ST. MARY'S UNIVERSITY

DEPARTMENT OF MARKETING MANAGEMENT

POST GRADUTE PROGRAM

THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CUSTOMER BUYING DECISION IN CASE OF BREWERY CAMPANIES IN ETHIOPIA

MA THESIS PROPOSAL

BY

HILINA TSEGAYE

May, 2022

ADDIS ABABA ETHIOPIA

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A THESIS PROPOSAL SUBMITTED TO THE

DEPARTMENT OF MARKETING MANAGEMENT

SCHOOL OF POST GRADUATE

ST. MARY'S UNIVERSITY

PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTER OF ART IN MARKETING MANAGEMENT

May, 2022

ADDIS ABABA ETHIOPIA

ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

APPROVAL SHEET

THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CUSTOMERS BUYING DECISION: WITH REFERENCE TO BREWERY COMPANIES IN ADDIS ABABA

BY

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APPROVED BY BOARD EXAMINERS

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DECLARATION

I, the undersigned, declare that this thesis "THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CUSTOMER BUYING DECISION WITH REFERENCE TO BREWERY COMPANIES IN ADDIS ABABA" is my original work, prepared under the guidance of Zemenu Aynadis. All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

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ENDORSEMENT

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

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May 2022

ACKNOWLEDGEMENT

ABSTRACT

These days' Social media advertising is one of the most important marketing tools. It is presumed to have a powerful effect on customer buying decision. The aim of this study is to analyze the impact of social media advertising on customer buying decision with reference to brewery companies in Ethiopia (Addis Ababa).there are 4 independent variables of social media advertising. These are attention grabbing details, celebrity endorsement, creative characteristics and emotional appeal. The target population of the study were being customers who are aware of social media and live in Addis Ababa particularly in Yeka, Bole, And lemi kura sub cities. Quantitative research approach, explanatory and descriptive research designs and convenience sampling technique were adapted to gather data from 312 respondents. The data were collected using structured questionnaire and analyzed using descriptive and inferential (regression) analysis. The results of the study revealed that creative characteristics, attention grabbing details and celebrity endorsement have a positive and significant effect on customers buying decision but emotional appeal didn't cause an effect on customers buying decision. Therefore, it is essential for brewery companies to pay more attention in increasing their social media advertising practice. They should focus on the relatively better result. They should pay more attention to the, social media marketing activities since there is a weakness in one of the variables they should work on the other factors. Finally, the researcher recommends to brewery Companies should strategically plan their social media advertising. So, marketing managers should manage their social media sites in order to be profitable and also for other researchers to dig out other variables and to cover the rest geographical location.

Key words: customer buying decision, social media advertising, creative characteristics, emotional appeal, attention grabbing details, celebrity endorsement

LIST OF TABLES

LIST OF FIGURES

ACRONYMS

ANOVA- analysis of variance

VIF- variances inflation factor

CBD- customer buying decision

SPSS- statistical package for social science

Ad – advertisement

TABLE OF CONTENTS

CHAPTER 1

INTRODUCTION

1.1 Background of the study

The internet has grown more important than ever before because it is a wide network that allows people to save time and effort by searching, gathering, storing, and sharing information. Furthermore, this has enabled online communication quick and easy for people to communicate with one another from anywhere in the world and the most revolutionary of its technologies is Social Media, which is quickly becoming the most frequented website on the internet (Kaplan & Haenlein, 2010).

Nowadays, social media has become an integral part of people's lives. Users on social networking sites such as Facebook, Twitter, Instagram, and LinkIn are in the millions and are expanding every day. It is believed that more than 500 million people use social media (Ostrow, 2010).

Marketers have been drawn in by the expanding number of social media users. Marketers have realized the importance of social media advertising in their marketing communication strategy. Additionally, social media aids businesses in communicating with their clients. These encounters aid marketers in determining client demands and gaining a better understanding of their target market. Consumers can use key commercial features of social media to rate items, make suggestions to contacts or friends, and discuss any purchases they make (Ostrow, 2010). Consumer decision-making and marketing techniques have been influenced by social media communication. Furthermore, advertisements on social media pages have influenced new customer behavior. Consumers frequently use social media to make purchases or conduct business.

Recommendations from friends or social media contacts may also be beneficial. Those recommendations could help brand attitudes, purchasing attitudes, and advertising attitudes. The better responses on the products or services, the more attractive for customer purchasing.

Social media advertising is a type of digital advertising that uses social media platforms like Facebook, Twitter, Instagram, LinkedIn, and Pinterest to provide sponsored adverts to your target audience. Advertising on Social Media in the digital age, an increasing number of people in Western countries are discovering new opportunities to connect with like-minded people and are more interested in gratifying their desires for pleasure and self-actualization (Keller & Kotler, 2009).

Many people have their own personal website where they fill out information about themselves, post pictures, write blogs, and upload videos, which is important for advertisers to understand the self-esteem and self-actualization of their target market (Elizabeth Wright et al., 2010).

"A generic word covering all forms of advertising-whether explicit (e.g., banner advertising and commercial videos) or implicit (e.g., fan pages or firm-related "tweets")-that are provided through social networking sites," Taylor, Lewin, and Strutton (2011) defined social media advertising. Marketers also utilize social media advertising to convince consumers to buy their products (for example, show adverts on social networking sites) (Neti, 2011).

Despite the rapid rise of social media and its revolutionary impact on the attitudes of the younger generation, in order to investigate social media, one must first define an agreed definition (James "Mick" and zulis et al 2012). People use social media to exchange 'content,' such as video, photos, images, text, ideas, insight, opinion, gossip, and news, using internet resources such as blogs, vlogs, social networks, message boards, podcasts, and public bookmarking (Glen Drury, 2008).

Breweries are one of the industries that have included social media advertising into their daily operations. According to a craft brewery study, social media marketing plays an important part in promoting beer companies through communicating with their client base (Benjamin Lahnalampi, 2016). Furthermore, McQuiston, (2013) notes that social media allows a company's story to reach far more individuals than it might otherwise. Craft brewers, for example, employ hash-tags (#) to make their brewery and goods easier to find and share on social networking sites (Professor Gerry Moran, 2015). Customers are also encouraged to take photos of the craft brewery's products so that they can advertise the beer on Instagram. Additionally, the businesses use Facebook to keep their clients up to date on the latest product details (Moran et al., 2013).

A craft brewery is a small brewery that makes beer the old-fashioned manner, without the use of machines. A craft brewery, sometimes known as a microbrewery, is a brewery that produces small volumes of beer, often less than major brewers, and is typically owned by individuals. Breweries of this type are known for emphasizing enthusiasm, novel flavors, and a wide range of brewing techniques. And the first of the nine marketing strategies for craft breweries is Get Noticed on Social Media this suggests that social media is the most significant marketing technique(Professor Gerry Moran, 2015).

Social media is one of the most important advertising types these days as it plays the most significant role in buying, promoting and selling of products. In general, the main aim of this study is to examine how social media advertising affect the final customer buying decision. Social media has changed the organization do business with the help of computers online over past few years and as a result social media advertising has created its own name in the business world. Now a day's most of the younger generation uses social media and their life is related with internet. So advertising on social media is very important. The study also looks at the relationship between the dependent variable which is customer buying decision and the independent variable which is social media advertising. In this research the independent variable is social media advertising composed of four dimensions namely creative characteristics, emotional appeal, attention grabbing details and celebrity endorsement; whole positive dependent variable is consumer buying decision. In general, this study enhances an understanding on the relationship between social media advertising and customer buying decision.

1.2 Background of the organizations

Beer is the most popular industrial alcoholic beverage in Ethiopia with lager being the most consumed type of beer. In the rural sector the home-brewn talla or siwa is still dominant. The first brewery in Ethiopia was established in 1922 by St. George Beer (named after the patron saint of Ethiopia). Brands like Meta and Bedele are also older brands in Ethiopia but have since been acquired by foreign companies and re-branded.

The Beer industry in Ethiopia has gone through tremendous growth in the last two decades. It transformed into one of the most competitive industries in Ethiopia with millions of birr spent on

3

advertisements alone. The competitiveness of the industry has led to more investment the farming sector such as in malt production.

And the advertisement of beer was through television, radio and other Medias. The TV advertisement was very popular and has many audiences but currently TV advertisement is prohibited and the companies are shifting to advertise through Social Medias. Because social Medias are very popular and have many users and followers and they are currently the good places to advertise products and services. So Beer is one product that uses social media advertisement these days. The study investigates the impact of social media advertising on customer buying decision with reference to brewery companies.

1.3 Problem statement

Traditional media has taken a step back since the internet's inception, and it is only becoming more irrelevant with the passage of time. As the internet became more widely available, social networking services such as Facebook and YouTube became increasingly popular. Social media is now used by millions of people all around the world. When social media first gained traction, it was mostly used for socializing and communicating with people all over the world, but as its user base grew, businesses began to see its business potential (Alalwan, 2018).

In addition, it appeared that social media advertising was more convenient and cost-effective than traditional media advertising. This was instantly noted by marketers (Alalwan et al., 2017). Because this was a new platform, there were no traditional safe channels to follow. Because there were so many unknown opportunities, it was necessary to test, analyze, and use ideal marketing tactics. Meme marketing, for example, was critical in capturing the first mover advantage (Alalwan et al., 2017).

Customer's buying decision can be affected by different variables but as I mentioned in the introductory part these research proposal focus only on 4 independent variables to know the impact and rate at which the variables affect customers buying decision. The variables are creative characteristics, Attention grabbing details, emotional appeal and celebrity endorsement. As we know in our country currently advertising or marketing beer through TV is prohibited because of some reasons. This helps the companies to have a big opportunity to transmit information about their products and to market themselves using social Medias as one and main

4

marketing tool or to shift their marketing strategy to social medias. Because from a while most people who are aware of social media spend much time on internet (social media). There is a research which is conducted on this title on habesha brewery but the researcher wants to show the effect of social media advertising on customer buying decision on other independent variables that affects buying decision. So the study took this as a limitation and focus to examine whether the companies use social media advertising in order to promote their products or not, did the social media marketing affect the final customers buying decision or not and how do the above variables affect customers buying decision. In our country the use of social media and social media advertising is growing from time to time and so this thing motivates me to do this research.

