATION

I, the undersigned, declare that this thesis “**THE EFFECTS OF SOCIAL MEDIA MARKETING ON PURCHASE INTENTION: THE CASE OF REAL ESTATE COMPANIES, ADDIS ABABA**” is my original work, prepared under the guidance of Hailemariam Kebede (Ph.D.). All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

Hanan Tsegaye

Name

St, Mary’s University, Addis Ababa

Signature

June 2021

ENDORSEMENT

This thesis has been submitted to St. Mary's University, School of Graduate Studies for examination with my approval as a university advisor.

Hailemariam Kebede

Advisor

St, Mary's University, Addis Ababa



Signature

June 2021

ACKNOWLEDGEMENT

First and for most, I would like to give my glory and praise to the Almighty Allah for his invaluable cares and supports throughout the course of my life and helped me since the inception of my education to its completion and enabled me to achieve my career.

Next, I'm grateful to appreciate my Advisor Hailemariam Kebede (Ph.D.) for his patience, motivation and valuable support while conducted this research.

I Would also like to forward my deepest gratitude to my husband Jemil Mohammed, my colleagues and friends for their enthusiastic and invaluable assistance in every little aspect.

Finally, I wish to express my sincere gratitude to everyone who one way or the other took part.

ABBREVIATION AND ACRONYMS

| | |
|------|--|
| EIA | Ethiopian Investment Agency, |
| eWOM | electronic Word of Mouth |
| SPSS | Statistical Package for Social Science |
| UGT | Uses and Gratification Theory |

TABLE OF CONTENTS

| | |
|--|-----|
| DECLARATION | ii |
| ENDORSEMENT | iii |
| ACKNOWLEDGEMENT | iv |
| ABBREVIATION AND ACRONYMS..... | v |
| TABLE OF CONTENTS..... | vi |
| LIST OF TABLES | ix |
| LIST OF FIGURES | x |
| ABSTARCT..... | xi |
| CHAPTER ONE..... | 1 |
| INTRODUCTION | 1 |
| 1.1. Background of the Study..... | 1 |
| 1.2. Statement of the Problem..... | 3 |
| 1.3. Objectives of the study..... | 6 |
| 1.3.1. General Objective | 6 |
| 1.3.2. Specific Objectives | 6 |
| 1.4. Significance of the Study | 6 |
| 1.5. Scope of the Study..... | 7 |
| 1.6. Limitations | 7 |
| 1.7. Operational Definition of Key Terms | 7 |
| 1.8. Organization of the Study | 8 |
| CHAPTER TWO | 9 |
| REVIEW OF THE RELATED LITERATURE | 9 |
| 2.1. Theoretical Review | 9 |
| 2.1.1 Theoretical Foundation..... | 9 |
| 2.1.2. Social MediaNetworking..... | 11 |
| 2.1.3. Social Media | 13 |
| 2.1.3.1. Facebook..... | 15 |

| | |
|--|----|
| 2.1.3.2. Twitter..... | 15 |
| 2.1.3.3. LinkedIn..... | 16 |
| 2.1.3.4. YouTube..... | 16 |
| 2.1.4. Social Media Marketing Activities..... | 17 |
| 2.1.4.1. Interaction..... | 17 |
| 2.1.4.2. Trendiness..... | 18 |
| 2.1.4.3. Customization..... | 18 |
| 2.1.4.4. Electronic Word-of-Mouth..... | 19 |
| 2.1.4.5. Customer’s Trust..... | 19 |
| 2.1.5. Consumer Purchase Intention..... | 20 |
| 2.2 Empirical Review..... | 21 |
| 2.3 Conceptual Framework..... | 24 |
| CHAPTER THREE..... | 25 |
| RESEARCH METHODOLOGY..... | 25 |
| 3.1. Research Approach..... | 25 |
| 3.2. Research Design..... | 25 |
| 3.3. Population..... | 26 |
| 3.4. Sampling Procedure..... | 26 |
| 3.5. Sample Size..... | 27 |
| 3.6. Source of Data..... | 27 |
| 3.7. Data Collection Instruments..... | 27 |
| 3.8. Scale Validity and Reliability Test..... | 28 |
| 3.8.1. Validity..... | 28 |
| 3.8.2. Reliability..... | 28 |
| 3.9. Data Analysis Techniques and Presentations..... | 29 |
| 3.10. Ethical Consideration..... | 30 |
| CHAPTER FOUR..... | 31 |
| DATA ANALYSIS AND INTERPRETATION..... | 31 |
| 4.1. Results..... | 31 |
| 4.1.1. Response Rate..... | 31 |

| | |
|--|----|
| 4.1.2. Reliability | 31 |
| 4.2. Demographic Profiles of the Respondents | 32 |
| 4.3. Descriptive Analysis | 35 |
| 4.3.1. Interaction | 36 |
| 4.3.2. Trendiness..... | 37 |
| 4.3.3. Customization | 37 |
| 4.3.4. Word Mouth | 38 |
| 4.3.5. Trust..... | 39 |
| 4.3.6. Purchase Intention | 40 |
| 4.4. Inferential Analysis | 41 |
| 4.4.1. Correlation Analysis | 41 |
| 4.4.2. Regression Analysis | 42 |
| 4.4.2.1. Assumption Test for Regression Analysis..... | 42 |
| 4.4.2.1.2. Normality Test..... | 43 |
| 4.4.2.1.3. Linearity/ Homoscedasticity Test..... | 44 |
| 4.4.2.1.4. No Auto-correlation/Independent of Errors | 45 |
| 4.4.2.2. Multiple Linear Regression Analysis..... | 45 |
| 4.5. Discussion of the Results | 48 |
| CHAPTER FIVE | 50 |
| SUMMARY, CONCLUSIONS AND RECOMMENDATIONS..... | 50 |
| 5.1. SUMMARY OF MAJOR FINDINGS..... | 50 |
| 5.2. Conclusion..... | 51 |
| 5.3.Recommendations | 52 |
| References..... | 54 |
| APPENDICES | 60 |
| Appendix – I Survey Questionnaire..... | 60 |

LIST OF TABLES

| | |
|--|----|
| Table 1: Reliability Analysis of the Variables | 32 |
| Table 2: Demographic Profiles of Respondents | 33 |
| Table 3: Descriptive Statistics of Interaction..... | 36 |
| Table 4: Descriptive Statistics of Trendiness..... | 37 |
| Table 5: Descriptive Statistics of Customization..... | 38 |
| Table 6: Descriptive Statistics of Word of Mouth..... | 38 |
| Table 7: Descriptive Statistics of Trust | 39 |
| Table 8: Descriptive Statistics of Purchase Intention | 40 |
| Table 9: Correlation Analysis of Variables | 41 |
| Table 10: Multicollinearity Test | 43 |
| Table 11: Normality of Distribution Using Descriptive Statistics (Skewness and Kurtosis) | 44 |
| Table 12: Model Summary | 46 |
| Table 13: ANOVA Test | 46 |
| Table 14: Estimated Regression Coefficient..... | 47 |
| Table 15: Summary of the Research Hypothesis Test Results | 47 |

LIST OF FIGURES

| | |
|--|----|
| Figure 1: Conceptual Model of the Study..... | 24 |
| Figure 2: Most Frequently Used Social Media Sites | 34 |
| Figure 3: Duration of Social media Usage per Week | 35 |
| Figure 4: Number of Hours Spending on Social Media Per Week..... | 35 |
| Figure 5: Linearity Test | 45 |

ABSTARCT

The purpose of this study is to investigate the effect of social media marketing activities on customer purchase intention in the case of real estate companies in Addis Ababa. An explanatory research design along with quantitative research approach were utilized within this research, where self-completed questionnaires were distributed online. It considered five social media marketing dimensions namely Interaction, Trendiness, Customization, electronic Word of mouth and Trust. A sample size was selected using convenience sampling technique. The data were analyzed by using descriptive and inferential statistics. The analyses had been done based on the primary data collected through self-administered questionnaires from a total of 328 respondents. The major findings revealed how social media marketing dimensions affect purchase intention of real estate companies' customers in Addis Ababa, Ethiopia. The research found that social media marketing activities positively affected customer purchase intention in the context of real estate industry. Electronic word of mouth, trust and interactivity had relatively the highest effect on purchase intention. Whereas, trendiness and customization had also positive and statistically significant effect but relatively lower impact on purchase intention. Finally, all the five proposed hypotheses were supported as all the five dimensions of social media marketing activities had statistically significant effect on the purchase intention. The marketers of the real estate companies should facilitate access for customers to share their positive word of mouth to their social media mates. Besides, it needs to post and share reliable and trustworthy information to the users. Further research could investigate how social media marketing activities influence other industries and also investigate other different consumer groups.

Key Words: Consumer Buying Behavior, Consumer Purchase Intention, Electronic Word of Mouth, Social Media Marketing, Interactivity.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

Technology plays an important role in our daily lives in the modern era (De Mooij, 2019). It has brought about significant changes and has influenced every aspect of people's lives (Sami & Irfan, 2018). The internet is a critical component of technology. The internet is responsible for providing a venue for people, businesses, and other individuals to communicate, as well as for different businesses to advertise their products or services in order to increase their market share (Chaffey & Ellis-Chadwick, 2019). The internet provides a variety of features that can assist in attracting a large number of loyal and potential customers. Consumers use it for a variety of purposes, including gathering information for online purchases. Buying on the internet is said to be safer and faster. People spend a short amount of time on the internet purchasing items. Analysts predict that it will skyrocket because people now feel safe and secure buying online, and they believe that the time saved will change the way people communicate (Gilchrist, 2016).

The development of social media provides opportunities for firms as an impressive marketing tool. Social media marketing is defined as marketing that uses social networking websites as a marketing channel (Kujur & Singh, 2017). Social media is an essential tool for economic growth as its tools include two-way communication and low-cost marketing to obtain information, connect and establish a relationship with its clients (Irfan, 2019). Consumers access online groups through social media to understand their views and get a better sense of a product or service (Dedeoğlu, 2020). In the fields of marketing, advertisement and communication, social media is much more relevant, with the number of users increasing dramatically every year (Appel, 2020). Customers who want to buy high-value products like real estates, make strong and detailed interactions on social media with other people and suggest the products of the company to their friends through positive word of mouth. Social media marketing aims to help the companies to increase their market share and purchase intentions of their customers.

The consumers' purchase intentions have always been an important marketing topic extensively studied, debated, and discussed in contemporary textbooks. Social media technology has created radically new ways of connecting retailers and consumers (Iacobucci & Hoeffler, 2016). Social

media has various channels, such as email, internet, and mobile marketing. According to (Appel, 2020) Thousands of social networking sites (i.e., forums, chat groups, blogs, wikis, podcasts and videos) are unquestionably accessible online. (Zulqurnain, 2016) said, social media marketing provides a connection between brands and consumers while offering a personal channel and currency for user-centered networking and social interaction. Such interaction is more pronounced in real estate industries whose potential customers are living abroad.

Considering new tendencies, firms could not ignore developing consumer buying behaviour, according to it, Internet usage purposes are viewed and tracked in order to make digital marketing more efficient and straight to the point (Kujur & Singh, 2017). In this regard, the biggest challenge comes to real estate developers because as opposed to technology and innovation companies, they are not creating anything as such unique product but selling them with customized designs. This implies that real estate companies have to find a way to add value to their housing product and assure not only quality but the uniqueness of it. This explains the reason why all the businesses in one or another way have to deal with digital marketing.

Extant researches revealed that utilizing promotional mix strategies in digital media particularly pursues potential customers to make purchase decisions (Keller, 2004; Freedom, 2011; Odhiambo, 2012). Companies and businesses who actively promote their brands through social media can create brand awareness and, with time and hard effort, reputable brand image could be achieved results in improved brand competitiveness. In the context of residential real estate market, so as to fight the competition, the companies should have a good image on the web, because most of the potential customers are searching and evaluating the information available on the social media, websites, blogs and forums of the company and comparing them to many other strategic competitor firms readily available on the Net. In the course of promoting their company, trusted promotional activities along with competent, innovative and current/ up to dated contents. As a result, a good image that could lead to the purchase intention of buyers can be created only with proper digital marketing, a very important instruments for the real estate industry to reach vastly dispersed targeted potential customers throughout the globe.

The application of such digital/ online promotional marketing strategies increases profits of the organizations. However, it is obvious that small involvement in the social media marketing, by having a Facebook, Twitter or Instagram page, does not guarantee a digital marketing success.

Real estate companies in developing countries are basically characterized by such poor practices. This is for the fact that, the real estate industry in third world countries is so lucrative investment due to corruption, governmental officials' involvement, political interference as well as artificial shortage of land plots for real estate investment (Odhiambo, 2012). However, the emergence of new entrants to market escalates the competition which bitterly forces them to utilize every promotional platform, be it traditional or digital marketing. Failure in doing so, literally aggravates the companies to bankrupt or divest to other businesses forcefully.

It is not enough to create couple of accounts in the social media or networking web pages and to update them sometimes as the consumer demand is constantly growing. The presence of a company on the Internet does not provide any result if it is not related to the long-term success. These days, the success of achieving the intended business goals/objectives mainly depends on effective promotional marketing strategies through appropriate medias. It can be reached vast market potential only with a solid digital marketing strategy, which serves not only on a short-term scale, but follows overall company's purpose, mission and adds desired values to the customer (Mangold & Faulds, 2009) results in affecting the purchase intention and positive word of mouth (Keller, 2005).

The aim of this study is, thus, to investigate the effect of social media activities on purchase intention taking Addis Ababa real estate industry as a case study. This helps to fill the empirical gap in understanding the influence of social media activities in Ethiopian real estate context which can be used to make extra effort to affect consumer purchase intentions.

1.2. Statement of the Problem

Emergence of internet has altered the way companies market their goods and services globally. Most businesses have developed new technologies to improve their business operations and strategies, hence achieving competitive advantage (Kotler, 2005). In particular, it paves the way for social medias such as Facebook, Twitter, LinkedIn, and YouTube to drive out traditional marketing platforms (Rasool, 2014). Now a day, social media has become an integral part of business firms' promotional mix strategy and has transformed the way companies interact with their potential customers. However, the use of digital technologies in marketing is debatable (Smith, 2009; Stokes, 2011; Powers, 2012). Some social media networks, such as Twitter,

Facebook, and Instagram have become important sites to create awareness for new products and services, communicate with existing and potential buyers to improve their performance.

With the rise of social media, marketing departments now have various options available to them for branding their products, such as advertising, publishing of brand content, participation in social networks and developing engagement opportunities for consumers to participate with the brand. According to Stone and Woodcock (2013), applications or content for digital marketing can be designed to engage with the consumer at any time and in any place, with the purpose of informing, educating, entertaining or providing insights for the brand. Due to the recent trends in technological advancements, marketing channels and consumer behaviors have seen a shift, which has impacted the consumer decision making process when it comes to product purchases. Consumers' engagement with brands has changed, thus organizations need to adapt their marketing strategies to reach them (Powers, 2012).

