ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

FACTORS AFFECTING THE DIGITAL MARKETING PRACTICES THE CASE OF INFO MIND SOLUTIONS PLC

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A THESIS SUBMITTED TO THE DEPARTMENT OF MARKETING MANAGEMENT IN PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF ARTS DEGREE IN MARKETING MANAGEMENT

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Declaration

I, Sebrin Mohammed, declare that this Research, entitled "Factors Affecting the Digital Marketing Practices The case of Info Mind Solutions PLC", is my original work, prepared under the guidance of Asfaw Yilma Demisse (PhD). All the resources and material used for this research have been acknowledged.

I confirm that this research has not been submitted to any other degree or any other University.

_____   _____

Sebrin Mohammed   Date

Acknowledgment

 First and for most I would like to thank God the almighty for making this all possible through his blessings. I would love to convey my deepest gratitude to my advisor Dr. Asfaw Yilma, who supported me through his continuous constructive guidance. It was an honor to him in this learning process.

I would also like to express my heartfelt gratitude to my family and friends who have been a source of moral, idea and emotional support throughout this journey. This would not have happened without them.

Thank you all!

List of Acronyms

SEO = Search engine optimization

ICT = Information communication technology

PPC = Pay per click

SPSS = Software package for social science

LMS = Learning management system

HRIS = Human resource information systems

DMI = Digital Marketing Institute

SEM = Search engine marketing

EM = Engagement mode

ACL = Agent Communication Language

ALMA = Agent Language Mediated Activity

URL = Uniform Resource Locator

CR = Conversion Rate

ART = Anti- retroviral treatment

WAW = Website Activity Walk

SERP = Search Engine Results Pages

Abstract

This research examined the factors affecting the digital marketing practices the case of Info Mind Solutions PLC. To achieve the objectives of this study explanatory research design was used. Data was collected through questionnaire from a sample of 384 customers that were selected using Convenience sampling method and interview for the managers of Info Mind Solutions PLC. The data collected from the questionnaire were analyzed using descriptive statistics mean, standard deviation, correlation, and multiple regression analysis. The results of this study indicate that, factors affecting digital marketing practice dimensions (brand awareness, search engine optimization, paid search engine marketing, and email marketing) have positive and significant relationship with digital marketing. The results also indicate that, unlike brand awareness, the three factors of digital marketing dimensions (search engine optimization, paid search engine marketing, and email marketing) have positive and significant effect on digital marketing. The aforementioned factors of digital marketing dimensions significantly contribute 69.7% of the variance to digital marketing. Based on the findings of the study, the researcher forwards the organization should start analyzing brand awareness. Finally, Info Mind Solutions PLC has to reassess its digital marketing as much as possible set SMARTER objectives.

Key Words: Brand awareness, Search engine optimization, Paid search engine marketing, and Email marketing

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CHAPTER ONE

INTRODUCTION

This chapter is dedicated to an introduction of the background and purpose of this research. The introduction is followed by the organization of the study, research questions, objective of the study, and significance of the study, scope of the study and limitation of the study. Furthermore, the operational definitions of key terms and the structure of this study will be introduced.

1.1 Background of the Study

Technology advancement influenced the overall business sector and become the path to any business success. The adoption of this innovation paradigm enables many business organizations to be characterized in having effective marketing and higher global sales. Driving innovation with information technology is coming to be a simple formula in flourishing within todays digitalized business world. Innovation through information technology has created the radical changes in business, for instant, online shopping is more efficient than shopping in a store and digital marketing is more efficient than high-cost newspaper, television, and radio advertising (Business Vibes, 2015).

The first approaches to digital marketing defined it as a projection of conventional marketing, its tools and strategies, on Internet. However, the particularities of the digital world and its appropriation for marketing have fostered the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline. Today, rather than a subtype of conventional marketing, digital marketing has become a new phenomenon that brings together customization and mass distribution to accomplish marketing goals. Technological convergence and the multiplication of devices have led to an opening up of the ways in which we thinking about marketing in Internet and have pushed the boundaries towards a new concept of digital marketing user centered, more measurable, ubiquitous and interactive. Teresa Piñeiro-Otero and Xabier Martínez-Rolán (2016).

The Internet has revolutionized the way individuals, organizations and the whole society communicate. During its existence, the characteristics of the Internet have changed and it has become a more interactive platform than it was previously. People are increasingly discovering the new communicative possibilities that the Internet can offer. They are no longer connecting to the Internet only in order to find information on different web pages but also contributing to discussions with their opinions, experiences or other types of content. Platforms, where people can share information, knowledge, and opinions, are called social media (Drury 2008).

According to Vollmer and Precourt (2008), consumers are turning away from the traditional sources of advertising, such as radio and television, and that they consistently demand more control over their media consumption. Consumers require on-demand and immediate access to information at their own convenience, and that consumer are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions. (Vollmer and Precourt 2008) Also, Mangold and Faulds (2009) explicate that people are witnessing an explosion of internet-based messages transmitted through these media. These have become a major factor in influencing different aspects of consumer behavior including awareness, information acquisition, purchase behavior, opinions and post-purchase communication.

Recent studies have shown of the estimated 3.5 billion word-of-mouth conversations that occur around the world each day, about 2.3 billion of them - roughly two out of three - make a reference to a brand, product, or service. Word of mouth is increasingly manifesting itself through digital social media, where it spreads both farther and faster (Mangold and Faulds 2009). This use of the social Web is increasingly important to marketers (Evans 2008). Consumers perceive social media as a more trustworthy source of information regarding products and services than corporate-sponsored communications transmitted via the traditional elements of the promotion mix (Foux, 2006).

The first communication efforts in social media were done through the company blog targeting mainly business-to-business customers covering the latest company and technology news. During spring (2010) the company took their first bigger step in business-to-consumer social media marketing launching their own consumer-oriented blog which main purpose is to communicate and discuss with individual users' software related issues in easy way. On the basis of the

researcher own experiences, few social media marketing efforts have been quite positive and it has increased the brand awareness slightly, but there is still the final boost missing from using the social media as a branding and marketing tool, especially at the country office level.

In order to learn how social media can be used to full extend in interacting and engaging consumers, and to be even more competitive in the Swedish market, it is also necessary to gain information outside the company from professionals and organizations, which have more extensive knowledge and experience from marketing and branding through social media. In addition, there is need to find out what opportunities and risks the social media marketing offers for the company, and how the customer's decision-making process is influenced by social media. There is also need to define the tactics and tools, and identify the right measurement tools for establishing a solid ground for the planning process.

With reference to the information mentioned in the above, digital marketing is one of the modern trends that have proved to be effective and efficient in sending out valuable messages to targeted audience. Besides, in our country, some researchers tried to address very little attention to the digital marketing. That is why this research is aiming at analyzing the practices of the digital marketing being utilized by Info Mind Solution Plc.

1.2 Background of the Organization (Info Mind Solution PLC (IMS))

When Info Mind Solutions was first started 23 years ago, the aim was to address disconnect between employers and job seeker. Twenty years later, its core values have extended to the various facets of Human Resources development across the country and East Africa. Info Mind Solutions has had an extensive experience in developing lasting customized human resource solutions for employers and job seekers. Info Mind Solutions as a human resource information systems (HRIS) provider, cover a wide range of services catering to job seekers and employers all within a customized package. The services include: Ethiojobs.net, Dereja.com, Recruitment Services, Personnel Management, Payroll Management, and HR Consulting & Training

Ethiojobs.net and Dereja.com are the major web-based services the company provides and where most of the digital based work is done. Given the main objective of the research being digital

marketing, the focus will be on the two services as they are online services namely Ethiojobs.net and Dereja.com. Ethio jobs is an online job board that advertises jobs across a variety of range of industry, career levels for private, local, international and multinational organization looking for talent in Ethiopia and East Africa. The website has been one of the most successful in Africa.

A major part of Dereja.com is to address the evident lack of guidance and career resources available for university students and junior level professionals. The services are centered on maximizing the Ethiopian youth's potential and employability skills as well as making the job market more accessible to young people making their first steps in the job market. Partnering with Educational Institutions, Dereja.com helps employers and students to develop and implement employability solutions aimed at making graduating students' job market-ready. Web based tannings via Zoom, LMS (Learning management system) and other portals are given to students and university carrier councilors.

1.3 Statement of the Problem

Traditional Marketing gave birth to the digital marketing. Digital marketing encompasses all marketing efforts that use an electronic device or the internet. Businesses leverage digital channels such as search engines, social media, email, and other websites to connect with current and prospective customers. Digital Marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time online. It could be said that the Internet has been the factor that has most influenced the cultural, economic and social changes seen at the beginning of the 21st century. Now, the consumer is the focal point of business activities and the target of Internet strategies. (Hennig, 2010).

Thus, the effect of online marketing on satisfaction and its relationships with customer's loyalty of HIRS business should be researched since there is a gap of study in online marketing and its effect in customer satisfaction. The existence of large gap of studies in this area become obstacles in measure the customer satisfaction in online marketing, the existence of large gap to develop a better understanding of online marketing and creating relationship between online services quality and customer satisfaction in the industry as well as problems many face in trying to satisfy their customers and end up experiencing high levels of customer dissatisfaction.

At present fully-fledged digital marketing has not yet been achieved in Ethiopia. In other words, these situations call for better understanding by the researcher. Because, the researcher goes beyond such literature to reveal what researches have been undertaken under the context of the Ethiopia. We can count the efforts undertaken by the study of Abel (2020), Adanech (2017), Dagem (2020), Roman (2018), Denaneso (2017), Assefa (2018), and Adam (2017) etc which examined the electronic marketing of hotel industry, electronic service quality of banking industry, digital marketing of Addis Ababa, Digital marketing of Ethiopian tourism, automobile brand choice of Addis Ababa, online marketing in relation with the financial industry, hospitality industry, and government sector correspondingly. Moreover, Adoption of digital marketing has become prominent worldwide and its impact gradually continues to evolve in Ethiopia due to globalization as well as digital technologies advancement. Even though the use of social media marketing is at its early stage in Ethiopia, COVID-19 escalates the adoption of social media as a main stream marketing channel. Info Mind Solution being a major trend setter in the areas of technology and technology-based interaction has been using digitalized interactions for the past two decades. On the contrary, the setback in the technology-based infrastructures of Ethiopia is a major gap in digital marketing practices. Putting in consideration the importance of assessing digital marketing strategy, this research will be focusing on assessing the current digital marketing strategy the company follows and the challenges it faces.

There exists a clear knowledge gap here evaluating the practical marketing aspects of digital marketing. Given the inherent financial risk of starting and running business and the high demands of today's consumers, it is crucial for digital marketing owners to understand the possible effects on business performance from changes to their marketing mix on the webpages. Though it may be preferable to take a multidisciplinary approach to address this gap from many directions such as logistics and management, our chosen field is marketing. For this study, we are interested in looking at the digital marketing factors related to the brand awareness, Search engine optimization, Paid search engine marketing, and Email marketing. Thus, the question which this study aims to answer is:

1.4 Objective of the study

1.4.1   General objective of the study

The general objective of this research was to examine the factors affecting digital marketing practices in Info Mind Solution Plc.

1.4.2   Specific objective of the study

The specific objectives of this study are: -

1. To determine the influence of brand awareness on digital marketing in Info Mind Solution Plc.
2. To examine the influence of search engine optimization on digital marketing in Info Mind Solution Plc.
3. To identify the influence of paid search engine marketing on digital marketing in Info Mind Solution Plc.
4. To find out the influence of email marketing on digital marketing in Info Mind Solution Plc.

1.5 Significance of the study

These benefits are:

The good aspect of this study is that it is the first in its kind conducted in the use of digital marketing among sources of information technology companies in Addis Ababa focusing to assess the determinant factors. This study will be practically advantages since digital marketing is the driving factor through which customers demand are met and influenced by ICT infrastructure to deliver its service.

✓ It helps Info Mind Solution PLC marketing division to assess the performance of their existing digital marketing practices in terms of deployment of the elements of the digital marketing frame work.
✓ It helps employees/service providers and Info Mind Solution PLC digital marketers as a reference while they prepare their digital marketing strategy.
✓ It adds up the store of knowledge on the digital marketing practice of Info Mind Solution PLC.
✓ It contributes as a resource for future researchers by providing insight on related topics.

1.6 Scope of the study

Conceptually, the researcher focused on the assessment of digital marketing practices which is restricted to Info Mind Solution digital marketing practices. However, the organization under this study – Info Mind Solution Plc has different marketing strategies, this research focuses on only the digital marketing practices. Furthermore, the scope of this research is limited to identify the four elements of digital marketing framework such as brand awareness, Search engine optimization, Paid search engine marketing, and Email marketing.

Geographically, considering all information technology companies under this study is difficult and unmanageable. Therefore, it is delimited to the customers of Info Mind Solution Plc, who will be found in one of the major customer's destination: Addis Ababa and the interview will be conducted only marketing team and experts of Info Mind Solution Plc.

Methodologically, this study will use mixed research approach, and explanatory research design, and the sampling technique to be employed will be non-probability sampling techniques so called convenient sampling because the target population of the study area is undefined population. Moreover, with regard to the **temporal scope**, this research will focus on cross sectional survey.