1.4 Research questions

- o What is the relationship between social media advertisement and customer buying decision?
- o How does attention grabbing details influence customer buying decision?
- o What is the effect of celebrity endorsement on customer buying decision?
- o To what extent creative characteristics affect consumer buying decision?
- o What is the effect of emotional appeal on customer buying decision?

1.5 Research objectives

1.5.1 General objective

- o To identify the significant relationship between social media advertising and customer buying decision in brewery companies.

1.5.2 Specific objective

- o To identify the relationship between social media advertisement and customer buying decision
- o To determine how attention grabbing details affect customer buying decision
- o To determine the effect of celebrity endorsement on customer buying decision
- o To determine the extent of creative characteristics on customer buying decision
- o To identify the effect of emotional appeal on customer buying decision

1.6 Significant of the study

By analyzing the effectiveness of social media advertising on customer buying decisions, the completion of the study will add information to the already existing literature.

It will also serve as a supplement to the brewery's marketing department, allowing them to better understand the impact of social media advertisement and how to enhance it. In a scenario where television advertising is outlawed, understanding how social media advertisement works is critical for the marketing departments of Ethiopian breweries to influence customers buying decisions.

1.7 Scope of the study

Conceptual scope

This proposal only focuses on the effect of social media advertisement on customers buying decision. And this study aims at analyzing, examine and identify the 4 independent variables of social media advertisement which is taken from an article sriram K V, Namitha KP &Giridhar B Kamath (2021). These are Creative characteristics, Emotional appeal, celebrity endorsement and attention grabbing details.

Geographical scope

The geographical scope of the study was in selected restaurants and bars in Addis Ababa 3 Sub cities (Yeka, Lemikura, Bole) due to large and dispersed people and location.

Methodological scope

Explanatory and descriptive research designs were used. Primary data were gatherd through questionnaires and secondary were taken from journals and articles.

1.8 Limitation of the study

The study was conducted in Addis Ababa three sub cities, these are yeka, lemi kura and bole which may be a limitation in using the findings of the research to extend its applicability to other sub cities and regions in Ethiopia. Other limitation was financial resource.

1.9 Definition of Key Terms

Social media advertising: As any form of digital advertising that uses social media sites and apps, and involves advertisers paying for ad placement.

Customer buying decision: The customer buying process (also called a buying decision process) describes the journey your customer goes through before they buy your product.

Attention grabbing remark or activity: is one that is intended to make people notice it.

Celebrity endorsement: Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy which uses a celebrity's fame or social status to promote a product, brand or service, or to raise awareness about an issue.

Creative characteristics: Creativity is defined as the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others.

Emotional appeal: emotional appeal is an attempt to persuade someone by creating in them an emotional response. Discover more about the definition and examples of emotional appeals; creating an emotional appeal with anecdotes, metaphors, and similes; fallacious vs. relevant appeals; and the meaning of pathos, logos, and ethos.

1.10 Organization of the study

This thesis is organized in to 5 chapters;

- o The first chapter includes introduction parts and it contains background of the study, statement of the problem, research questions and objectives, significance of the study, scope of the study.

- o The second chapter consists of literature review on the effect of social media advertising on customer buying decision. Based on theoretical review and empirical studies the formulated hypotheses and the developed conceptual framework are presented.

- o The third chapter focuses on methodology which contains description of the study area, research design, population and sample, data source and types, data collection procedures, ethical consideration and data analysis.

- o The fourth chapter deals with result analysis which contains data collection, organization, analysis and interpretation.

- o The fifth chapter contains summary of findings, conclusion and recommendation.

- o Finally, the reference and samples of questionnaire are attached to the appendix part on the research paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Introduction

Literature review is the most important and the second step in the process of any research. First of all, literature review is to do find out and to understand the main background of the particular subject or research which is taken by the researcher. It is a record which showing what had done in this regard in the recent past. Thus it is the current trend in the selected subject when the review of literature made by the researcher.

2.2 Theoretical review

2.2.1 What is advertising?

Social media advertising is a type of digital advertising that uses social media platforms like Facebook, Twitter, Instagram, LinkedIn, and Pinterest to provide sponsored adverts to your target audience (Indrajeet Deshpande,2020).

Advertising has seven primary components, according to the mainstream definition:

1. A form of communication that is paid for.

2. The presence of a sponsor who can be identified.

3. Use of the media to disseminate the information.

4. The presence of a specific target audience.

5. The lack of personalization of information that is disseminated.

6. Action with a specific goal in mind.

As a result, advertising is typically a non-personalized form of communication paid for by a named sponsor, delivered in a specific manner through the media and other legal channels, and designed to acquaint people with certain products and encourage them to purchase them.

Advertisement can also be defined as below: Advertising is a means of communication with the users of a product or service. Advertisements are messages paid by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK.

Advantages of Advertising:

o Advertising reaches customers living far apart.
o Its public presentation shows to the buyer that the product is not contrary to social norms and the law.
o It allows doing multiple announcements and when the addressee gets the message, he/she can compare the product with other competitive firms. A wide-ranging promotional activity, run by the company, is some kind of evidence of company's popularity and success.
o Advertisement is very expressive - it allows a company to present its product clearly and effectively via text, sound and color. On one hand, advertising helps to form a long-term sustainable image of the product. On the other hand, it stimulates sales (Kotler 2010).

Disadvantages of Advertising:

o Advertising is impersonal, and therefore it lacks persuasiveness compared to a real person maintaining face to face communication.
o Advertising is mostly a monologue that does not obligate to pay attention and reaction.

   o Advertising can be very expensive. Some of its types, such as an ad in the newspaper or on the radio, do not require much money, where other forms of advertising, such as television, require significant funding (Kotler 2010).

2.2.2 Classification of advertising

Since advertising is a sophisticated product for a variety of consumer groups, and is used to implement a wide range of functions, it is not so simple to classify it. It is possible to divide advertising into 8 main categories:

A. **By target market segmentation.** In this case, it should be clarified that the segmentation is a division of the consumer audience on segments by typical social, professional and other features. The more specific product or service is the narrower is the segment of the audience, among which they can be advertised (Sandage, 2001).

B. By target impact – commercial (goods and services) and noncommercial (political and social). Commercial advertising is used to create, maintain and increase the demand of certain products, creating the best conditions for sale. Noncommercial advertising can be used to attract attention and create a positive image of an entrepreneur or an enterprise (Sandage, 2001).

C. By distribution area - global, national, regional, and local. Global advertising is a rapid development of economic globalization in general: interactive videos, world radio and satellite TV, the Internet and other latest communication tools. Three other types of advertising aimed at the population within the boundaries of a particular state, region, city, town or district (Sandage, 2001).

D. By the way of transmission - printed, electronic, outdoor advertising (Sandage, 2001).

E. By the method implementation - textual, visual. Textual advertising is divided into simple and complex, and visual into statistical and dynamic. Simple text advertising is a regular wall advertisement. Complex text advertising includes a set of basic components - title, subtitle, main text module, slogan, etc. As an example of statistical advertising can be an appropriate photographic image or picture, and dynamic advertising such as video, computer animation (Sandage, 2001).

F. By the method of impact - direct and indirect. Direct advertising is an advertising that places us in front of the fact: this is the product, please buy it. Here is the price, phone number, etc. Indirect advertising is a phenomenon of a different kind. It operates almost on a subconscious level. So we do not even notice that we absorb the advertising information gradually (Sandage, 2001).

G. By the method of addressing – an impersonal and personalized. Personalized advertising is represented by well-known personalities or experts of the advertised product, or consumers themselves (Sandage, 2001).

H. By the method of payment – paid or free. Free advertising is rare. In the most cases it is a public or social advertising, not for commercial purposes (Sandage, 2001).

2.2.3 Social Media

According to Chris Brogan (2010), social media is a new set of communication and collaboration tools that enable numerous types of interactions that were previously unavailable to individuals Mondry, (2008) also, discussed social media as an internet-based, technology-based medium with a flexible, possibly participatory character that can work both privately and publically.

Philip Keller and Kevin (2012), on the other hand, define social media as a mechanism for customers to communicate textual content, images, audio, and video information with one another or with a corporation, and vice versa. Based on the definitions, authors can conclude that social media is a medium on the internet that allows individuals or organizations to exchange information in the form of photographs, audio, video, and text, and that it can work both privately and publicly.

The terms "social networking sites" and "social media" are frequently interchanged. Social media, on the other hand, is unique in that it allows users to connect by creating personal information profiles and allowing friends and colleagues to view them (Kaplan and Haenlein 2010, 63). As a result, social media is the context in which social networking occurs, and it has changed the way customers receive information and make purchasing decisions. Researchers use Customers' Sentiment toward Marketing (CSM) to determine how well consumers would perceive social media marketing. CSM is described as a notion that refers to customers' overall

attitudes about marketing and the marketplace (Lawson et al. 2001as cited by Mady 2011). The way a person views the general market environment influences whether or not they are motivated to engage in consumer activities (Mady 2011).

A consumer must be open to technology in order to construct a successful social media marketing strategy. Consumer technology readiness is described as "people's willingness to embrace and use new technologies to achieve personal and professional goals" (Parasuraman, 2000 as cited by Mady 2011, 195). Retailers must address consumer technological readiness while marketing on social media because if their intended target market does not utilize social media, is unfamiliar with it, or views it adversely, their social media marketing will be ineffective. If interactive advertising marketing is a good fit for a retailer's target market, technology readiness can be determined.

"A series of Internet-based apps that build on the conceptual and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content," according to the definition of social medias (Kaplan and Haenlein 2010, p. 61). Indeed, several have successfully navigated the social media ecosystem, demonstrating the applications' ability to produce spectacular results.

According to Beer and Burrows (2007), social media is a virtual space where people can interact. Individuals and businesses use blogs and other websites to disseminate information about themselves and their goods over the internet. Kaplan and Haenlein (2010) defines social media as a web based application that allows users to express their own thoughts, share data, and share previous experience through various social networks, blogs, and other content areas.