Consumers have embraced the internet and online socializing tools, and understand that consumer behavior is key for marketing success. Human interaction has seen significant changes due to engagement on social networks, and the growth of web platforms has facilitated the human behavioral change of activities, habitats and interactions (Gautam & Sharma, 2017). As per Stokes (2011), the internet has provided a new channel for consumers, offering them more choice, influence and power. Consumers now view shopping as a daily activity due to digital connectivity and the time spent online by consumers (Powers, 2012). Despite consumers' engagement, Stone and Woodcock (2013) argue that the company image and trustworthiness of the marketing message promoted on digital marketing significantly influences their purchasing intention. Similarly, currency of information, presented in an innovative way appealing and entertaining to catch users' attention, and competency of the firms are the main factors that affect consumer's behavioral intention (Keller and Kotler, 2014).

Adoption of social media marketing activities have become prominent worldwide and its impact gradually continue to evolve in Ethiopia due to globalization as well as digital technologies advancement (Yibeltal, 2016). Despite the use of social media marketing activities is at its infant stage in the country, the epidemics of COVID-19 escalates the adoption of social media as a main stream marketing. Especially, real estate companies, which are basically targeted Ethiopian diaspora in different corner of the globe on which the firms capitalize their promotion strategies

on online advertising, have faced significant competition in dynamic business environments. However, investigations regarding business reports indicates that several businesses continue to fail in their promotional marketing efforts despite the use of social media platforms (Ethiopian Contractors Association Report, 2020). It is clear that traditional marketing could still have a huge role to play in enhancing their sales performance. However, marketers still believe that businesses could improve their sales performances significantly if digital technologies are used effectively (Kim & Ko, 2012; Yadav & Rahman, 2016).

In the existing literature, a large number of studies have investigated and endorsed the importance of social media marketing activities in different fields such as operations to finance and human resource management (Bail, Lisa, Taylor, John, Haohan, & Alexander, 2018; Tsai & men, 2013). In the marketing context, most studies evaluated the impact of social media marketing on customer satisfaction or consumer behavior (Sano, 2015). Studies like Tatar & Burçin (2016), influence brand image in recent studies that are related to social media marketing activities with brand trust. Yadav & Zillur (2018) focused on social media marketing activities on customer purchase intention although these studies are still limited. [Research has been conducted, both from a consumer and an organizational perspective, on digital marketing and consumer decision making (Ayinalem, 2017; Yibeltal, 2016; Zerihun, 2017). Unfortunately, less has been discussed about company trust which is commonly framed with the reputation of the real estate companies in Ethiopia which forces customers not to make purchase decisions easily based on the usefulness of the information.

Regarding the above information, the purpose of this study will be investigating the effects of social media marketing activities in terms of trust on behavioral intention (in terms of purchase intention) taking social media promotion activities of real estate companies in Addis Ababa as a case study. Researches in the field show that due to technological advancements and the enhancement of digital marketing in the marketing mix, there has been a shift in consumer behavior. It is important to investigate the impact of digital marketing on carrying out the business in order to encourage organizations to take advantage of such new opportunities to achieve competitive advantage in the current competitive world.

1.3. Objectives of the study

1.3.1. General Objective

The main objective of the study is to investigate the effect of social media marketing on purchase intention in the case of selected real estate companies in Addis Ababa.

1.3.2. Specific Objectives

1. To Investigate the effect of consumer's social media interaction on purchase intention
2. To Analyze the effect of social media trendy information on purchase intention
3. To Evaluate the influence of customized content on purchase intention
4. To Investigate the effect of electronic word of mouth on purchase intention
5. To Analyze the effect of information trust on real estate buyer's purchase intention

1.4. Significance of the Study

The output of this study may help managers of the real estate companies to understand the changing needs of consumers as well as how digital marketing in terms of online promotion so as to address those needs. If the digital marketing is used appropriately to meet the needs of consumers, it will be effective in attracting and retaining customers, hence achieving higher business performance. This study is important for business firms and individuals because it enables them to understand how they can use digital technologies to achieve a full advantage in terms of sales performance and competitive advantage. It entails the investigation of the effects that digital marketing has on business performance digital or e-marketing has significant benefits to business organizations including improving business performance and enhancing competitive advantage. It also contributes to the existing knowledge of the field for the fact that the results of this study can be used by organizations in the industry to understand the impact of digital/ online marketing on their businesses, and help them to align their marketing strategies to reach out to consumers and create the pull through strategy for products in their organizations. It may also serve as a springboard for further research in similar industries.

1.5. Scope of the Study

The scope of this study remains geographically within Addis Ababa, the capital city of Ethiopia. Conceptually, despite other significant factors, it tries to investigate how the real estate buyers' purchase intention is affected by social media marketing activities (interaction, trendiness, customization, electronic word of mouth and info trust). Methodologically, it comprises only the residential real estate house buyers/ owners in Addis Ababa. Target Respondent

1.6. Limitations

Although the study has demonstrated the impact of social media marketing on purchase intention, the study still presents some limitations. First, one limitation is that the current study only based on cross-sectional data. Consequently, longitudinal studies would be adequate for a new understanding. Second, other factors influencing purchase intention could be included to refine the model and further understanding of social media marketing's influence on purchase intention variable. Third, caution should be noted in generalizing the results for other industries. Consequently, it is recommended that empirical research in various industries is needed to further understand social media marketing in the various contexts. Finally, only social media users from Addis Ababa were recruited for the study, therefore generalizations for the entire population of social media users are inappropriate. Therefore, research with various regions would be a value for having a better understanding in social media users.

1.7. Operational Definition of Key Terms

- **Social Media** - Form of electronic communication (as Web sites for social networking and micro blogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos). (Merriam Webster- an encyclopedia Britannica Company.)
- **Social Media Marketing** - Refers to the process of gaining website traffic or attention through social media sites. Social media marketing usually center on efforts to create content that attracts attention and encourages readers to share it with their social networks.

- **Brand** - Distinguishing name and/or symbol (such as logo, trademark or package design) intended to identify the goods or services of either one seller or group of sellers, or to differentiate those goods or services from those of competitors. (Aaker, 1991).
- **Brand Image** is the current view of the customers about a brand. It can be defined as a unique bundle of associations within the minds of target customers. It signifies what the brand presently stands for. It is a set of beliefs held about a specific brand. (Keller, 2004, p. 151)
- **Consumer Trust** - Trust, in a customer or consumer behavior context, is defined here as the attainment of a level of satisfaction and resulting loyalty at which customers are comfortable forgoing problem-solving behavior. (Creed and Miles 1996, p. 72).
- **Purchase Intention** - Purchase intention is the willingness of a customer to buy a certain product or a certain service. Purchase intention is a dependent variable that depends on several external and internal factors. Purchase intentions are a measure of the respondent's attitude towards purchasing a product or availing a service. (Brown, 2003, p. 133).

1.8. Organization of the Study

This study is organized in five main chapters. Introduction part of the study, covering study background, problem statement, the research goals, hypotheses, scope and purpose of the study is stated in the first chapter. The second chapter deals with the review of the related literature. It involves theory, conceptual and analytical discussions leading to the identification and conceptual framework for addressing the identified research gap. Third chapter is all about research design along with its approach, study population, methods of sampling, sample size, data collection tools, data analysis and presentation methods. Chapter five, finally, displays demographic features, statistical analyses (both descriptive and inferential), results of the findings and their specific interpretations. A review of the key findings, conclusion and recommendations are depicted in the last chapter.

CHAPTER TWO

REVIEW OF THE RELATED LITERATURE

The purpose of this chapter is to establish a theoretical outline. The literature deals with theories related to social media, brand awareness, and related terms. All the literature is described and explained in order to build a theoretical background for this study. In this section there are two major divisions that focuses on the theoretical framework where a range of literature on key concepts that are essential for the study are reviewed and the conceptual frameworks which discusses the model known as Social Media Sales Adoption Funnel Model by Nichol Kelly which the researcher chose to implement for this study.

2.1. Theoretical Review

2.1.1 Theoretical Foundation

The theoretical foundation of this study is based on the Uses and Gratification Theory (UGT), developed by Katz and Blumler (1974). This theory is primarily used on conventional media as an endeavour to analyse consumers' behaviour. However, with the advent of the Internet and new platforms of interactions including emails, instant messaging, blogging, skypeing, WhatsApp and various other forms of communication, the same theory has also been significantly applied on social media studies (eg., Ngai, Taa, & Moon, 2015).

In the context of this study, the application of the UGT is based on the assumption that the consumer is an active and self-conscious contributor in media choice; the consumer is also driven by personal goals rather than the influence of the media. This theory thus assumes the position that the consumers, will seek out the media that fulfills their needs and so their gratification. Consequently, it is the consumer's gratification that would lead to the recurring media use. Thus, the media choice of the consumer is considered to be objective-oriented and value focused (Dahl, 2014).

The application of the UGT has been considered by various social media studies primarily, for exploring the uses and motives behind social network platform usage (Dunne & Lawlor, 2010; Lee & Ma, 2012; Khan, 2016; Wang, Yang, & Chen, 2016), for identifying the factors that drive social network platform consumers' engagement (Oliveira, Huertas, & Lin, 2016), for

developing models and hypotheses which investigate the stimulation of positive engagement behaviour with other constructs including usage intensity, brand strength, brand loyalty (Vries & Carlson, 2014), for examining social media content (Dolan, Conduit, Fahy, & Goodman, 2016) and for investigating mobile social network advertising (Wu, 2016). The UGT has been applied on traditional platforms as well as on technological media as a means of understanding how the emotional, cognitive and other emerging needs of the consumers, are gratified; it has also been applied in specific cases as a means to understand how the various media had successfully attracted the viewership of consumers. Based on its vast and successful applications, it is thus argued that the UGT fits well with the current study which aims to investigate how social media influences consumers' intention to purchase.

In today's borderless world, people throughout the globe are using social media in real time for various purposes of communication, with majority spending almost a quarter of their daily time, surfing social networks (Forbes, 2017). Firms offering services and products are determined to get the attention of social network consumers thus, these firms are redesigning their marketing strategies and policies. Among these is the strategy of integrating social media into their marketing scheme, one aspect of change that is hoped to project their products, services and brands to the outside world.

Previous studies have employed the UGT largely to explain why users use certain social media (Dunne & Lawlor, 2010; Lee & Ma, 2012; Husnain, Qureshi, Fatima, & Akhtar, 2016; Khan, 2016; Oliveira, Huertas, & Lin, 2016; Wang et al., 2016) namely status seeking, information hunting, socialising, and entertainment. With the widespread usage of social media today, it is important for studies to determine its impact on consumer purchase and the marketing success of products and services. It is also important to understand how effective is social media in arousing purchase intentions among consumers. This is because research (Smith, 2011) has shown that 88 per cent of marketers are utilising social media as a marketing tool where a total of USD 60 billion is being spent annually for social media advertisements in the U.S. Moreover, the contact that companies are able to develop with their customers through the social media platform is also expected to generate higher returns for the marketers (Okazaki & Mueller, 2007). Observations indicate that many of these consumers tend to be loyal and provide recurrent purchases. To date, the importance of the social media has been highlighted but there

has been little understanding on how social media use would lead to consumers' purchase intention in Pakistan.

2.1.2. Social Media Networking

Social media networking platforms serve as a tool for marketers (Qualman 2010). 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)

In the context of this study, the term, social media, is used as a reference to the “wide range of internet- based services and mobile services that allow users to participate in online exchanges, contribute to user-created contents, or join online communities” including blogs (e.g., Tumblr), wikis (e.g., Wikipedia), social bookmarking (e.g., Digg), social networking sites (e.g., Facebook, Twitter, LinkedIn) and media-sharing sites (e.g., YouTube, Instagram). This definition is proposed by Dewing (2012,). As a result of the technological revolution that is happening around the world, social media has flourished in every sphere of communication and as a result of this, there has been innovative ways of communicating among people.

The advent of social media has influenced the way companies create links with their customers and the services offered by social media are not only high tech but also fast, effective and convenient. They are spontaneous, visual and can be broadcasted almost in any part of the world as long as there is Internet. As users of these social media, prospective consumers thus involve

themselves as groups with particular interests and it is this aspect of their peculiarity that allows for effortless marketing strategies (Kahle, Valette-Florence, & Ebrary, 2012). Social networking works through certain social media sites which allow users to create their profiles, share information, interact and communicate with other users within the same sites (Kaplan & Haenlein, 2010).

Social network marketing is used by strategic marketers as a marketing tool because these social networks are hugely popular among individual and thus become visible sites for advertising. Other than its expedient access, the environments can be customised to accommodate the profiles of the consumers. Thus, the usefulness of the social network depends on the marketers, who have a choice of exploiting and optimising the room for advertising to its fullest potential and shaping the room for advertisement according to the needs and inclinations of the consumers. Research on social media categorises consumers as either contributors who are actively posting comments or as observers/followers who only observe and watch what others post (Schlosser, White, & Lloyd, 2006; Shoa, 2009). In 2009, it was noted that about 53 per cent of social media users were identified as active social media observers/followers instead of active contributors who contribute to the contents on social media. This phenomenon, however, has changed over time with many users becoming active consumers and active contributors (Ngai, 2015).

According to Yusufzai (2016), Internet users in Pakistan are more likely to use social media including Facebook, Twitter, and Instagram, for the purpose of reaching out to the government's outreach programs, businesses as well as the entertainment industry. This implies that Pakistan is at par with other countries when it comes to social media usage. However, despite its increasing dependence on social media for various outreach, few researches have focused on its influence on consumer purchases. Of the few studies conducted, Nasir, Vel, and Mateen (2012) examine how social media affected the purchasing behaviour of Pakistani women. Their study reveals that Pakistani women consider the traditional word of mouth form of advertising to be more authentic than social media advertising in making purchase decisions related to apparels. While this study provides some insights into the social media usage in Pakistan, it concentrates on women and the garment industry only. In that regard, it restricts the generalisability of the results.

In another study, Nawaz, (2015) investigate the impact of social media on the decision-making process of 126 respondents working in higher institutes of education in Pakistan. Their study

discloses that the decisions made by the social media users are influenced by the criticisms and information shared by other users. Examining the adoption of social media among distance learners of higher public institutions, Arif and Kanwal (2016) note that majority of the respondents are familiar with social media technologies and Facebook appeared to be the one most frequently used. The study further shows that perceived usefulness, perceived behaviour control and attitude as factors that could influence the users to use social media. Since these studies focus on training and the education sector, the findings may not be able to illustrate to what extent social media can affect the purchasing behaviour of social media users in other places.

2.1.3. Social Media

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.wikipedia.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 & Haenlein, (2010) 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, (2010) define “social websites as those websites that make it possible for people to form online communities, and share UCCs.

Tredinnick (2006) 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) 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 non-traditional 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 (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 (Blackshaw & Nazzaro, 2004). 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 uses the broadest sense of the term, social media, which shall encompass all other terms and definitions.

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.

2.1.3.1. Facebook

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 dynamic commercial graphics or advertisement.

2.1.3.2. 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).

2.1.3.3. 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, German, 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 through¹⁹ 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).

2.1.3.4. 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.

2.1.4. Social Media Marketing Activities

Kelly, Kerr, & Drennan (2010) stated that social media provides companies with opportunities to reach to the target audiences and build personal bonds with them. In an attempt to conceptualize the key activities when adopting to online communities, social media marketing activities enhance brand success. There are four different dimensions of social media marketing activities: Interaction, Trendiness, Customization and Electronic word-of-mouth (Kim & Ko, 2012; Godey, Manthiou, Pederzoli, Rokka, Aiello, Donvito, & Singh, 2016).