1.7 Limitation of the study

The limitation of this study is to focus only on the digital marketing practices. That's why the main focus of this research will be on the digital marketing efforts to bring new customers to company's website. And, digital marketing tools will be limited to the four tools listed by Chaffey (2009): Brand awareness, Search engine optimization, Paid search engine marketing, and Email marketing. The research revolves around the internet as a communication channel from companies to visitors and potential customers. From a company's point of view, the internet is used as digital marketing channel and companies expect to get return form their e-efforts, but there is little research that takes the customer's point of view. Starting from Danaher and Rossiter (2011), who have formulated attributes that describe and compare different communication channel, this research tries to describe the digital marketing tools from a customer point of view. Therefore, all of factors are may not be considered, this study only considered the four categories of brand awareness, Search engine optimization, Paid search engine marketing, and Email marketing factors which can measure the quality of digital marketing model. And also, since the study is only on one private

company which is currently working in the domestic market might limit the generalization of the research finding.

1.8 Operational definition of key terms

Brand awareness: It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Rossiter and Percy, 1987).

Search engine optimization (SEO): structured approach used to increase the position of a company or its products in search engine natural or organic results listings for selected keywords or phrase. (Cheffey, 2006)

Paid search engine marketing: Companies pay the search engine to place their ads on the top, right or bottom of a SERP, which are called pay per click (PPC) advertisements or sponsored results (Chen, 2011).

Email marketing: Emailing is an inexpensive way of digital marketing to promote a company and its products and/or services compared to many other types of marketing (Susan, 2017).

Digital marketing: is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009).

1.9 Organization of the study

The research is organized in five chapters. Chapter one includes background of the study, background of the organization, statement of the problem , objectives of the study, significance of the study, scope of the study, operational definitions of key terms, limitation of the study, and organizational of the study. Chapter two includes review of relevant related literature. In this second chapter, theoretical and empirical foundations of the study were presented together with the conceptual framework and research hypothesis. Chapter three encompasses research methodology which includes, research approach, research design, data type and source, target population and sample size determination, sampling techniques, methods of data collection,

constructs measurement, methods of data analysis and ethical consideration. In chapter four results and discussion of the study were be presented in detail. The last chapter presents the summary of findings, conclusions and recommendations of the study. The summary of findings were be made based on the results under chapter four. The conclusions were drawn from the summary of findings with practical recommendations at the end.

CHAPTER TWO

LITERATURE REVIEW

2.1 Theoretical literature review

2.1.1 History of Marketing & the Evolution of Digital Marketing

Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera (Kotler and Armstrong, 2009). It facilitates manyto-many communications due to its high level of connectivity and is usually executed to promote products or services in a timely, relevant, personal and cost-effective manner (Bains, 2011).

"Many organizations are intrigued to expand the utilization of the content marketing tool in their marketing approach, as they perceive the restrictions of the conventional marketing communication system, and additionally the immense opportunities brought by e- marketing " (Loredana, 2015). Various organizations are certainly intrigued by the e-marketing as an alternative tool from the customary marketing however in respect to run splendidly in the maritime business, e-marketing must be utilized as a part of a specific situation (Loredana, 2015). Marketing: The term marketing can be explained in many ways. According to Kotler and Armstrong (2008) marketing is defined as the exchange system which is used to provide to the needs and wants of the individuals (Kotler, 2008).

On the other hand (Lancaster and Withey, 2007) marketing is also considered as the management of the market for predicting the consumer demands and ways to fulfill it on time. In current studies marketing is known as a development which came after the industrial revolution during the 18th and 19th centuries. This was the era in which rapid fundamental social and economic changes created by the scientific society. The era between the 18th to 20th centuries the industrial revolution era is divided into three eras. The first one is the production era which focuses on distribution of the production costs. The second era is the sales orientation, this era is characterized

by advertisements, communication and branding. The third era is the marketing orientation era which is based on the area of competition (Lancaster & Withey, 2006).

E-marketing can be considered as equivalent to online and digital marketing (Chaffey, 2016). According to Wymbs (2011), the Digital Marketing Institute (DMI) defines digital marketing as "the use of digital technologies to create integrated, targeted and measurable communication which helps to acquire and retain customers while building deeper relationships with them". Digital marketing is not primarily about understanding technology, it is about understanding people, how they utilize the technology and how one can take advantage of that to engage with people more efficiently (Ryan, 2016).

Digital marketing communication tools are an important asset for any organization and can become a beneficial tool enhancing value for the customers at the same time. Digital marketing communications are essentially the digital marketing equivalent of the marketing communications mix, which include product, price, place, physical evidence, people, process and promotion. In the digital marketing context, all he P's are challenged, improved or merged by digital technologies (Chaffey & Smith, 2012). In digital space, product may be extended online providing new information-based services and interaction with the brand producing new brand experience (Chaffey & Smith 2012).

The main implications of the Internet for the price aspect of the mix are: increased price transparency and its implications on differential pricing, downward pressure on price (including commoditization); new pricing approaches (including dynamic pricing, price testing and auctions) and alternative pricing structure or policies (Chaffey, 2016). In an online context, due to easiness of navigating from one site to another, the scope of Place is less clear since Place also relates to Promotion and Partnerships (Chaffey, 2016).

Indeed, a company can extend their presence online by having links on other's websites and microsites, thus increasing its reach. However, the concept is more or less the same, companies need to increase their representation online, employing multi-channels thus making themselves widely and ready available for target customers (Chaffey & Smith, 2012). The people, process and

physical evidence elements of the mix are related and often classified as 'the service elements'; they are important as the degree of perceived service will influence a customer's loyalty and the likelihood of them recommending the service (Chaffey, 2016). People of the company offer online service and its quality can be key differentiator, so the company must decide how much of automated and how much of human service the company wants to allocate to keep quality high.

One of the major changes in human interaction and how business is conducted, is the emergence of digital technologies. Especially the internet has drastically changed ways of communication in business, which are noteworthy in areas of marketing practices (Dahiya &Gayatri 2018). Yasmin, Tasneem, & Fatema (2015) define a marketing practice as digital if its function is dependent on a digital medium. Digital marketing is a sub-branch of traditional marketing and is often used as a modern channel to place products or brands (Yasmin, Tasneem, & Fatema, 2015). As Kannan (2017) put it, the term and definition of digital marketing has evolved over time and is now used as an umbrella term to describe the process of using any form of digital technologies to reach and retain new customers, as well as to promote brands and products amongst others with the objective to increase sales (Kannan, 2017). Digital technologies and especially digital marketing have gained momentum, as it offers abilities of measurement, customer engagement, interactivity between the brand and consumers as well as the ability to manage large informative sources (Dahiya &Gayatri 2018).

A targeted, personalized and interactive communication through digital channels stands at the core of digital marketing. Therefore, a shift by marketers to digital marketing has been happening as the unique features to deliver personalized content to individual consumers in real-time prove to be an attractive alternative to traditional marketing (Dahiya &Gayatri 2018). Digital marketing is made up of several elements and differ depending on literature. In this dissertation, the most relevant elements are online advertising, social media marketing, email marketing, affiliate marketing, search engine marketing (SEM), search engine optimization (SEO) and pay per click (PPC) (Yasmin, Tasneem, & Fatema, 2015). Online marketing is internet advertising in which a company can deliver a message about their brand, product or service. The definition for online marketing by the American Marketing Association (2018) is a type of marketing that combines traditional marketing principles and practices with the interactive features of the Internet, for the purpose of delivering need-satisfying products and services to consumers; organizations

conducting marketing by communication with consumers on the Internet." It can refer to the internet-based aspects of a marketing campaign.

Digital marketing has not only shifted traditional marketing but also sparked a change in consumer behaviour. The everyday use and influence of the internet has changed the traditional consumer to be a more informed and selective customer that tends to be in control (Luca, 2010). A study by Yasmin, Tasneem, & Fatema (2015), points out eight different advantages digital marketing offers to customers: The possibility to stay updated, have more and clear information as well as a comparison between products and services is of advantage for customers. Furthermore, customers are able to engage with the brand, shop 24/7 and make purchases instantly, obtain a certain transparency of prices and lastly the ability to share content of products and services with others.

Tucker (2014) found that when people have the possibility to choose how their personal information is shared and used, there tends to be no negative effect on the advertising performance. Dinner (2013) states, that digital advertisements are more effective in driving online behavior than offline advertisements do. And most importantly, digital channels have affected how consumers search and look for information (Dahiya & Gayatri 2018). Recent studies have also shown that more than 75% of consumers search online before actually making a purchase (Dahiya & Gayatri 2018).

Digital marketing offers a wide range of benefits and advantages for both the consumer and the brand. According to Tiago & Veríssimo (2014), it is crucial for firms to adopt social media channels and provide useful information to customers and communicating with stakeholders in order to generate sales. Through digital technologies, consumers have access to more information, a wider variety of products and services and therefore competitive prices (Tiago, & Veríssimo, 2014). Notably, social networks seem to enhance those benefits for consumers, as communication is easier and more proactive (Tiago & Veríssimo, 2014).

Digital marketing is not just traditional marketing on steroids. It is not just a faster or newer channel. It is a new approach to marketing" (Wind and Mahajan, 2001, 6) Digital marketing is a term used to refer to marketing that utilizes electronic devices like computers, smartphones and tablets to engage the consumers. 28% of marketing professional have reduced their advertising budget to re-allocate more money on digital marketing (Gartner, 2013). Many of the marketing

means and strategies conducted in the recent years and decades have aimed at mass marketing, however the shift in the field is towards direct marketing either as primary marketing strategy or complementary (Kotler and Armstong, 2011, 496).

Yoon and Eckels (2013) suggests that in some cases, digital marketers are focused on wrong aspects. Attention of one person is much cheeper in digital vs. analog (printed ads). This often leads to marketers using the same budget they used in analog to spend on more views in digital; this might work in some cases. However, the article pushes us to make a difference between effectiveness and efficiency. By using the benefits of digital marketing i.e. tracking, one can define the top-consumers; the consumers who buy more, visit more and spend more.

By establishing a connection of communication with these top-consumers, one can target their efforts better for the ones "who care" and figure out individual improvements suggestions. By creating an effective community you can improve the brand by closer customer service, and save the money wasted on advertising to non-interested demographics. (Yoon and Eckels, 2013) In terms of digital marketing this could be for example a newsletter campaign only for the topconsumers or building a strong community in social media. A term called content marketing connects closely to the branding and digital marketing field. Content marketing is in an essence marketing in a way that provides useful, relevant and valuable information instead of the more traditional marketing taglines, which often lack meaning or foundation (Steimle, 2014).

2.1.2 Determinants of digital marketing

2.1.2.1 Brand Awareness

The first dimension distinguishing brand knowledge is brand awareness. It is related to the strength of the brand node or trace in memory, as reflected by consumers' ability to identify the brand under different conditions (Rossiter and Percy, 1987). In other words, how well do the brand identities serve their function? In particular, brand name awareness relates to the likelihood that a brand name will come to mind and the ease with which it does so.

Brand awareness consists of brand recognition and brand recall performance. Brand recognition relates to consumers' ability to confirm prior exposure to the brand when given the brand as a cue.

In other words, brand recognition requires that consumers correctly discriminate the brand as having been seen or heard previously. Brand recall relates to consumers' ability to retrieve the brand when given the product category, the need is fulfilled by the category, or some other type of probe as a cue. In other words, brand recall requires that consumers correctly generate the brand from memory. Rossiter and Percy (1987) also argued that the relative importance of brand recall and recognition depends on the extent to which consumers make decisions in the store (where they potentially may be exposed to the brand) versus outside the store.

Brand awareness plays an important role in consumer decision making for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set (Keller 1993), the handful of brands that receive serious consideration for purchase. Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well-established brands. In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude (Park and Lessig, 1981).

2.1.2.2   Search Engine Optimization (SEO)

Search engine optimization (SEO) service is an essential organization service that can improve an SME's market exposure with relative ease. Search engines have become an important channel for increasing global reach as well as competing with larger companies. Internet advertising spending is currently growing faster than any other form of advertising and is expected to grow from $23.4 billion in 2008 to $34 billion in 2014 (Hallerman 2009). Two types of marketing activities can be conducted through search engines. One is through paid sponsorships advertising, where companies pay to have their website links displayed in the "sponsored section" of a SERP. The other is through search engine optimization. SEO involves a series of different methods to improve the ranking of a website through organic searches on SERPs. Industry observers argue that companies should pursue organic search rankings if their goal is to obtain a long-term, sustainable branding impact (Noaman 2006).

SEO has been defined in different ways by authors to capture the dynamic nature of this concept. For example, Cheffey (2006) defined SEO as a structured approach used to increase the position of a company or its products in search engine natural or organic results listings for selected keywords or phrase. Search engine optimization (SEO) is a set of techniques aimed at improving the ranking of a website in search engine listings, thereby making it more likely that the end user will choose to visit the site (Vryniotis, 2015). SEO gathers the techniques leading to a better indexing of one's site by one or several targeted search engines (Gandour and Regolini 2011). It is also defined as the process of identifying factors in a webpage which would impact search engine accessibility to it and fine-tuning the many elements of a website so it can achieve the highest possible visibility when a search engine responds to a relevant query (Zgang and Dimitroff, 2005).

Its role is to achieve the highest position or ranking on search engines, such as Google, Yahoo! and MSN Search and so on, after a specific combination of keywords or key phrase that is typed in. The final goal is for the site to be better ranked by one or several targeted search engines and therefore appearing higher in their results lists for specified requests (Gandour and Regolini 2011). Search engine optimization (SEO) is a systematic approach to improving the membership website on the Internet unpaid wage (Organic result), and focus on the number of visitors to the site and don't on the quality of the search engine, (Google, Search Engine Optimization Starter Guide, 2010).