The effectiveness of social media has enabled advertisers and customers to improve customer service, increase brand exposure, and develop strong customer–brand relationships through speedy engagement and communication procedures. Consumers will be able to express their ideas to a bigger number of people and find the information they need promptly and at a low cost by using social media platforms (Severi et al, 2014). Social media is an important marketing communication tool for reaching and connecting with customers at low cost and at varied times.

Facebook, Instagram, YouTube, Twitter, and Brewery Sponsored Applications are some of the social media platforms that brewery firms utilize to sell their products and publish events and ceremonies taking place at their facilities.

2.2.4 Social media advertising

In the digital age, a growing number of people in Western cultures are discovering new ways to connect with like-minded people and are becoming more interested in satisfying their desires for happiness and self-actualization (Keller & Kotler, 2009). Many people have their own personal website where they can fill out information about themselves, upload photos, write blogs, and upload videos, which is important for advertisers to understand their target market's self-esteem and self-actualization (Elizabeth Wright et al 2010). Taylor, Lewin, and Strutton (2011) described social media advertising as "a generic term including all forms of advertising delivered through social networking sites, whether explicit (e.g., banner advertising and commercial movies) or implicit (e.g., fan pages or firm-related "tweets")."things are distributed via social media networks." Marketers also utilize social media advertising to convince consumers to buy their products (for example, show adverts on social networking sites) (Neti, 2011).

Despite the rapid rise of social media and its revolutionary impact on the attitudes of young people, study in this area is still in its early stages, especially in developing nations (Imran, 2012). Advertising is regarded as a valuable source of information by consumers since product information displayed in adverts assists them in making educated and correct buying decisions (Polly and Mittal, 1993). Imran (2012) discovered in her research that social media advertising was beneficial for multinational corporations looking to sell their products and services in South Asia via social media channels.

Consumer goods firms that sell nationally branded items or services may spend millions, if not billions, of dollars to establish brands over the life of their products or services (Keller 2008). The customer decision-making process and marketing communications have both changed as a result of the rise of social media (Hennig-Thurau et al. 2004; Shankar and Malthouse, 2007). For example, social media websites provide a public arena where individual consumers can express themselves as well as access to product information that helps them make purchases (Kozinets et al., 2010).

Social media advertising adds a whole new level to advertising by allowing people to interact with it, particularly on Facebook, which is the most popular social media platform (Logan, K., Bright, L.F and Gangadharbatla, H. 2012). Facebook advertising allows users or consumers to actively connect with the advertisements on their page by allowing them to 'like' and 'share' advertisements as well as see who else or whose friends liked or shared the same advertisements. It may be claimed that social media networking has demonstrated that birds of a feather not only flock together, but also like and share similar viewpoints. While there are growing benefits to advertising on social media networks, there is a growing belief that aligning user or customer relationships online and creating graphs for these social relationships can be invaluable for predicting customer response to various online marketing strategies and messages.

2.2.5 The concept of buying decision

Consumers have evolved, and they no longer buy in a linear fashion; instead, they buy at different times, depending on their first engagement with the brand, product research, or word of mouth from their social networks (Powers et al., 2012). Brands that use digital and social media to build relationships with customers' boost customer loyalty and brand loyalty, according to Powers et al., (2012).

According to Vinerean, et al, (2013), organizations must be aware of social media sites and how they influence consumer buying behavior. Customers are always considering future purchases and researching market alternatives (Powers et al 2012).

According to Meera and Gayathiri's (2015) research, customer expectations of interactive visual experiences such as moving graphics and interactive recordings have expanded, allowing customers to learn more about products. According to Powers et al, (2012) research findings, consumers use social media to learn about potential purchases and to become acquainted with new goods, and it can also influence people to change their thoughts about a business. As a result of digital connectivity and time spent online, consumers now see shopping as an everyday activity (Powers et al., 2012). According to a study by Xie and Lee (2014), more social media exposure to a business improves the likelihood of a client purchasing it.

Before purchasing a product, 53% of purchasers get their information from forums, social media, organization websites, and recommendations from friends and family, (Rasool Madni's 2014).

2.2.6 Customer Buying Decision Process

Introduction

Most of the theories of consumer buying decision-making assume that the consumer's purchase decision process consists of several steps. However, it may vary from product to services but all the customers pass through similar process. This study will help the marketers to understand various steps in the whole process of consumer decision making for final purchase of the products of their choices.

1. **Problem recognition**

The first step of the consumer decision-making process is recognizing the need for a service or product. Need recognition, whether prompted internally or externally, results in the same response: a want. Once consumers recognize a want, they need to gather information to understand how they can fulfill that want, which leads to step 2 (kotler & keller,2012).

But how can you influence consumers at this stage? Since internal stimulus comes from within and includes basic impulses like hunger or a change in lifestyle, focus your sales and marketing efforts on external stimulus.

Develop a comprehensive brand campaign to build brand awareness and recognition you want consumers to know you and trust you. Most importantly, you want them to feel like they have a problem only you can solve. (kotler & keller,2012).

2. **Information search**

When researching their options, consumers again rely on internal and external factors, as well as past interactions with a product or brand, both positive and negative. In the information stage, they may browse through options at a physical location or consult online resources, such as Google or customer reviews (kotler & keller,2012).

Your job as a brand is to give the potential customer access to the information they want, with the hopes that they decide to purchase your product or service. Create a funnel and plan out the types of content that people will need. Present yourself as a trustworthy source of knowledge and information.

Another important strategy is word of mouth—since consumers trust each other more than they do businesses, make sure to include consumer-generated content, like customer reviews or video testimonials, on your website (kotler & keller,2012).

3. Alternatives evaluation

At this point in the consumer decision-making process, prospective buyers have developed criteria for what they want in a product. Now they weigh their prospective choices against comparable alternatives.

Alternatives may present themselves in the form of lower prices, additional product benefits, product availability, or something as personal as color or style options. Your marketing material should be geared towards convincing consumers that your product is superior to other alternatives. Be ready to overcome any objections—e.g., in sales calls, know your competitors so you can answer questions and compare benefits (kotler & keller,2012).

4. Purchase decision

This is the moment the consumer has been waiting for: the actual purchase. Once they have gathered all the facts, including feedback from previous customers, consumers should arrive at a logical conclusion on the product or service to purchase.

If you've done your job correctly, the consumer will recognize that your product is the best option and decide to purchase (kotler & keller,2012).

5. Post-purchase evaluation

This part of the consumer decision-making process involves reflection from both the customer and the seller.

As I already mentioned in chapter one customer buying decision is influenced by 4 independent variables which are adopted from sriram K V, Namitha KP& Giridhar B Kamath (2021). Some researchers have found that online advertising comes off as more believable than traditional media advertising (McClure & Seock, 2020; Schlosser et al., 1999). But some others believe that authenticity of online advertisements cause concern to consumers (Waller, 2006).

According to a study, an organization's corporate reputation influences customer behavior (Hsieh et al., 2004). Unlike traditional advertising methods, social media commercials can include a variety of appealing and eye-catching features. They can also be customized to attract the attention of a certain user (Kamal et al., 2013; Smith et al., 2007). Customers who were given the option of specifying their attribute preferences while choosing products were found to be happier (Mayrhofer et al., 2020). According to certain results, the richness of a post affects how people react to it. Features such as dynamic animations, photos, contrasting colors, and interactive links to other websites can help a brand post stand out more (Brookes, 2010; He & Qu, 2018; Sabate et al., 2014).

According to Facebook studies, there was higher activity on the platform during working days (Golder et al., 2007). User involvement with posts was supposed to increase in the evening, then climb even more as the night progressed, eventually reaching a peak (Golder et al., 2007). Early morning posts from brands also witnessed high engagement rates (Buddy Media Inc, 2011). In a study on advertising efficacy, message length was found to affect performance measurements including click through rates (Baltas, 2003).

Emotional appeals have been shown to be more effective in influencing users who lack motivation or the ability to digest information cognitively (Talih Akkaya et al, 2017). Advertisements with emotional content have also been shown to have a higher propensity to generate word of mouth and were shared online more than those without (Alhabash et al., 2013; Jain et al., 2018). Consumers have been demonstrated to be more easily affected by a message conveyed by someone they can relate to or who they feel close to (Belch and Belch, 2012).

Endorsements for a business or corporation by a celebrity who is well-liked by the target audience have the potential to attract new customers and increase profits. The presence of celebrity endorsers has numerous advantages. They are effective at drawing attention to the brand or product, increasing its memory value significantly. They are also adept at raising awareness and drawing attention to it. The usage of celebrity endorsement also improves the product's image and puts it closer to the consumer's expectations (Roozen & Claeys, 2010).

As we spend more and more of our time online, social media is becoming an increasingly crucial part of many businesses' marketing strategies. It's understandable that more traditional beer

teams could be inclined to put social media on the back burner. The benefits of social media marketing may not be immediately apparent, and it can be confusing and overwhelming, and the benefits might not be immediately obvious.

With current employment constraints making it increasingly difficult to hire new talent, now may not be the best moment to invest in social media. However, having a cohesive social media marketing approach is critical if you want to keep your business relevant (Professor Gerry Moran, 2015).

2.2.7 Benefits of Social Media for Breweries

1. Insight into the Customer Base

Social media is a great way to gain insight into your customer base. Which beers do they like the most? What type of branding do they find most appealing? Are they paying attention to your marketing? Social media can help you answer all these questions. Carlos Romero, who runs marketing for Royal Bliss Brewery, told us how he uses their Instagram to check out what resonates with their customers. One easy thing you can do is use the "Insights" tab within your Instagram Business profile to see how content is performing. From your profile (while logged in), tap the menu in the top-right corner then "Insights." (Gerry Moran, 2015).

2. Engagement

Engagement is one of the most valuable yet elusive marketing concepts. Americans spend an average of two hours on social media every day, making it an effective way to get in front of customers. Engagement on social media, which means any way that a user interacts with your brand (a like, a comment, a share, etc.) can convert into sales via visits to a taproom or sales on an ecommerce site (Gerry Moran, 2015).

