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ST. MARY'S UNIVERSITY
COLLEGE OF GRADUATE STUDIES
BUSINESS FACULTY
DEPARTMENT OF MARKETING MANAGEMENT

THE IMPACT OF SOCIAL MEDIA MARKETING ON SALES REVENUE
THE CASE OF MEDICAL EQUIPMENT SUPPLIERS IN ADDIS ABABA,
ETHIOPIA

BY: MELAKU HAILEMARIYAM

May 31, 2022

ADDIS ABABA, ETHIOPIA

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**A THESIS SUBMITTED TO ST. MARY’S UNIVERSITY,
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ADVISOR – TEMESGEN BELAYNEH (PHD)

STATEMENT OF DECLARATION

I am Melaku Hailemariam the under signed, declare that this thesis entitled: **The impact of social media marketing on sales revenue the case of medical equipment suppliers in Addis Ababa, Ethiopia** is my original work. I have undertaken the research work independently with the guidance and support of the research advisor. This study has not been submitted for any degree or diploma program in this or any other institutions and that all sources of materials used for the thesis has been duly acknowledged.

Declared by

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“Gash Alem and mamiye” your memories will be with us forever.


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

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BY

MELAKU HAILEMARIYAM

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LIST OF ABBREVIATIONS AND ACRONYMS

WHO :	World health organization
EFDA :	Ethiopian food and drug authority
EPSA:	Ethiopian pharmaceutical fund supply agency
MD :	Medical devices
GOE:	Government of Ethiopia
GTP:	Growth transformation plan
MOH:	Ministry of Health
eCHI:	Electronic community Health information system
CBHI:	Community based health insurance
SHI:	Social Health Insurance
EHIA:	Ethiopian Health insurance Agency

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ABSTRACT

The purpose of this study is to The impact of social media marketing on sales revenue in case of medical equipment suppliers in Addis Ababa,Ethiopia. The study employed quantitative approaches. Questionnaire and observation were the main data gathering tools. The questionnaire distributed to 61 medical equipment suppliers which all of them filled and returned back. The respondents are owners and managers of the medical equipment suppliers and the rest are working as a sales person for their company. The summarized data is then analyzed by applying descriptive analysis method. The findings demonstrated that most of the medical equipment suppliers use a social media marketing strategy.And the main platform for this medical equipment suppliers are Telegram channels and Facebook pages. Also the result shows significant positive relationship between independent variables (content, reputation, timing connection, management and platform) and increment of sales.

Key words: *Social media marketing, medical equipment, marketing, medical industry*

CHAPTER ONE

Introduction

This chapter provides an overview of what a social media marketing means from the classifications of Digital marketing. The chapter begins with a brief background of Digital marketing and social media marketing followed by a discussion about what Ethiopian social media activity looks like. At the end of this chapter, statement of the problem, research questions, significance of the study, scope and limitation as well as organization of the study introduced to the reader.

1.1 Background of the study

The commercial marketplace has expanded beyond the traditional brick-and mortar to a global shop front that is accessible to billions of users via the Internet (Sadler & Evans, 2016). Social media provide a marketing tool to connect consumers to online businesses. Social media networks provide a marketing tool to connect consumers to online businesses. Social media platforms include Facebook, Twitter, LinkedIn, YouTube, Google, and other networking platforms for blogging, and podcasts. (Kim & Ko, 2012).

Billions of people use social platforms such as Facebook, Twitter, and YouTube on a daily basis (Piskorski, 2014). According to Facebook executives, the number of monthly active users surpassed 1.9 billion in March 2017 (Facebook, 2017). The various outlets have become a channel for marketers to communicate directly to consumers in a manner that was not previously possible with traditional media. The potential to reach billions of consumers directly through social media is significant for businesses, yet some organizational leaders do not know how to engage potential customers effectively using this method (Kietzmann, Hermkens, McCarthy, & Silvestre, 2011). Even though their organizations use social media in various forms, some organizational leaders lack sufficient knowledge to develop effective social media strategies to create organizational value. In this study, I explored social media strategies that organizational leaders can use to increase sales for their organizations.

The current trend of social media usage in today's twenty-first century has been tremendously increased. In January 2021, over 4.66 billion internet users exist of which more than 4.2 billion users are active in social media (Kemp, 2021). The rise of social media also affected consumer

behaviors with a retailer brand. For example, out of 100 consumers who follow a brand on social, 87 visit the brand's website, 78 recommend that brand to family or friends, 67 increase spending with that brand, and 53 engage with that brand on social. In fact, the development of mobile technologies has driven the social media usage in the last decades. As of the year, more than 3.6 billion users have been active in social media. Hence, it is critical for brands to leverage social media networks to boost visibility and enhance brand communication with target customers. It can be said that mobile devices and digital means have played an indispensable role in human life (K.dwevdi, 2021)

According to (Kemp, 2021)blog report on Ethiopia current social media usage, there are 6.35 million social media users in Ethiopia in January 2022.This means the number of social media users in Ethiopia at the start of 2022 was equivalent to 5.3 percent of the total population.