2.1.4.1. Interaction

Within the social media context, Godey (2016) describe interaction as the discussion and conversation between users and other participants. It facilitates information sharing and exchange of ideas. Social media interaction has changed the way brands and its customers communicate. It has provided the place where users can talk and discuss the specific products or brands with other customers (Muntinga, 2011).

Zhu and Chen (2015) classify social media interaction into two parts referring to profile-based or content-based activities that depend on the nature of the connection. According to their opinions, profile-based activities focus on individual members with related information/topics. Its' purpose is to encourage connection because they like the user behind the profile. While content-based activities are based on content, comments and views on social media which users are interested in (Zhu & Chen, 2015). Social media interaction is a dynamic communication. It is divided into megaphone, magnet and monitor framework. In particular, megaphone indicates firm-to-customer interaction, the magnet represents customer-to-firm communication, and monitor refers

to customer-to-customer connection (Gallaughner & Ransbotham, 2010). Therefore, unique content, practical communication and be active and open in discussion are necessary in promoting interaction. This relationship helps to increase credibility and affinity (Manthiou, 2013). Based on this explanation, the following hypothesis is proposed as:

H1 - Social media interaction has significant positive effect on purchase intention

2.1.4.2. Trendiness

Social media offers to the newest information and hot topics (Naaman, Becker, & Gravano, 2011). They are becoming the primary search channels for the reason that it is perceived more reliable than traditional firm-sponsored promotional activities (Mangold & Faulds, 2009). According to Muntinga (2011), trendiness indicates the ability for social media to spread the trendy information. It also covers four important sub-motivations: knowledge, surveillance, pre-purchase information and inspiration. Knowledge relates to facts about a company that customers obtain from other customers' awareness and expertise to understand products/brands more. Surveillance signifies observing and keeping updated information about one's social environment around. When it comes to pre-purchase, it refers to all relevant activities which facilitate customers in making buying decisions. Lastly, inspiration states that customers acquire company-related information and then get motivated which serves as a source of inspiration (Muntinga, 2011). Based on this explanation, the following hypothesis is proposed as:

H2 - Social media trendiness has significant positive effect on purchase intention

2.1.4.3. Customization

Schmenner (1986) defines the level of customization as the extent to which tailored service or information can fulfill the individual's preferences. Companies can build brand loyalty and affinity by personalizing social media sites (Martin & Todorov, 2010). According to Zhu and Chen (2015), in the social media field, customization relates to posted information. It is classified in terms of two perspectives: customized messages (e.g., Facebook post) and broadcasts (e.g., Twitter tweets). Customized messages target a specific group or audience while broadcasts focus on anyone who is interested (Zhu & Chen, 2015). Furthermore, Tam and Ho (2006) state that customization avoids the problem of information overloading and increases the quality of decision. Based on this explanation, the following hypothesis is proposed as:

H3 - Information customization has significant positive effect on purchase intention

2.1.4.4. Electronic Word-of-Mouth

Muntinga, (2011) assert that eWOM is linked with online customer-to-customer communication about brands. It has been recognized that it impacts consumers' feelings, cognitions and behavior strongly (Buttle, 1998). Within the social media context, eWOM refers to the degree to which customers upload the content or information. They recommend or share their experiences on social media (Godey, 2016). According to Brown (2011), social media is able to increase users to assess products or service thus enhancing eWOM. Compared with traditional marketer-generated content on web, eWOM has higher credibility. This is due to users creating and passing on brand-related information to their friends, contacts, peers without constraints (Kim & Ko, 2012). Chu and Kim (2011) find three different types of eWOM namely opinion seeking, opinion giving and opinion passing. Opinion seeking behavior is likely to look for information from others when deciding buying decision. Opinion giving behavior tends to impact on others' faith and purchasing behavior and they are called opinion leader as well. Finally, opinion-passing behavior relates to the process of information forwarding (Chu & Kim, 2011). Based on this explanation, the following hypothesis is proposed as:

H4 - Electronic word of mouth has significant positive effect on purchase intention

2.1.4.5. Customer's Trust

Trust in the e-seller is important in a business-to-consumer partnership when evaluating risk in all transactions (Harris & Goode, 2004). In e-commerce, trust is an essential (Kwortnik Jr & Han, 2011). Trust is represented differently, but all are based on different dimensions of honesty, capacity, competence and recognition. Even then, the risk and ambiguity in the online world are both concepts and dimensions. The two key dimensions of trust that this work draws on are compassion and integrity (Ceglaz, 2017). Trust based on credibility relies on reputation and refers to the assumption that the other party in a transaction is trustworthy, whereas benevolence relates to consistent relationships between seller and buyer. In this study, trust is perceived across online communities in the sense of transactions over the internet. Trust in peers on social networking services will also be considered. When it comes to online communities, trust can help in the interactions of individuals and encourage them to attach others to their current

network. Moreover, trust plays a significant part in defining both a consumer's purchase intention and actual behavior (Chiu, 2012).

Trust is the foundation principle for communication and relation between people in online shopping. Social media users want to make purchase through trusted websites (Gundlach and Murphy, 1993). By inculcating the element of trust in communication, companies can interact and engage customers on social media; thus, influencing customers for online purchase. Trust has positive influence on customer purchase intention on social networks (Tan and Hong Boon, 2017). Cheng and Yee (2014) proposed that there is lack of literature demonstrating relationship between consumer purchase intention and trust on social networks, although it is evident from some researches that trust influenced consumer's desire to online purchase. Based on this explanation, the following hypothesis is proposed as:

H5 - Information trust has significant positive effect on purchase intention

2.1.5. Consumer Purchase Intention

In studying the field of marketing, advertising and selling, it cannot be disputed that a purchase intention tends to occur at the phase of the decision-making process where the consumer has developed a definite readiness to proceed towards a product or brand (Wells, Valacich, & Hess, 2011). This purchase intention is an imperative indicator for evaluating consumer behaviour since it can gauge the likelihood of a consumer to purchase a product. The higher the purchase intention, the higher a consumer's readiness to purchase a product.

In a recent study conducted by Mirabi (2015), it is found that factors such as product quality, brand and advertisement can be the most important factors that contribute to consumer's purchase intention. These factors act as the very reason for companies to invest more on the marketing efforts achieved through novel means besides traditional approaches as both approaches can help to boost their market shares. Consumer purchase intention has been used as a key construct in marketing researches in a variety of contexts but they include varying variables such as consumer attitudes (Hidayat, 2013), perceived value, perceived risk, usefulness and the ease of use (Faqih, 2013).

In an online environment alone, many studies have explored the factors that could affect consumer purchase intention. In their study, Chang, Cheung, and Lai (2005) identify more than 80 variables as antecedents of consumer purchase intention. These were categorised as the perceived characteristics of the websites, product characteristics and consumer characteristics. Knowing that it is not possible to explore all the variables that could affect consumer purchase intention, this study is thus restricted to investigate the effect of social network marketing and consumer engagement on purchase intention.

The growth of social media websites such as Facebook, Twitter and YouTube have provided consumers with remarkable opportunities to share and disseminate information and contents about a related product or brand used. As a result, consumers have become more informative and concerned about obtaining information on product features before making any purchase (Ahmed & Zahid, 2014). This phenomenon indicates the pertinent role of social media marketing and consumer engagement in providing information to other users thereby, building their preferences and choices of purchase.

2.2 Empirical Review

Social media marketing is a modern marketing technique that is practiced by almost every company in virtual networks to reach out to customers. When you have an idea and want millions to be reached quickly with minimal costs, the best option is social media. The first businesses to use social media as a promotional platform were entertainment companies. (Karimi & Naghibi, 2015) defined social media marketing as a mechanism that allows anyone to advertise their blogs, goods or services online to reach a wider audience that is not accessible via traditional channels. Therefore, if we keep it clear, social media marketing is the mechanism by which businesses use social media platforms to concentrate on their official websites. It does not end there, as it is possible for organizations, by social media use, to remind potential clients of activities in the company, to introduce a new concept or product, and to relate news about the company. (Kyriakopoulou & Kitsios, 2017) have linked social media marketing to marketing relationships, suggesting that companies will switch from the 'seek to sell' model to the 'make ties' with customers model. The social media marketing theory brings us to the other side of the marketing field, where relationship building with potential customers is the secret to repeated transactions and increased brand loyalty.

Social media communication channels provide essential opportunities for every organization. Social support develops through social media interactions; therefore, it affects trust (N. Hajli, 2015). More positive reviews, feedback and ratings also contribute to greater trust (Utz, 2009). The social relationship of consumers developed through social media significantly affects the consumer's trust (Chahal & Rani, 2017). Previous studies found that customer reviews' consistency and quantity of information affect consumer purchasing decisions by increasing consumer trust (Lien, 2015).

Around the world today, there is clear competitiveness and keenness among businesses to enter into places where there is a concentration of people, whether physical or virtual. This is because marketers need to employ diverse methods to preserve the brand loyalty of their customers since the various brand components coupled by traditional marketing may not suffice to generate revenue for the respective companies. Consequently, there is a need to search for novel means such as events, direct marketing, Internet marketing and social media marketing. Among these few avenues, social media marketing has become the most desired platform for marketing products and services (Keller, 2008; Kotler & Keller, 2007) due to its accessibility and wide usage throughout the world.

Besides its widespread usage, social network marketing also provides a considerable advantage to businesses in terms of social commerce and possibly, expenditure minimisation. Social network facilitates quick and viral delivery offers and it grabs the attention of consumers fairly quickly and this can generate an increased purchase intention (Baird & Parasnis, 2011). Dehghani and Tumer (2015) find that Facebook advertising can significantly affect the brand image and brand equity by offering greater interactivity, personalisation and feedback. This process can in turn, affect consumer purchase intentions. Pjero and Kercini (2015) in their study focusing on social media and its influence on consumer behaviour observe that information about products and services offered in the virtual world can positively impact the purchase intentions of consumers. A consumer may be influenced by eWOM (electronic word-of-mouth) by other users.

In Pakistan, a similar trend involving the virtual world is also surfacing rapidly. A study conducted by Bilal, Ahmed, and Shehzad (2014) reveals that Pakistanis using online platforms have had their buying decisions duly influenced by social media usage. They use these online

social mediums to gather information about diverse ‘companies, brands, products and services’ and most of them chose to use Facebook. This finding appears to be in tandem with the report made by the Pakistan Advertisers’ Society (2015) which states that the sale of drinks, ice creams, sun screen, swimming kits and other summer products have reached the apex in comparison to previous years. This phenomenon is due to the marketing done through social media. Social media marketing is an important part that cannot be separated from the business of this century. There is a positive significant influence of social media marketing on consumers’ purchase intention. Customer relationship have proven to be very substantial in shaping purchase intention of real estate buyers.

One of the major requirements for strong customer purchase intention in an online environment and social media is customer trust (Lu, 2016). In marketing, the customer’s trust is generally defined as the willingness of a customer to revisit a brand (Ramanathan, 2017). Trust is two-directional; one direction is a belief, and the other is intent (Lim, 2015). Customer trust is a positive expectation and willingness to purchase (Chinomona, 2015). Consumers perceive social media as more trustworthy than the traditional elements of the promotion mix (Schivinski, 2016). This may be due to social media provides direct networking, instant feedback and more real content created by users.

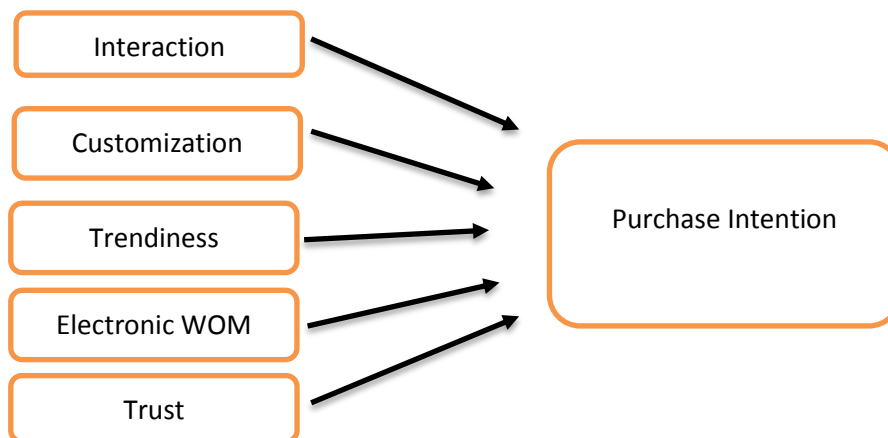
This study finds the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students of universities in Malaysia. The response rate was 75 percent. 3 hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, online communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. These findings notify the managers to reach the younger generation social media users is the best-selling tool. This analysis provides info to international sellers in applying social media activities to market their product.

A consumer’s trust in the transaction and the network influences the online buyers (Pappas, 2016) and enhances purchase intentions (Hajli, 2017). Therefore, the customer’s trust plays a vital and significant role in the proposed model of this research. Trust is an important determinant when considering a consumer’s purchase intentions. More trust by consumers

correlates with an increased intention to purchase. Therefore, the customer's trust is likely to affect intentions to transact (Ofori, 2017, Basha & Lal, 2019). Some researchers confirmed the role of trust on purchase intention (Saleem, 2017). Trust is important because it helps customers to deal with the uncertainties and risks that may arise when consumers make a purchase on the internet site. If online sellers are able to convince consumers of their transactions' security, reputation, and ability to protect consumer purchasing information, consumers will trust them, and ultimately make consumers more willing to buy the product. Purchase intention will also depend on consumers' trust in the seller.

2.3 Conceptual Framework

This study intended to investigate the influence of social media marketing, trust and brand image on purchase intention of real estate buyers in Addis Ababa, Ethiopia. Literature reviewed implies that social media marketing activities (in terms of interaction, information trendiness, customization electronic word of mouth and information trust) has a relationship purchase intention. This study investigates the relationships between social media activities on purchase intentions of real estate industry in Addis Ababa. The conceptual framework in Figure 2.1 presents the hypothesized relationship between the variables to be tested in this study. The social media activities are the predictor variables that have a relationship with purchase intentions (the outcome variable).



(Source: Massoud, Purba, Ismail & Lin, 2020)

Figure 1: Conceptual Model of the Study

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter concentrates on the scope of methodological procedures employed in this study. It includes research design, sample design procedures, data collection instruments, data collection procedures, data analysis techniques, reliability and validity test of data collection instrument and ethical considerations.

3.1. Research Approach

There is a tendency to divide research into qualitative and quantitative based on type of data utilized as the criterion for classification. Quantitative data research is applied in this study to get insight to the nuances of the process for best selection of methodology tools that fitted best to the respective stages undertaken along the research process. It is a systematic and scientific investigation of quantitative properties and their relationships. Its objective is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of an attribute (Abbey, 2009). In light of the explanatory research undertaken descriptive and inferential analysis will be employed. The former is used to describe respondents' demographic characteristics and their perceptions towards the implementation of respective digital/ online marketing communications in terms of trust, innovativeness, competence, information currency and company image; while the latter is about to analyze the relationship of independent variables (digital promotional marketing) with buyer behavioral intention.