3. Stay Top-of-Mind

The information we remember best is that which we were most recently exposed to. If your customers notice frequent posts from your brewery on social media, it's likely that you'll be top-of-mind when they're deciding where to grab a beer. For this reason, it's a good idea to aim to post at least once per day on each platform. Posting more frequently boosts your visibility to followers (Gerry Moran, 2015).

4. Strengthen Brand Awareness

A consistent social media presence gives your brand a consistent presence across the internet. In today's ever-virtual world, a brand without an online presence might as well not exist at all. If your social media presence is spotty or inconsistent, it may be working against you, especially when you're competing for business with breweries that are more active online. Great Notion Brewery is a notable example of a brewery with a fantastic brand presence online; they sell 90% DTC through a fun app with hidden games and characters for each beer. Not all breweries If you don't have the resources (or desire) to create an app or branded game, but consider revamping your online aesthetic and design style as a cost-effective alternative (Gerry Moran, 2015).

5. Improve Ecommerce Sales

If your brewery sells direct to consumer, your social media can drive leads to your ecommerce platform. Social media posts can prompt followers to leave social media and make a purchase. Great Notion promotes their character illustrations on their Instagram account, and those illustrations correspond to stories in their proprietary app. Convert engagement on social media to online sales by linking to your ecommerce site on your social platforms (Gerry Moran, 2015).

2.2.8 Theories of social media advertising

Advertisers had complete control over where their message was displayed and when customers were exposed to it in the past, thanks to social networking sites and advertising. Advertising has been added to traditional media advertisements (press, radio, television, magazines...) marketing tactics as a result of developments in the Internet and ICTs, in order to enhance the coverage of the targeted demographic. Advertisers currently have control over the initial placement of material, but the internet's expansion has opened up enormous opportunities for today's dynamic firms to interact and build strong relationships with their target customers.

It is the fastest growing mode of communication, with a global annual growth rate of 14% since 2014. (ZenithOptimedia, 2015). It also exemplifies one of the most effective and long-term investments in information infrastructure. Organizations have become networks, and systems have become enormous substructures, thanks to the internet.

Advertising over social media is still considered as a new phenomenon and wait for news insights, propagations and findings (Okazaki & Taylor, 2013). As Knoll (2015) states in his insightful Meta analyses that around 45% of the studies conducted on social media advertising in 2013 lacked an explicit theoretical foundation.

2.2.8.1 The uses and gratification theory(U&G)

The U&G theory identifies the entire process of media consumption and gives media customer's acknowledgment by selecting the appropriate media to meet their new demands (Katz, Blumler, & Gurevitch, 1974). This theory examines the consequences of social media from the standpoint of a person, using a user-centric functionalist approach. This idea has been used especially in the suggested model to understand not only "how people use media," but also "why people use media." If a certain media activity becomes a way to reach a specific goal, then that motivation is a method to achieve that goal directed behavior (Pervin, 1989). The U&G hypothesis falls short of explaining a theoretical link between attitudes and behavioral intentions. The importance of TRA is highlighted by Muk, Chung, and Kim (2014). Earlier research by LaRose and Eastin (2004) claimed that gratification requirements are poor predictors and interpreters of consumer intents and behaviors.

As a result, the Theory of Reason-Action was born. Ajzen & Fishbein's (1980) behavioral theory could be used to improve the link between customer beliefs, motives, attitudes, and behavioral intentions. It would take into account the volitional elements that influence a customer's desired action, as well as a solid cognitive process that enhances their capacity to carry out that conduct. On the other hand, Ajzen's (1985, 1991) Theory of Planned Behavior (TPB) integrates the non-volitional feature of "perceived behavioral control," which influences behavior indirectly through external social circumstances. Through a personal aspect (consumer attitudes) and a social factor (peer influence), the proposed study would use TRA to better understand customer behavioral intentions. As previously stated, the Theory of Reasoned Action has undergone a series of frequent changes. For acceptance and deployment of new information technologies, TRA was expanded to TPB Ajzen (1985, 1991) and modified into Technology Acceptance Model (TAM) Davis, (1985). To gain theoretical and practical insights into consumer attitudes and behavioral intentions regarding social media advertising, the suggested study will combine TRA with the U&G theory.

Rodgers and Thorson (2000) established the "Interactive Advertising Model" (IAM), which looked at how individuals encounter online advertising and what activities they engage in from the perspective of information processing. They proposed that understanding why people go online is crucial to understanding how they respond to advertising. Similarly, it is vital to examine customer reasons for using social media in order to investigate consumer attitudes about social media advertising. Based on this theory, the proposed research attempts to combine TRA and U&G to construct an interactive "Social Media Advertising Model" (SMAM).

2.2.8.2 Theory of Reasoned Action (TRA)

The combination of two theories into a well-integrated model provides new theoretical insights and adds to the depth of knowledge with respect to social media advertising. The U&G theory identifies the consumer's gratification seeking beliefs & motives behind social media advertising. On the other hand, the TRA element builds strong foundations for evaluating a consumes behavioral intentions after being exposed to advertising mediums over the social media. The proposed model in a holistic manner incorporates additional/unexplored consumer beliefs and motivations that provide valuable and practical consumer insights to the practitioners and advertisers when developing their social media campaigns.

2.2.8.3 The Theory of Planned Behavior

As a result, the Theory of Reason Action (Ajzen & Fishbein, 1980) could be used as a behavioral theory to help consumers strengthen their beliefs, motives, attitudes, and behavioral intents. It would take into account the volitional elements that influence a customer's desired action, as well as a solid cognitive process that enhances their capacity to carry out that conduct. The Theory of Planned Behavior (TPB) (Ajzen, 1985, 1991) includes the non-volitional feature of "perceived behavioral control," which influences behavior indirectly through external social circumstances. Through a personal aspect (consumer attitudes) and a social factor (peer influence), the proposed study would use TRA to better understand customer behavioral intentions.

As previously stated, the Theory of Reasoned Action has undergone a series of frequent changes. For acceptance and deployment of new information technologies, TRA was expanded to TPB (Ajzen, 1985, 1991) and modified into Technology Acceptance Model (TAM) (Davis, 1985). To

gain theoretical and practical insights into consumer attitudes and behavioral intentions regarding social media advertising, the suggested study combined TRA with the U&G theory.

2.2.8.4 Interactive Advertising Model (IAM)

Rodgers and Thorson (2000) established the "Interactive Advertising Model" (IAM), which looked at how individuals encounter online advertising and what activities they engage in from the perspective of information processing. They suggested that knowing online users' motivations for coming online is critical to understanding how they respond to advertising. Similarly, in order to investigate consumer attitudes about social media advertising, it is necessary to assess consumer reasons for utilizing social media. Based on this hypothesis, the proposed research aims to create an interactive "Social Media Advertising Model" (SMAM) by combining TRA and U&G. Significant research on social media advertising is still required (Muk et al., 2014), and nothing is known about how consumer attitudes toward it grow (Knoll, 2015; Nevarez & Torres, 2015). The SMAM approach would strive to increase the value of social media advertising from a South Asian (Pakistan) perspective, which is severely inadequate and requires additional resources.

Research in academia (Dao, Le, Cheng, & Chen, 2014) It would also add a lot of power theoretical rigor and foundation for the social media advertising conceptual framework which is missing from about 45 percent of prestigious academic publications (Knoll, 2015). Last but not least, the synthesis of the two theories would act as a road map. A dynamic consumer data for today's and tomorrow's marketers and advertising functioning in the Pakistani business in the future.

2.3 Empirical review

Funde Yogesh (2014) investigates the impact of social media usage on the purchasing choice process. The article looks at how usage patterns affect the five stages of the purchase process. According to the report, social media is the most extensively used information source because of its perceived convenience, effectiveness, and credibility. The purchase decision is also influenced by social media evaluations and comments.

Leerapong and Mardjo (2013) use an online social network, specifically Facebook, to investigate the elements that influence their online purchase decision. Customers selected relative benefit, trust, perceived risk, and suitability as the criteria that encouraged or deterred them from purchasing products via Facebook in order of significance

Kunz and Hackworth (2011) studied the use of social media marketing (SMM) by top retailers (top 18 retailers using five of the social media sites were taken). The number of subscribers to each retailer's social media platforms was tracked for some weeks; and a significant change was found in sales during that period. The study also found that customers respond more favorably to marketing when they have control and consumers are happier being a part of community, rather than the target of a marketing campaign. The usage of social media has increased significantly and a large percentage of social media networking users want companies to interact with them using social media applications. Based upon the usage rate and statistics, retailers are quickly incorporating the use of social networking sites into their marketing communication strategy. Retailers created events to encourage customers to visit their online sites in order to take advantage of special promotions and sales during a festive season and for some retailers this appears to have helped boost their seasonal sales.

Diffley and Kearns (2011) studied focused groups of different age groups for their perception about social networking sites. They suggest that companies must seek to integrate advertisements and engage consumers rather than disturbing on their privacy or irritate customers. Noisy ads, pop up's and roll over's not preferred by users as they are primarily using social networking sites to engage in talks with their friends. If a company can engage consumers, they will choose to listen to the messages that are being told and potentially pass these messages on to others. The potential of social networking sites (SNSs) to be utilized as an effective marketing tool is in involving consumers to participate in marketing on social networking sites. A different approach is required by companies that 'pull' consumers in rather than 'push' marketing messages onto them. Consumers are using social networking sites to be social and make them heard.

Dr. FahedKhatib, 2016 adopted qualitative research approach with a convenient sample of 310 respondents to analyse the effect of social media advertising on decision making process, in his researcher ease of use, interaction and broad participation, fun and entertainment, ease of

communicating information to the public and high credibility are considered as independent variables and decision making is considered as dependent variable.