The work experience which the student researcher got for the last twelve years with medical device suppliers and the high rate of social media usage in Ethiopia, encourages the author to conduct this research about the impact of social media marketing on medical device suppliers in Addis Ababa.

1.2 Statement of the problem

Medical device suppliers in Addis Ababa use the normal traditional ways of marketing strategies to promote and sell their products. This includes distributing their salesperson to different Hospitals, clinics, medical centers, and wholesalers to brief about their products. The second way of promoting their products is by participating in medical exhibition. Their third and last option of promoting their product and services is to be a sponsor of medical conferences and meetings by paying a lot of money.

Ethiopian food & drug Authority (EFDA) is the main body in Ethiopia which has the authority to control the manufacturing, importing, and distributing medical devices. According to the authority proclamation which was made in June 2005 E.C. it is stated that promoting medical devices and medicine which are prescribed by a doctor or any medical device which can be used in a hospital or home use is prohibited to be promoted in mass media like television, radio and printable magazine and newspaper. Because of this, all the medical device importers continued using the famous promotional ways which the student researcher stated above.

And these promotional strategies have their gaps in addressing the right customer which has the potential to buy their products, let's see all of them one by one.

In-person marketing strategy in medical device importers is a way of promotion of their products by sending their salesperson to the health facilities. This way needs a salesperson to address all the customers and needs a transport cost. And also when the salesman goes to the hospital may not find the right person to buy his products because many of their buyers are Medical doctors so when the salesperson reach to the hospital the doctor may be seeing a patient so the salesman has to wait for the doctor until he finished examining his patients. Sometime, they will get back without promoting his / her products because of the busyness of the medical doctors. The other big gap of this promotional way is it gets very difficult to address all of the customers who need the medical devices on time. A salesperson can't be found in all of the customers at the same time. because of this, the Hospitals will not get the access to see the right, best and recent medical devices across Addis Ababa .and this shortage of system lead the healthcare facilities to lack their service quality and this will lead to drop the market because they couldn't find the best and the right medical device which they want by a shortage of promotion by the medical device importer. This gap will cost many things including the lives of patients who require the medical device which can diagnose their disease easily and be treated.

The second way of promotion that importers use is promoting its products in medical exhibitions. These exhibitions held two times in a year according to the researcher's experience. And these exhibitions will lack to show all the products which the importer has because of the scarcity of promotional place and also with the difficulty of most machines to be transported easily to the exhibition sites. If we can take a CT scan machine as an example it needs a minimum of 4 hours to uninstall and also the same hour to install the machine because of this many big products will not be exhibited and also it is very difficult to transport this kind of machines. Most of these exhibitions will be held for one up to two days and the main customers of these products are Doctors and hospital owners, these persons will get it difficult to see these exhibitions because they have a lot of patients in the waiting room of their hospital. the exhibition days can't be convenient for all of the doctors and Hospital owners at the same time.

The third and the last way of promotion methods of medical devices in Addis Ababa Importers is being a sponsor of medical conferences and meetings. And this method costs a lot of money for

the importers for a very short time of promotion on the middle of the conference. And also this method luck to promote the importers' product and services in detail. Because many of the conference participants are doctors and they don't have time to listen to all the advertisements for a long period because many patients are in need of them in their hospital.

1.3 Research questions

Derived from the research problem, the following questions are raised in order to determine the relationship between the dependent and independent variables.

- 1- What kind of social media management has to be implemented to increase sales revenue?
- 2- Which Social media platform has proven to be effective to increase the sales of medical device?
- 3- Does the content of the social media message have an effect on the sales increment of medical devices suppliers?
- 4- Does timing of posting in social media platforms have an effect on sales increment of medical devices?
- 5- What are the challenges in promoting medical devices by using social media marketing?
- 6- Does a lost internet connection have an impact on the sales revenue of medical devices suppliers?

1.4 Research Objectives

1.4.1 General objective

The general objective of this study was to examine the impact of social media marketing on sales revenue of medical device suppliers in Addis Ababa, Ethiopia

1.4.2 Specific Objectives

- To identify the preferable social media platform for promoting medical devices.
- To identify best timing to post a promotion material in social media.
- To figure out what kind of contents can interest the medical industry community to promote the goods which the medical equipment suppliers sale.
- To determine the reputation of social media posts affect the sales revenue increment.

- To assess the challenges of social media marketing and to show solution for those challenges.

1.5 Significance of the study

This study has a great significance for medical device suppliers in Addis Ababa, Ethiopia.