3.2. Research Design

In order to address the research gap identified and meet the specific objectives, explanatory research design is employed. Explanatory design seeks to establish cause-and-effect relationships. Its primary purpose is to determine how events occur and which ones may influence particular outcomes (Kothari, 2004). They are characterized by research hypotheses that specify the nature and direction of the relationships between or among variables being studied. Thus, explanatory research is an appropriate research design for the reason that this study tries to investigate the effect of digital promotional marketing practices on buyer's

behavioral intention, i.e., to study the relationship between the stated dependent and independent variables of the study.

3.3. Population

Target or study population is the whole community of people or organizations that the researcher or surveyor is interested in drawing conclusions (Kothari, 2003). In this analysis, all owners of a residential or commercial property are entitled as a population. Although the real estate sector is divided into four basic categories, such as property, residential, commercial and industrial investment. In the Ethiopian context, the industry is characterized by commercial and residential real estate investment only because the government's land policy limits the rightful ownership of land to private investors to sell or lease it to third parties.

According to the Ethiopian Investment Agency, EIA (2019), the industry represents a total 441 registered domestic developers, located in Addis Ababa. Of which, 63 are in active operation. Amongst them, the top five renowned real estate firms namely Noah, Sunrise, Flintstone, Sunshine and Gift with a known reputation (EIA, 2018), are considered as sampling frame in this study for the fact that they have a good experience in social media marketing. According to EIA (2020), there are a total of 9,406 real estate house owners in the city which this study considers a total of 3,764 owners who bought real estate properties from the five real estate companies listed above to collect the necessary data for analysis.

3.4. Sampling Procedure

There are two sampling strategies in use to select the targeted respondents from the sample frame. There are likelihood or non-probability methods of sampling (Creswell, 2009). The former applies to random (equal chance) selection, while the latter is subjective and relies on the researcher 's decision or reasoning. Probability sampling strategy is preferable to selecting respondents from the target sample population in order to make it easier to generalize, but it will be impossible or impractical to get randomly selected respondents to either employ a third-party home or live abroad. The convenient non-probability sampling approach will therefore be used and found to be more efficient in contacting each respondent before the measured sample size is reached.

3.5. Sample Size

Determination of a representative sample size is a critical and important issue as larger sample size may waste time and other vital resources unnecessarily. While samples that are too small may lead to inaccurate results. According to Saunders (2007) researchers normally work to a 95% level of certainty. Sampling is the process of selecting a number of study units from a defined study population (Zikmund, 2010). It is economical to take representative sample for the intended investigation when conducting census is unrealistic. Since the number of the population is known, simplified formula for proportion sample size is determined employing the following formula as it stated by Yamane (1967). Therefore, the formula to determine the sample size is:

$$n = \frac{N}{1+N(e^2)} = \frac{3,714}{1+(3,714 * 0.05^2)} = 362$$

Where: N -Designates total number of house owners; e - designates maximum variability or margin of error 5% (0.05); and n- designates computed sample size.

Therefore, the targeted sample size is a total of 362 real estate house owners of which a total of 75 respondents who bought houses from each real estate companies is contacted accordingly.

3.6. Source of Data

Depending on the objective, mainly primary data source are used for this study. Primary data consists of all data obtained during the study that may be specifically relevant to the purpose of the study. The primary data is derived from the responses of targeted respondents on the self-administered questionnaire disseminated. Since there are no secondary sources (directly or indirectly related to the purpose), secondary data are not used for analysis.

3.7. Data Collection Instruments

This research is primarily carried out using quantitative data. Quantitative data on social media marketing activities attributes and behavioral intention dimension (purchase intention) are collected through a close-ended questionnaire based on Massoud, Purba, Ismail & Lin (2020) model. The questions encourage participants to reflect their opinion on the efficacy of social media marketing activities in regards to user's interaction, information trendiness, marketing promotion customization, EWOM and information trust in enhancing purchase intention. A self-

administered structured questionnaire containing closed-ended questions are prepared along with a range of literature reviews relevant to the objectives of the research.

This questionnaire has two parts. The first part comprises questions about the demographic characteristics of the respondents; and the second part involves questions about the social media marketing activities and purchase intention dimensions. Many studies use a single scale to calculate ordinal or interval data using scales 1-to-5 or 1-to-7, where 1-very dissatisfied and 5-or 7-very satisfied. However, this simple measure does not reflect the complexities of digital marketing and behavioral intention (Carroll, 2007). However, this analysis follows a five-scale method to quantify the study variables referred to above.

Assessing and gathering data are not an easy task, as the researcher tries to gather data from various respondents residing in different sub-urban areas of Addis Ababa as well as diasporas abroad. In addition to the local language (Amharic), an English-language questionnaire is also provided as a choice with questions that are important and helpful in extracting the opinions of the respondents regarding their perception of social media activities in which the said real estate companies are engaged and whether it has a positive impact on their purchase intention of the real estate houses.

3.8. Scale Validity and Reliability Test

3.8.1. Validity

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

3.8.2. Reliability

According to Bhattacharjee (2012), reliability is the degree to which the measure of a construct is consistent or dependent. Reliability is concerned with the consistency or stability of the score obtained from a measure or assessment technique over time and across settings of conditions. In

this study Cronbach's alpha scale has been used to measure the reliability of each construct. The use of Cronbach Coefficient to calculate the reliability of the instrument allows the strength of the items used in the questionnaire to be calculated in such a way that the scale between 0.7 and 1.0 implies a good accuracy of the item included in the questionnaire.

3.9. Data Analysis Techniques and Presentations

All the variables are coded and entered into the SPSS to analyze data obtained through questionnaires. Both descriptive and inferential statistics is used to analyze the quantitative data gained through structured questionnaire. Descriptive statistics is used to describe the usefulness of the data set and examine relationships between variables. In order to describe the data, preliminary descriptive statistics such as frequency, percentages, mean scores and standard deviation are computed. Cronbach coefficients (alpha) is computed to check internal consistency of the scale.

Correlation coefficients is also be used to quantitatively describe the strength of the association between the variables. According to Hair (2016) the Pearson correlation coefficient measures the degree of linear association between two variables. It varies between -1.00 to +1.00, with 0 representing absolutely no associate on between the two variables.

Assumption test for multiple linear regression is conducted to determine the suitability of the data for regressing the outcome through the predictor variables. Amongst different assumption of multiple linear regression model, four tests namely multicollinearity, linearity, multivariate normality and auto-correlation will be conducted.

Multiple regression analysis is performed using the five social media marketing dimensions as independent variable and behavioral intention as dependent variable. The basic aim is to investigate the extent to which the behavioral intention is affected by overall social media marketing practices (R^2 value), the regression coefficient (Beta coefficient) and the P-values for the significance of each relationship.

Multiple linear regressions are made to define the relationship and to evaluate the most dominant variables of social media marketing practices influencing the behavioral intention of real estate companies. In order to assess the relation between the two variables, a mathematical formula for representing the multi-regression analysis is shown as:

$$PI = \beta_0 + \beta_1INT + \beta_2TRD + \beta_3CUS + \beta_4eWOM + \beta_5TRUS + e$$

Where: PI = Purchase Intention; INT – Interaction; TRD – Trendiness; CUS – Customization; eWOM – Electronic Word of Mouth; TRUS – Trust; e = error term, β_0 = constant, term $\beta_{1, 2, 3}$ = coefficients.

3.10. Ethical Consideration

Prior to the start of this research program, informed consent was obtained from the management of the selected organizations. The approval for this study was obtained from the St. Mary's University, School of Graduate Studies Department of Marketing Management and formal consent was also obtained from each participant / sampling unit prior to the commencement of data collection. The researcher undertook to protect the rights of the respondents by ensuring that none of the respondents were marked during the study or subsequent thesis and that the respondents were chosen to participate without coercion.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

This chapter encompasses the data analysis and discussion of the research findings. The Statistical Products and Social Solutions (SPSS version 22.0) was used for the data analysis to generate results. It used descriptive analysis for respondent's profile, and correlation analysis to determine the significance level of relationship between independent and dependent variables. As well a linear regression analysis to identify which factor the most influence on purchase intention. As well conducting reliability and validity test through Cronbach alpha value .

4.1. Results

4.1.1. Response Rate

The data collected through self-administered questionnaire featured personal information of the respondents, four dimensions of social media marketing and a purchase intention attributes in the case of selected five top performing private insurance companies in Addis Ababa. After distributing 362 questionnaires to the targeted customers of the aforementioned companies, 347 questionnaires were collected. The response rate accounted for 95.9% of the total distributed questionnaires, then, further screened the collected questionnaires for missing data and other inconsistency, and it was found 328 valid and usable questionnaires for statistical analysis.

4.1.2. Reliability

According to Hatcher (1994), Cronbach's alpha is an index of reliability associated with the variation accounted for by the true score of the underlying constructs which is the hypothetical variable that is being measured. It is a coefficient of reliability used to measure its consistency of the scale; it represents as a number between 0 and 1. A reliability test has been carried out on the questionnaire using the Cronbach's alpha test. Thus, the alpha coefficient was calculated for all factors, almost all constructs were between 0.711 and 0.993. As a result, all constructs were accepted as being reliable for the research. Scales with coefficient alpha between 0.6 and 0.7 or higher are considered adequate to determine reliability (Zikmund, 2010). The alpha coefficient of the five social media marketing activities and purchase intention are shown on Table 4.1 below.

Table 1: Reliability Analysis of the Variables

| Variables | Cronbach's alphas | No. of Items |
|--------------------|-------------------|--------------|
| Interaction | 4 | .936 |
| Trendiness | 4 | .711 |
| Customization | 4 | .810 |
| Word of mouth | 4 | .993 |
| Trust | 4 | .893 |
| Purchase intention | 5 | .877 |
| Total | 25 | .925 |

Source: Own Survey (2021)

4.2. Demographic Profiles of the Respondents

The analysis of the data collected revealed that 230 male (59.8%) of respondents were male and the rest 132 (40.2%) accounted for female counterparts. This implies that merely the sampling distribution and its premature to make conclusive remarks as to what this gender discrepancy means. Perhaps, further endeavors with specific focus to gender might explore this venue from a gender-related perspective.

Regarding their age, 148(45.1%) was found within the range of 31-45 years followed by 109(33.2%) from 18-30 years. While those in the range of 46-60 years and >60 years accounted for 43(13.1%) and 28(8.5%) respectively.

This finding is positive in its indication that real estate information through social media is required by all age groups, adolescents to elderly. It is noteworthy to acknowledge that this phenomenon is largely due to the nature of the social media, as information appealing to people from regardless of age. However, it would be interesting to cross reference this finding with findings regarding other variables and see if there's valuable insight to arrive at.

Regarding to residence, America 133(40.5%) followed by Europe 123(37.5%) Ethiopia 56(17.1%) and 16(4.9%) were from Africa (other than Ethiopia). It shows that real estate buyers who seek information regarding the real estate houses were almost all over the world. Within the scope of this study, though premature to conclude, it is true that real estate advertisements are posted on social medias to attract and aware potential customers from different corners of the globe.

Table 2: Demographic Profiles of Respondents

| Category | Freq. | Percent (%) |
|-----------------------------|------------|---------------|
| Sex | | |
| Male | 196 | 59.8% |
| Female | 132 | 40.2% |
| Total | 328 | 100.0% |
| Age/ Years | | |
| < 30 | 109 | 33.2% |
| 30 – 45 | 148 | 45.1% |
| 46 – 60 | 43 | 13.1% |
| >60 | 28 | 8.5% |
| Total | 328 | 100.0% |
| Residence | | |
| America | 133 | 40.5% |
| Europe | 123 | 37.5% |
| Africa | 16 | 4.9% |
| Ethiopia | 56 | 17.1% |
| Total | 328 | 100.0% |
| Income (USD) / Month | | |
| < 10,000 | 155 | 47.3% |
| 10,000 – 20,000 | 132 | 40.2% |
| >20,000 | 41 | 12.5% |
| Total | 328 | 100.0% |
| Profession | | |
| Student | 31 | 9.5% |
| Academician | 90 | 27.4% |
| Businessman | 129 | 39.3% |
| Others | 78 | 23.8% |
| Total | 328 | 100.0% |

Source: Own Survey, 2021

Their income status shows that 155(47.3%) earned below 10,000 USD income and 132(40.2%) had 10,000-20,000 USD income while the rest 41(12.5%) were income status above 20,000 USD. Their income status had an implication of their potential to buy a real estate in Ethiopian context. It means, the study participants were capable of buying real estate and believed to provide realistic response.

Profession status shows that 129(39.3%) were businessman, 90(27.4%) were academicians while the rest 78(23.8%) and 31(9.5%) were other professionals and students respectively. This also indicates that more of businessmen were involved in searching for information regarding the real estate houses.

As shown on Figure 4.1, regarding the respondent's frequently used social media account, Facebook took relatively the highest share, 71(21.65). Next to Facebook, Instagram and YouTube were also most visited social media sites as 52(15.9%) and 44(13.45) respectively. WhatsApp, Snap-Chat, LinkedIn, Twitter and other social media sites shared 35(10.3%), 34(10.4%), 52(15.9%), 30(9.1%) and 29(8.8%) respectively. This implies that real estate companies use different social media sites to promote their marketing practices. In this regard, Facebook, Instagram and YouTube were the most frequently used sites.

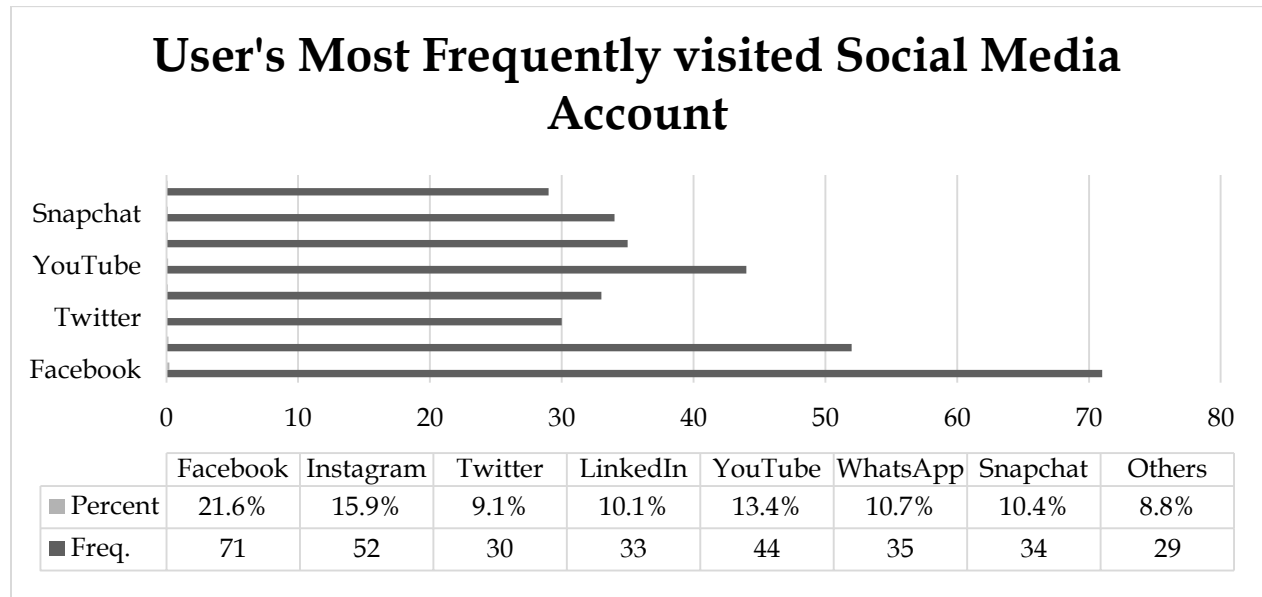


Figure 2: Most Frequently Used Social Media Sites

Since when the respondents have been started to use social media, 130(39.6%) commenced to start social media from 1-2 years, 106(32.3%) from 3-4 years and the rest 92(28.0%) were users for less than a year. Recent and old users of social media were participated in this study but longer period social media users constituted relatively lower number may affect the overall picture of the findings as inclusion of previous user's perception might provide more understanding on the subject.