Spiller (2011) has examined the social media and its role in direct and interactive integrated marketing communication. The study briefly explores the evolution of direct and interactive IMC's and its more recent advances in digital and interactive channels. The most recent development is of social direct IMC, the direct and interactive marketing communication applications made possible through social CRM. The study explores how the marketers approach the social media as awareness and branding tool, rather than direct response channel; and also identifies the opportunities to use social media as relationship and sales channel.

In their article, Sriram k v, Namitha KP, and Giridhar B Kamath used a non-probability sampling method (convenience sampling) of 168 respondents to examine the impact of social media marketing on purchasing decisions. Creative characteristics, celebrity endorsement, attention-getting details, and emotional appeal are considered independent variables, while purchase intention is considered as an independent variable

2.4 Research framework

The following conceptual framework is developed to clarify the relationship between independent and dependent variables as we see social media advertisement variables consists of creative characteristics, attention grabbing details, celebrity endorsement and emotional appeal as an independent variables and buying decision as dependent variables. The independent variables are adopted from sriram K V, Namitha KP& Giridhar B Kamath (2021).

<u>**Independent variables**</u>   <u>**Dependent variable**</u>

1. Attention grabbing details

2. Celebrity endorsement

3. Creative characteristics

4. Emotional appeal

Customer buying decision
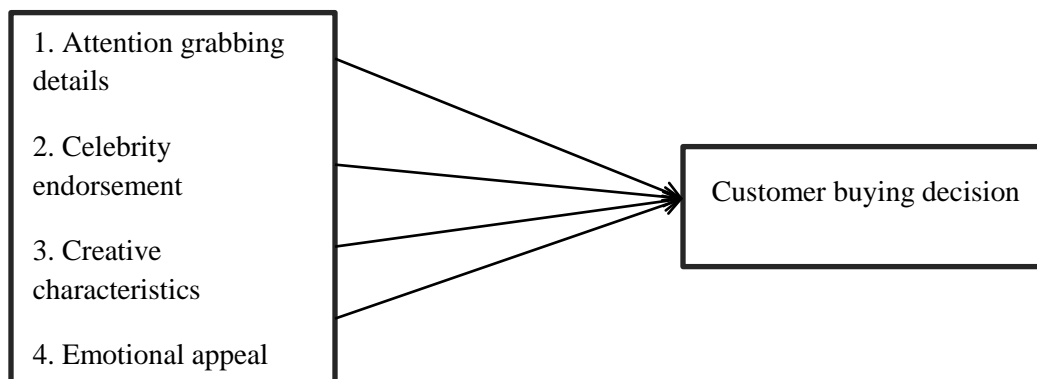
Figure 2.1: Research framework

Source: adopted from sriram K V, Namitha KP& Giridhar B Kamath (2021)

Hypothesis

H1: -Attention grabbing details have a positive impact on customer buying decision.

H2: - Celebrity endorsement has a positive impact on customer buying decision.

H3: - Creative characteristics have a positive impact on customer buying decision.

H4: - Emotional appeal has a positive impact on customer buying decision.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Introduction

This chapter addresses the methodological technique that is used in the study. It provides detail information on research area, research design, research approach, population of the study, sample size, sampling techniques, data collection procedure and data analysis techniques used for the study and ethical considerations.

3.2 Research approach

Scientific research approaches are categorized into three categories by: quantitative, qualitative, and mixed research (Creswell2003). Quantitative research is a strategy for examining the relationship between variables that may be measured and evaluated using statistical methods in order to test objective hypotheses. "Whereas, a mixed research approach includes collecting and analyzing both quantitative (numeric) and qualitative (descriptive) forms of primary data in a

single study, qualitative research is an approach for investigating and understanding the meaning people or groups assign to a social or human issue" (Creswell, 2014).

Quantitative research is used to assess a topic by generating numerical data or data that may be transformed into statistics. It is used to assess attitudes, opinions, actions, and other specific characteristics, as well as to extrapolate results from a larger population (Susan, 2011). As a result, this study employs a quantitative approach to examine the impact of social media advertising on consumers' purchasing decisions at Ethiopian brewery companies.

3.3 Research design

Research design is defined as the specific procedure involved in the research process: data collecting, data analysis, and report writing, (Creswell, 2014).

This study took a hybrid approach to research, combining explanatory and descriptive research designs to examine the effect of social media advertisement variables' customer buying decision.

Explanatory research is a form of study that focuses on describing the many parts of your research. Explanatory study provides answers to the "why" and "what" questions, resulting in a better knowledge of a previously unsolved topic or clarification for relevant future research endeavors. Explanatory study is used to figure out how or why something happens. As a result, this form of research is frequently one of the initial steps in the research process, serving as a springboard for further investigation.

Descriptive research is used to characterize the features of a population or phenomenon. It doesn't explain how, when, or why the qualities developed. Rather, it responds to the "what" query (what are the characteristics of the population or situation under investigation?) The features used to define the scenario or populations are usually descriptive categories, which are a type of category scheme.

Explanatory research seeks to determine the cause and effect link between independent (creative characteristics, attention grabbing details, celebrity endorsement and emotional appeal) and dependent (buying decision).

3.4 Population and sample size

3.4.1 Target population

The total number of persons or entities from whose information or data is acquired is known as the population (Tustin et al., 2005). The study's target group were all brands of beer customers over the age of 21 who live in Addis Ababa and are familiar with social media.

3.4.2 Sample size

A sample is a subset of the population from which a research was done with the goal of drawing conclusions about the community in question (Kothari 2004). Sample size refers to the number of items to be selected from the universe to constitute a sample. As we know the population of all customers of beer in Ethiopia is not exactly known. So Cochran's formula was used to determine the needed sample size when the population size unknown:

n_0 = Sample size $\qquad$ where $\quad n=\dfrac{z^2PQ}{E^2}$

e = Acceptable error

p = Proportion of success

q = Proportion of failure

q = Proportion of failure

z = Standard variant at a given confidence level

Z= (1.96)2 n= $\dfrac{(1.96)^2 x0.5x0.5}{(0.05)^2}$

P=0.5 (0.05)2

Q=0.5 =$\dfrac{3.84x0.25}{0.0025}$ = **384**

E= (0.05)2

Adopted from Kothari (2004)

By taking all these factors into consideration, a sample size of 384 was used for this study.

3.5 Sampling techniques

The target population will include all beer users in Addis Ababa. The sample was focused on respondents from specific restaurants and bars in which beer users are available by using convenience sampling technique since all the population of the products customers cannot be

available at the same. The respondents were selected because of their availability or easy access and less expensive for collecting data.

3.6 Data source data collection method

This part describes the data collection process of the study. Data were collected by both primary and secondary methods.

3.6.1 Primary data

It is a first-hand data and survey research method was used in which questionnaires were used to collect the information.

3.6.2 Secondary data

Secondary data were gathered from different research articles, reports, books and other official publications to develop conceptual framework and review literatures in the area of social media advertising.

3.7 Data analysis

The data collected were processed using SPSS version 26 and analyzed and interpreted by using both qualitative and quantitative techniques in order to produce the study's main research questions band objectives. The data collected from questionnaires is summarized and analyzed by using descriptive and inferential statistics (correlation and regression analysis).

3.8 Reliability and Validity of the Instruments

3.8.1 Validity

The extent to which differences discovered with a measuring instrument represent genuine differences among persons being examined is referred to as validity (Kothari,2004). The most important criterion is validity, which reveals how well an instrument measures what it claims to measure. The researcher double-checked the research's content and construct validity to confirm its quality. According to Kohtari (2004), content validity is a measure of how well a measuring instrument/s covers the topic under investigation and how well it covers the topic under

investigation, whereas construct validity is the degree to which test scores can be accounted for by the defining construct of a sound theory.

3.8.2 Reliability

Reliability (Joppe, 2000) is defined as the degree to which results are consistent over time and an accurate representation of the total population under study. If the results of a study can be replicated using similar methodology, the research instrument is considered to be reliable. Reliability refers to the absence of random error, which allows succeeding researchers to reach the same conclusions if they repeat the same processes (Yin,2003). And cronbachs alpha were used as shown:

Table 3.1 Reliability Test Result

No.	Variables	Cronbach's Alpha	Number of items
1	Creative characteristics	0.79	9
2	Emotional appeal	0.82	5
3	Attention grabbing details	0.91	6
4	Celebrity endorsement	0.89	3
5	Buying decision	0.73	5
	Total		28

Source: SPSS primary data (2022)

According to the above table there are 28 items to measure social media advertising and customer buying decision. The reliability of the scales was tested using Cronbach's alpha. According to Hair et al (2006) the reliability coefficient which is > 0.7 which is acceptable. So the reliability coefficient of the above items is greater than 0.7.

3.8.3 Consideration of Ethics

This section addresses ethical concerns that should be addressed during the research:

- Respondents' voluntary involvement in the study was ensured.
- Respondents gave their informed agreement to participate in the study.

In the creation of Questionnaires, offensive, discriminatory, or other undesirable language must be avoided.

Respondents' privacy and confidentiality are of utmost significance the confidentiality of the study data should be protected to an adequate level. The researcher was unbiased and independent.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4.1 Introduction

The data collected through questionnaires is presented, analyzed, interpreted, and discussed in this phase of the study. Using SPSS software version 26, the data is obtained from brewery customers in Addis Ababa via questionnaire it is analyzed, and interpretations of the results are provided.

The study's main goal was to determine the effect of social media advertising on customers buying decision with reference to brewery companies in Ethiopia, using data collected through questionnaires from respondents in Addis Ababa.

The data was processed using SPSS 26 (Statistical Package for Social Science Programs). Descriptive analysis and multiple regression analysis are among the methods employed. Multiple regression analysis is used to determine whether the proposed independent variables (creative characteristics, emotional appeal, attention grabbing details and celebrity endorsement) have an effect on the dependent variable (customer buying decision).

4.2 Samples and response rate

A total of 384 questionnaires were distributed and out of which 312 were received back. This implies 81.25% of the respondents returned valid questionnaires. The rest were invalid responses and hence excluded from analysis.

4.3 Demographic Profile of Respondents

The table below explains that the data of 312 respondent's gender, age, occupation, income, social media awareness, which social media sites most used, time spent and does social media advertisement trigger buying decision.