The major benefits that would be obtained from this study are

- It will show the benefits of using social media marketing in the sector of medical device market
- It will help the suppliers by indicating the challenges and their solution regarding to social media applicability to the medical device market sector
- It will help to maximize the profit and market share of the suppliers by indicating the best platform from social media selection
- It will give a suggestion on how to manage social media promotion in the sector
- It will indicate a new ways and advanced method of medical devices promotion on the market of Addis Ababa and this will help the marketing managers, salespersons, and promoters of the suppliers to see what they lack and how they should revise their marketing strategies and their social media marketing strategy.

1.6 Scope

This study will focus on how the medical device is promoted in the market of Addis Ababa and the marketing strategies which are adopted by the medical device suppliers and the impact of implementing social media marketing strategies to enhance the sales of the medical devices.

1.6.1. Geographical Scope

The study is limited to Addis Ababa only. These are due to the researcher thought most of medical equipment suppliers located mainly in Addis Ababa.

1.6.2. Conceptual Scope

This study tries to involve the adoption of social media marketing to medical equipment suppliers sales revenue increment. So the researcher is concern on brings value to the medical sector and as well progress of social media marketing in Ethiopia.

1.6.3. Methodological scope

The student researcher was following explanatory type of research to describe and determine the impact of social media marketing in medical device suppliers. The student researcher chose this type of research design in order to help the sector to find the problem that was not studied before in-depth.

1.7 Limitation

This study was limited to medical device suppliers in Addis Ababa due to barriers such as cost, time, and also the current situation of the COVID-19 virus to gather the information from outside the city. The other limitation of this study will be getting adequate information and other researches about medical device social media strategy which was done in Addis Ababa, Ethiopia.

This study mainly limited to social media marketing from the classification of digital marketing because of the shortage of data regarding to other digital marketing tools.

1.8 Organization of the study

This proposal is composed of five main chapters. Chapter one incorporates general introduction, covers the background of the study, statement of the problem, objectives, significance of the study, Scope & limitation, research design and methodology , and finally organization of the study. Chapter two is mainly concerned with the review of the related theoretical and empirical literature and conceptual framework. Chapter three provides the methodology that was applied to achieve the research objectives including primary data and method of analysis. Chapter four covers the analysis and presentation of data. This chapter discusses the result obtained in accordance with the research questions. Chapter five deals with conclusions of the findings and recommendations forwarded.

CHAPTER TWO

Review of related literatures

In this chapter the student researcher will cover the theoretical literature review & conceptual frame work.

2.1 Medical Devices

According to (WHO, 2003)The term medical devices covers a vast range of equipment, from simple tongue depressors to haemodialysis machines. Like medicines and other health technologies, they are essential for patient care – at the bedside, at the rural health clinic or at the large, specialized hospital.

Medical devices also cost governments a substantial amount of money. In 2000, the estimated one and a half million different medical devices available on the market represented over US\$145 billion. With innovation and the rapid advancement of technologies, medical devices are currently one of the fastest growing industries, and the global market figure for 2006 is expected to exceed US\$260 billion.

Yet many countries lack access to high-quality devices and equipment that are appropriate for their specific epidemiological needs. This is particularly true in developing countries, where health technology assessments are rare and where little regulatory controls exist to prevent the importation or use of substandard devices. With the vast majority of devices in developing countries being imported, this leaves them prey to unscrupulous market influences and puts patients' lives at risk.

Governments need to put in place policies that will address all elements related to medical devices, ranging from access to high quality, affordable products, through to their safe and appropriate use and disposal. The health technology life cycle diagram (back cover) illustrates the policy process that needs to be in place. However, policies will be unsuccessful unless they are translated into national regulations that are enforced by legislation and correlating sanctions, and that form an integral part of the overall national health system.

Surprisingly, regulatory controls for medical devices are scarce in the developing world, even though implementation of national medical device regulations will often address the very issues raised in countries as major concerns for patient safety. Examples of these issues include the illegal re-processing and re-packaging of used syringes for re-sale; the availability on the market of equipment that fails minimum quality and safety standards; or simply no trace of what devices are being sold in the country, nor by whom. Such a listing is essential to enable governments to issue alerts or recalls for unsafe or ineffective items.

Some countries may have production facilities that will require good manufacturing practice and complex quality controls; others may depend principally on the donation of equipment from external sources and need different policies to protect their population against unsafe and inappropriate technology. Resources, both human and financial, remain a significant factor in the progressive development of national regulatory authorities. Nevertheless, there are many ways that governments can benefit from the wealth of experience of others, and start to build efficient medical device regulatory systems. This publication highlights the most important of these.

In essence, governments are encouraged to follow the growing movement towards harmonized regulatory systems because a proliferation of different national regulations increases costs, hinders access to health care technologies, and can even unwittingly jeopardize the safety of the patient.