According to Uden and Willis (2001) addressed the description of a case study involving the use of activity theory for the design and evaluation of a tourist information kiosk. According to the authors, the mainstream framework of computer-interaction research of cognitive psychology has come under increasing criticism lately because of the gap between research results and practical design. To overcome these limitations, an alternative approach to interface design was necessary. Activity theory incorporated notions of intentionality, history, mediation, motivation, understanding, culture and community and it is these aspects that have proved attractive to interface design.

According to Hasan (1999) this paper addressed the basic principles of activity theory as they apply to IS and HCI, with particular emphasis on those systems, which provide knowledge about the progress of their organization to senior managers, through a longitudinal case study to analyze

an extensive project that attempted, with limited success, to produce management support systems in an organization. According to the author, the activity theory analysis indicates that an integrated IS and HCI approach would have improved the outcomes of this project.

According to Widén-Wulff and Davenport (2007) this paper addressed the discussion of the link between information sharing and organizational knowledge production in two very different organizations: a company that handled insurance claims and a small, entrepreneurial hi-tech company. The version of activity theory, which has been developed by Engeström and other Finnish researchers, was used to analyze the data. This has provided highly specific accounts of information sharing as a constituent of the varied processes that contribute to the development of organizational knowledge. According to the authors, the overall analysis allowed them to explain how and why organizational information sharing happened in terms that go beyond the cognitive and descriptive accounts of our earlier studies.

According to Yucha and Sasi (2005) this paper addressed the introduction of activity theory as a basis to demonstrate how semantic information could be retrieved from objects identified in an image, by using an image segmentation technique by the Berkeley Digital Library Project (Blobworld), and combining it with object-to-community relationships, a high-level understanding of the image could be demonstrated. According to the authors, traditional methods of image retrieval require that meta-data were associated with the image, commonly known as keywords. These methods powered many search engines and accomplished reasonable amounts of search accuracy.

According to Montgomery, Sharafi and Hedman (2004) this paper addressed the development of a general model of engagement modes that could be used for understanding how IT-related activities were shaped by properties of the user and the IT object. The authors used a questionnaire involving items on IT engagement and the experience of flow was administered to 300 participants. The research results supported an engagement mode (EM) model involving 5 different engagement modes (enjoying/acceptance, ambition/curiosity, avoidance/hesitation, frustration/anxiety, and efficiency/productivity) characterized on 3 dimensions (evaluation of object, locus of control between subject and object, and intrinsic or extrinsic focus of motivation). The flow experience follows from a balance between enjoying/ acceptance and efficiency/productivity propelled by ambition/curiosity. According to the authors, this general model could provide a platform for

considering how IT users, IT applications, and IT environments should work together to yield both enjoyment and efficiency.

According to Critchlow (2009) this paper addressed the exploration of crucial elements, in terms of tactics that could be applied to many different kinds of sites and ways of thinking that benefit websites of any size. The author presented a variety of tactics that could be used to form a cohesive scalable optimization strategy. According to the author, this was less about researching and optimizing for individual key-phrases and more about considering the portfolio of words and phrases driving traffic to a large website and improving the aggregate performance. These considerations were already forming a part of the tactics and strategies at some of the largest web properties.

According to Gobbin (2004), this paper addressed the examination of the use of subjective properties in modeling architecture for cooperative agents using Agent Communication Language (ACL) that was used as a mediating tool for cooperative communication activities between and within software agents. According to the author, the role that subjective and objective properties had in explaining and modeling agent internalization and externalization of ACL messages was investigated and related to mediated activity theory. A novel agent architecture ALMA (Agent Language Mediated Activity), based on the integration of agents' subjective and objective properties within an agent communication activity framework, was presented.

2.1.2.3   Paid search engine marketing (SEM)

Companies pay the search engine to place their ads on the top, right or bottom of a SERP, which are called pay per click (PPC) advertisements or sponsored results. Companies purchase bids on one or more keywords to ensure that their ads will be displayed when results are displayed (Jansen, 2006; Jansen, 2007). Once a company bids on a keyword to appear on the sponsored results, if a customer clicks on that website during a search, the customer will be directed to the company's website and the company is charged based on the bid by the search engine. The charge to the company only occurs once a customer clicks on the website in the sponsored section. This can be very expensive for small companies.

PPC schemes, producing non-natural rankings, are systems which display advertisements on a search result screen, co-located with organic results but ranked separately. The location of these advertisements is normally to the right and above the organic search engine listings (Chen, 2011). This sharing of the prime real estate space on the user's screen has caused some problems for users. No longer can they simply evaluate the quality of answers based on which answer is listed the highest on the result screen as they have to also consider the ranking difference between organic and paid results. Even libraries have found this to be an obstacle for their users (Moxley, Blake & Maze 2004). However, many industries, particularly the tourism sector, have been making extensive use of this marketing opportunity. In some cases, even small businesses went to extremes to do research to identify the better search engine PPC scheme to use (Kennedy & Kennedy 2008). At the same time, the 'newness' of this form of marketing initially scared off other smaller businesses for example some smaller hotels did not make use of PPC (Murphy & Kielgast 2008).

PPC, as the name suggests, charges the advertiser the bid amount every time an Internet user clicks on an advertisement. The keywords all have different competition ratings and the more popular a keyword, the higher the cost per click would be (Chen, 2011). A recent study on the value of the bid price per keyword for a new PPC campaign determined the best of a number of methods to determine this price (Nabout 2015). This study confirms the importance of financial expenditure, which could easily grow beyond what a company decided they could spend on a marketing campaign. The PPC ranking system operates in stark contrast to the value associated with the quantity and quality of inlinks, in other words SEO (Thelwall 2001).

In the past Google specifically used a simple formula to determine the ranking of PPC results: Rank = Bid price X Quality Score (Sagin 2013). The bid price is the amount the advertisement owner is prepared to pay per user click on the ad, and the quality score is Google's interpretation of the quality of the landing page. However, in October 2013 Google announced a third factor, namely ad extensions (Mancuso 2013). Where two competing advertisements achieve an equal score, the use of ad extensions is used to determine the highest ranker. A recent study was done on the relationship between print and search engine advertising (Olbrich & Schultz 2014).

The results proved that print advertising did not directly affect the number of advertisements impressions produced by the search engine. However, there was an indirect relationship between print advertising and the number of conversions indicating that e-commerce marketers cannot ignore the traditional advertising methods and focus only on SEM. Since exposure through PPC requires constant and accumulative expenditure, past research has also focused on maximizing this expense. The performance of PPC advertisements is crucial in recapping the expense, hopefully bypassing it to provide a profit. Another recent study determined the role of ranking of these advertisements, branding, and the role of the device used to search (Gupta & Mateen 2014).

In summary, PPC has been a successful business model. In the case of Google, it has produced the bulk of its profits over the years, playing a major role in its financial success (Kumar & Kohli 2007). At the same time, an e-commerce business running PPC schemes on multiple keywords across many campaigns is advised to budget for specialized staff to manage these campaigns. Still, some authors actually prescribe that PPC is a better way to spend marketing dollars than SEO (Sen 2005).

2.1.2.4   Email marketing

Sending several worthless e-mails to customers is not effective way of Marketing. Email marketing needs to be planned and executed well to ensure maximum returns. Sending personalized emails shows a business cares to the customer as well as increases the chances of getting instant replies from the targeted costumer. Being less costly and ease are the two big advantages of email marketing. Emailing is an inexpensive way of digital marketing to promote a company and its products and/or services compared to many other types of marketing (Susan, 2017).

As blogged by Susan in the balance (2017), Email marketing allows a company to update its email subscribers on a regular basis about a company. This fosters a relationship unlike any of the other types of digital marketing. A company email updates provide value to its consumer. As a result, a company build brand trust and brand loyalty. The best email marketing campaigns involve a list of subscribers earned by a company's content and company, not paid for by its company. People who opt-in to a company's email subscription prove more likely to become active buyers. Email marketing is like a Direct digital marketing is used to send ads, to build brand and customer loyalty,

to build customer trust and to make brand awareness. Company can promote its products and services by using this element of digital marketing easily. It is relatively low cost comparing to advertising or other forms of media exposure. Company can bring complete attention of the customer by creating attractive mix of graphics, text and links on the products and services.

2.1.2.5   Website Traffic

According to yourdictionary.com, the definition of a website is a page or collection of pages on the World Wide Web that contains specific information which was all provided by one person or entity and traces back to a common Uniform Resource Locator (URL). It could be treated as a virtual office & information center where prospective customer could visit and interact with your products & services and hence all your efforts through digital marketing should be focused to drive traffic here. The traffic could be brought by running individual campaigns or through by ads, digital banners etc. Website Traffic metric may provide insights such as how is your campaign performing, on what channel and at what time. In case, you see a steady decline in traffic while conducting steady marketing efforts, think troubleshooting your website. You may find broken links, a Google algorithm penalty, or any other technical issues which discouraging visitors to reach on your website. Few guidelines which may encourage traffic to your website:

¬ SEO - Optimise website pages with relevant keywords

¬ Promotion: Promote your content through social media channels

¬ Blogging: Constantly publish your blog with depth & relevant content for your target viewers

¬ Offers/Discounts: Create targeted ads to a landing page with some offer or discounts.

2.1.2.6   Traffic by Source

This metric tells precisely where your website visitors are coming from. Being huge no of digital marketing platforms and limited time & resources, it is important to monitor „Traffic by source metric‟ as it helps to decide which source is doing good as desired and which one needs a little more concentration. It also helps to narrow down where you will spend your important time & money creating content.

• Organic Search: These users clicked a link on a search engine result that brought them to your website.

• Direct Visitors: These users typed your URL directly into the search bar, or perhaps have it bookmarked and returned to visit.

• Referrals: These users were sent to your website when they clicked a link from another website.

• Social: These users came to your website after finding your social media profile or content posts.

2.1.2.7   Conversion Rate (CR)

Google Analytics can help measure the number of conversions made on your site. However, conversions may mean different things depending on the campaign. For example, conversions might be an actual sale, a subscriber, a completed download, a lead entry etc. Oftentimes, the number crunchers only look to this digital marketing metric to determine if your campaign is effective. However, it's only one piece of the puzzle and should be part of your overall digital marketing strategy.

2.1.2.8   Website Traffic Leads

A digital marketer must find a way to attract customers to visit the web site, engage them there for a while and make them frequent visitors of their website, to do so, quality website is required. These days to any established business, quality website is a prerequisite for conducting effective digital marketing. Destination marketers use their website to work as digital destinations for tourists who can access it 24x7. As Zach Bulygo at kissmetrics(2015) has outlined the 10 key elements of a high quality website which are:

Quality content: It is very important to keep the website content quality in which the content is original, purposeful, and correctly optimized information that people and search engines are driven to read, view and share .

✓ Content length: Neither very short nor very long content length is not advisable. Usually top ranking websites have 900+ words of content per page.

✓ Images & Video : web pages with more images are ranked better , top ranking web pages have an average of 7 images. Advisable size of an image is at least 32 x 32 px.

- ✓ Readability: this means that the ease in which text can be read and understood. This can be done by removing all clutter, unnecessary words and limit the length of the content.
- ✓ Grammar & spelling: Mistakes in grammar & spelling makes the web look bad in the eyes of its customer. Flawless copy give it professional look.
- ✓ Formatting: web visitors are less likely to read a post with poor formatting. Google can detect page layout and having poor formatting might lead to get penalized. A web with good formatting uses short sentences and paragraphs and bold & italics to highlight important parts.
- ✓ Relevance & context: Most search engines like Google is moving towards analyzing topics and content, not just keywords. The search engines understands the meaning of words and how they are related to each other.
- ✓ Expertise: High quality websites require enough expertise to be influential and trustworthy on their topic. Web visitors want to read posts from experts that can dig into a topic and explain it. Excellent web content writing experts focus on detailed, wellresearched posts, link to other posts and give examples to support their points.

Website is the main sources of electronic marketing. All types of product of any organization can be available in the website of the organization. From this website the customer chooses their product which would be required for any customer. After that the customer analyses and compares the product quality and product price with the other organization by using the website of other organization. All this function is done by the customer by using the website sitting at the home or the premises of the customer. In a word website is the basic source of every organization for the online business to reach the products to the customer. Customer can compare easily the standard and price of the products from different website of different company. So the customer can take the purchasing decision easily by using the internet and browsing the website sitting at any place where internet is available. So, it is said that market is everywhere for the customer where internet connection is available and there is no need for moving here and there or market to market for choosing the product. For this reason, Website is the popular source of electronic marketing and it is becoming more favorite to the all customer day by day. Because customer wants the flexibility and there are highest flexibility for online marketing.

2.2 Empirical Studies

Marken (2008) conducted a case analysis of an activity done with the global sales and marketing training department of a U.S.-based Fortune 500 multinational corporation. With a facilitator coaching them in its use, the team was able to use activity theory both as a debriefing tool and proactively to plan a training intervention in Japan. According to the author, because of the team's work, potential cultural conflicts were avoided, improvements for later training interventions were identified, and knowledge and experience were mutually shared.

Akhurst (2007) addressed the exploration of the utility of a model of activity theory as developed by Engeström, as an integrative tool. According to the author, activity theory provided a means to consider multiple levels of activity, highlighted the interaction of various factors, and provided a means to consider the differing perspectives of participants in the project. The utility of this model was discussed, and potential further developments in the field were mentioned. The article also outlined key outcomes of the project and the ways in which its success had influenced the development of other initiatives

Xu (2007) addressed an integrated framework, based on activity theory with a focus on interactive information retrieval behavior. According to the author, this framework was not only comprehensive and integrated, but it also explained the mechanisms governing the interaction between users' cognitive states and their manifested behavior when using an information retrieval system. A set of four (4) propositions was advanced to describe the mechanisms.