Table 4.1: Gender of respondents

	Frequency	Percentage
Male	201	64.4
female	111	35.6
Total	312	100.0

Source: SPSS primary data (2022)

31

Table 4.1 presents the frequency and percentage of the respondents based on gender from the total 312 respondents the male respondents accounted for 201(64.4%) male while the females accounted for 111(35.6%) the result suggest that majority of the respondents were male.

Table 4.2: Age of respondents

	Frequency	Percentage
21-30	101	32.4
31-40	123	39.4
41-50	68	21.8
51-59	20	6.4
Total	312	100.0

Source: SPSS primary data (2022)

Table 4.2 Presents the frequency and percentage of the respondents based on age. From the total 312 respondents the research clustered around the age groups between 21-30 and 31-40 years who accounted for 32.4% and 39.4% of the respondents respectively. The age group between 41-50 accounted for 21.8% and the age group 51 and above accounted for 6.4 %. From the above data it can be suggested that majority of the respondents comprised in middle age from age 21-40 years of age.

Table 4.3: Occupation of the respondents

	Frequency	Percentage
Student	53	17.0
employed	204	65.4
unemployed	55	17.6
Total	312	100.0

Table.4.3 Presents 17.0% of the respondents were students and 65.4% of respondents were employed. The rest 17.6% respondents were unemployed. The result suggest that majority of the respondents were employees.

Table 4.4: Monthly income of respondents

	Frequency	Percentage
2000	58	18.6
2000-4000	40	12.8
4000-6000	82	26.3
6000-above	132	42.3
Total	312	100.0

As shown in the table 18.6% respondents have a monthly income 0f 2000. 12.8% of respondents have 2000-4000 monthly income. 26.3% of respondents have 4000-6000 monthly income and 42.3% of respondents have 6000 and above monthly income. So the table suggests that most of the respondent's monthly income is 6000 and above.

Table 4.5: Respondents mostly accessed social media

	Frequency	Percent
Facebook	143	45.8
YouTube	81	26.0
Instagram	88	28.2
Total	312	100.0

The above table presents respondents mostly accessed social media site. So from the table 45.8% respondents' access Facebook. 26% of respondents' access YouTube. 28.2% of respondent's access Instagram. So the table shows that the largest number of respondents use Facebook.

Table.4.6: Respondent's time spent on social media

	Frequency	Percentage
1-3 hours	270	86.5
4-6 hours	39	12.5
6-10 hours	3	1.0
Total	312	100.0

Source: SPSS primary data 2022

The table shows that time spent per day on social media site so 86.5% of respondents spent from 1-3 hours using social media sites per day.
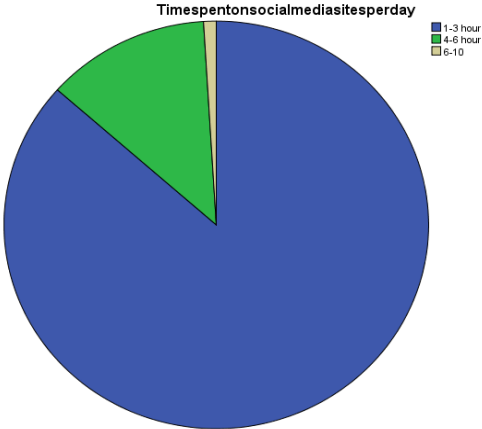

Figure 4.1: Respondent's time spent on social media

4.4 Descriptive statistics for variables

Table 4.7 Descriptive Statistics for Variables

Items	N	Mean	Standard deviation
Attention grabbing detail	312	4.05	0.29
Celebrity endorsement	312	4.02	0.22
Creative characteristics	312	4.04	0.23
Emotional appeal	312	2.03	0.20
Buying decision	312	4.07	0.25

 Sources: SPSS primary Data (2022)

As indicated above in table 4.7 respondents mean values show that the customers more agree among the alternatives of the Likert scale (attention grabbing details mean= 4.04 std. deviation=0.23), (celebrity endorsement mean= 4.02 std deviation= 0.22), (creative characteristics mean= 4.05 std deviation= 0.29), (emotional appeal mean= 2.03 std deviation = 0.20), (buying decision mean =4.07 std deviation= 0.25). from the 4 independent variables attention grabbing details have the highest mean value and emotional appeal holds the lowest mean value.

4.5 Assumptions of Linear Regression Analysis
4.5.1 Normality

According to Hair, et al. (2010), normality is the gold standard for statistical procedures, and statistical tests are invalid without it. The variables were tested for normality using both graphical and statistical approaches (Tabachnick & Fidell, 2007). The researcher used graphical, skewness, and kurtosis tools in SPSS to assess the normality of the data distribution in this model. The values in this study are normally distributed. Skewness and kurtosis techniques were

also utilized to evaluate the normality assumptions. According to Hair, et al. (2003), the beta Skewness values must be between +1 and -1, and the Kurtosis values must be between +3 and -3. When both conditions are passed, the data is deemed to be regularly distributed. The data are normally distributed because all of the Skewness and Kurtosis values for variables are within the permitted range.

Table.4.8: Normality Test

Variables	N	Skewness	Std. error of skewness	kurtosis	Std. error of kurtosis
Buying decision	312	-.156	.151	-1.223	.316
Creative characteristics	312	-.476	.151	-1.017	.316
Emotional appeal	312	-.053	.151	-1.189	.316
Attention grabbing	312	.638	.151	.141	.316
Celebrity endorsement	312	-.162	.151	-1.002	.316

Source SPSS primary data (2022)

4.4.2 Linearity

The link between dependent and independent variables can only be effectively estimated using standard multiple regression if the relationships are linear. The regression analysis results will underestimate the true relationship if the relationship between the independent factors and the dependent variable is not linear (Pedhazur, 1997). As a result, the connection between the dependent and independent variables is shown to be linear in this study.
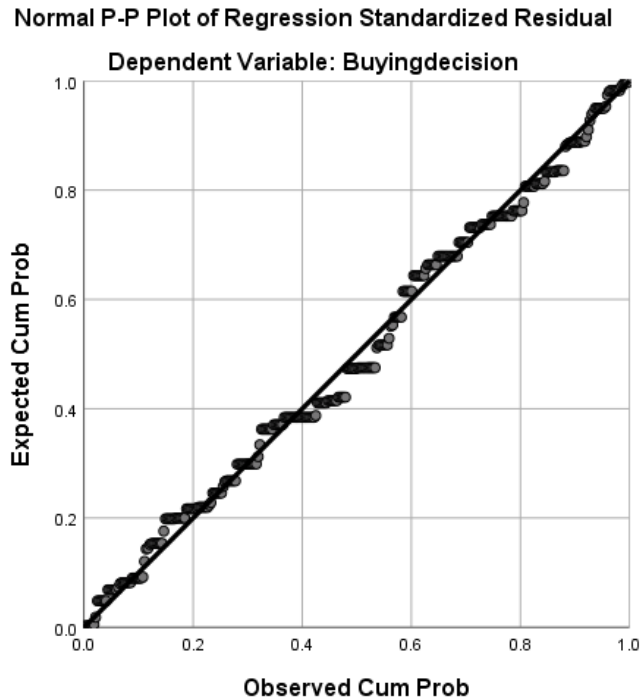
Figure 4.2: linearity test

4.4.3 Homoscedasticity

The variance around the regression line is the same for all values of the predictor variable, which is known as homoscedasticity. Acceptance of this assumption can be seen in the plot. "The notion that dependent variable(s) exhibit identical levels of variation across the range of predictor variable(s)" is what homoscedasticity refers to (Hair, et. al, 2010). Before undertaking multivariate analysis, researchers should check one of the most fundamental statistical assumptions (Hair, et al., 2010). Because the variation of the dependent variable being explained in the dependence relationship should not be concentrated in only a small range of independent values, homoscedasticity is desired (Tabachnick & Fidell, 2007)
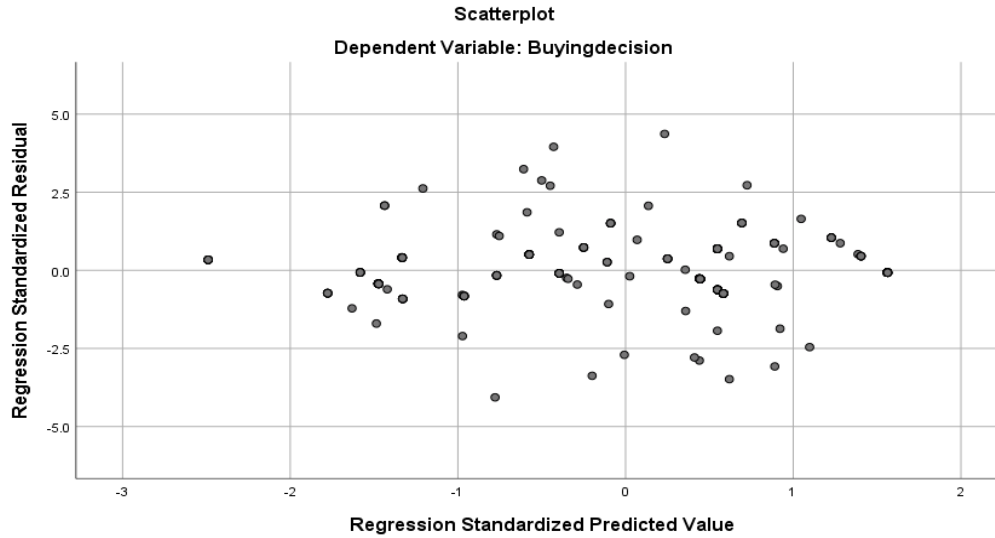
Figure 4.3: Homoscedasticity test

4.4.4 Multicollinearity

The assessment of "the extent to which a variable can be explained by the other variables in the study" is known as multicollinearity (Hair, et al., 2010). It's a correlation matrix problem in which three or more independent variables are highly correlated (i.e. 0.90 or higher) with one another (Tabachnick & Fidell, 2007; Hair, et al., 2010). According to Hair et al. (2010), a higher level of multicollinarity reduces the unique variation explained by each independent variable while increasing the shared prediction percentage. If multicollinarity exists, it establishes a restriction on the size of the regression value. Aside from that, it's difficult to grasp the distinctive impact of each independent variable (Field, 2009). To examine for multicollinearity among the independent variables, the researcher utilized the Variance Inflation Factor (VIF) and Tolerance. The most frequent approaches for detecting multicollinartiy are tolerance and variance inflation factor. (Tabachnick & Fidell, 2007; Field, 2009; Pallant, 2010; Tabachnick & Fidell, 2007; Tabachnick & Fidell, 2007; Tabachnick & Fide The presence of multicollinearity is indicated by a higher VIF (more than 10) and a lower tolerance (less than 0.1). (Pallant, 2010). The values of VIF and Tolerance are shown in Table 4.12. As a result, the problem of multicollinearity does not present in my study.