2.2 Concepts of Social Media

The concept of social media is a website or application that allows its users to create and share content while engaging with other users (HUDSON, 2020). Kotler and Armstrong (2018, 521) defined the concept of “social media” as, independent and commercial online social networks where individuals gather to interact and share messages, ideas, images, videos, and other content. The phrase "social media" is divided into two parts: "social" since we are social beings and "media" though it is published on the Internet. (Coles 2015, 4) In other words, it is a communication platform that allows people to communicate with a large number of individuals at once, and the internet has accelerated the process.

Social media consists of Web 2.0 Internet-based software that promotes the creation and sharing of user-generated content and is developed on ideological and technological rudiments. (Kaplan

& Haenlein 2010, 61). Blogs, Microblogs, Social Networks, Media-Sharing Sites, Social Bookmarking and Selection Sites, Analysis Sites, Forums, and Effective Worlds are some of the most common examples of social media. (Saravanakumar & SuganthaLakshmi, 2012) To put it simply, social media allows individuals and organizations to share personal messages, ideas, and other media such as videos. (Merriam-Webster, 2018; Tuten & Solomon, 2018). Social networking, photo sharing, blogging, reviewing, and online communities featuring user-generated content are examples of social media activities. (Charlesworth 2018, 7; Investopedia, 2018) 15 Hajli (2015, 361) regards the concept of social media based on a study of Borgan (2010) as, “the online content developed by a variety of people who are open for access over the internet. In other words, social media is the shift of people’s attention on the online platforms where people share, discover and read information and gain knowledge”. According to Ahmad (2011) and Hajli (2015, 361), social media can be grouped into three types.

2.2.1 Publishing Technology for everyone

In the advancement of technology, social media is considered as a free, open space for internet users; it is not restricted to any physical location. Everyone can create or share information and connect with one another on online social platforms; (Hajli 2015, 361, according to Ahmad 2011)

2.2.2 Information Diffusion

When compared with traditional media such as newspapers, television, and magazines, the rate of diffusion of social media is relatively high, meaning that social media spreads information more quickly. (Hajli 2015, 361) According to Ahmad (2011), online social media outlets such as Facebook and Twitter transfer data more rapidly at low cost than other media. Traditional firms prefer to promote their products or services on television and in newspapers, according to Barefoot and Szabo (2010), which is a one-way conversation. However, the rise of online social media has enabled firms to interact with their customers in real time, collecting input for business improvement. Furthermore, in terms of sharing knowledge, social media provides an open and equally accessible setting for everyone; (Hajli 2015, 361, according to Ahmad 2011)

2.2.3 Relationship building

Users usually access social media to interact with individuals all around the globe, exchange vital information, and collect unique ideas. For example, thanks to online social media, a user in the United Kingdom can contact and exchange information with a member in Newzealand. (Hajli 2015, 361) According to Mayfield (2008), the main characteristics of social media are openness, participation and engagement, discussion, community, and connectedness. He also mentioned that the main reason people join social media sites is to create a profile and then socialize with peers in both the online and offline. Rather than being a one-way communication route, it is a two-way communication channel. Sylvia M. Chan-Olmsted, University of Florida, USA(2020)

According to Dessie(2018)who has done a research on digital marketing in case of promoting Ethiopian tourism, she has stated that “Several technologies together have facilitated the rise of digital marketing. Among these emerged technologies, the Internet, browsers, widespread computing, and database technologies are the back bone of digital marketing growth. In a world where over a 170 million people use social media on a regular basis, every working professional is expected to be familiar with at least the core concepts of digital marketing. On a regular basis, over 170 million the world population use social media, every professional in marketing is expected to be familiar with at least the core concepts of digital marketing. In simple terms, Digital Marketing is the promoting of products over the internet or any form of electronic media or digital channels to promote products and services to target market. “The term Digital Marketing was first used in the 1990s.

The digital age took off with the coming of the internet and the development of the Web 1.0 platform. The Web 1.0 platform allowed users to find the information they wanted, but did not allow them to share this information over the web. Up until then, marketers worldwide were still unsure of the digital platform. They were not sure if their strategies would work since the internet had not yet seen widespread deployment.” The beginning of the transition to the digital era of marketing was begun after the clickable banner went live in 1993. Because of this gradual shift, the year 1994 saw new technologies enter the digital marketplace. The very same year, Yahoo was launched. Within a year, yahoo received hits 1 million hits which promoted the changes in digital marketing space. The higher demand of companies optimizing their website to attract more consumers towards their web leads the emerging of the popular search engine-

Google in 1998. Followed the digital marketing world saw its first steep surge in 2006, when search engine traffic was reported to have grown to about 6.4 billion in a single month.