De Freitas and Byrne (2006) addressed the introduction of Activity Analysis and Development model, which was used as an analytical tool in the design and development of an information system for an anti-retroviral treatment (ART) clinic in South Africa. According to the authors, the usefulness of applying the ActAD model was shown in this case study, which focused on the investigation and observation of the quality of data and its use for decision support in the ART clinic. The authors established the usefulness of the ActAD model in four (4) areas. These included the identification of: the need for change, viewing information systems as part of the work activity, recognizing the role of different stakeholders, and the need for on-going support. They concluded that activity theory is a useful tool for information systems development and, in particular, the

ActAD model is a tool, which enabled a more holistic approach to be taken in information systems development

Crawford and Hasan (2006) addressed the demonstration of the variety of IS topics where activity theory based approach is able to add richness and insight. The authors showed the application of activity theory to the study of socio-technical systems, which mediated complex, collective activities in the modern workplace and in everyday life. Vignettes from five ongoing research projects were reported in order to illustrate not only the explanatory power of the activity theory research framework but also its use in determining appropriate methods used to manage the data collection and analysis processes as well as its interpretation.

Bertelsen and Godsk (2004) addressed the presentation of an activity theory based tool for early website usability assessment called Website Activity Walk (WAW). According to the authors, WAW is an attempt to build a cheap and effective tool for early, formative usability inspection, based on activity theory. They also observed the tendency of a growing interest in ways to use activity theory as a tool for understanding computer applications in context.

Research conducted worldwide on search engine optimization is considered very few. We can assume that this research is the first one to tackle this issue in Jordan and maybe in the Arab world as well. Most of the research focused on search engine in general (Ramaraj, 2013), search engine advertisement (Jafarzadeh, 2011), and search engine optimization in education (Gandour and Regolini 2011). Based on that, research that link SEO with online advertisement is considered very rare. In the following lines we will highlight some of previous studies focused on SEO and online advertisement.

Evans (2007) investigated the most popular techniques used to rank a web page highly in Google. The paper presents the results of a study into 50 highly optimized web pages that were created as part of a Search Engine Optimization competition. The study focuses on the most popular techniques that were used to rank highest in this competition, and includes an analysis on the use of PageRank, number of pages, number of in-links, domain age and the use of third-party sites such as directories and social bookmarking sites. A separate study is made into 50 non-optimized web pages for comparison. The paper provides insight into the techniques that successful Search

Engine Optimizers use to ensure a page ranks highly in Google. Recognizes the importance of Page Rank and links as well as directories and social bookmarking sites.

While Singh (2011) investigated the impact of Search Engine Optimization on Advertisement in IT companies of north India. The study use quantitative and qualitative research methodology. Google, Bing MSN, and Yahoo etc, are a common search engine that consumers use when they search for product or services online. The majority or about 90% of the customers select the product from first page only and out of that 90% more than 80% select the product or services from first three or four. The study concludes that companies using SEO for the purpose of advertisement are getting more new customer than the companies using traditional methods.

Kaurin and Dragić (2012) examined the influence of Meta Tags usage on web rating within Search Engine Results Pages (SERP) by examining travel agencies in Serbia, as a relatively new but the large market, and their knowledge and right usage of available technologies of Meta Tags usage. Research covered a total of 66 travel agencies operating in Serbia. Companies are mostly from cities in the regional centers. The study used quantitative and qualitative research methodology. Research result shows that 41 of 66 companies (62%) are maintaining their own website, and that the rest (25 companies, 38%) don't have their internet presentation or are using other websites for their promotion. Because the research should provide the website positioning within SERP, we would be considering only those companies that have their own website presentation.

Berman and Katonay (2012) studied the impact of search engine optimization (SEO) on the competition between advertisers for organic and sponsored search results. They find that a positive level of search engine optimization may improve the search engine's ranking quality and thus the satisfaction of its visitors. Results imply that high quality sites have an advantage as they can always use sponsored links as a backup option if their organic link does not place well. In the absence of sponsored links, the organic ranking is improved by SEO if and only if the quality provided by a website is sufficiently positively correlated with its valuation for consumers. That is, if sites' valuations for consumers are correlated with their qualities then consumers are better off with some positive level of SEO than without. By contrast, if there are sites that extract high value from visitors yet provide them with low quality then SEO is generally detrimental to consumer welfare. As a result of the high expected quality on the organic side, consumers begin

their search with an organic click. Although SEO can improve consumer welfare and the payoff of high-quality sites, they find that the search engine's revenues are typically lower when advertisers spend more on SEO and thus less on sponsored links.

Lourdes and Paloma (2013) conducted an interesting research on the relationship between SEO onpage factors and web accessibility. Access to web content is the central link between SEO and accessibility. The research described arose from an investigation into the observed phenomenon that pages from accessible websites regularly appear near the top of search engine (such as Google) results, without any deliberate effort having been made through the application of search engine optimization (SEO) techniques to achieve this. The research provides firm evidence that the overlapping factors not only serve to ensure the accessibility of a website for all users, but are also useful for the optimization of the website's search engine ranking. The paper demonstrates that any SEO project undertaken should include, as a prerequisite, the proper design of accessible web content, inasmuch as search engines will interpret the web accessibility achieved as an indicator of quality and will be able to better access and index the resulting web content.

Madleňák (2015) investigated the suitable Internet marketing tools that increase the number of visitors at the business website. For the Analysis of website traffic, Google Analytics is used. While Facebook Insights tool and correlation analysis is used to find the degree of dependence between visitors streams at personal and official business website. Results of the research show a clear correlation between website traffic at business and personal websites as well as clear correlation between competition at social network and business websites traffic. The researchers suggested that the creation of primary website must be supported by additional activities as a social network activity, frequent actualization of website and creation secondary websites that are connected with primary website.

2.3 Conceptual framework of the study

The conceptual framework of the study specifies the nature of the hypotheses of the study. According to the model, dependent variable is digital marketing and the independent variables are Brand awareness, search engine optimization, paid search engine marketing, Email marketing. Digital marketing is affected by Brand awareness, search engine optimization, paid search engine marketing, Email marketing. The relations of these variables are supported on the basis of review of literatures

Independent Variables   **Dependent Variable**
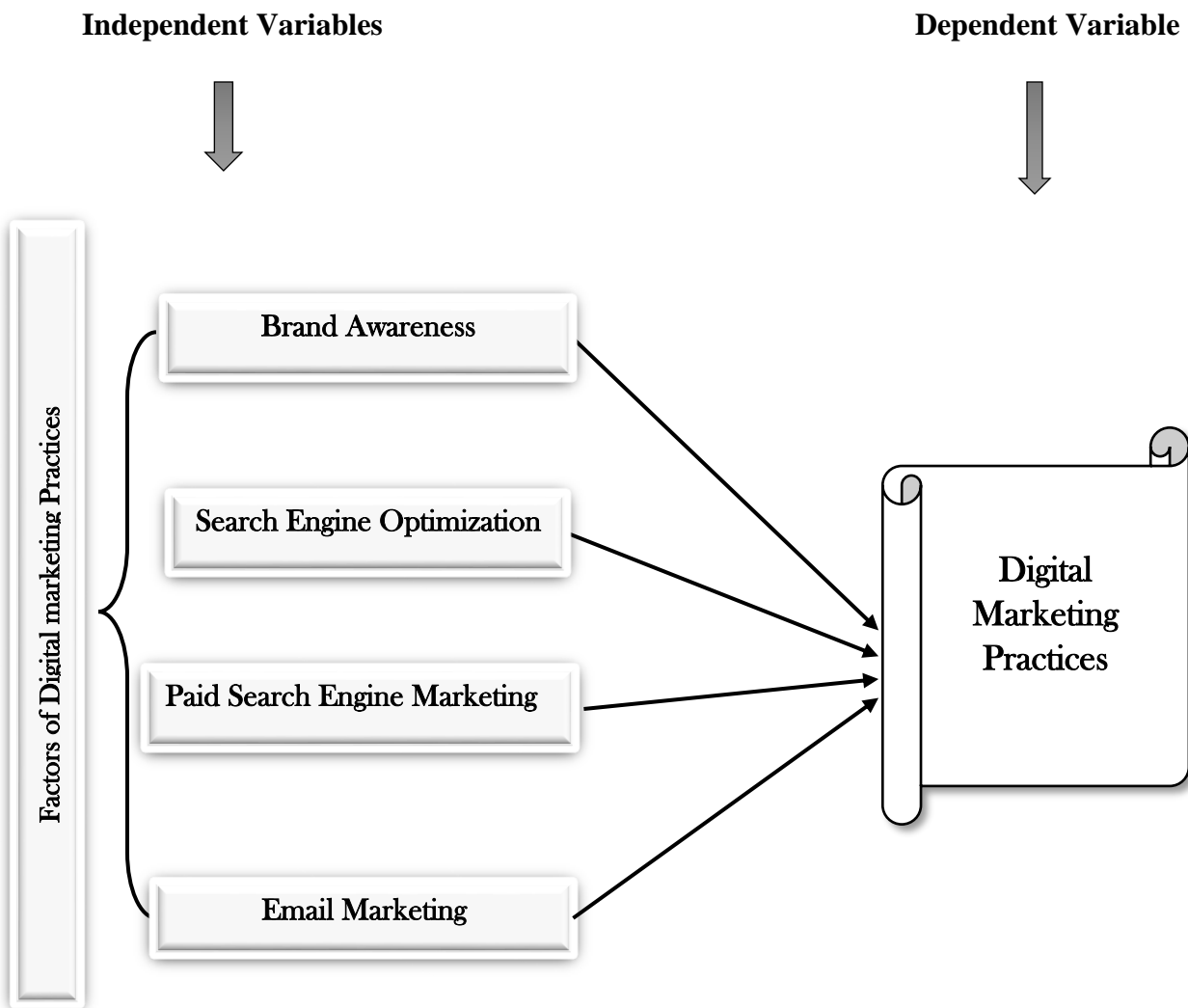
Figure 1: Conceptual Framework

2.4 Research hypothesis

In light of the objectives articulated and the conceptual framework the following four research hypothesis are developed.

H1: Brand awareness has positive and significant influence on digital marketing.

H1: Search engine optimization has positive and significant influence on digital marketing.

H1: Paid search engine marketing has positive and significant influence on digital marketing.

H1: Email marketing has positive and significant influence on digital marketing.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

Research methodology has necessary to provide a reliable and valid research study. In Chapter 3, the researcher discussed and delivered about the method that will be used to obtain related information in order to conduct explanatory research. The study included research area, research approach, research design, data type and sources, methods of data collection, sampling techniques, constructs measurement, and the method of data analysis.

3.1 Research Area

In line with the research objectives, the major focus area of this study is on Info Mind Solutions PLC. The company has multiple units that work in different area of Human resources. The units are HR Services and Recruitment, Ethiojobs services, Derjea.com, HR and Admin (Personnel and outsourcing), Communications and Marketing and Website. In addition, Finance, IT, HR and Admin are the other units that's main focus is supporting the above-mentioned units.
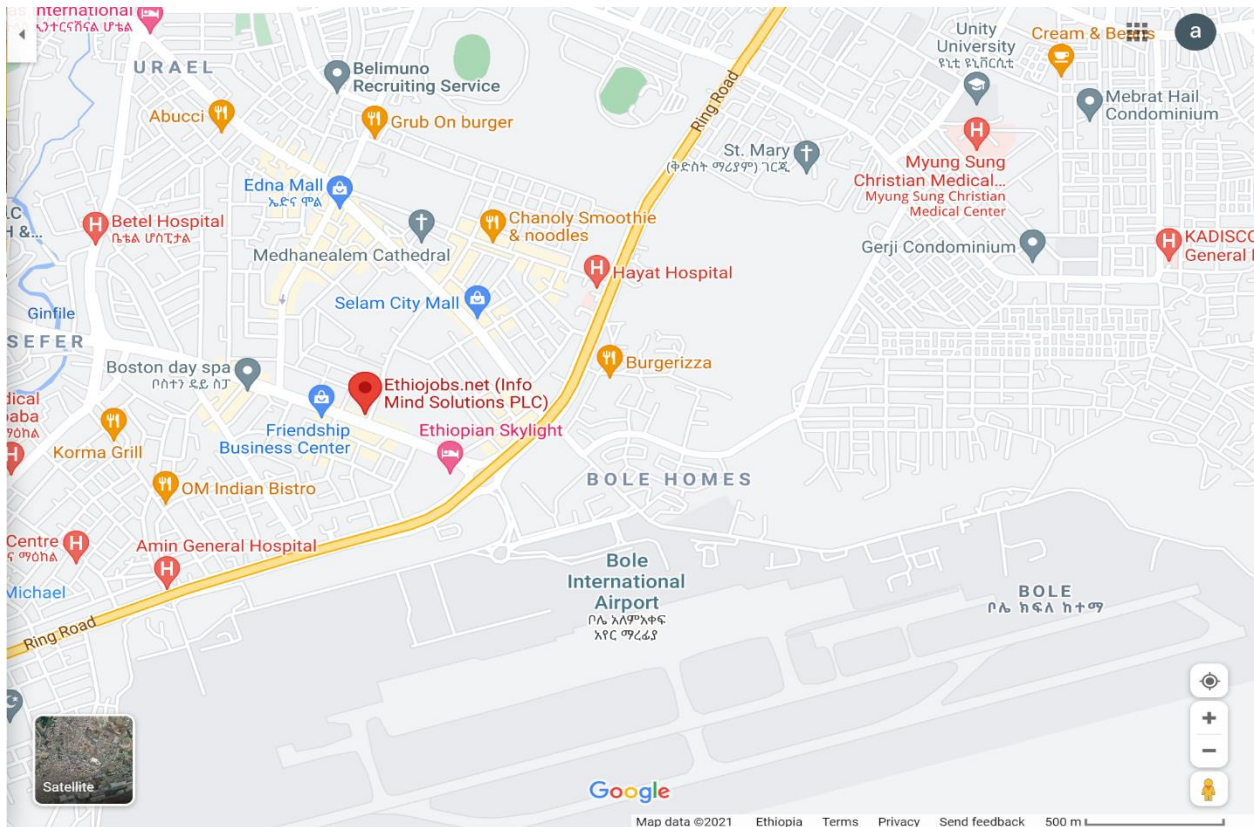
3.2 Research Approach

The research followed mixed research approach. Qualitative method is designed to gather information from statistically representative samples of the target population; it is usually conducted among several hundred, of respondents for this reason. Information is generally obtained using standardized structured questioners (Palmer 2000). This type of research tackles questions that seek to find out how much. The most common form of primary research is the use of questionnaires. On one hand, it is qualitative approach because it can describe the actual condition of digital marketing practice in Info Mind Solutions PLC with non-numerical ways. Thus, interviewing of the Info Mind Solutions PLC employees using qualitative data, to get respondents' opinion and understand the digital marketing practices.