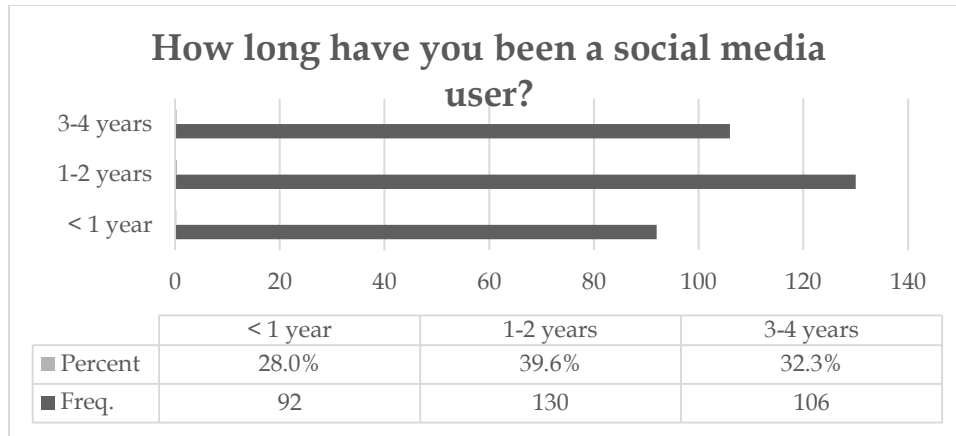


Figure 3: Duration of Social media Usage per Week

Regarding to number of hours spending on social media, 136(41.5%) were 24 - 48hr followed by 112(34.1%) were using below 24-hr, 42(12.8%) were above 72-hr and the rest 38(11.6%) used social media from 49-72 hr per week. Majority, almost three fourth of the respondents, spent relatively few hours on social media – less than 48 hours per week. This implies that respondents from varied duration might help the acquisition of data from different user’s perspective.

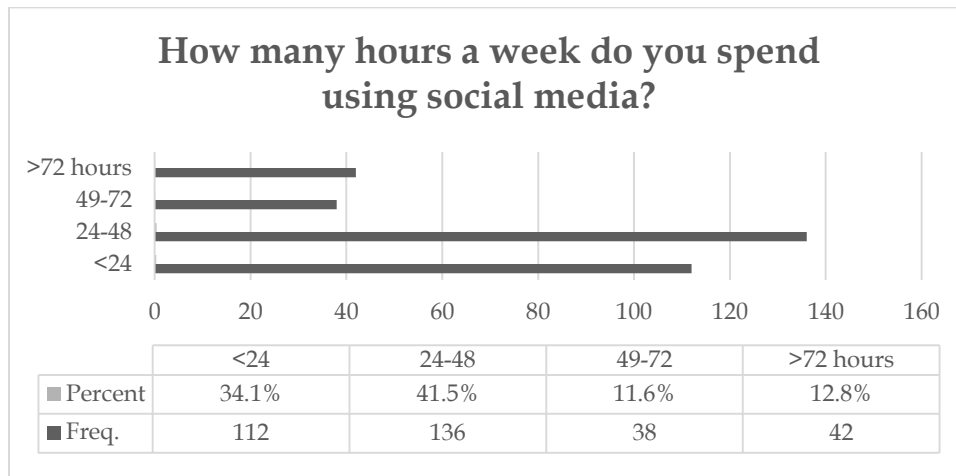


Figure 4: Number of Hours Spending on Social Media Per Week

4.3. Descriptive Analysis

Purchase intention is influenced by five related factors such as Interaction, Trendiness, Customization, Word of mouth and Trust. Likert scale was used to measure the contribution of social media marketing activity dimensions for purchase intention. On a five-point scale, respondents were asked to choose the number that best represented their point of view. The degree of agreement towards each attribute was set from 1 to 5 (where 5 is the highest/ strong

agreement, and 1- is the highest/ strong disagreement). Accordingly, the translation of level ranking is analyzed based on the following criteria of customer satisfaction (Best, 1977). The mean scored value within the range of 1.00 – 1.80 is considered as the lowest satisfaction, 1.81 – 2.80 low satisfaction, 2.82– 3.40 average satisfaction, 3.41 – 4.20 good (high) satisfaction, and 4.21 – 5.00 mean very good (highest) satisfaction. The results of the analyses presented as follows.

4.3.1. Interaction

Referring Table 4.2, the respondents strongly believed that real estate’s social media pages share and give opinion on the social media pages of respective real estate companies about their houses with mean scored value of 4.27 and 4.21 respectively. They also agreed that social media pages share experiences with other social media users (mean 3.70) The real estate company responds to user’s posts in a timely manner (mean 3.69).

Table 3: Descriptive Statistics of Interaction

| Descriptive Statistics | | | |
|---|-----|------|-----------|
| | N | Mean | Std. Dev. |
| I believe that real estate “X” social media pages share info about its products with user | 328 | 4.27 | 1.524 |
| Users of real estate “X” social media pages share experiences with other media users | 328 | 3.70 | 1.773 |
| I believe it is easy to give my opinion on the social media pages of real estate “X” | 328 | 4.21 | 1.551 |
| The real estate company responds to user’s posts in a timely manner | 328 | 3.69 | 1.773 |
| INT | 328 | 3.97 | 1.520 |
| Valid N (listwise) | 328 | | |

Source: Own Survey (2021)

These imply that majority (mean 3.96) believed that the overall app’s interaction of the company is good in terms of its suitability for information share and give opinion about the real state. This has an implication that social media becomes an essential component as a communication channel in which users participate utilized it as a platform to share their opinions and gathering more valuable information. That means, the ability to the platforms creating opportunity to share information regarding the real estate products influence their purchase intention in this study.

4.3.2. Trendiness

The results in Table 4.3 show that majority of respondents agreed on the contents shown in the real estate company's social media was the newest information (mean 4.16), offered up-to-date price quotation (mean 4.16). They also believed that the social media pages of real estates were trendy (mean 3.84). But they neither agreed nor disagreed that the companies used latest content (pictures/videos) on their respective pages (mean 3.32).

Table 4: Descriptive Statistics of Trendiness

| Descriptive Statistics | | | |
|--|-----|-------|-----------|
| | N | Mean | Std. Dev. |
| Contents shown in the real estate company's social media is the newest information | 328 | 4.16 | 1.485 |
| I believe the social media pages of real estate "X" offer up-to-date price quotation | 328 | 4.05 | 1.673 |
| I believe real estate "X" uses latest content (pictures/videos) on its social media pages. | 328 | 3.32 | 1.773 |
| Overall, I believe the social media pages of real estate "X" are trendy. | 328 | 3.84 | 1.787 |
| TRE | 328 | 3.842 | 1.232 |
| Valid N (listwise) | 328 | | |

Source: Own Survey, 2021

It implies that the page is designed to provide latest, up to date and new information regarding type, price quotation and other relevant information. Social media users, in this study, enjoy learning about new trends in the present scenario. Since tastes and preferences in the real estate industry keep on changing, therefore the social media users involve themselves more in social media marketing activity to gain knowledge on the recent trends in the market.

4.3.3. Customization

The results revealed that the respondents strongly agreed that the real estate social media offers customized information search (mean 4.22). Similarly, they believed that real estate social media offers customized information as demanded (mean 3.98) provide a space for people to share their reviews about the company (mean 4.01). But they have doubt on company's social media

provides customized service (mean 2.95). It has an implication of customization of the company is guaranteed (mean 3.79) to expedite the service they required.

Table 5: Descriptive Statistics of Customization

| Descriptive Statistics | | | |
|--|-----|------|-----------|
| | N | Mean | Std. Dev. |
| The real estate company’s social media offers customized information search | 328 | 4.22 | 1.472 |
| The real estate “X” social media offers customized information as demanded | 328 | 3.98 | 1.612 |
| The real estate company’s social media provides customized service | 328 | 2.95 | 1.751 |
| I believe the social media pages of real estate “X” provide a space for people to share their reviews about the company. | 328 | 4.01 | 1.601 |
| CUS | 328 | 3.79 | 1.286 |
| Valid N (listwise) | 328 | | |

Source: Own Survey, 2021

This implies that offering customized information, product and services as per the demand of the customers, and providing the platform for users to share their views also affected their purchase intention. Personalization activities also play an essential role in contributing to social media marketing activities, as the users receive only customized information that directly corresponds to the taste and preferences of the “customers”. Moreover, “customers” also experience social media in a user-friendly manner with various features, which enables them to interact and share their opinions about real estate brands with other communities.

4.3.4. Word Mouth

The results, Table 4.5, The results revealed that the respondents agreed that upload on share to other users (mean 3.67) and pass along information on brand, product, or services from real estate company’s social media to their friends (mean 3.70). They also confessed that like to post positive words towards real estate products on social media (mean 3.72) and recommend them to other social media users/ followers (mean 3.61). It has an implication of word of mouth easily is guaranteed (mean 3.67) to expedite the service they required.

This illustrates that the social media marketing activities of real estate brands on social media, in terms of EWOM activities, had also an influence in the course of involving users in their

platforms like Facebook, Instagram, YouTube, etc. It has been observed that SM users mostly involved themselves with activities like sharing and recommending real estate house-related brands or products with their friends and colleagues, that seems to be important, useful and fashionable for them.

Table 6: Descriptive Statistics of Word of Mouth

| Descriptive Statistics | | | |
|---|-----|------|-----------|
| | N | Mean | Std. Dev. |
| I would like to upload on share to others | 328 | 3.67 | 1.856 |
| I would like to pass along information on brand, product, or services from real estate company's social media to my friends | 328 | 3.70 | 1.854 |
| I would post positive words towards real estate "X" products on social media | 328 | 3.72 | 1.863 |
| I do recommend real estate "X" products to other social media users/ followers | 328 | 3.61 | 1.892 |
| WOM | 328 | 3.67 | 1.846 |
| Valid N (listwise) | 328 | | |

Source: Own Survey (2021)

4.3.5. Trust

Table 4.6 revealed that the respondents expressed their disagreement on the feel confident in the real estate brand as it provides reliable information about the house and brands on social media usually deliver what expect with mean value of 2.64 and 2.77 respectively.

Table 7: Descriptive Statistics of Trust

| Descriptive Statistics | | | |
|--|-----|------|-----------|
| | N | Mean | Std. Dev. |
| I usually feel confident in the real estate brand | 328 | 3.18 | 1.225 |
| I usually trust the real estate company's houses because the company is always honest/ sincere in addressing my concerns | 328 | 3.52 | 1.797 |
| I usually feel confident in the real estate brand as it provides reliable information about the house | 328 | 2.64 | 1.194 |
| The brands on social media usually deliver what I expect | 328 | 2.77 | 1.714 |
| TRS | 328 | 3.03 | 1.297 |
| Valid N (listwise) | 328 | | |

Source: Own Survey (2021)

On top of that they were also indifferent regarding the brand provide reliable information (mean 3.18). However, they confirmed that they trust the real estate company's houses because the companies were often honest/ sincere in addressing my concerns (mean 3.52). It can be concluded that trust of the brand is in question. This indicates, the trust element affected the respondents on instilling confidence on customers, its sincerity in addressing individual concerns, providing reliable information and exceeding user's expectation matters on their purchase decision.

4.3.6. Purchase Intention

The overall user satisfaction, Table 4.7, shows that majority of the respondents were Intend to become customer (mean 3.41), high willingness (mean 3.66), likely to become customer (mean 3.45), high intention to become customer (mean 3.49), plan to buy (mean 3.46). It can be concluded that purchase intention found to be satisfactory.

Table 8: Descriptive Statistics of Purchase Intention

| Descriptive Statistics | | | |
|---|-----|------|----------|
| | N | Mean | Std. Dev |
| I would intend to become the customer of this real estate company | 328 | 3.41 | 1.481 |
| My willingness to become the customer of this real estate company is high | 328 | 3.66 | 1.502 |
| I am likely to become the customer of this real estate company | 328 | 3.45 | 1.057 |
| I have a high intention to become the customer of this real estate company | 328 | 3.49 | 1.081 |
| Next time I plan for buying real estate house, will buy from this real estate company | 328 | 3.46 | 1.066 |
| PI | 328 | 3.50 | 1.027 |
| Valid N (listwise) | 328 | | |

Source: Own Survey (2021)

This implies that social media followers of the real estates under study had slightly positive intention to purchase their products. Further investigation required why their purchase intention is lower than expected through inclusion of other marketing mix variables in addition to marketing activities.

4.4. Inferential Analysis

4.4.1. Correlation Analysis

A correlation is a measure of how strongly two variables relate to each other. Correlation coefficients are frequently used to describe data because they are relatively easy to use and provide a great deal of information in just a single value (Akroush, 2003). Pearson and Spearman's coefficient of correlations or simple correlations are the most widely used method of measuring the degree of relationship between two variables (Kothari, 2004). However, their effectiveness depends on the type of data used for analysis. Since, in this study, the data used for analysis are interval data (measured in Five-point Likert Scale), Spearman correlation coefficients are more effective. The calculated value of the correlation coefficient ranges from -1 to 1, where -1 indicates a perfect negative relation (the relationship is perfectly linear) and 1 indicates a perfectly positive relationship. A correlation coefficient of 0 indicates that there is no correlation (Akroush, 2003).

Table 9: Correlation Analysis of Variables

| | | Correlations | | | | | |
|---------------|---------------------|--------------|--------|--------|--------|--------|--------|
| | | INT | TRE | CUS | WOM | TRS | PI |
| INTERACTIVITY | Pearson Correlation | 1 | .649** | .117* | .151** | .324** | .488** |
| | Sig. (2-tailed) | | .000 | .034 | .006 | .000 | .000 |
| | N | 328 | 328 | 328 | 328 | 328 | 328 |
| TRENDLINESS | Pearson Correlation | .649** | 1 | .413** | .391** | .458** | .704** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | .000 |
| | N | 328 | 328 | 328 | 328 | 328 | 328 |
| CUSTOMIZATION | Pearson Correlation | .117* | .413** | 1 | .356** | .291** | .561** |
| | Sig. (2-tailed) | .034 | .000 | | .000 | .000 | .000 |
| | N | 328 | 328 | 328 | 328 | 328 | 328 |
| WORD OF MOUTH | Pearson Correlation | .151** | .391** | .356** | 1 | .162** | .498** |
| | Sig. (2-tailed) | .006 | .000 | .000 | | .003 | .000 |
| | N | 328 | 328 | 328 | 328 | 328 | 328 |
| TRUST | Pearson Correlation | .324** | .458** | .291** | .162** | 1 | .577** |
| | Sig. (2-tailed) | .000 | .000 | .000 | .003 | | .000 |
| | N | 328 | 328 | 328 | 328 | 328 | 328 |
| PI | Pearson Correlation | .488** | .504** | .561** | .698** | .577** | 1 |
| | Sig. (2-tailed) | .000 | .000 | .000 | .000 | .000 | |
| | N | 328 | 328 | 328 | 328 | 328 | 328 |

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

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

(Source, Own Survey, 2021)

The results on Table 4.8 showed that all social media activities had positive relationship with purchase intention. Word of mouth was found to be strong and positive relationship with purchase intention ($r = .698$) followed by Trust ($r = .577$), Customization ($r = .561$) but Trendiness ($r = .504$) and Interaction ($r = .488$) exhibited positive and moderate relationship. Regarding the relationship between the independent variables, there was no r-coefficient more than .70 which could be taken as there is no multicollinearity issue between the predictors. Besides, all the independent variables had positive and significant relationship amongst them. Thus, based on the results, one can conclude that the independent variables are good predictors of purchase intention in real estate social media marketing activities context.