According to Rubathee Nadaraj, “Social media marketing advantage & disadvantage 2013” Products marketed digitally are now available to customers at all times. Statistics collected by the Marketing technology for 2014 show that posting on social media is the top online activity in the US. The average American spends 37 minutes a day on social media. 99% of digital marketers use Facebook to market, 97% use Twitter, 70% use Google+, 69% use Pinterest and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy from brands that they follow on Twitter. 83.8% of luxury brands have a presence on Pinterest. The top three social networking sites used by marketers are LinkedIn, Twitter, and Facebook.”

Social media marketing is a new trend and rapidly growing way in which businesses are reaching out to targeted customers easily. Social media marketing can be simply defined as the use of social media channels to promote a company and its products. This kind of marketing can be thought of as a subset of online marketing activities that complete traditional Web-based promotion strategies, such as e-mail newsletters and online advertising campaigns (Barefoot & Szabo 2010). By encouraging users to spread messages to personal contacts, social media marketing has injected a new term of exponential dissemination and trust to mass communication and mass marketing (Hafele, 2011). By this new approach of outreach and marketing, new tools are being developed and increased in turn for businesses. Social media marketers are now going better and more effective insight through the introduction of analytic applications by official social network site platforms (Hafele, 2011).

There are numerous different social media sites, and they take many different forms and contain different features. Undoubtedly, the most common social networking site that first comes to our mind is Facebook. Facebook was first launched in February 2004, owned and operated by Facebook, Inc. As of May 2012; Facebook has over 900 million active users. Users must register before using the site; they may create a personal profile, add other users as friends, and exchange messages, including automatic notifications when they update their profile (Facebook, 2012). In addition, users may join common-interest user groups; categorize their friends into lists such as "People from Work" or "Close Friends". Facebook main mission is to give people the power to

share and make the world more open and connected (Facebook, 2012). Other social network sites such as Twitter, Google plus, and LinkedIn may differ in some ways, but essentially they work using the same principles. Social Media Marketing Page 3 of 10 Marketing using social media such as these can take multiple shapes.

The traditional Facebook model, in particular, involves replacing the concept of a human “friend” with a brand or tangible product or creating a page or group (Facebook, 2011). A user who elects to “like” a product or company advertises that connection to their own private network of contacts. This concept extends to other forms of social media as well. According to Bernie Borges (2009), Twitter is combination of micro blogging and social network (Borges, 2009). Twitter, allows users to receive small updates and advertisements from favored producers as well (Hafele, 2011). Twitter gives opportunity to users to involve in real time sharing. A tweet is usually no more than 140 characters, which followers of the user can see (Borges, 2009). These two social media channels are among the most popular and heavily used options now, but they are far from being the only ones. As observed by Kaplan and Haenlein (2010) cited by Nick Hafele (2011) have identified several channels that fall under the category of social media, each of which has opportunities and unique advantages for marketing use.

Collaborative projects, such as wikis, or editable data-sources, are particularly poignant avenues of contact. In fact, trends indicate that they are quickly becoming the predominant source of information among consumer populations (Kaplan & Haenlein, 2010) cited by (Hafele, 2011). Blogs, managed by either individuals or organizations, are another heavily used marketing forum. Through blogs, businesses can promote brand awareness by sharing insider information, updating customers on new products, as well as providing links to the main sales channels. Fans will be updated time to time on any special events, contests or a new promotion organized by the brand or product. Blogs also facilitate the posting of comments and feedbacks, allowing fans and detractors to post opinions and questions to producers. This encourages the exchange of ideas between peers and can also promote honest discussion between individuals and companies to improve their defaults (Hafele, 2011). Social media approaches need to be considered to ensure the highest chance of success with a social media marketing. According to Ray et al. (2011) cited by Nick Hafele (2011) emphasize the need for diversifying a social media strategy to ensure that messages are reaching appropriate audiences; there is no single correct approach.

2.3 Social Media and Healthcare

According to Michele Cash who made his thesis on Social media influence on evolving health care marketing communication in 2012, Emerging of Social Media is slowly taking over traditional print methods as the primary channel for marketing and advertising purposes. And, social media has a strong impact on the strategic marketing practices of hospitals (Revere et al, 2010). Today, consumers use the Internet as the primary tool to find information about potential healthcare providers and the quality of each facility (Revere, 2010).

According to the Pew Internet and American Life Project Tracking Survey, “80 percent of the U.S. Internet users look for health information online. The study also reported that 30 percent of healthcare professionals find that more than 80 percent of their patients are Web informed,” (Podichetty et al., 2006). Although people tend to use the Internet as a primary tool for information when choosing a health care facility, consumers allow a variety of tools to influence their decision.