3.3 Research Design

This study used explanatory type of research design in order to explain the relationship between the independent variables and dependent variable, and how the digital marketing dimensions affect digital marketing in the Info Mind Solutions PLC.

3.4 Data type and Sources

There are two sources of data; these are primary and secondary sources. Thus, the researcher used both primary and secondary sources to collect data. Primary data is the information that the researcher finds out by him/herself regarding a specific topic. One of the primary sources is questionnaire. The questionnaire was collected from individual respondent. Furthermore, documents related to the study were used as secondary sources of data such as, journals, books, and unpublished manuscript. Because, the secondary data helped the researcher as specific reference and explore different construct important to this study.

3.5 Target Population and Sample Size Determination

In research, understanding and defining the research population is important on many fronts: failure to include those that are not accessible results in the sample being unrepresentative. The results from such research also have implications on the findings (Sydor 2013). A sample is a part taken to represent a whole or entirety of the population. A sample taken should have all the characteristics of the population or universe. Kumekpor (2002) states that a sample of a population consists of that proportion of the number of units selected for investigation. Jankowiez (2002), further stressed that sampling is the deliberate choice of a number of people who are to provide the data from which conclusions about these people can be drawn. Therefore, the target populations for this study are customers of Info Mind Solutions Plc.

When the size of population is unknown and previous researches are unavailable to determine the variability of an estimate over all possible samples, thus the sample size is calculated for the list favorable case $p = q = 0.5$ (Corbetta, 2003). Since the total population is unknown and previous studies are not available, with the study title here in Ethiopia, to determine the estimate of p and q. The researcher used recommendation by Corbetta (2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size. The sample size for this study is determined with the use of Topman formula as presented below (Dillon, 1993).

$$n = \frac{Z^2 pq}{e^2}$$

Where:

n = required sample size

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

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error $(0.05)^2$

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

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

n = 384

3.6 Sampling Techniques

After determining the methods of data collection, the next step is to determine the element from which the data will be collected (Churchill, 1995). The current study depended on non-probability sampling; namely, convenience sampling because the sampling frame is unavailable (Malhotra., 1996; Reynolds, 2003; Saunders, 2012). Convenience sampling "is one of the most frequently used non-probability sampling methods" (Hair, 2003), and used commonly in marketing (e.g. Ismail, 2010; Jamal and Al-Marri, 2010). Convenience sampling means the non-random selection of available elements from the study-defined population. It is an easy, quick, and cost-effective technique, but the main drawback is that it is unrepresentative of the population (Churchill, 1995; Saunders, 2012).

3.7 Methods of Data Collection

In order to build the research constructive and to make the reader comprehend its outcomes. Primary data was collected by using two major tools. The first is self-administered/close ended questionnaire developed by the researcher based on the information from different literature and studies and interview.

The questionnaire is divided into two sections. The first section contained the demographic characteristics of the respondents that was requested to provide information about their gender, age, income and education level. The second section of the questionnaire is designed to enable the researcher to gather information about assessment of digital marketing practices in Info Mind Solutions Plc. questionnaire is a set of questions that have structured questions in this case the questions contain close-ended questions type and responses to the question where measure on a five Likert rating scale such as: Strongly agree (SA) = 5; Agree (A) = 4; Neutral (N) = 3; Disagree (D) = 2; Strongly disagree (1). The use of Likert scale is to make it easier for respondent to answer the questions in a simple way.

An interview guide is a set of questions that the researcher asks during the interview (McNamara, 2009). The rational to use for an interview are useful because they provide a chance to probe the answers of the digital marketing practices and understand precisely what they mean. Because of this the researcher designed an interview guide which is used during the interview of the key

respondents (senior managers and those who are directly related professionals of digital marketing). The researcher posed questions intends to lead the respondents towards giving data to meet the study objectives and searched the respondents in order to seek clarification about responses provided.

3.8 Measurement construct (reliability and validity)

The Cronbach alpha coefficient is an indicator of internal consistency of the scale. A high value of the Cronbach alpha coefficient suggests that the items that make up the scale "hang together" and measure the same underlying construct. A value of Cronbach alpha above 0.70 can be used as a reasonable test of scale reliability (Gaur A. and Gaur S., 2009).

The first step in assessing validity is called the face validity test. Face validity establishes whether the measuring device looks like it is measuring the correct characteristics. The face validity test is was done by showing the instrument to experts and actual subjects and analyzing their responses qualitatively (Gaur A. & Gaur S. 2009). Therefore, the researcher showed the face validity of the instrument by showing it to academic advisor.

The results of the tests for each scale are shown in table 3.2 in the next page. The instrument was pilot tested on 30 customers of Info Mind Solutions within the intended sample. The responses of respondents were scored and the reliability of the tool was determined using Cronbach's Alpha. The questionnaire has a total of 45 questions as shown in the below table. The result indicates that the value of Cronbach's alpha equals to 0.7 proving that the scale is indeed reliable Hair (1992).

Table 1: Reliability statistics

Variables	Number of items	Cronbach's Alpha	Internal consistency
Brand Awareness	7	.794	Acceptable
Search Engine Optimization	10	.773	Acceptable
Paid Search Engine Marketing	8	.829	Good
Email marketing	7	.781	Acceptable

Digital Marketing	3	.701	Very good

Source: Research data (2021)

It is important to make sure that the instrument that we develop to measure particular concept is indeed accurately measuring the variable and then in fact, we are actually measuring the concept that we set out to measure. In order to increase the validity of the result the student researcher used pre tested questionnaire with modification. Accordingly necessary adjustment are taken in clarifying questions and eliminating ambiguous wording from the questionnaire in order to make it more understandable by the respondents. Therefore, the content validity for this study was addressed through the review of literature and adapting instrument used in the previous research.

3.9 Methods of data Analysis

The collected data was changed and interpreted in to meaningful information, and statement. So, ads to analyze, process and interpret according to the nature of data. Statistical Package for Social Science (SPSS) software version 20 was employed to analyze and present the data through the statistical tools was used for this study, namely descriptive analysis (mean and standard deviation), correlation and multiple regression analysis.

A. **Descriptive analysis:** The descriptive statistical results is presented by, frequency distributions and percentages to give a condensed picture of the data. This is achieved through summary of statistics, which includes the means and standard deviations values which are computed for each variable in this study.

B. **Pearson Correlation Analysis:** used when there are two quantitative variables. The possible research hypotheses are that there is a positive linear relationship between the variables, a negative linear relationship between the variables, or no linear relationship between the variables in this study Pearson's correlation coefficient is used to determine the relationships between digital marketing such as dependent variables and its factors (Brand awareness, search engine optimization, Paid search engine marketing, Email marketing).

C. **Multiple Regression Analysis:** Multiple regression analysis was used to investigate the digital marketing i.e., Brand awareness, search engine optimization, Paid search engine marketing, Email marketing on digital marketing of Info Mind Solutions Plc.

Model Specification

$Y = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 e$

Where

Y= Digital marketing

B_0, B_1, B_2, B_3, and B_3 are parameters

X1= Brand awareness

X2= Search engine optimization

X3= Paid search engine marketing

X4= Email marketing,

e = error term

Qualitative Data Analysis

Data collected from personal structured interviews with senior managers and those who directly related professionals of digital marketing in the Info Mind Solutions PLC that are selected purposely is analyzed in this section by using inductive approach to qualitative data analysis (Thomas, 2003) recommends the following steps for analyzing qualitative data by using general inductive analysis:

1. Initial read through text data
2. Identify specific segment of information
3. Label the segments of information to create categories
4. Reduce overlap and redundancy among categories
5. Create a model incorporating most important categories

Following this procedure, the data collected through the structured interviews was coded in to text format and carefully studied. Then specific segments of the data are identified for the digital marketing practices in Info Mind Solutions Plc. Finally, the findings it was categorized and tabulated.

3.10 Ethical Consideration

Ethics refers to the appropriateness of your behavior in relation to the rights of those who become the subject of your work, or are affected by it. The researchers consider the objectivity, honesty integrity, carefulness, openness respect to intellectual property, confidentiality, and respect for colleagues, social responsibility and legality of the research paper. Subjects in a research project must be aware that their participation in the study is voluntary, that they have the freedom to withdraw from the study at any time without any unfavorable consequences, and they will not be harmed as a result of their participation or non-participation in the thesis. To this effect, the researcher gave freedom to the respondents and they exercised freely on the given questionnaire.

The researcher has an obligation to provide some information about his/her study to potential subjects before data collection to help him/her decide whether or not they wish to participate in the study. For instance, who is conducting the study, for what purpose, what outcomes are expected, and who will benefit from the results. Guided by this ethical principle, the researcher has disclosed about the content and purpose of the study.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Introduction

In accordance with the research questions and research objectives of the study, this chapter presents the findings of the study based on the research design employed in this study. In this respect, the chapter explain the response rate of the respondents, the instrument employed which is employed in this research to find out the descriptive statistics of all the variables used in this study and the results of the estimated parameters of the correlation and regression analysis; the relation between the independent and dependent variables as per the sign and the value of the parameters for the regression model are presented and as well as discussed in detail through SPSS version. In table 4.1 on above shown that a total 384 questionnaire were distributed out of which 290 (76%) were properly filled and returned the data was used for analysis purposes.

Table 2 : Response Rate

Questionnaires	Info Mind Solutions PLC	
	Respondents	Percentage
Number of Distributed Questionnaires	384	100%
Number of Returned Questionnaires	290	76%

Source: SPSS Result, 2021

4.1 Descriptive statistics

Descriptive analysis is a set of procedures for gathering, measuring, classifying, computing, describing, synthesizing, analysing and interpreting systematically acquired quantitative data.

4.1.1 Demographic Characteristics

Demographic analysis of the respondents was done in order to describe the characteristics of the respondents in more details. To make it more specific, this part of the study analyzes the proportion of female and male respondents, their age, experience, educational level, occupation, and how long they have you been a customer of Info Mind Solutions.

4.2: Demographic Characteristics

		Frequency	Percent
Gender	Male	226	77.9
	Female	64	22.1
	Total	290	100.0
Age	18-25	38	13.1
	26-35	32	11.0
	36-45	108	37.2
	46-55	61	21.0
	55 and above	51	17.6
	Total	290	100.0
Occupation	Government employee	64	22.1
	Private employee	81	27.9
	Self-employed	106	36.6
	Student	39	13.4
	Total	290	100.0
Educational Status	diploma	34	11.7
	degree	175	60.3
	Masters and above	81	27.9
	Total	290	100.0
How long have you been a customer of Info Mind Solutions	1-5 year	143	49.3
	5-10 year	84	29.0
	More than 10 year	63	21.7
	Total	290	100.0

Source: Research data (2021)

Table 3: Demographic Characteristics

As indicated in Table 4.2, 226 of the respondents were male which represent 78% of the total respondents, while 64 were females which accounts for 22% of the total respondents. The result revealed that males outweigh females in number in Info Mind Solutions customers. Considering age of the respondents, higher number of respondents was in the age between 36-45 years, which represent 37.2%, followed by age of 46-55 years, which represent 21%. Respondents between the

ages of 55 and above represented 17.6% of the respondents, respondents between the ages of 18-25 represented 13% of the respondents while the smallest group 11% was those ages between 26-35 years respectively. The result has also revealed that majority of the respondents (37%) are self-employed respondents, 28% of respondents represent private employee, 22% of respondents represented government employee, and 13% of respondents are represented students. In terms of educational level 60% of the respondents have first degree, 28% respondents represented bachelor degree, 12% of respondents represented diploma. So we can deduce, first degree holders are influential in this research and followed by master's degree and diploma. Regarding to the how long they have been customer of Info Mind Solutions 49% of respondents represented 1-5 year, 29% of respondents represented 5-10 years, 22% of respondents represented more than 10 years.