Table.4.9: Result of Multicollinearity

Independent Variables	Tolerance	VIF
Creative characteristics	.430	1.789
Emotional appeal	.538	1.977
Attention grabbing	.465	1.746
Celebrity endorsement	.714	1.170

Source: SPSS primary data (2022)

Note: As a result, all of the multiple regression assumptions have been met, and the data is suitable for examining the effect of independent factors on the dependent variable.

4.5 Inferential analysis

4.5.1 Correlation

A statistical method for determining the strength of a relationship between two quantitative variables is correlation analysis (Monica Franzese, Antonella Iuliano, 2019). The Pearson's coefficient of correlation, which is the most commonly used strategy for measuring the degree of relationship between variables, is used to investigate whether there is a relationship between attention grabbing details, celebrity endorsement, creative characteristics, emotional appeal, and buying decision. This coefficient presupposes that the two variables have a linear connection.

The Pearson's product moment correlation coefficient was computed for the purpose of determining the relationship between the determinants of customers buying decision i.e. creative characteristics, emotional appeal, attention grabbing details, celebrity endorsement with buying decision. It is also computed to determine the relationship between the demographic characteristics and buying decision. Karl Pearson's coefficient of correlation (or simple correlation) is the most widely used method of measuring the degree of relationship between two variables. Pearson correlation coefficient (r) is a measure of the strength of the association between the variables. Theoretically, there could be a perfect positive correlation between variables which is represented by1.0 (plus1), or a perfect negative correlation which would -1.0(minus 1).

In determining the strength of the relationship based on Tabachnick & Fidell, (2007) the values of the coefficient of correlation between 0 and 1 are interpreted as the following.

r=.10 to .29 or r=–.10 to –.29 weak

r=.30 to .49 or r=–.30 to –.4.9 moderate

r=.50 to 1.0 or r=–.50 to –1.0 strong

Table.4.10: Results of Correlation

Items		Buying Decision
Creative characteristics Sig.(2-tailed) N	Pearson	.294** .000 312
Emotional appeal Sig.(2-tailed) N	Pearson	.231** .000 312
Attention Grabbing details Sig.(2-tailed) N	Pearson	.356** .000 312
Celebrity Endorsement Sig.(2-tailed) N	Pearson	.328** 000 312

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

Dependent variable: customer buying decision.

Source: SPSS primary data (2022)

The result of Pearson correlation indicates a moderate and positive relationship between attention grabbing and buying decision (r=.356, p<0.05), celebrity endorsement and buying decision (r=.328, p < 0.05; weak and positive relationship between creative characteristics and buying decision (r=.294, p<0.05), emotional appeal and buying decision (r= .231, p < 0.05) which are significant at 95% confidence level. So, it shows the variables have small to moderate correlation and have an impact on buying decision.

4.5.2 Multiple Regressions Analysis

Multiple regression tells how much of the variance in the dependent variable can be explained by the independent variables and also gives an indication of the relative contribution of each independent variable (Tabachnick & Fidell, 2007).

From the correlation results it was found that creative characteristics, emotional appeal, attention grabbing details and celebrity endorsement have a direct and positive relationship with customers buying decision. In order to ascertain the extent to which they explain the variance in customer buying decision and the significance of their relationship multiple regressions was conducted and the following results are obtained.

Table.4.11: Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.438[a]	.192	.181	.23153

Source: SPSS primary data (2022)

a. Predictors: (Constant), celebrity endorsement, emotional appeal, creative characteristics, attention grabbing

Table.4.12: ANOVA Table

Model	Sum of Squares	DF	Mean Square	F	Sig.
Regression	3.900	4	.975	18.189	.000[b]
Residual	16.457	307	.054		
Total	20.357	311			

a. Dependent Variable: buying decision
b. Predictors: (Constant), celebrity endorsement, emotional appeal, creative characteristics, attention grabbing

Table.4.13: Table of Coefficients

Model	Unstandardized coefficients		Standardized coefficients	T	Sig.
	B	Std. error	Beta		
(Constant)	1.610	.292		5.511	.000
Creative characteristics	.143	.050	.164	2.850	.005
Emotional appeal	.037	.053	.041	.695	.487
Attention grabbing	.247	.065	.230	3.813	.000
Celebrity endorsement	.177	.066	.159	2.663	.008

Source: SPSS primary data (2022)

A. Dependent Variable: Buying Decision

The regression model presents how much of the variance in the measure of buying decision is explained by the social media advertisement independent variables. The predictors variables are creative characteristics, emotional appeal, attention grabbing details and celebrity endorsement explained 19.2% 0f the variance of customers buying decision and it was explained by the 4 predictor variables. The other variables that were not considered in this study contribute 80.8% of the variability of buying decision.

From The Above Regression Analysis, it can be seen that the model that includes creative characteristics, attention grabbing details, celebrity endorsement explains 19.2% of the variation in buying decision.

$Y = B_O + B_1 X_1 + B_2 X_2 + B_3 X_3$

CBD= (1.61) + (.143Creative characteristics) + .247 (attention grabbing) + .177 (celebrity endorsement) + e

From the above result of multiple regression model, creative characteristics, attention grabbing details and celebrity endorsement explains 19.2% of the variance in the customer buying decision. And from the independent variables attention grabbing details have relatively the strongest effect on customers buying decision ($\beta=0.230$, P<0.05) which are followed by creative characteristics ($\beta=0.164$, p<0.05) and celebrity endorsement ($\beta=0.159$, p<0.05). The rest

emotional appeal does not a significant contribution in explaining the variance on customer buying decision because the significant level is greater than 0.05.

Linear Multiple Regression is utilized to test the hypotheses, according to the study approach. There are 4 hypotheses that try to discover if the 4 independent variables of social media advertisement and customer buying decision have any link. The 3 hypothesis test had a Sig result of less than 0.05. The following is a summary of the test.

4.6 Summary of Hypothesis Testing

Table.4.14: Summary of Hypothesis Testing

Hypothesis	Beta	P value	Result
H1: Attention grabbing details has a significant and positive relationship on customer buying decision of beer advertisement on social media.	.247	.000	Supported
H2: Celebrity endorsement has a significant and positive relationship on customer buying decision of beer advertisement on social media.	.177	.000	Supported
H3:creative characteristics has a significant and positive relationship on customers buying decision of beer advertisement on social media.	.143	.000	Supported
H4: Emotional appeal has a significant impact on customer buying decision of beer advertisement on social media.	.037	.487	Unsupported

4.7 Discussion

H1: Buying decision increases as attention grabbing details increases

The results show that attention grabbing details have a positive and significant effect on buying decision of customers. It has the large effect in the study from the above the existence of such eye catching elements has the potential to break down the barrier that exists between the consumer and the product. This is exemplified by the fact that, in the present digital age, where the number of products available to users is huge, inclusion of features such as discounts

distinguishes a product from the competition. Details with a positive shock value can persuade a customer to bypass many steps in the decision-making process and form a buy intention quickly. A research study in India by sriram k v, Namitha kp & Giridhar B kamath was made in 2021 and attention grabbing detail have a significant effect on customer purchasing. According to Della Bitta et al. (1981), as the percentage discount from the regular price increased, differences in the magnitude of price discounts resulted in higher perceptions of offer value and lower intention to purchase.

H2: Buying decision increases as celebrity endorsement content increases

According to the findings of this study celebrity endorsement has a considerable impact on buying decision. Celebrities are idolized and looked up by the general public. So the appearance of a celebrity in a commercial makes it stand out from its competitors. People typically have a personal connection with celebrities, which can lead to a desire to buy any product or service they promote. Celebrities have an indirect impact as well. They usually have a large number of active followers, thus they may create waves of Word of Mouth. Nelson and Deborah (2017) discovered that the inclusion of celebrities in advertisements raised awareness of companies' advertising campaigns and their products and services, resulting in increased sales. A research study in India by sriram k v, Namitha kp & Giridhar B kamath was made in 2021 and attention grabbing detail have a significant effect on customer purchasing.

H3: Buying decision increases as creative characteristics increases

The result shown in the study that creative characteristic has a significant and positive effect on buying decision of customers. Creative characteristics can catch the attention of customers. Because new and creative things can be attractive for customers because everyone wants to see creative thing in ads. Creativity increased motivation to comprehend the ad, as well as the attitude about it. This beneficial effect was carried through to the brand. (Reinartz & Saffert, 2013), which claims that innovative messaging acquires more exposure and contribute to positive opinions toward the featured items. In their experimental research, Smith et al. (2007) discovered that creativity increased motivation to comprehend the ad, as well as the attitude about it. This beneficial effect was carried through to the brand.

H4: **Emotional Appeal Has No Significant Effect on Buying Decision**

Emotional content in an advertisement can frequently successfully develop a positive connection with a person. But not also in this study emotional appeal has no effect on buying decision.this result contradict with study in India by sriram k v , namitha kp & Giridhar B kamath emotional appeal affects customers purchasing. In their research Emotional content in an advertisement can frequently successfully develop a positive connection with a person. Brands have used topics like nationalism and family love in the past, and the outcomes have always been positive. Emotional appeal, according to Petty and Cacioppo (1986), can be more effective than rational argument. Persuade someone who lacks drive or the ability to digest information cognitively.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS

5.1 Introduction

This chapter focuses on the summaries of findings, conclusion, recommendation and highlighting future research areas.it analyses the data of the study that investigate the factor that affect customer buying decision on social media advertisement.