The Internet can also be used to help promote an organization’s products and services to allow consumers to compare hospital facilities and services. According to Taylor, "Quality perceptions are believed to positively influence patient satisfaction, which in turn positively influences the patient's decision to choose a specific healthcare provider." Not only do consumers use the Internet as a search engine, but the use of online marketing is an essential component of healthcare marketing strategies and tactics. It will allow information on customer satisfaction, services offered and goodwill created with the provider to be viewed (Revere, 2010). When healthcare marketers increase consumer perception via the Internet, it is easy to provide quality strategy, performance and outcome information, from current consumers to potential consumers (Revere, 2010). Therefore, consumers using the Internet to find information on the health care provider will help determine the quality of the organization. Since web searches are common in consumer-based decisions, it is important for online marketers to display crucial information for consumers. Hospital reputation and ranking in a search as well as its design is important when viewing search results 13 (Milano, 2010).

Since there are so many consumers relying on the Internet, website design has an important role in the satisfaction of current and potential consumers. If the website is difficult to grasp and simple tasks such as “find a doctor,” “locations,” and “services offered” are complicated to find, a consumer may feel dissatisfied and lost when choosing a facility (Robeznieks, 2011). However, increasing health communication through social media, via the Internet, can provide future patients with testimonials of success stories (Scammon, 2011). Patient portals are a new marketing strategy used for physicians and health care organizations to communicate with patients (Robeznieks, 2011).

Marketers create online portals as an innovative way to give patients access to their test results, medical bills and doctor’s schedules. Not only can patients choose facilities and access medical information, websites now allow physicians to introduce themselves online through video profiles, and provide educational materials such as brochures and newsletters (Robeznieks, 2011). In addition to patient features, some hospital websites now have the tools to use ‘heat maps.’ Heat maps allow web designers to access commonly searched items and areas where consumers spend most of their time. This allows designers to change the web based on need (Robeznieks, 2011). Patients who access information online and ask questions via e-mail have increased customer satisfaction. With the expansion of websites, hospitals are able to create blogs, allowing other patients to view experiences, success stories and the reputation of physicians.

Blogs have become fairly popular in patients’ online portals discussing topics like success testimonials and other information. A few hospitals have taken advantage of the trend by reserving space for bloggers on their websites (Bush, 2008). Blogs have been used for years to create communities of consumers and potential consumers seeking information and connections on common interests (Bush, 2008). In addition to online blogging, popular channels such as YouTube, Facebook pages, Twitter accounts and LinkedIn accounts are also being incorporated into health care communication (PT in Motion, 2011). Several hospitals throughout the United States are active on different social media platforms. These platforms allow the hospitals to have “followers” “fans,” or “friends” and can easily share information for free (PT in Motion, 2011)

“Digital” became an essential part of daily life. All the sectors were going to adapt more quickly to the digital world. The pharmaceutical industry, but except for the website has not been able to

implement digital marketing entirely. There are many problems facing the pharma business when it comes to marketing. In this generation more pharmaceutical companies are using social media sites or ecommerce sites as a medium for digital marketing. That allows the customers to purchase products online. Several companies are trying to understand digital's true value whilst others are incorporating it into the wider marketing strategy. To raise their brand awareness, pharmaceutical companies will join those influencers in search of new ways to market their products. For example, if a pharmaceutical company approaches Asthma patients then the influencer who is very involved on any social media platform and had experienced the same disease in the past can be contacted effectively to gain the interest of Asthma sufferers. In the case of medical products or medical devices, influencers may also be useful. All the firms, however, cannot sell products online because they produce prescription drugs which cannot be sold online. To connect with clients, YouTube, daily motion, Instagram, Twitter and Facebook were used.

2.4 Dimensions of Social media marketing

2.4.1 Content

Social media content is content which is created by individuals or companies for social networks such as Facebook, Instagram or Twitter. Social media platforms, such as Facebook, Instagram, Twitter or YouTube, are now part of everyday life for thousands of people who use them to share photos of a vacation, or from a special event. Social media and its content also increasingly serve as a source of information, and have even replaced traditional media such as television or newspapers. Thus social media content can play an important role in a company's overall content marketing strategy. Content on social media channels can have a considerable reach, and because of its close proximity to the user can often prove more effective than classic advertising. In certain circumstances, positive comments on social media can even boost Google rankings. However, social media content also follows its own rules, and therefore requires its own dedicated strategy.

The high degree of interaction is a special feature of social media – users can give direct feedback or comment on specific content by clicking on a “Like” button, or something similar. In addition, by sharing content, users can directly contribute to the spreading of content right

across social media. In order to be successful on social media and thus profit from user ‘word of mouth’ promotion, content must be both high-quality and also carefully directed towards the chosen target group. Furthermore, the chosen platform must also be taken into consideration: A multi-page manual or a huge brochure should not be published via Twitter or Instagram, and a series of one-liners won’t look good on Facebook either. Jason MacDonald (2017)