4.1.2 Descriptive Statistics on factors of digital marketing

Descriptive analysis is used to obtain existing facts regarding the customer's level of agreement on the factors of digital marketing in Info Mind Solutions using four indicators of factors of digital marketing namely, Brand awareness, search engine optimization, paid search engine marketing, paid search and engine marketing. This section presents the respondents' perception on the independent and dependent variable. The respondents were asked to indicate the extent to which they agreed and disagreed to statements relating to the variables under study on a five-point Likert scale (1=Strongly Disagree to 5= strongly agree).

It is taken to identify the differences among the variables and the square root of standard deviation shows the variance. The standard deviation is therefore a measure of how well the mean represents the data. Whereas, small standard deviation means (relative to the value of the mean itself) indicates that the data points are close to the mean. In this case, larger standard deviation (relative to the mean) indicates that the data points are distant from the mean (i.e. the mean is not an accurate representative of the data) Andy (2010). Similarly, high standard deviation means that the data are wide spread, which means that customer give variety of opinion and the low deviation means that customer express close opinion.

4.3: Range for interpreting quantitative data

Range	Interpretation
1.49 or less	Strongly disagree

1.50-2.49	Disagree
2.50-3.49	Neutral
3.50-4.49	Agree
4.5 or greater	Strongly agree

Source: Upgade and Shende (2012)

Table 4: Range for interpreting quantitative data

4.1.2.1   Descriptive Statistics on Brand Awareness

Series of seven questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of brand awareness of the customers in Info Mind Solutions. The below table displays the respondent's level of agreement against their digital marketing based on brand awareness.

4.4: Summary of response for Brand Awareness

Items of Brand Awareness	N	Mean	SD.
I can recognize the brand of Info Mind Solutions I use easily	290	4.037	.9385
Whenever I think about Info Mind Solutions brands, the brand I use comes to my mind first.	290	4.031	.9277
I can easily recall the features of the brand of Info Mind Solutions I use.	290	4.037	.8971
I recognize the symbol or logo of Info Mind Solutions brand.	290	3.893	.9552
I don't have difficulty imagining Info Mind Solutions in my mind.	290	3.472	.9883
I can recognize Info Mind Solutions among competing brands.	290	3.503	.9886
Info Mind Solutions comes up first in my mind when I need to make a purchase decision on the Info Mind Solutions product.	290	3.103	1.030
Aggregate mean of Brand Awareness	152	3.7255	0.9608

Source: Research data (2021)

Table 5 : Summary of response for Brand Awareness

According to Upgade and Shende (2012), mean score measurement can be used while interpreting the data; and if Mean Score is 3.50-4.49, implies that the responses of the respondents is agree. Accordingly, in this analysis, the mean or the average response of the respondents about the degree of agreement they had about the brand awareness was perceived to have a mean of 3.725 (SD=0. 0.960) on a 5-point scale. This shows that the respondents agree about the activities of brand

awareness creation. Since, the obtained result of mean (3.725) is supported by Upgade and Shende (2012) i.e., value 3.50-4.49, implies that the responses of the respondents are agreed. In this case, low standard deviation indicates that the data points are not distant from the mean (i.e. the mean is an accurate representative of the data). Hence, low standard deviation means that the data are not wide feast, which means that customers scored low deviation means that customers express close opinion. Therefore, the brand awareness deviation is below 1. Thus, it is possible to conclude that the respondent's perception is homogenous.

4.1.2.2   Descriptive Statistics on Search Engine Optimization

Series of seven questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of Search Engine Optimization of the customers in Info Mind Solutions. The below table displays the respondent's level of agreement against their digital marketing based on Search Engine Optimization.

4.5: Summary of response for Search Engine Optimization

Items of Search Engine Optimization	N	Mean	SD.
Info Mind Solutions consider search engine optimization as a priority bond to communicate our brands by online advertisement.	290	2.820	1.292
Search engine optimization strategies are cheaper lower in cost compared with the rest of other strategy.	290	2.903	1.309
Search engine optimization Promotional techniques increase the Info Mind Solutions competitive advantage in the online market.	290	3.341	1.255
The higher ranking on search engine optimization, the bigger probability that more customers will come to Info Mind Solutions site.	290	3.310	1.291
Search engine optimization increased the levels of confidence and competency to the company website.	290	3.241	1.181
Search engine optimization improved the Info Mind Solutions brand recognition.	290	3.151	.9795
The Info Mind Solutions has sufficient experience when to implementing search engine optimization.	290	3.362	1.120
Aggregate mean of Search Engine Optimization	152	3.1617	1.204

Source: Research data (2021)

In relation to the above table result, the Respondents' average response to their level of agreement of Search Engine Optimization was perceived to have a mean of 3.16 (SD= 1.204) on a 5-point scale. This shows that the respondent somehow agree about the Search Engine Optimization. Since, the obtained result of mean (3.16) is supported by Upgade and Shende (2012) i.e., value 2.50-3.49, implies that the responses of the respondents are somehow agreed. In this case, high standard deviation indicates that the data points are distant from the mean (i.e. the mean is an accurate representative of the data). Hence, high standard deviation means that the data are wide feast, which means that customers scored high deviation means that customer's express diversifying opinion. Therefore, the Search Engine Optimization deviation is above 1. Thus, it is possible to conclude that the respondent's perception is heterogonous.

4.1.2.3   Descriptive Statistics on Paid Search Engine Marketing

Series of eight questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of paid search engine marketing of the customers in Info Mind Solutions. The below table displays the respondent's level of agreement against their digital marketing based on paid search engine marketing.

4.6: Mean and standard deviation for Paid Search Engine Marketing

Items of Paid Search Engine Marketing	N	Mean	SD.
It is easy to find rejected communication received from Info Mind Solutions through paid search engines:	290	3.289	1.096
It is enjoyable to find communications I receive from Info Mind Solutions through paid search engines:	290	3.206	1.035
It is trustworthy to consider communications I receive from Info Mind Solutions through paid search engines:	290	3.144	1.038
It is informative to find communications I receive from Info Mind Solutions through paid search engines:	290	3.006	1.152
It is convenient to consider communications I receive from Info Mind Solutions through paid search engines:	290	3.241	1.037
It is acceptable to communicate I receive from Info Mind Solutions through paid search engines:	290	3.234	.9449
The entertaining communications I receive from Info Mind Solutions through paid search engines:	290	3.258	.8677
It is reliable to consider information I receive from Info Mind Solutions through paid search engines	290	3.865	.9259
Aggregate mean of Paid Search Engine Marketing	152	3.281	1.012

Source: Research data (2021)

Table 7: Mean and standard deviation for Paid Search Engine Marketing

On the subject of the above result, it is believed that the average or average response of respondents to their level of agreement with the Paid Search Engine Marketing is 3.2 (SD= 1.01) on a 5-point scale. This shows that the respondents moderately agree about the Paid Search Engine Marketing. Since, the obtained result of mean (3.2) is supported by Upgade and Shende (2012) i.e., value 2.50-3.49, implies that the responses of the respondents are moderately agreed. In this case, high standard deviation indicates that the data points are distant from the mean (i.e. the mean is an accurate representative of the data). Hence, high standard deviation means that the data are wide feast, which means that customers scored high deviation means that customer's express

diversifying opinion. Therefore, the Paid Search Engine Marketing deviation is above 1. Thus, it is possible to conclude that the respondent's perception is heterogeneous.

4.1.2.4   Descriptive Statistics on Email marketing

Series of seven questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of email marketing of the customers in Info Mind Solutions. The below table displays the respondent's level of agreement against their digital marketing based on email marketing.

4.7: Descriptive statistics (Perception of Email marketing)

Items of Email marketing	N	Mean	SD.
E-Mail marketing contributes in brand names.	290	3.148	.9783
You tend to purchase online via E-Mail marketing.	290	3.365	1.070
E-Mail marketing contributes to enhance product awareness.	290	3.103	1.030
E-Mail marketing has played an important role in changing your attitude toward products and services.	290	2.820	1.292
E-Mail marketing plays an active role in building a relationship between the consumers and the organization.	290	2.903	1.309
You trust on that information which is sent to you via the E-Mail marketing.	290	3.341	1.255
You think that information you receive via the E-Mail marketing is exciting and Attractive.	290	3.310	1.291
Aggregate mean of Email marketing	152	3.1415	1.175

Source: Research data (2021)

Table 8 : Descriptive statistics (Perception of Email marketing)

Based on the above result, it is believed that the average response of respondents to the degree of consistency of email marketing is 3.14 (SD = 1.17) on the scale of 5 points. It can be seen that that the respondents are averagely agree about the email marketing. Since, the obtained result of mean (3.14) is supported by Upgade and Shende (2012) i.e., value 2.50-3.49, implies that the responses of the respondents are averagely agreed. In this case, high standard deviation indicates that the data points are distant from the mean. Hence, high standard deviation means that the data are wide

feast, which means that customers scored high deviation means that customers express diverse opinion. Therefore, the email marketing deviation is above 1. Thus, it is possible to conclude that the respondent's perception is heterogeneous.

4.1.2.5   Descriptive Statistics on Digital Marketing

Series of three questions were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of digital marketing of the customers in Info Mind Solutions.

4.8: Summary of response for Digital Marketing

Items of Digital Marketing	N	Mean	SD.
Even if another human resource information system has the same level of service as the service from Info Mind Solutions, I would prefer to use Info Mind Solutions	290	3.2414	1.1810
Even if another human resource information system has the same level of Price as Info Mind Solutions, I would prefer to use Info Mind Solutions.	290	3.1517	.97959
Even if another human resource information system is willing to accept me with the same tier status as Info Mind Solutions, I would prefer to use Info Mind Solutions.	290	3.3621	1.1207
Aggregate mean of Digital Marketing	152	3.2517	1.0937

Source: Research data (2021)

Table 9: Summary of response for Digital Marketing

It is believed that the average or average response of respondents to the degree of digital marketing on the 5-point scale is 3.25 (SD = 1.09). It can be seen that the respondents moderately agree about the digital marketing. Since, the obtained result of mean (3.25) is supported by Upgade and Shende (2012) i.e., value 2.50-3.49, implies that the responses of the respondents are somehow agreed. In this case, high standard deviation indicates that the data points are distant from the mean. Hence, high standard deviation means that the data are wide feast, which means that customers scored high deviation means that customers express close opinion. Therefore, the digital marketing deviation is above 1. Thus, it is possible to conclude that the respondent's perception is heterogeneous.

4.2 Inferential Analysis
4.2.1 Correlation Analysis of the Study Variables

Correlation analysis is primarily concerned with finding out whether a significant relationship exists between two variables (Field, 2005). It is used to describe the strength and direction of the linear relationship between two variables. Pearson correlation (commonly called Pearson Correlation Coefficient) is used for the study to investigate a relationship between independent and dependent variable. The value of Pearson product-moment correlation coefficient (r) normally varies between -1 to +1. The sign indicates whether there is a positive correlation (as one variable increase, other also increase) or negative correlation (as one variable increase, other decrease).

According to Field (2005), a coefficient(r) of +1 indicates a perfect positive relationship while -1 indicates a negative relationship. Breaking down the strength of the relationship, values of r= ±0.1 to ± .29 represent a weak relationship while r= ±0.3 to ±0.49 represent a medium relationship while r= ±0.5 to ± 1.0 indicate a strong relationship. The results of correlation analysis between factors of digital marketing and digital marketing are depicted in the following two tables.

4.9: Correlation Analysis

Correlations			1	2	3	4	
Brand awareness	Pearson Correlation	1		.401**	.281**	.521**	.240**
	Sig. (2-tailed)			.000	.000	.000	.000
Search engine optimization	Pearson Correlation	.401**	1		.415**	.896**	.760**
	Sig. (2-tailed)	.000			.000	.000	.000
Paid Search Engine Marketing	Pearson Correlation	.281**	.415**	1		.390**	.433**
	Sig. (2-tailed)	.000	.000			.000	.000
Email marketing	Pearson Correlation	.521**	.896**	.390**	1		.542**
	Sig. (2-tailed)	.000	.000	.000			.000
Digital marketing	Pearson Correlation	.240**	.760**	.433**	.542**	1	
	Sig. (2-tailed)	.000	.000	.000	.000		
**. Correlation is significant at the 0.01 level (2-tailed).							

Source: Research data (2021)

Concerning the relationship between the brand awareness and digital marketing, Pearson correlation analysis reported that it has .240[**] at a significance level of 0.01. This stipulates brand awareness has a medium and positive relationship with digital marketing. Hence, it is possible to conclude that brand awareness have a linear relationship with digital marketing.

Concerning the relationship between the search engine marketing and digital marketing, Pearson correlation analysis reported that it has .760[**] at a significance level of 0.01. This stipulates search engine optimization has a strong and positive relationship with digital marketing. Hence, it is possible to conclude that Search engine optimization have a linear relationship with digital marketing.

Concerning the relationship between the Paid Search Engine Marketing and digital marketing, Pearson correlation analysis reported that it has .433[**] at a significance level of 0.01. This stipulates Paid Search Engine Marketing has a medium and positive relationship with digital marketing. Hence, it is possible to conclude that Paid Search Engine Marketing have a linear relationship with digital marketing.

Concerning the relationship between the Email marketing and digital marketing, Pearson correlation analysis reported that it has .542[**] at a significance level of 0.01. This stipulates email marketing has a strong and positive relationship with digital marketing. Hence, it is possible to conclude that email marketing have a linear relationship with digital marketing.