4.4.2. Regression Analysis

The regression analysis is the final step to disclose the information about the unique contribution of each app perceived quality dimensions and its' effects on user satisfaction. A multiple regression analysis explores the relation between several variables and provides information about what variable that best predict a specific outcome. The regression includes a dependent variable (purchase intention) and five independent variables (Interaction, Trendiness, Customization, Word of mouth, Trust).

4.4.2.1. Assumption Test for Regression Analysis

A number of assumptions such as normality, homoscedasticity, multi-collinearity and linearity for regression analysis used in this study is discussed for the individual variables. In the following paragraphs, each assumption is explained.

4.4.2.1.1. Multi-Collinearity Test

Multicollinearity refers to the situation in which the independent variables are highly correlated. When the independent variables are multi-co linearity, there is overlap or sharing of predictive power. When the predictor variables are correlated among themselves, the unique contribution of each predictor variable is difficult to assess. One should check for the problem of multicollinearity which is present if there are high correlations between some of the independent variables.

Table 10: Multicollinearity Test

| Coefficients ^a | | | |
|---------------------------|-------------------------|------|-------|
| Model | Collinearity Statistics | | |
| | Tolerance | VIF | |
| 1 | INT | .543 | 1.843 |
| | TRE | .397 | 2.519 |
| | CUS | .740 | 1.351 |
| | WOM | .792 | 1.263 |
| | TRS | .773 | 1.294 |

a. Dependent Variable: PI

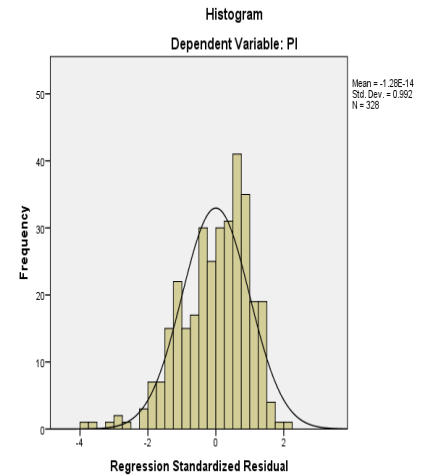
The study checks this with the Variance Inflation Factor (VIF) which calculates the influence of correlations among independent variables on the precision of regression estimates. The VIF factor should not exceed 10, and should ideally be close to one (Pallant, 2005). As can be seen from table above, regarding this study the tolerance level of all independent variables are greater than 0.1 and the VIF value of all the independent variables are also less than 10. This confirms there no multicollinearity problem.

4.4.2.1.2. Normality Test

According to Bagozzi & Yi (1998), one of the major things that should be done in the evaluation of regression analysis is assessment of the adequacy of input data and statistical assumption underlying any estimation methods used in analysis. The estimation of multi-regression model requires continuous data with normal distribution. A common rule-of-thumb test for normality is to run descriptive statistics to get skewness and kurtosis. Both Skew and Kurtosis should be within the +2 to -2 range when the data are normally distributed (Hair, 1998). Normality test was conducted with SPSS and all the six variables found within the range.

Table 11: Normality of Distribution Using Descriptive Statistics (Skewness and Kurtosis)

| Descriptive Statistics | | | | | |
|------------------------|-----------|-----------|------------|-----------|------------|
| | N | Skewness | | Kurtosis | |
| | Statistic | Statistic | Std. Error | Statistic | Std. Error |
| Interactivity | 328 | -.462 | .149 | -.154 | .290 |
| Trendlines | 328 | -.471 | .149 | -.111 | .290 |
| Customization | 328 | -.314 | .149 | .264 | .290 |
| Word of Mouth | 328 | .180 | .149 | .166 | .290 |
| Trust | 328 | .097 | .149 | .225 | .290 |
| Purchase Intention | 328 | .239 | .149 | -.205 | .290 |
| Valid N (listwise) | 328 | | | | |



Source: Own Survey, 2021

4.4.2.1.3. Linearity/ Homoscedasticity Test

The linearity of the relation between the outcome and explanatory variable represented the extent to which the change in the outcome variable is associated with the predictor variable (Hair, 1998). Conventional regression analysis will underestimate the relationship when nonlinear relationships are present, i.e., R^2 underestimates the variance explained overall and the betas underestimate the individual importance of the explanatory variables involved in the non-linear relationship. Substantial violation of linearity implies that regression results may be more or less unusable (Malhotra, 2007). To test the linearity, the scatter plot of standardized residuals versus the fitted values for the regression models was visually inspected. The plots did not reveal any systematic pattern, thus providing support for the specified linear relationship.

Hair (1998) identifies homoscedasticity as homogeneity of variance. This assumption is referred to as the description of data in which the variance of the error terms (e) appears constant over the range of values of an independent variable. The assumption of equal or uniform variance of the population is critical to the proper application of linear regression. When the error terms have increasing or modulating variance, the data are considered as heteroscedastic. In general, heteroscedasticity is the result of non-normality of one of the variables, and the correction of the

non-normality remedies the unequal dispersion of variance. The error terms were expected to have equal variances. In the scattered residual plots, the residuals scattered randomly about the zero line and did not exhibit a triangular-shaped pattern, thus providing sufficient evidence to satisfy the assumption for homoscedasticity of the error terms.

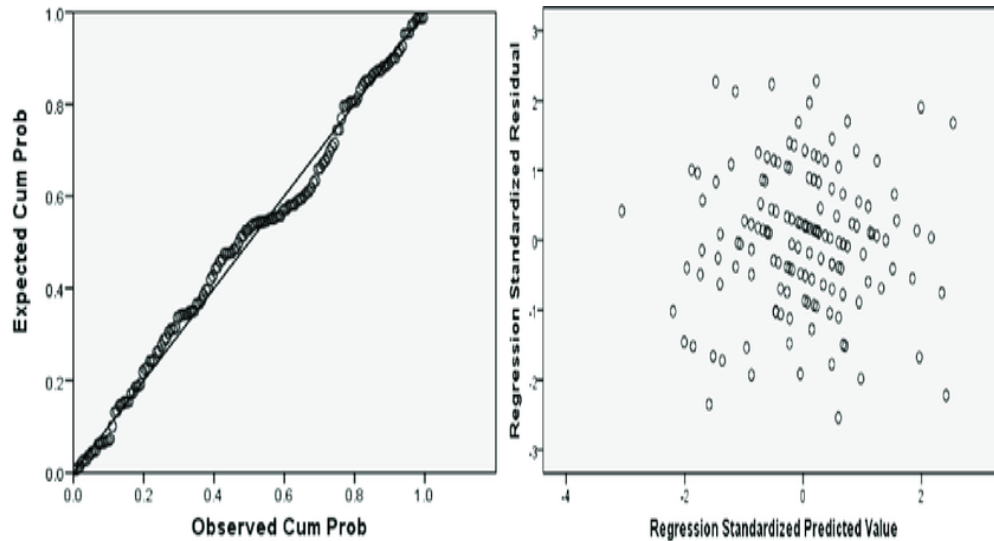


Figure 5: Linearity Test

4.4.2.1.4. No Auto-correlation/Independent of Errors

To determine the autocorrelation between observations Durbin-Watson test was used. The Durbin-Watson statistic ranges in value from 0 to 4. A value near 2 indicates non-autocorrelation; a value toward 0 indicates positive autocorrelation; a value toward 4 indicates negative autocorrelation (Field, 2005). With Durbin Watson value of 2.008, which is very close to 2, it can be confirmed that the assumption of independent error has almost certainly been met (*Please refer Model Summary Table*)

4.4.2.2. Multiple Linear Regression Analysis

To investigate the impact of social media marketing on purchase intention. Multi-regression analysis was applied to investigate the relationship aiming to see the degree to which variables affect the dependent variable. The results have been derived from three major regression analyses such as Model Summary, ANOVA test and coefficient analysis.

Model Summary

The regression model presents how much of the variance in the measure of purchase intention of the respondents is explained by the underlying independent variables. The model or the predictor variables have an R-square value of 69.5% of the variance in the criterion variable (purchase intention). The remaining 30.5% are explained by other variables out of this model.

Table 12: Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1 | .834 ^a | .695 | .690 | .57137 | 1.808 |

- a. Predictors: (Constant), TRS, WOM, INT, CUS, TRE
- b. Dependent Variable: Purchase Intention

Source: Own Survey (2021)

The ANOVA table shows if the regression model is significant. The significance value of this regression model is 0.000, which equals $p < 0.05$, and 'F' equals 146.825, which means that the model reaches statistical significance implying that the variation explained by the model is not due to chance.

Table 13: ANOVA Test

| Model | | Sum of Squares | Df | Mean Square | F | Sig. |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1 | Regression | 239.663 | 5 | 47.933 | 146.825 | .000 ^b |
| | Residual | 105.120 | 322 | .326 | | |
| | Total | 344.782 | 327 | | | |

- a. Dependent Variable: PI
- b. Predictors: (Constant), TRS, WOM, INT, CUS, TRE

Source: Own Survey (2021)

Coefficients

The unstandardized coefficient refers to the direction of the relationship and the amount of change that the different independent variables contribute to purchase intention given that one unit change in the value of the independent variable.

Table 14: Estimated Regression Coefficient

| Model | | Coefficients ^a | | | | |
|-------|------------|-----------------------------|------------|---------------------------|-------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | .253 | .128 | | 1.979 | .049 |
| | INT | .211 | .029 | .265 | 7.396 | .000 |
| | TRE | .101 | .028 | .149 | 3.575 | .000 |
| | CUS | .126 | .019 | .227 | 6.557 | .000 |
| | Ewom | .231 | .041 | .277 | 5.667 | .000 |
| | TRS | .228 | .028 | .288 | 8.228 | .000 |

a. Dependent Variable: PI

Source: Own Survey (2021)

Table 3.11 shows the results (estimated coefficients) revealed that there is positive and strong relation between social media marketing and purchase intention. Amongst the predictors, Word of mouth took relatively the highest value ($\beta = .231$) followed by Trust ($\beta = .228$), Interactivity ($\beta = .211$). Customization ($\beta = .126$) and Trendiness ($\beta = .101$) has relatively the least effect on purchase intention of real estate products in Addis Ababa. The implication is that, for instance, the effect of a unit changes in “WOM” attribute might bring 0.231 units change in purchase intention, given that all other variables in the model are constant. Moreover, all predictors (independent) dimensions have statistically positive and significant relationship with the criterion (dependent variable) for the fact that *p-value* was found to be less than 0.05. The established regression function is:

$$PI = .253 + 0.211 INT + 0.231 WOM + 0.126 CUS + 0.101 TRE + 0.228 TRS$$

To conclude, among the five underlying determinants, WOM, Trust and Customization had the highest significant effect on purchase intention while Trendlines and Interaction got relatively least positive significant effects on purchase intention. Therefore, based on the results these findings, all the proposed hypotheses were supported. The summary is presented as below:

Table 15: Summary of the Research Hypothesis Test Results

| Hypothesis | Analysis Used | Findings | | Result |
|----------------|---------------------|-----------------------------|----------------------|-----------|
| H ₁ | Multiple Regression | $\beta = 0.211$; $p < .05$ | Positive Significant | Supported |
| H ₂ | Multiple Regression | $\beta = 0.101$; $p < .05$ | Positive Significant | Supported |
| H ₃ | Multiple Regression | $\beta = 0.126$; $p < .05$ | Positive Significant | Supported |
| H ₄ | Multiple Regression | $\beta = 0.231$; $p < .05$ | Positive Significant | Supported |
| H ₅ | Multiple Regression | $\beta = 0.228$; $p < .05$ | Positive Significant | Supported |

4.5. Discussion of the Results

This study was aimed to investigate the effect of social media marketing activities on purchase intention of real estate products in the case of selected top five performing real estate companies in Addis Ababa. Social media marketing activities comprises user interactivity, information customization, post trendiness, eWOM and information trust which were considered as the measure of social media marketing dimensions as indicated in literature review section.

The multiple linear regression model was set in such a way that social media marketing activities in terms of interactivity, customization, trust, eWoM and trendiness was considered as independent variables, and purchase intention attributes as dependent variable. As the results indicated, all the aforementioned five dimensions of the social media marketing activity had positive and statistically significant relationship with purchase intention in the case of the select real estate companies in Addis Ababa. The regression model explained the outcome 69.5% which could be taken as a good predictor of purchase intention. It confirms that the model predicts the variation in purchase intention was not by chance as the F-value (146.825) of the model was found to be more than one (1), the ratio of mean square of predictors over mean square of residuals, significantly.

All the Beta Coefficients illustrated that there is a positive and statistically positive effect on purchase intention of the real estate buyers as their respective values were positive and significant at $p < .05$. Hence, there were no inverse relation between the dependent and independent variables. The results of the study supported by all the five proposed hypotheses.

Referring Hypothesis – 1 (H1), it is supported that user interactivity had positive and significant effect on purchase intention ($\beta = 0.211$; $p < .05$). The overall app's interaction of the company is good in terms of its suitability for information sharing and forwarding opinion about the real states. This has an implication that social media becomes an essential component as a communication channel in which users participate utilized it as a platform to share their opinions and gathering more valuable information. That means, the ability to the platforms creating opportunity to share information regarding the real estate products influence their purchase intention in this study. This finding is in line with Borges (2009) who states social media platforms played a role in influencing consumer attitudes through allowing for the latest trends and news to be followed, which then created online activity in the form of consumers' opinions.

This would be relayed in the form of posts and reviews, allowing consumers to form attitudes towards them. This interactivity between consumers went on to allow attitudes to be formed concerning real estate products. They could either be positive or negative based on the interactions, which then led to either a sale or a repurchase by the consumer.

Addressing Hypothesis – 2 (H2), the results revealed that trendiness has positive and significant effect on purchase intention ($\beta = 0.101$; $p < .05$), and then supported the hypothesis. Regarding trends, all the respondents cited the most recent and popular trends showing that relevance was a key aspect in social media marketing. Keeping up with the trends is important because consumers are intrigued by different things and want to stay informed (Pierce, 2013).

Referring Hypothesis – 3 (H3), customization has positive and significant effect on purchase intention ($\beta = 0.126$; $p < .05$) was also supported. The findings are in support with Dirks (2016) as stated that social media marketing created awareness on products, allowing the consumers to choose and be informed, as well as customized information based on their posts that came from their social media interaction. customer posts could be viewed online, item by item, and as such specifications could be adjusted according to the consumer based on these interactions.