2.4.2 Reputation

Brands in every industry can benefit from social media reputation management, especially at a time when consumers depend heavily on social media to discover and assess businesses. Specifically, consumers today make purchase decisions based on a company’s online reputation on social media and business review sites — more so than on its advertising, direct sales messages, or promotional content. Traditionally, social media reputation management describes the variety of tactics marketers use to boost brand awareness and reputation on social media. This includes posting strategic content, monitoring social media channels (Facebook, Twitter, Instagram, etc.), and engaging with consumers on those channels who talk about your business or brand. Today, there is more digital ground to cover. Customers are sharing their experiences with brands on online business review sites, local listings and directories, and business discovery apps. While the main objectives of social media reputation management remain the same, today’s marketers have extended the scope of their efforts to include these new digital spaces. Jason MacDonald (2017)

2.4.3 Timing

The optimal time of day can be wildly counter-intuitive. Just because you think your audience is active at a certain time of day doesn’t mean they actually are! We always assumed that we should post to Twitter on weekdays around lunchtime, but Sensai’s A.I. says that we should post around midnight instead. Getting your social media timing perfect isn’t only the factor in social media success, however, it’s becoming more vital than ever before – and the appropriate responses may not always be obvious. With careful analysis and testing, you can figure out which time frames are the best moments to post on social media in order to reach more people and engagement. Regardless of what you post, you can get better results if you get better at knowing when to post it. Kerpen(2011)

2.4.4 Management

Social media management is the process of creating, publishing, promoting, and managing content across social media channels. Social media management goes beyond just posting updates to your company's social media profiles. For many small businesses, there just isn't enough time or resources to dedicate to effective social media management. Posting quality content consistently takes a lot of time and effort that some small business marketing teams just don't have. Not to mention, you may not have anyone on your team with the expertise or skills needed to implement effective campaigns. This is where a social media management company or specific manager comes in. Carlos (2019)

2.4.5 Platform

The top five most popular social media platforms in the world are Facebook, YouTube, WhatsApp, Instagram, and Facebook Messenger. TikTok comes right after that, but Snapchat is number 11, Twitter is number 15, and LinkedIn isn't even on there. This may seem surprising, but while 80% of customers engage with brands on social media, not all social media platforms are designed for this use case. Some are purely for instant messaging and some platforms are wildly popular in other areas of the world, like China. Carlos (2019)

2.5 Theories of social media marketing

2.5.1 Social Media marketing

Kaplan and Haenlein (2010) defined social media as a group of online-based applications allowing management to create and exchange content. Social media content includes words, pictures, videos, and audios to facilitate communication, collaboration, education and entertainment (Safko, 2010). Social media research is an emerging area, and at a time when most organizations' management are struggling with how to adapt to social media, few scholarly guides provide principles, best practices, or differentiate fact from fiction (McFarland & Ployhart, 2015). Piskorski (2014) provided an understanding of the purpose of various social media platforms and privacy needs, while Qualman (2009) concluded that social media was not a fad, but represented a fundamental shift in the way individuals, consumers, and companies' management communicate.

Li and Bernoff (2008) examined 25 real world cases regarding how companies have used social media to increase their market knowledge, generate sales, save money. The authors also expressed the need to understand the profound effect of social media on personal relationships. Zolkepli and Kamarulzaman (2015) found that there were three main levels of need that contribute to individual adoption of social media (a) personal (includes leisure and personal connections), (b) social (includes of friendship, influence and social interaction), and (c) stress release (includes a sense of belonging, relief, unwinding). The focus of social networking platforms is communicate directly on the platforms where the audience has presence in order for the company to collect more data and increase advertising activities (Kane, 2015). Dessart, Veloutsou, and MorganThomas (2015) expressed similar views suggesting that consumers are not only engaging with others but with brands using online communities. The deficiencies in the above studies are the failure to discuss how organizational leaders can develop effective social media strategies to increase sales.

The value of social media is evident in many organizations. According to Auffermann (2010), Toyota anticipates a future with social media that includes both maintaining its reputation as well as extending into innovation of its products. When asked if the community of users and customers could provide insight into design, the Toyota executive replied, "In my opinion, it's only a matter of time." (Auffermann, 2010) Social media is a tool to generate growth in sales, return on investment, and positive word of mouth and can spread brand knowledge further (Kumar, Bhaskaran, Mirchandani, & Shah, 2013). Results show that organizations with a high level of use of social media give more importance to social media channels, the influence of social media on internal and external stakeholders and relevance of gatekeepers and stakeholders along with a better self-estimation of competencies (Moreno, Navarro, Tench, & Zeffass, 2015). Barnes and Lescaul (2013) concluded that marketers turned to social media platforms in large numbers to find new customers, retain existing customers, generate sales, create an identity, and disseminate company and product information.

Organization's leaders can use social media to communicate directly and in real time with target audiences at a much lower cost and greater efficiency than traditional advertising media tools (Kaplan & Haenlein, 2010).