5.2 Summary of Major Findings

Based on the data analysis the major results are summarized here:

★ A total of 384 questionnaires were distributed but 312 questionnaires were valid (81%) the rest were invalid due to incorrect response. Out of these 64.4% were male respondents and 35.6% were female respondents.

★ The age of the respondents was categorized into 4 groups. That is 21-30, 30-40, 40-50 and above 50. Out of the total 312 respondents 71.8% respondents were in the age between 21-40 years, 21.8% respondents were in the age between 40-50 and the rest 6.4% of respondents were above 50 years' age.

★ The occupations of the respondents were grouped into 3 categories. These are student, employed and unemployed. Out of the total respondents 16.9% respondents were students, 65.0% respondents were employed and 17.5% respondents were un employed.

★ The monthly income of the respondents was classified in to 3 groups. These are 2000, 2000-4000, 4000-6000 and above 6000.18.5% of respondents get a monthly income 2000 and below, 12.75 of respondents get a monthly income 2000-4000, 26.1% of respondents get a monthly income of 4000-6000 and 42.0% of respondents get a monthly income of above 6000.

★ Out of 312 respondents 100 % (312) respondents were aware of social media advertisement.

★ From the total 312 respondents 89.7% of respondents' social media advertisement triggered them in buying decision, 10.3% respondents there buying decision don't get triggered by social media advertisement

- ★ From the total 312 valid responses face book is accessed 45.8%, YouTube 26.0% get accessed, Instagram 28.2% is accessed. From this data face book accounts, the largest number.

- ★ Out of total 312 respondents 86.5% respondents spend 1-3 hours using social media sites per day, 12.5% of respondents spend 4=6 hours and 1 .0% spend from 6-10 hours.

- ★ The overall mean for creative characteristics is 4.0 this indicates the majority of the respondents are agreeing with the statement.

- ★ The overall mean for attention grabbing is 4.1 this indicates the majority of the respondents are agreeing to the statement.

- ★ The overall mean for celebrity endorsement is 4.02 this also indicates the majority of the respondents are agreeing toward the stated statement.

- ★ The finding revealed 4 variables which are creative characteristics, emotional appeal, attention grabbing details and celebrity endorsement are correlated with customer buying decision.

- ★ The Pearson correlation shows that 2 independent variables has positive and moderate relationship with the dependent one buying decision. These are attention grabbing (.356) and celebrity endorsement (.328).

- ★ The Pearson correlation between the two independent variables is positive and weak creative characteristics (.294) and emotional appeal (.231).

- ★ The result of multiple regression analysis between the dependent (customer buying decision) and the independent variables (creative characteristics, attention grabbing details and celebrity endorsement were a significant predictor of customer buying decision on social media with reference to brewery companies ($p<0.05$). The 3 variables are found significant. the nature of relationship was positive for advertisement creative characteristics ($\beta=.143$), attention grabbing details ($\beta=.247$), celebrity endorsement ($\beta=.177$).

5.3 Conclusion

Marketers can use the findings of this study to produce effective social media advertisements. The characteristics that should focus on driving buying were observed, which may be quite beneficial to businesses if done correctly.

According to the finding the three independent variables of social media advertising has a positive and significant effect on buying decision of customers of breweries in Ethiopia. These are creative characteristics, attention grabbing details and celebrity endorsement these variables have an impact on customers buying decision as shown in the above but from the two independent variables Attention grabbing details has a moderate effect on customers buying decision as shown in the results.

The result is 19.2% of variance on customer buying decision which is contribution of the three independent variables creative characteristics, attention grabbing details and celebrity endorsement. And this study doesn't focus just in one social media platform it considers social media as a whole. So the results could be acceptable anywhere. As stated in the methodology part the respondents were Addis Ababa residents which are restricted by geographical location.so the result can be used for effective social media advertisement practices in Ethiopia.

So the three independent variables which stated in the above have positive and significant relation with buying decision it can be concluded that brewery companies must have a clear understanding of what elements should be included in their social media advertisements in order to effectively grab the attention of this large user base and convert them to customers.

5.4 Recommendation

This research has shown the effect of social media advertising on customers buying decision in case of brewery companies. The result obtained that social media advertising has a significant effect on customers buying decision. Based on the findings and conclusion the following recommendations are forwarded to the marketing departments of brewery companies and other researchers.

★ The study suggests the three independent variables has a positive and significant effect on customers buying decision so the companies should invest on social media advertisement to sustain and improve the buying decision of customers.

★ One of the limits of this study was the geographical scope because of large and dispersed area so other researcher should consider the rest geographical location while making a research on the topic.

★ When compared from the two the three independent variables attention grabbing details marks the highest so companies should focus in this variable in order to get a better profit.

★ Brewery companies marketing department should figure out other variables of social media advertising that affect buying decision of customers to get a profit.

5.5 Future Research Possibilities

This study shows the significance of social media advertisement on buying decision of customers of brewery companies in Ethiopia (Addis Ababa) The R square value for buying decision was found to be 0.192 This implies that there are a number of other factors to consider when creating effective social media advertising. And also to consider the geographical coverage future study is recommended. This study might be more effective if more features could be detected at a later stage.

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APPENDIX A

Saint Mary University

Department of Marketing Management

Questionnaire on "THE IMPACT OF SOCIAL MEDIA ADVERTISING ON CUSTOMER BUYING DECISION: **WITH** **REFERENCE** **TO** **BREWERY COMPANIES IN ETHIOPIA"**

Dear respondents,

This questionnaire is designed to gather data on conducting research as part of the partial fulfillment of Masters of Arts in marketing management. The aim of this study is to study "The

effect of social media advertisement on customer buying decision in case of brewery companies in Ethiopia." Your responses for the questions are extremely important for successful completion of the thesis. The information that you provide will be used only for the purpose of the study and will be kept strictly confidential. Finally, I would like to thank you very much for your cooperation and sharing your valuable time for My request. With regards!

Hilina Tsegaye

Part I: General information, please use tick mark in the boxes provided.

1. Gender:

Male ☐   ☐ Female

2. How old are you?

☐ 21-30   ☐ 31-40   ☐ 41-50

☐ 51-60   ☐ 61 and above

3. What is your occupation?

☐ Student   ☐ employed   ☐ unemployed

4. What is your monthly income?

☐ 2000 and below   ☐ 2000-4000

☐ 4000-6000   ☐ 6000 and above

5. Are you aware of social media advertisement

☐ Yes   ☐ o

6. Which of the following social media sites do you mostly access

☐ Facebook   ☐ YouTube   ☐ twitter

☐ Instagram   ☐ other: _____

7. Time spent on social media sites per day

☐ 0 hour ☐ 1-3 hours ☐ 4-6 hours

☐ 6-10 hours ☐ more than 10 hours

8. Do social media trigger you to purchase a product

☐ Yes ☐ No ☐ Not sure

Part II: Rate the following scale by assigning a numerical rating according to the following key and be as honest as you can in responding since that will provide you with the most useful information. 5 = Strongly Agree 2 = Agree 3 = Neutral 2 = Disagree 1 = Strongly Disagree

Questions	Scale				
Creative characteristics	**1**	**2**	**3**	**4**	**5**
1	I consider an ad creative if it stands out from its competitors					
2	I find image based ads more engaging than text based ads.					
3	Creative ads manage to create more interest in me about the featured products.					
4	I find ads with original ideas more engaging.					
5	Adequate information regarding products/services in an ad often helps in my evaluation process of purchasing the product.					

6	Entertainment characteristics of an advertisement (color, sounds, music or graphics) tend to increase my level of engagement with the ad.					
7	I am likely to pay more attention to the content in an ad if I trust the platform it is advertised in.					
8	I consider an ad creative if it sees the implementation of new technologies (Example: Virtual Reality, Augmented Reality, etc.) in communicating its message.					
9	I find video based ads more engaging than text based ads.					

Questions	Scale				
Emotional Appeal	**1**	**2**	**3**	**4**	**5**
1 I tend to like ads with strong emotional appeals more than rationally appealing ads.					
2 I consider emotional appeal as a necessary prerequisite for an advertisement to be engaging.					
3 An emotionally appealing ad more effectively persuades me when I have little Motivation or little ability to cognitively process a message.					

		Scale				
4	Entertainment characteristics of an ad (color, sounds, music or graphics) influences me to purchase the product/service being advertised.					
5	I have a higher level of engagement with brand posts made on weekdays when Compared to weekends.					

Questions		**Scale**				
Attention grabbing details		**1**	**2**	**3**	**4**	**5**
1	Controversial ads (ads with political, religious or social views) are more effective in grabbing my attention.					
2	An attractive offer available on a product/service tends to reduce my information acquisition process.					
3	Controversial ads have a lasting effect on me.					

4	Ads that include information about peer behaviors (i.e. as social cues like facial expression, body language, etc.) make the ad more engaging to me.					
5	The length of the message/post is crucial in deciding my engagement with an ad.					
6	I am motivated to look into the content of an ad only if it mentions the price of the product/service.					

Questions	Scale				
Celebrity endorsement	**1**	**2**	**3**	**4**	**5**
1 The pairing of a brand and celebrity with similar attributes results in a positive effect on my attitude towards the brand.					
2 The presence of a celebrity in an ad has a positive effect on my attitude towards it.					
3 Ads delivered by a celebrity create a greater degree of purchase intention in me when compared to those without celebrity.					

Questions	Scale				
Buying decision	**1**	**2**	**3**	**4**	**5**
1	Is your decision deliberate logical process?					
2	I use time to evaluate alternatives before purchasing beer.					
3	I decided to drink a specified beer whenever I go to bars because I see how good it is in the advertisement					
4	I will try other beer after consumption of the previous.					
5	I always watch for brewery advertisement before purchasing one.					

THANK YOU FOR YOUR POSTIVE RESPONSE

HAVE A NICE TIME