4.2.2 Parametric Statistical Assumptions

The reason why must have the test is because if the data does not pass classic assumption test, then the result after the data got processed might be misleading or biased Lind, *(*2012). The examination is called Fundamental Assumption Test that consists of mainly four tests, and those tests are normality, multicollinearity, linearity and homoscedasticity tests Lind, *(*2012).

4.2.2.1 Multi Collinearity

Multicollinearity refers to the situation in which the independent variables are highly correlated in a way that has undesirable implication on the outcome of regression analysis. According to Robert

(2006), when the predictor variables are highly correlated, they share essentially the same information and together, they may explain a great deal of the dependent variable, but may not individually contribute significantly to the model. Thus, the impact of multi Collinearity is to reduce any individual independent variable's predictive power by the extent to which it is associated with the other independent variables Beyan, (2014). Accordingly, Tolerance and Variance Inflation Factor (VIF) values were calculated to check multicollinearity and the result is presented on table 4.11 below. The Tolerance value is an indication of the percentage of variance in the predictor that cannot be accounted for by the other predictors implying the fact that very small values indicate overlap or sharing of predictive power Robert, (2006).

4.10: Multicollinearity Test

Variables	Tolerance	VIF
Brand Awareness	.695	1.440
Search Engine Optimization	.185	5.397
Paid Search Engine Marketing	.812	1.231
Email marketing	.166	6.013

Source: Research data (2021)

Table 11 : Multicollinearity Test

Multi Collinearity is checked using correlations between the variables in the model. Independent variables show at least some relationship with dependent variable Tabachnick and Fidell (2001). In this case all of the scales (brand awareness, search engine optimization, paid search engine marketing, and email marketing) correlate substantially with digital marketing respectively.

4.2.2.2   Assessment of Autocorrelation (Durbin-Watson)

It is a test for correlation error or a test for correlation between variables residuals. In short, this option is important for testing whether the assumption of independent error is tenable/reasonable. The test statistics can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated. A value greater than 2 indicated a negative correlation between adjacent residuals and a value below 2 indicates positive correlation. The size of Durbin-Watson statistics depends on the number of predictors in the model and the number of observations. Field (2009) suggests that the value less than 1 or greater than 3 are definitely a cause for concern; however, values closer

to 2 may still be problematic depending on your sample and model. In addition, Garson (2012) Durbin Watson should be between 1.5 and 2.5 for independent observations. The value closer to 2 are acceptable Field (2009). Therefore, the Durbin-Watson result has scored 1.687 and it is possible to say acceptable result or fulfill the testing assumption requirement.

4.2.2.3   Linearity Test

Digital marketing is assumed to be linearly related with factors of digital marketing dimensions/elements; meaning the dependent variable digital marketing is assumed to be impacted with changes in factors of digital marketing elements (the independent variables such as brand awareness, search engine optimization, paid search engine marketing, and email marketing). The relationship between the two variables should be linear. This means that at a scatter plot, scores should be a straight line (roughly), not a curve Pallant (2005). The scatter plots of this study show that there is almost linear relationship between the variables. The plots do not show any evidence of non-linearity; therefore, the assumption of linearity is satisfied.
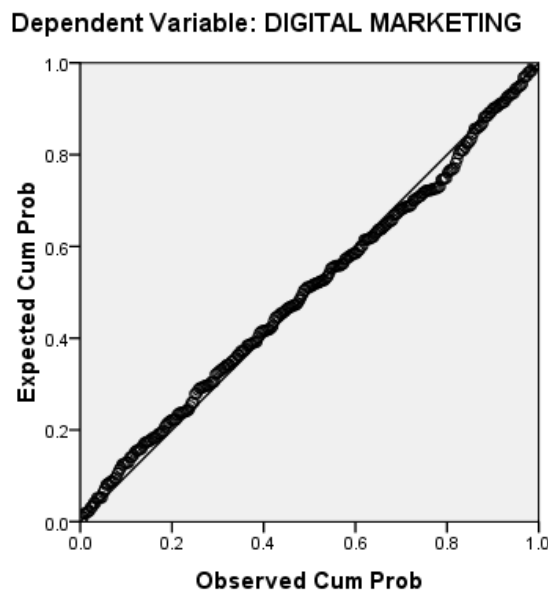
Source: Research data (2021)

Figure 3: Linearity Test
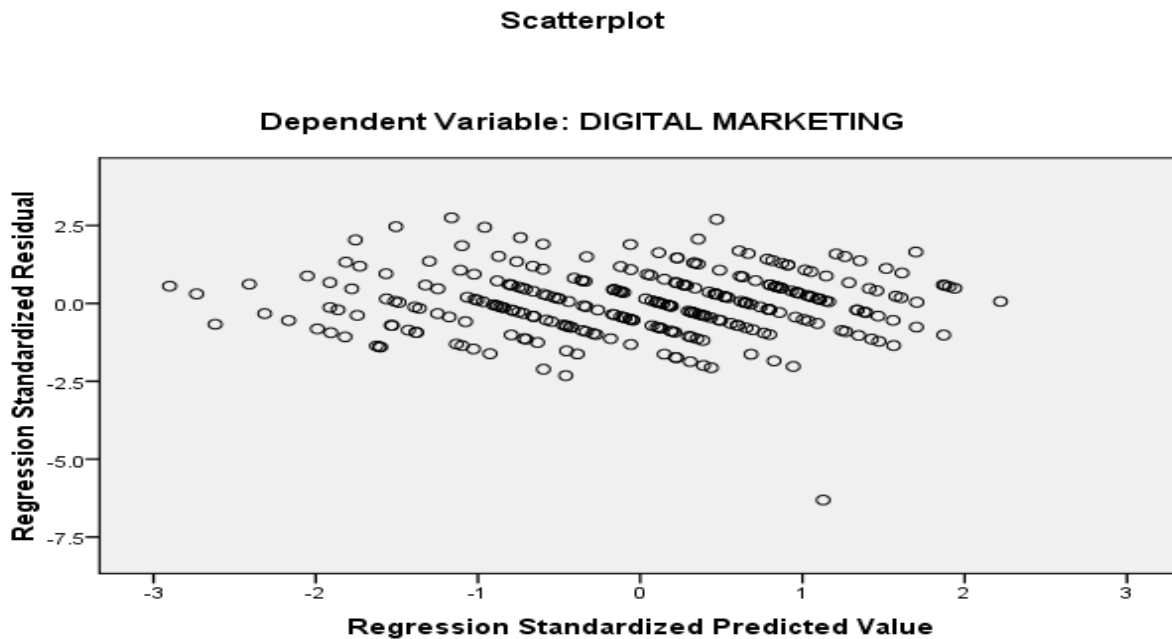
4.2.2.4 Normality Test

The study used method of assessing normality; graphically (Normal Probability Plot) and numerically (Skewness and Kurtosis). In the Normal Probability Plot, it is hoped that points will lie in a reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The scores are normally distributed. Numerically, the evaluation of normality in the data analysis began with exploring the skewness and kurtosis values of the factors of digital marketing and digital marketing. Skewness and kurtosis values greater than 1 and less than -1 are considered being abnormally distributed Gamst, Meyers, & Guarino, (2008). Table 4.12 below summarizes the Skewness and Kurtosis values of the constructs. The Skewness and Kurtosis values for the factors of digital marketing elements, namely, brand awareness, search engine optimization, paid search engine marketing, and email marketing were all below 1 and greater than -1 indicating that the data is normally distributed for these elements. The digital marketing also showed Skewness and Kurtosis value of less than 1, and is therefore normally distributed.

Table 4.11: Table Summary of Skewness and Kurtosis Statistics

		Brand A.	Search engine O.	Paid search engine M.	Email marketing	Digital M.
N	Valid	290	290	290	290	290
	Missing	0	0	0	0	0
Skewness		-.712	-.270	-.196	-.121	-.225
Std. Error of Skewness		.143	.143	.143	.143	.143
Kurtosis		.674	-.596	-.617	-.773	-.407
Std. Error of Kurtosis		.285	.285	.285	.285	.285

Source: Research data (2021)

Table 12 : Table Summary of Skewness and Kurtosis Statistics

Scatterplot

Dependent Variable: DIGITAL MARKETING

Source: Research data (2021)

Figure 4 : Normality Test

4.2.3 Multiple regression analysis

Multiple regression analysis is employed to examine the factors of digital marketing (brand awareness, search engine optimization, paid search engine marketing, and email marketing) on digital marketing. Multiple regression analysis is chosen because it helps to predict the linear relationship of a dependent variable. Here, the dependent variable is regressed and the independent variables are regressed or, which will show the influence on the relationship of these variables by one another. Before explaining the table, the effects of values of the coefficient, R- square are discussed briefly.

Coefficient value: It shows the negative or positive effect of the variables. If the coefficient value is positive, it shows that independent variable is affecting the dependent variable in a positive way. If the sign is negative, it shows that the effect is negative.

R-square: R-square is the coefficient of determination; it explains how much variation in the dependent variable is taking place due to the factors that factors of digital marketing.

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Constant: Constant is basically the intercept. Therefore, the value of constant cannot be ignored but it does not affect the result in a direct or indirect way. It just shows that even if the independent variable has zero value, there will be still some value of the dependent variable.

Probability: Probability and t-statistics basically indicate the same results. Either both of them or just one of them can be taken because in any way the results will show similar indication overall.

4.12: Model summary

<table>
<tr><th colspan="11">Model Summary^b</th></tr>
<tr><th rowspan="3">Model</th><th rowspan="3">R</th><th rowspan="3">R Square</th><th rowspan="3">Adjusted R Square</th><th rowspan="3">Std. Error of the Estimate</th><th colspan="5">Change Statistics</th><th rowspan="3">Durbin-Watson</th></tr>
<tr><th>R Square Change</th><th>F Change</th><th>df1</th><th>df2</th><th>Sig. F Change</th></tr>
<tr><td>1</td><td>.835^a</td><td>.697</td><td>.693</td><td>.41566</td><td>.697</td><td>163.739</td><td>4</td><td>285</td><td>.000</td><td>1.687</td></tr>
<tr><td colspan="11">a. Predictors: (Constant), brand awareness, search engine optimization, paid search engine marketing, and email marketing</td></tr>
<tr><td colspan="11">b. Dependent Variable: digital marketing</td></tr>
</table>

Source: Research data (2021)

Table 13: Model summary

This table is showing the variation of variables used in the analysis. R-square which is the coefficient of factors is telling that how much variation is taking place in digital marketing (dependent variable) due to brand awareness, search engine optimization, paid search engine marketing, and email marketing (independent variables). When the table is analyzed, it is seen that the value of R-square shows 67.9% change taking place in digital marketing due to the brand awareness, search engine optimization, paid search engine marketing, and email marketing. By referring to this analysis, the regression equation for the digital marketing of the Info Mind Solutions algebraically formulated as:

Statistical equation as per Model :**(Y= β0+ β1X1+ β2X2+β3X3+ β4X4+E….)**

$$(Y=.662+.048X1+.355X2+.152X3+.757X4+.05….$$

4.13: ANOVA

ANOVAᵇ						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	113.161	4	28.290	163.739	.000ª
	Residual	49.241	285	.173		
	Total	162.402	289			
a. Predictors: (Constant), brand awareness, search engine optimization, paid search engine marketing, and email marketing						
b. Dependent Variable: Digital marketing						

Source: Research data (2021)

Table 14: ANOVA

According to table 4.13 the analysis of variance (ANOVA) for these data, the F-statistic of the independent variables is 163.739 respectively, which is more than 4 this indicates that the model is overall good fit and significant at $p < 0.01$. This result indicates that there is less than a 0.1% chance that an F-ratio this large would happen, if the directional hypothesis proposed about F-ratio were true. Therefore, it can be concluded that the regression model overall predicts digital marketing significantly well.

4.14: Regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients			Collinearity statistics	
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
(Constant)	.662	.168		3.954	.000		
Brand Awareness	.056	.046	.048	1.227	.221	.695	1.440
Search Engine Optimization	.303	.073	.355	4.879	.000	.185	5.397
Paid Search Engine Marketing	.166	.040	.152	4.209	.000	.812	1.231
Email marketing	.729	.077	.757	9.458	.000	.166	6.013
a. Dependent Variable: Digital marketing							

Source: Research data (2021)

Table 15: Regression Coefficients

In this study, among the four independent variables three independent variables show significant values whereas, the rest one independent variable show insignificance values of > 0.05, indicating that the three independent variables making a significant unique contribution to digital marketing. The larger value of Beta coefficient that an independent variable has brings the more supports to the independent variable as the more important determinant in predicting the dependent variable. Hence, for the three independent variables making positive and significant contributions, search engine optimization, paid search engine marketing, and email marketing the beta values were 0.355, 0.152, and 0.757 respectively (All the measures are statistically significant). This indicated that the biggest unique contribution to digital marketing has made by search engine optimization, paid search engine marketing, and email marketing. Whereas, the brand awareness have a positive but insignificant values has scored (.048, $p>0.05$).

Interpretation in Terms of Research Hypotheses

The researcher has tested research hypotheses as

H1: There is a significant and positive effect of Brand Awareness on digital marketing

As it is shown on Table 4.14 above, the β coefficient value was calculated as .048, which indicates that keeping other factors constant, a unit of change in brand awareness causes of 4.8% decreases on digital marketing. Besides, as displayed on same table, the t value was 1.227 at p value .221. As discussed above, if the t value less than 2, and $p>0.05$, it is insignificant to the prediction of the dependent variable. Therefore, from the findings, it can be concluded that the influence of brand awareness on digital marketing is statistically insignificant, in case of Info Mind Solutions, and this result leads to accept null hypothesis.