The results also supported Hypothesis – 4 (H4) which states electronic word of mouth has positive and significant effect on purchase intention ($\beta = 0.231$; $p < .05$). According to Eze & Bello (2016), positive feedback from consumers that had already tried out the products influences other friends or relatives through keeping the feedback loop. The positive word of mouth amongst the consumers, communicated electronically through posts, influenced the potential customers to purchases.

Referring Hypothesis – 5 (H5), information trust has positive and significant effect on purchase intention ($\beta = 0.228$; $p < .05$) was also supported based on the results. It is in line with the finding of Blackwell (2014). These efforts were notably in the form of updating products, encouraging positive comments on the sites and also promoting brand loyalty and trust.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

In this chapter of the study, summary of the major findings, conclusion and recommendations of the study is presented.

5.1. SUMMARY OF MAJOR FINDINGS

The purpose of this research was to determine the effect of social media marketing activities on purchase intention in the case of real estate companies in Addis Ababa, Ethiopia.

Hence, this study tried to identify and fill the gap through detailed investigation of social media marketing activities with which determinant has the highest influence on purchase intention. It considered five social media marketing dimensions namely Interaction, Trendiness, Customization, electronic Word of mouth and Trust. A sample size was selected using convenience sampling technique. Based on the theoretical frame work and objectives of the study 25 items were provided in a 5-point Likert scale to the respondents. The gathered data were analyzed by using descriptive and inferential statistics. The analyses had been done based on the primary data collected through self-administered questionnaires from a total of 328 respondents. The major findings revealed how social media marketing dimensions affect purchase intention of real estate companies' customers in Addis Ababa, Ethiopia.

- The relationship between each predictor (Interaction, Trendiness, Customization, Word of mouth and Trust) and the construct (Purchase Intention) was investigated. All the predictors showed positive relationship. This could be taken as a confirmation that there were no multi-collinearity problems to proceed for regression analysis. Trendiness was found to be strong and positive with purchase intention ($r = .704$) followed by Trust ($r = .577$), Customization ($r = .561$) but Word of mouth ($r = .498$) and Interaction ($r = .488$) exhibited positive and moderate relationship.
- On top of that, multiple linear regression analysis was carried out to determine the extent to which the predictor variables contributed for purchase intention. As it can be inferred from the model summary, social media marketing activities is accounted for 69.5% of purchase intention ($R^2 = 0.695$).
- The variation analysis (ANOVA) analysis confirmed a good fit was established between social media marketing activities and purchase intention with $P < 0.05$.

- Regarding the comparison of their effect on the construct, beta values were analyzed. The results revealed that all attributes had positive and significant effect on the purchase intention. Trendiness took relatively the highest value ($\beta = .231$) followed by Trust ($\beta = .228$), Customization ($\beta = .211$). Whereas Word of mouth ($\beta = .126$) and Interaction ($\beta = .101$) has relatively least effect on purchase intention.

5.2. Conclusion

Social media creates innovative change in the lives of individuals; they use social media for various purposes, including communication, e-business, buying, and selling. Recent innovations and advancements on the internet and developments in social media have made individuals' lives easier. These developments have introduced a new method of e-commerce. Present research integrates trust and social media activities and proposes a model to examine the role social media activities plays in purchase intention of real estate products in Ethiopian context. The results show that interactivity, customization, trendiness, eWoM and trust dimensions of social media activities influence significantly consumer purchase intentions. This confirms the relevant hypotheses and answers to the research objectives.

Participants are more likely to buy through social networking sites when experiencing high-quality relevant information. Review of data reveals eWoM has more influence on their purchase intentions through social networking sites. The enhancement of the website efficiency in terms of creating space for customers to interact enhances customer trust resulted in purchase intention. Other analyzed data confirms that customer trust has a positive and significant effect on their purchase intentions. Once participants accepted the trust, they had more than intent to purchase. This underlines the determinant role of trust in real estate business in Ethiopia, which characterized by failure in keeping promise, late delivery and bribe. Trust therefore plays a major part in e-commerce through the direct effect of the buying intention of a consumer. This research contributes by highlighting the role and impact of social media activities in e-commerce confidence building. The analysis reveals how social media marketing and social media factors influence a customer's purchase intentions through social media sites.

53.Recommendations

This study found that social media marketing was relevant for the real estate companies observed, and as such, it is recommended that:

- Marketing managers of real estate firms adopt it. This is because it increased their sales margins through the interactions that consumers had each other as well as with the organizations. It was also lauded because it had a wider reach in terms of audience as everyone could access it through phones and other gadgets as long as they had the Internet.
- Managers of real estate should provide customers with information that is sufficient enough enabling them to consider to make the purchase. Further, it is also important for companies to create groups that would efficiently enable them to reach their target market. Popular social media trends assist the organization in staying active and relevant, and as such constant research should be carried out on which of these trends is effective.
- The marketers of the real estate companies shall create options to accept customer orders in regards to their customized preferences of real estate houses. This could be achieved through creating space in their respective social media which allows customers to choose their own design and location of the targeted house.
- The companies should instill confidence on potential customers through posting and sharing trustworthy detailed information on their sites. These would be in the form of real estate house owners to advertise their homes delivered with specific standard as promised.
- Electronic word of mouth had also relatively higher effect on purchase intention of the real estate houses in Addis Ababa. Real estate companies' marketers shall facilitate and encourage customers, those who already bought houses, to breath out what they really felt during and after delivery. This might promote advertising through customers. By engaging in this, the message is efficiently passed on widening the impact of the sales.

- Moreover, it is recommended that firms engage in online discussions that would go towards enhancing their communication with the consumer. This will enable them to forecast on the consumer needs and solve existing product problems and act on consumer suggestions.
- However, it is necessary to note that to determine which trend to use, research needed to be carried out to select a target market that would be best suited to the products to be marketed.

References

- Aaker, D.A., (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*, New York: The Free Press.
- Abbey, H. (2009), *Building Strong Brands*, New York: The Free Press.
- Ahmed, M & Zahid, A. (2004), *Brand Equity & Advertising: Advertising's Role in Building Strong Brands*, Hillsdale: Lawrence Erlbaum Associates, pp. 333-341.
- Akroush, D. (2003), "Brand Equity and Advertising: An Overview", in D.A. Aaker,
- AllAfrica.com, (2013) social media is Revolutionizing Apparel Industry, retrieved from <http://www.fiber2fashion.com/industry/article/54/5347/social-media-is-revolutioning>
- Arif, M. and Kanwal, N. (2016). The theory of planned behavior. *Organizational behavior and human decision process*. 50(2), pp. 179-211.
- Appel, S. (2020). A Study of consumer buying behavior for branded apparels in Gurgaon city. *Global Journal of Advance Research*, 4(10), pp.367-377.
- Ayinalem, H. (2017). Motivations to interact with brands on Facebook – Towards a typology of consumer-brand interactions. *Journal of Brand Management*, 23(2), pp. 153-178.
- Bagozzi, V. & Yi, D.E. (1998). Social media and consumer engagement: A review and research agenda. *Journal of Research in Interactive Marketing*, 10(4), pp. 268-287.
- Bail, G., Lisa, R., Taylor, D., John, S. Haohan, Y. & Alexander, K. (2018). Online support for commerce processes by web retailers. *Decision Support Systems*, 34(4), pp.379-395.
- Baird, M. & Parasnis, H. (2011). *Advertising and promotion: an integrated marketing communication perspective*. 6th ed. McGraw Hill.
- Basha, B. & Lal, R. (2019). Word of mouth and interpersonal communication: a review and directions for future research. *Journal of Consumer Psychology*, 24(4), pp. 586-607.
- Best, W. (1977). *Consumer behavior*. New York: Harcourt College Publishers.
- Bhattacharjee, H. (2012). Determinants of Consumers. Attitude towards Social Media Advertising. *Journal of Creative Communications*, 10(3), pp. 248-258.

- Brown, M. (2003). Buying or browsing? An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37(11/12), 1666-1684.
- Brown, M. (2011). Buying orientations and online purchase intention. *European Journal of Marketing*, 41(4), 227-284.
- Cheng, B.L. and Yee, S.W. (2014) Factors influencing consumers' online purchase intention: a study among university students in Malaysia. *International Journal of Liberal Arts and Social Science*, 2(8), pp.121-133.
- Bilal, E., Ahmed, C., and Shehzad, M. (2014). Social Media: A New Frontier for Retailers? *European Retail Research*. 22(22), pp 1-28.
- Dellaert, G.C., Monsuwe, T.P., Ruyter, K.D. (2004). What drives consumer to shop online? *International Journal of Service, Industry Management*, 15(1), pp. 102-121.
- Blackshaw, H. & Nazzaro, K. (2004). Exploring the drivers, scope and perceived success of e-commerce strategies in the UK retail sector. *European Journal of Marketing*, 43(9/10), pp.124-162.
- Campbell, G. (1960). Impact of social media on consumer behavior. *International Journal of Information and Decision Sciences*. pp. 1-25.
- Carlsson, H. (2010). Customer perceived value: A substitute for satisfaction in business markets? *Journal of Business and Industrial Marketing*, 17(2/3), pp. 107–118.
- Carroll, M. (2007). Perceived derived attributes of online customer reviews. *Computers in Human Behavior*, 56, pp.306-319.
- Chaffey, L. & Ellis, C. (2019). Electronic commerce adoption: an empirical study of small and medium US businesses. *Information and Management*, 42(1), pp.197-216.
- Chahal, J. & Rani, A. (2017). The effect of sales force behavior on customer satisfaction: An integrative framework. *Journal of Personal Selling and Sales Management*, 11(3), 13–23.
- Chang, D., Cheung, X. and Lai, M. (2005). Customer engagement in a Facebook brand community. *Management Research Review*, 35 (9), pp. 857–877.

- Cheng, M. and Yee, P. (2014). Ethical and legal foundations of relational marketing exchanges. *Journal of Marketing*, 57(4), pp. 35-46.
- Chinomona, N. (2015). A study on consumer purchase intention towards ready-to-eat food in Ahmedabad. *Asian Journal of Management Research*, 5(2), pp. 202-209.
- Chiu, D. (2015). Electronic Word-Of-Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet? *Journal of Interactive Marketing*, 18(1), pp. 38–52.
- Kaplan, A.M. and Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of social media. *Business Horizons*, 53, pp. 59-68.
- Keller, K.L. (2004). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice Hall.
- Kontu, H. and Vecchi, A. (2014). Why all that noise assessing the strategic value of social media for fashion brands. *Journal of Global Fashion Marketing*, 5(3), pp. 235-250.
- Levenburg, N. (2005). Delivering customer value online: an analysis of practices, applications, and performance. *Journal of Retailing and Consumer Services*, 12(5), pp.319-331.
- Mangold, W. and Faulds, D. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52(4), pp.357-365.
- McIntyre D.A. The Future of Twitter. TIME [Internet]. 2009 May Available from: http://www.time.com/time/specials/packages/article/0,28804,1901188_1901207,00.html
- McQuitty, S., Finn, A. and Wiley, J.B. (2000). Systematically Varying Consumer Satisfaction and its Implications for Product Choice. *Academy of Marketing Science Review*, 24(10), pp.1-16.
- Morwitz, V.G., and Fitzsimons, G.J. (1996). The effect of measuring intent on brand level purchase behavior. *Journal of Consumer Research*, 23(1), pp. 1-11.
- Muntinga, D., Moorman, M. and Smit, E. (2011). Introducing COBRAs. *International Journal of Advertising*, 30(1), pp.13-46.

- Nabil, J., and Imed, Z. (2010). The Impact of Label Perception on the Consumer's Purchase Intention: An application on food products. *IBIMA Business Review*, Vol. 2, pp. 2-14.
- Obar, J. and Wildman, S. (2015). Social media definition and the governance challenge: An introduction to the special issue. *Telecommunications Policy*, 39(9), pp.745-750.
- Parasuraman, A., Zeithaml, V., and Berry, L. (1996). The behavioral consequences of service quality. *Journal of Marketing*, Vol. 60(2), pp. 31-46.
- Zerihun, D. (2017). Characteristics of social-media marketing strategy and customer-based brand equity outcomes: a conceptual model. *International Journal of Internet Marketing and Advertising*, 9(4), pp.321-337.
- Yibeltal, T. (2016). *Impact of perceived usefulness, perceived ease of use and perceived enjoyment on intention to shop online*. PhD thesis, Operations Management Section, School of Management, Universiti Sains Malaysia.
- Renu, Bansal, S. (2018). The Impact of Social Media on Small Enterprises in India. *Journal of Emerging Technologies and Innovative Research*, 5(7), pp. 196-200.
- Renu, Bansal, S. (2019) How to Engage your customer through Social Media. *International Journal of Scientific Research and Review*, 7(3), pp. 677-684.
- Sarina Asif, Tanuja Kaushik (2017). A study of consumer buying behavior for branded apparels in Gurgaon city. *Global journal of advanced research*, 4(10), pp. 367-377.
- Sashi, C. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), pp.253-272.
- Seock, Y., and Bailey, L. (2008). The influence of college students' shopping orientations and gender differences on online information searches and purchase behaviors. *International Journal of Consumer Studies*, 32(2), pp. 113-121.
- Sharma, M.K. (2014). The Impact on Consumer Buying Behavior: Cognitive Dissonance. *Global Journal of Finance and Management*, 6(9), pp. 833–840.

- Smith, D., Hernández-García, Á., Agudo Peregrina, Á. F., Hair Jr, J. F. (2016). Social Network Marketing: A Segmentation Approach to Understanding Purchase Intention. In: Proceedings of the 7th International Conference on Social Media and Society (p.20), United Kingdom.
- Social Media Examiner Report (2018). Popular social media platforms. Published on May 2018. <https://browsermedia.agency/blog/social-media-marketingreport-overview/>
- Social Media Marketing Industry Report (2018). Benefits of social media marketing. Published on May 2018. <https://www.socialmediaexaminer.com/social-mediemarketing-industry-report-2018/>
- Statista report (2019). Number of social network users in India from 2015 to 2023. Published on September 2019. <https://www.statista.com/statistics/278407/numberof-social-network-users-in-india/www.ijstr.org>
- Srinivasan, S., Anderson, R. and Ponnayolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), pp.41-50.
- Sweeny, J.C., Soutar, G.N., and Johnson, L.W. (1999). The role of perceived risk in the quality-value relationship: a study in a retail environment. *Journal of Retailing*, 20(2), pp. 271-280.
- Swinyard, W.R. (1993). The effects of mood, involvement and quality of store experience on shopping intentions. *Journal of Consumer Research*, 20(2), pp. 271-280.
- Tan Pei Kian, Goh Hong Boon, Stany Wee Lian Fong, Yeow Jian (2017) Factors That Influence the Consumer Purchase Intention in Social Media Websites. *Int. J Sup. Chain. Mgt*, 6(4), pp. 208-214.
- Tan, W., Kwek, C. and Li, Z. (2013). The Antecedents of Effectiveness Interactive Advertising in the Social Media. *International Business Research*, 6(3), pp. 88-99.
- Tsai, W.-H. S. and Men, L.R. (2013) Motivations and antecedents of consumer engagement with brand pages on social networking sites. *Journal of Research in Interactive Advertising*, 13(2), pp. 76–87.