H1: There is a significant and positive effect of Search Engine Optimization on digital marketing

As it is shown on Table 4.14 above, the β coefficient value was calculated as 0.355, which indicates that keeping other factors constant, a unit of change in search engine optimization causes of 35.5% improvement on digital marketing. Besides, as displayed on same table, the t value was 4.879 at p value 0.000. As discussed above, if the t value greater than 2, and $p<0.05$, it is significant to the prediction of the dependent variable. Therefore, from the findings, it can be concluded that the influence of search engine optimization on digital marketing is statistically significant, in case of Info Mind Solutions, and this result leads to accept directional hypothesis.

H1: There is a significant and positive effect of Paid Search Engine Marketing on digital marketing

As it is shown on Table 4.14 above, the β coefficient value was calculated as .152, which indicates that keeping other factors constant, a unit of change in paid search engine marketing causes of 15.2% improvement on digital marketing. Besides, as displayed on same table, the t value was 4.209 at p value .000. As discussed above, if the t value less than 2, and p<0.05, it is significant to the prediction of the dependent variable. Therefore, from the findings, it can be concluded that the influence of Paid Search Engine Marketing on digital marketing is statistically significant, in case of Info Mind Solutions, and this result leads to accept the directional hypothesis.

H1: There is a significant and positive effect of Email marketing on digital marketing

As it is shown on Table 4.14 above, the β coefficient value was calculated as .757, which indicates that keeping other factors constant, a unit of change in email marketing causes of 75.7% improvement on digital marketing. Besides, as displayed on same table, the t value was 9.458 at p value .000. As discussed above, if the t value greater than 2, and p<0.05, it is significant to the prediction of the dependent variable. Therefore, from the findings, it can be concluded that the influence of email marketing on digital marketing is statistically significant, and this result leads to accept the directional hypothesis.

4.15: Hypothesis Summary

Hypothesis	Analytical Model	Outcome	Reason
H1: Brand Awareness has a positive and effect on digital marketing.	Regression analysis	Rejected directional hypothesis	β = .048; P > 0.05
H1: Search Engine Optimization has a positive and effect on digital marketing.	Regression analysis	Supported directional hypothesis	β = .355; P < 0.05
H1: Paid Search Engine Marketing has a positive and effect on digital marketing.	Regression analysis	Supported directional hypothesis	β = .152; P < 0.05

		Supported	β = .757;
H1: Email marketing has a positive and effect on digital marketing.	Regression analysis	directional hypothesis	P <0.05

Source: Research data, 2021"

Table 16 : Hypothesis Summary

4.2.4 Discussion

This research found significant and positive effect of brand Awareness on digital marketing. The result is contradicting with the findings of Brand awareness plays an important role in consumer decision making for three major reasons. First, it is important that consumers think of the brand when they think about the product category. Raising brand awareness increases the likelihood that the brand will be a member of the consideration set (Keller 1993), the handful of brands that receive serious consideration for purchase. Second, brand awareness can affect decisions about brands in the consideration set, even if there are essentially no other brand associations. For example, consumers have been shown to adopt a decision rule to buy only familiar, well-established brands. In low involvement decision settings, a minimum level of brand awareness may be sufficient for product choice, even in the absence of a well-formed attitude (Park and Lessig, 1981).

In regards with search engine optimization, plays a huge role in acquisition. This is because it makes sure the promotional campaign which appears in the search result allowing the firm to target its set customer audience. A transparent and well designed. Site is considered to be optimized for the search engine results. This implies that SEO plays a key role in retaining of customers as the two factors above ensure a good user experience (Wordstream, 2015).

Furthermore, researches that study the relationship between SEO and customer satisfaction are very few. Most of the research focused on search engine in general (Ramaraj, 2013), search engine advertisement (Jafarzadeh, Aybüke&D"Ambram, 2011), and search engine optimization in education (Gandour &Regolini 2011). But Khraim (2015) observed that SEO contribute in increasing the opportunity to observe online advertisement by customers when they search engines like Google, MSN, Altavista etc provides information about product or services and in

Jordan with 87.3 % of internet penetration, this could result in significant increase in customer satisfaction.

This result is consistent with Ahmad (2017) investigated the impact of Social Media Marketing on Customer Satisfaction through Brand Image in Jordan and the result shows a statistically significant impact of social media marketing on customer satisfaction. Rootman and Cupp (undated) studied the Impact of social media on Customer Satisfaction and Retention in the Banking Industry: Views of Clients and Managers in south Africa and Statistical analyses showed significant relationships between both benefits and trustworthy content and customer satisfaction, as well as between customer satisfaction and retention.

Inconformity with the study of (Clark, 2014) Employing email for establishing relationships with potential clients and consumers is called email marketing. This area of marketing is segment of Internet marketing which is even a bigger area. In basic sense it is categorized in direct marketing apart from the fact that mail is done through the iternet and not through post.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, AND RECOMMENDATION

This chapter review the problem of the research and conclude the findings with regard to the objectives of the study, followed by a recommendations.

Summary of Findings

Regarding to the regression result, the findings show that brand awareness insignificantly explains 4.8% of the variation in digital marketing. Therefore H1: there is significant effect of brand awareness significantly on digital marketing is rejected and concludes that brand awareness statistically positive but insignificant effect on digital marketing

The findings show that search engine optimization significantly explains 35.5% of the variation in digital marketing. Therefore H1: there is significant effect of search engine optimization on digital marketing is supported and concludes that search engine optimization has a positive and significant effect on digital marketing.

The findings show that search engine marketing significantly explains 15.2% of the variation in digital marketing. Therefore H1: there is significant effect of search engine marketing on digital marketing is accepted and concludes that search engine marketing has significant effect on digital marketing.

The findings show that email marketing significantly explains 75.7% of the variation in digital marketing. Therefore H1: there is significant effect of email marketing on digital marketing is accepted and concludes that email marketing has significant effect on digital marketing.

5.1 Conclusion

Therefore, the conclusions were drawn based on the summary of finding in the analysis and as shown below:-

✓ The descriptive statistics analysis proved that that most of the respondents in Info Mind Solutions were satisfied on the four dimensions such as brand awareness, email marketing,

paid search engine marketing, and search engine optimization agreed. Therefore, the digital marketing dimension in Info Mind Solutions was successful to satisfy the existing customers and a potential to attract new customers.

✓ The correlation analysis study result found that digital marketing tools such as email marketing, paid search engine marketing, and search engine optimization are the most important factors for digital marketing while brand awareness is the least and insignificant to digital marketing.

✓ To utilize the Internet and digital channels is important for most of the companies in the study, it is even seen as a competitive advantage if it is utilized correctly. It can be concluded that the higher competition that a company is exposed for the higher adoption of digital channels.

5.2 Recommendation

✓ Any technology-based businesses needs appropriate infrastructure to work properly. Therefore, the Info Mind Solutions should improve its own technological infrastructure to effectively utilize digital marketing system and compete with similar firms.

✓ Firms such as Info Mind Solutions could save costs and simplify its work by using digital marketing. Customers may also become beneficiaries by using digital marketing system. Therefore, it is highly recommended that the company should, in collaboration with its local and international stakeholders, work towards raising the awareness of customers about the importance of using e-marketing system.

✓ Internet providers should focus in improving the current internet infrastructure as it is the back bone of digital marketing. Since, there is a growth in digital marketing demand, internet providers should work in upgrading their coverage across the country.

✓ Based on the results of the study, Info Mind Solutions should give due emphasis on working towards search engine optimization in order to present its web page on top of search engines. As this research found out that search engines are the major sources of information for customers.

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Annex I

QUESTIONNAIRE

St. Mary's University

Post Graduate Studies

Department of Marketing Management

Questionnaire to be filled by customers

Dear Respondents

First of all, my sincere gratitude goes to you. I am working on my thesis for Masters of Marketing Management at St. Mary's University (SMU) and the title of my research is: *"Assessment of Digital marketing practice: The Case of Info Mind Solutions PLC (Ethiojobs and Dereja.com)"*. I am conducting the research as partial fulfillment of the Masters of Marketing Management.

Thank You in Advance for Your Cooperation

Direction

✓ There is no need to write your name or other identity

✓ Your response will be kept confidential and will be used only for academic purpose

✓ Please respond to the item in the questionnaire by putting a tick mark (√) inside the box.

Section A: Demographic Characteristics of Respondents

1. **Gender:** 1. Male   2. Female

2. **Age:** A. 18-25 ☐   B. 26-35 ☐   C. 36-45 ☐   D. 46-55 ☐   E. 55 and above ☐

3. **Educational level:** A. High School and Below ☐   B. Certificate ☐   C. Diploma ☐

   D. Degree ☐   E. Masters and above ☐

4. **Occupation:** A. Government employee ☐   B. Private Employee ☐

   C. Self-employed   D. Student ☐

5. **How long have you been a premium customer of Info Mind Solutions?**

   A. One year -5 years ☐   B. 5-10 years ☐   C. More than 10 years ☐

Section B: Questionnaire for Users' Opinion Survey Regarding the digital marketing practices

Please indicate the extent of your agreement or disagreement with each statement as objectively as you can by giving a number from **1 to 5**. Whatever information you give me is strictly confidential and could be used for academic purpose only, so please respond honestly. Use the following rating scale.

S/N	Statements on Dimensions of Digital Marketing	Strongly Disagree	Disagree	Somehow Agree	Agree	Strongly Agree
I.	**BRAND AWARENESS**					
1	I can recognize the brand of Info Mind Solutions I use easily					
2	Whenever I think about Info Mind Solutions brands, the brand I use comes to my mind first.					
3	I can easily recall the features of the brand of Info Mind Solutions I use.					
4	I recognize the symbol or logo of Info Mind Solutions brand.					
5	I don't have difficulty imagining Info Mind Solutions in my mind.					
6	I can recognize Info Mind Solutions among competing brands.					
7	Info Mind Solutions comes up first in my mind when I need to make a purchase decision on the Info Mind Solutions product.					
II.	**SEARCH ENGINE OPTIMIZATION**					
1	Info Mind Solutions consider search engine optimization as a priority bond to communicate our brands by online advertisement.					
2	Search engine optimization strategies are cheaper lower in cost compared with the rest of other strategy.					
3	Search engine optimization Promotional techniques increase the Info Mind Solutions competitive advantage in the online market.					
5	The higher ranking on search engine optimization, the bigger probability that more customers will come to Info Mind Solutions site.					

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8	Search engine optimization increased the levels of confidence and competency to the company website.					
9	Search engine optimization improved the Info Mind Solutions brand recognition.					
10	The Info Mind Solutions has sufficient experience when to implementing search engine optimization.					
III.	**PAID SEARCH ENGINE MARKETING**					
1	It is easy to find rejected communication received from Info Mind Solutions through paid search engines:					
2	It is enjoyable to find communications I receive from Info Mind Solutions through paid search engines:					
3	It is trustworthy to consider communications I receive from Info Mind Solutions through paid search engines:					
4	It is informative to find communications I receive from Info Mind Solutions through paid search engines:					
5	It is convenient to consider communications I receive from Info Mind Solutions through paid search engines:					
6	It is acceptable to communicate I receive from Info Mind Solutions through paid search engines:					
7	The entertaining communications I receive from Info Mind Solutions through paid search engines:					
8	It is reliable to consider information I receive from Info Mind Solutions through paid search engines:					
IV.	**EMAIL MARKETING**					
1	E-Mail marketing contributes in brand names.					
2	You tend to purchase online via E-Mail marketing.					
3	E-Mail marketing contributes to enhance product awareness.					
4	E-Mail marketing has played an important role in changing your attitude toward products and services.					

5	E-Mail marketing plays an active role in building a relationship between the consumers and the organization.					
6	You trust the information which is sent to you via the E-Mail marketing.					
7	You think the information you receive via the E-Mail marketing is exciting and Attractive.					
V.	**DIGITAL MARKETING**					
1	Even if another human resource information system providers have the same level of service as the service from Info Mind Solutions, I would prefer to use Info Mind Solutions Services.					
2	Even if another human resource information system providers have the same level of Price as Info Mind Solutions, I would prefer to use Info Mind Solutions.					
3	Even if another human resource information system is willing to accept me with the same tier status as Info Mind Solutions, I would prefer to use Info Mind Solutions.					

THANK YOU FOR YOUR COOPERATION!!

Annex II

INTERVIEW QUESTIONS FOR THE INFO MIND SOLUTIONS PLC STAFF

First of all, my sincere gratitude goes to you. My name is Sebrin Mohammed. I am conducting this Thesis research for a partial fulfillment of master's degree in Marketing Management. My study is titled **"*Assessment of Digital marketing practice: The Case of Info Mind Solutions PLC*".** This interview is prepared with an intention to collect data about the *Assessment of Digital marketing practice: The Case of Info Mind Solutions PLC*. It is designed to give your opinion or feeling in particular and your perception about the current digital marketing practice on behalf of Info Mind Solutions PLC in general. So that, you are kindly requested to give an accurate and sufficient data as much as possible.

1. What is your role in this organization?
2. Who is responsible for digital marketing in your organization?
3. What are the digital marketing practices implemented by Info Mind Solutions PLC to promote Info Mind Solutions service?
4. What mechanisms are practiced in Info Mind Solutions PLC digital marketing to learn about visitors' interest and respond towards their interests?
5. Have you ever faced any complaints from customers regarding the digital marketing services?
6. What are the major problems in digital marketing activities to satisfy your customers?

Thank you for your Cooperation!!