- Turban. E., King. D., Lee. J. K., Liang, T. P., and Turban, D.C. (2015). *Electronic commerce: A managerial and social networks perspective* (8th ed.). New York, Springer.
- Tyagi, C. L. and Kumar, A. (2004). *Consumer Behaviour*. New Delhi, India: Atlantic Publishers and Distributors.
- Wang, X., Yu, C. and Wei, Y. (2012). Social Media Peer Communication and Impacts on Purchase Intentions: A Consumer Socialization Framework. *Journal of Interactive Marketing*, 26(4), pp.198-208.
- Wolfenbarger, M. and Gilly, M. (2003), Measuring and predicting retail quality. *Journal of Retailing*, 79(3), pp.183-198

APPENDICES

Appendix – I Survey Questionnaire



ST. MARY'S UNIVERSITY, SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

Questionnaire To Be Filled by Respondents

Dear Respondent,

My name is Hanan Tsegaye, a postgraduate student of St. Mary's University, School of Graduate Studies. I am conducting my study entitled "the effect of social media marketing on purchase intention the case of real estate companies in Addis Ababa, Ethiopia. The purpose of this questioner is to gather data regarding how the social media marketing in terms of social media interaction, customization, trendiness, electronic word of mouth and consumer trust on purchase intention. Your honest and sincere responses for this questionnaire will play a great role in making the research successful. I assure you that all the responses will be treated confidentially and only be used for academic purpose. Participation is purely voluntary and no need to write your name.

I thank you in advance for offering your golden time and if you have any question, please feel free to contact me by the below contact:

Hanan Tsegaye

Phone: +251 911 926305

Email: hanismart@yahoo.com

I. General Information

Please mark [X] in the appropriate box to indicate your choice

1. Sex Male Female
2. Age (Years) 18 – 30 31 – 45 46 – 60 > 60
3. Residence America Europe Asia Africa other than Ethiopia
 Ethiopian
4. Income < 5,000 USD 5,000 – 10,000 USD >10,000 USD
5. Profession Student Academician Businessman Other
Profession
6. How long have you been a Facebook user?
 < a year 1 – 2 years 3 – 4 years 5 years and above
7. Approximately, how many hours a week do you spend using Facebook
 < 24 24 – 48 49 – 72 > 72 hours
8. Which of the following social media site do you have an account with?
 Facebook Google+ Instagram Twitter
 LinkedIn YouTube WhatsApp Snapchat
9. Activity on which you spend on Facebook (pls choose the one which you engage mostly)
 on reading others' posts
 on posting messages/profile information/pictures/videos
 on reading posts by companies/groups that you "like"
 on playing games
 on other activities: please specify: _____

II. Questions regarding Study Variables

Herein the questions with regard to social media marketing activities and purchase intention are presented. Therefore, you are kindly requested to put "X" mark on the box which represents your degree of agreement.

1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree.

| Dimensions - | Scale | | | | |
|---|--------------|----------|----------|----------|----------|
| Interaction | 1 | 2 | 3 | 4 | 5 |
| I believe that real estate “X” social media pages share information about its houses with user | | | | | |
| Users of real estate “X” social media pages share experiences with other social media users | | | | | |
| I believe it is easy to give my opinion on the social media pages of real estate “X” | | | | | |
| The real estate company responds to user’s posts in a timely manner | | | | | |
| Trendiness | 1 | 2 | 3 | 4 | 5 |
| Contents shown in the real estate company’s social media is the newest information | | | | | |
| Using the real estate company’s social media is very trendy | | | | | |
| I believe real estate “X” uses latest content (pictures/videos) on its social media pages. | | | | | |
| Overall, I believe the social media pages of real estate “X” are trendy. | | | | | |
| Customization | 1 | 2 | 3 | 4 | 5 |
| The real estate company’s social media offers customized information search | | | | | |
| The real estate company’s social media provides customized service | | | | | |
| The real estate company’s social media provides customized service | | | | | |
| I believe the social media pages of real estate “X” provide a space for people to share their reviews about the company. | | | | | |
| Electronic Word of Mouth | 1 | 2 | 3 | 4 | 5 |
| I would like to pass along information on brand, product, or services from real estate company’s social media to my friends | | | | | |
| I would like to pass along information on brand, product, or services from real estate company’s social media to my friends | | | | | |
| I would post positive words towards real estate “X” products on social media | | | | | |
| I do recommend real estate “X” products to other social media users/ followers | | | | | |
| Trust | 1 | 2 | 3 | 4 | 5 |
| I usually feel confident in the real estate brand | | | | | |

| | | | | | |
|--|----------|----------|----------|----------|----------|
| I usually trust the real estate company's houses because the company is always honest/ sincere in addressing my concerns | | | | | |
| I usually feel confident in the real estate brand as it provides reliable information about the house | | | | | |
| The brands on social media usually deliver what I expect | | | | | |
| Purchase Intention | 1 | 2 | 3 | 4 | 5 |
| I would intend to become the customer of this real estate company | | | | | |
| My willingness to become the customer of this real estate company is high | | | | | |
| I am likely to become the customer of this real estate company | | | | | |
| I have a high intention to become the customer of this real estate company | | | | | |
| Next time I plan for buying real estate house, will buy from this real estate company | | | | | |

Many thanks!!!

አባሪ - የዳሰሳ ጥናት መጠይቅ



የቅድስት ማርያም ዩኒቨርሲቲ ፣ የድህረ ምረቃ ትምህርቶች ትምህርት ቤት የግብይት አስተዳደር ክፍል

ውድ ተጠሪ ፣

ስሜ ሀናን ፀጋዬ እባላለሁ። በቅድስት ማርያም ዩኒቨርሲቲ የድህረ ምረቃ ትምህርት ቤት የድህረ ምረቃ ተማሪ ነኝ። ጥናቴን እያካሄድኩ ያለሁት “የማኅበራዊ ሚዲያ ግብይት በግዥ ዓላማ ላይ አዲስ አበባ ኢትዮጵያ ውስጥ ባሉ የሪል እስቴት ኩባንያዎች ጉዳይ ላይ ነው ። የዚህ ጠያቂ ዓላማ የማኅበራዊ ሚዲያ ግብይት በማህበራዊ ሚዲያ መስተጋብር ፣ ማበጀት ፣ ወቅታዊነት፣ በኤሌክትሮኒክ የቃል ቃል እና በሽማግሌ ዕምነት ላይ የሽማግሌ አመኔታን በተመለከተ መረጃ ለመስጠት ነው ። ለዚህ መጠይቅ የሰጡት ሐቀኛ እና ቅን ምላሾች ጥናቴን ስኬታማ ለማድረግ ትልቅ ሚና ይጫወታሉ ። ሁሉም ምላሾች በሚስጥር እንደሚያዙ እና ለአካዳሚክ ዓላማ ብቻ እንደሚውሉ አረጋግጥላችኋለሁ ። ተሳትፎ ሙሉ በሙሉ በፈቃደኝነት ነው እናም ስምዎን መጻፍ አያስፈልገውም።

ወርቃማ ጊዜዎን ስለሰጡኝ አመሰግናለሁ እናም ጥያቄ ካለዎት እባክዎ ከዚህ በታች ባለው ግንኙነት እኔን ለማነጋገር ነፃነት ይለማዎት-

ሀናን ፀጋዬ
ስልክ: +251 911 926305

ኢሜይል: hanismart@yahoo.com

I. አጠቃላይ መረጃ

ምርጫዎን ለማመልከት እባክዎ [X] ን በተገቢው ሳጥን ውስጥ ምልክት ያድርጉበት

1. ያታ ሴት ወንድ
2. ዕድሜ (ዓመታት) 18 - 30 31 - 45 46 - 60 > 60
3. የመኖሪያ አሜሪካ አውሮፓ እስያ አፍሪካ ከኢትዮጵያ አየር መንገድ ውጭ ኢትዮጵያ
4. ገቢ <5,000 USD 5,000 - 10,000 USD > 10,000 USD
5. ሙያ የተማሪ አካዳሚስት ነጋዴ ሌላ ሙያ
6. የፌስቡክ ተጠቃሚ ለምን ያህል ጊዜ ነበርዎት?
<አመት 1 - 2 ዓመት 3 - 4 ዓመት 5 ዓመት እና ከዚያ በላይ
7. በግምት ፡ ፌስቡክን በመጠቀም በሳምንት ስንት ሰዓት ያጠፋሉ
<24 24 - 48 49 - 72 > 72 ሰዓታት
8. ከሚከተሉት የማኅበራዊ ድረ ገጾች ውስጥ የትኛው አካውንት አለዎት?
Facebook Instagram ትዊተር
LinkedIn ዩቲዩብ WhatsApp Snapchat
9. በፌስቡክ ላይ የሚያወጡት እንቅስቃሴ (pls በአብዛኛው የሚሳተፉበትን ይምረጡ)
የሌሎችን ልጥፎች በማንበብ ላይ
መልዕክቶችን / የመገለጫ መረጃዎችን / ስዕሎችን / ቪዲዮዎችን በመለጠፍ ላይ
በኩባንያዎች / ቡድኖች “የሚወዷቸው” ልጥፎችን በማንበብ ላይ
ጨዋታዎችን በመጫወት ላይ
በሌሎች ተግባራት ላይ እባክዎን ይግለጹ

II. የጥናት ተለዋዋጭዎችን በተመለከተ ጥያቄዎች

እዚህ ማህበራዊ ሚዲያ ግብይት እንቅስቃሴዎችን እና የግዢ ዓላማን በተመለከተ ጥያቄዎች ቀርበዋል ። ስለሆነም የስምምነትዎን ደረጃ በሚወክል ሳጥን ላይ “X” ምልክት እንዲያደርጉ በትህትና ተጠይቀዋል ።
1 = በጥብቅ እስማማለሁ ፣ 2 = እስማማለሁ ፣ 3 = ገለልተኛ ፣ 4 = አልስማማም ፣ 5 = በጥብቅ አልስማማም ።

| ልኬቶች - | ልኬት | | | | |
|---|-----|---|---|---|---|
| | 1 | 2 | 3 | 4 | 5 |
| መስተጋብር | | | | | |
| የሪል እስቴት “ኤክስ” ማህበራዊ ሚዲያ ገጾች ስለ ቤቶቹ መረጃ ለተጠቃሚ ያጋራሉ ብዬ አምናለሁ | | | | | |
| የሪል እስቴት “ኤክስ” ማህበራዊ ሚዲያ ገጾች ተጠቃሚዎች ከሌሎች ማህበራዊ ሚዲያ ተጠቃሚዎች ጋር ልምዶችን ይጋራሉ | | | | | |
| በሪል እስቴት “ኤክስ” ማህበራዊ ሚዲያ ገጾች ላይ አስተያየቴን መስጠት ቀላል ነው የሚል እምነት አለኝ | | | | | |
| የሪል እስቴት ኩባንያ ለተጠቃሚዎች ልጥፎች በወቅቱ ምላሽ ይሰጣል | | | | | |
| አዝማሚያ | 1 | 2 | 3 | 4 | 5 |
| በሪል እስቴት ኩባንያ ማህበራዊ ሚዲያ ውስጥ የሚታዩ ይዘቶች አዲሶቹ መረጃዎች ናቸው | | | | | |
| የሪል እስቴት ኩባንያውን ማህበራዊ ሚዲያ መጠቀም በጣም ወቅታዊ ነው | | | | | |
| ሪል እስቴት “ኤክስ” በማህበራዊ ሚዲያ ገጾች ላይ የቅርብ ጊዜ ይዘቶችን (ስዕሎችን / ቪዲዮዎችን) ይጠቀማል የሚል እምነት አለኝ ። | | | | | |
| በአጠቃላይ ፣ የሪል እስቴት “ኤክስ” ማህበራዊ ሚዲያ ገጾች ወቅታዊ ናቸው ብዬ አምናለሁ ። | | | | | |

| ማባጀት | 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|---|
| የሪል እስቴት ኩባንያ ማህበራዊ ሚዲያ ብጁ የመረጃ ፍለጋን ያቀርባል | | | | | |
| የሪል እስቴት ኩባንያ ማህበራዊ ሚዲያ ብጁ አገልግሎት ይሰጣል | | | | | |
| የሪል እስቴት ኩባንያ ማህበራዊ ሚዲያ ብጁ አገልግሎት ይሰጣል | | | | | |
| የሪል እስቴት “ኤክስ” ማህበራዊ ሚዲያ ገጾች ሰዎች ስለ ኩባንያው ያላቸውን ግምገማዎች የሚጋሩበት ቦታ ይሰጣሉ ብዬ አምናለሁ :: | | | | | |
| የአፍ ኤሌክትሮኒክ ቃል | 1 | 2 | 3 | 4 | 5 |
| ከሪል እስቴት ኩባንያ ማህበራዊ ሚዲያ የምርት ስም ፣ የምርት ወይም አገልግሎቶች መረጃ ለጓደኞቼ ማስተላለፍ አፈልጋለሁ | | | | | |
| ከሪል እስቴት ኩባንያ ማህበራዊ ሚዲያ የምርት ስም ፣ የምርት ወይም አገልግሎቶች መረጃ ለጓደኞቼ ማስተላለፍ አፈልጋለሁ | | | | | |
| በሪል እስቴት “ኤክስ” ምርቶች ላይ አዎንታዊ ቃላትን በማህበራዊ አውታረመረቦች ላይ አለጥፋለሁ | | | | | |
| የሪል እስቴት “ኤክስ” ምርቶችን ለሌሎች ማህበራዊ ሚዲያ ተጠቃሚዎች / ተከታዮች እንዲመክሩ እመክራለሁ | | | | | |
| እምነት | 1 | 2 | 3 | 4 | 5 |
| ብዙውን ጊዜ በሪል እስቴት የንግድ ምልክት ላይ እምነት ይሰማኛል | | | | | |
| እኔ ብዙውን ጊዜ በሪል እስቴት ኩባንያ ቤቶች ላይ እምነት አለኝ ምክንያቱም ኩባንያው ሁልጊዜ የሚያሳስበኝን ነገር በመፍታት ሐቀኛ / ቅን ነው | | | | | |
| ስለ ቤቱ አስተማማኝ መረጃ ስለሚሰጥ ብዙውን ጊዜ በሪል እስቴት የንግድ ምልክት ላይ እምነት ይሰማኛል | | | | | |
| በማህበራዊ አውታረመረቦች ላይ ያሉት የምርት ስሞች ብዙውን ጊዜ እኔ የጠበቅኩትን ያደርሳሉ | | | | | |
| የግዢ ዓላማ | 1 | 2 | 3 | 4 | 5 |
| የዚህ ሪል እስቴት ኩባንያ ደንበኛ ለመሆን አስባለሁ | | | | | |
| የዚህ ሪል እስቴት ኩባንያ ደንበኛ ለመሆን ያለኝ ፍላጎት ከፍተኛ ነው | | | | | |
| የዚህ ሪል እስቴት ኩባንያ ደንበኛ የመሆን ዕድሉ ሰፊ ነው | | | | | |
| የዚህ ሪል እስቴት ኩባንያ ደንበኛ የመሆን ከፍተኛ ፍላጎት አለኝ | | | | | |
| በሚቀጥለው ጊዜ የሪል እስቴት ቤትን ለመግዛት ባሰብኩ ጊዜ ከዚህ ሪል እስቴት ኩባንያ እገዛለሁ | | | | | |

ከብዙ ምስጋና ጋር!!!