2.5.2 Social Media Networks

Social networking sites are Internet services that enable individuals or businesses to create a profile, add or follow users and receive updates on the posts or activities of users within their network (Boyd & Ellison, 2015). The use of social media networks offered users the opportunity to connect with others and to share information, similar to traditional networking; they also offered indispensable resources for leaders looking to promote their products online (Safko, 2010). Ninety percent of advertisers indicated that social media was critical to their business and outlined higher product exposure from increased social media platform traffic, growing loyal customers, brand awareness, gathering market intelligence, and improved sales as some of the primary benefits derived from social marketing (Stelzner, 2016). Khan (2017) proposed that leaders should develop effective social media strategies and maintain a presence across the top social media platforms to drive the highest amount of traffic to their sites. According to Khan, this requires marketers to learn about the various social media sites, how each platform works, the target audiences and strategically align their social media strategy to support existing marketing objectives.

2.6 Numerical data about Ethiopians social media utilization

Here are the data collected from Datareportal.com according to (Kemp, 2021) on Ethiopians social media usage stats on the main social media platforms.

FACEBOOK

Facebook had 5.95 million users in Ethiopia in early 2022. For additional context, Facebook's ad reach in Ethiopia was equivalent to 19.9 percent of the local internet user base (regardless of age) in January 2022. At the start of 2022, 33.3 percent of Facebook's ad audience in Ethiopia was female, while 66.7 percent was male.

Data published in Meta's advertising resources indicate that ads on Facebook Messenger reached 1.02 million users in Ethiopia in early 2022. (Kemp, 2021)

INSTAGRAM

Numbers published in Meta's advertising tools indicate that Instagram had 606.5 thousand users in Ethiopia in early 2022. This figure suggests that Instagram's ad reach in Ethiopia was

equivalent to 0.5 percent of the total population at the start of the year. However, Instagram restricts the use of its platform to people aged 13 and above, so it's helpful to know that 0.8 percent of the "eligible" audience in Ethiopia uses Instagram in 2022. It's also worth noting that Instagram's ad reach in Ethiopia at the start of 2022 was equivalent to 2.0 percent of the local internet user base (regardless of age). In early 2022, 44.1 percent of Instagram's ad audience in Ethiopia was female, while 55.9 percent was male. (Kemp, 2021)

TWITTER

Numbers published in Twitter's advertising resources indicate that Twitter had 34.0 thousand users in Ethiopia in early 2022. This figure means that Twitter's ad reach in Ethiopia was equivalent to 0.03 percent of the total population at the time. However, Twitter restricts the use of its platform to people aged 13 and above, so it may be helpful to know that 0.04 percent of the "eligible" audience in Ethiopia uses Twitter in 2022.

For additional context, Twitter's ad reach in Ethiopia was equivalent to 0.1 percent of the local internet user base (regardless of age) at the start of the year. (Kemp, 2021)

LinkedIn

Figures published in LinkedIn's advertising resources indicate that LinkedIn had 700.0 thousand "members" in Ethiopia in early 2022. However, note that LinkedIn's advertising tools publish audience reach data based on total registered members, rather than the monthly active users that form the basis of the ad reach figures published by most other social media platforms. As a result, these LinkedIn figures are not directly comparable with the figures for other social media platforms published on this page, or in our Digital 2022 reports. The company's advertising reach figures suggest that LinkedIn's audience in Ethiopia was equivalent to 0.6 percent of the total population at the start of 2022. LinkedIn restricts the use of its platform to people aged 18 and above though, so it's also helpful to know that 1.1 percent of the "eligible" audience in Ethiopia uses LinkedIn in 2022. In early 2022, 30.1 percent of LinkedIn's ad audience in Ethiopia was female, while 69.9 percent was male. (Kemp, 2021)

For additional context, LinkedIn's ad reach in Ethiopia was equivalent to 2.3 percent of the local internet user base (regardless of age) at the start of the year. (Kemp, 2021)

TELEGRAM, WHATSAPP, WECHAT, IMO AND VIBER

The student researcher tried to find a numerical data which can show how many users are in the country and also how often this social media platform is used by Ethiopians, but he couldn't find any written related data.

2.7 Sales Revenue

According to Stien (2006) it is believed that the right sales approach consists of sales training that supports a company sales methodology and related process. Designing or adopting sales methodology is critical without this methodology in place training is tactical attempt to larger problem. The selling methodology must be developed based on the company's unique situation in their market, their customer, how the customers buy the complexity and price levels of the product and services the company offers. Competitive pressure, reporting requirements the participation partners and the skill level of their current sales people Stein (2006).

Most companies recognize that the world and their buyers buying process probably have changed forever. But some companies have not recognized the need to make change their sales force Stein (2006). In dealing with falling or declining sales, it is advisable to invest in some short terms training to upgrade the skills of sales and customers service staffs. If you cannot afford to fire experience, train the staff you can afford. This is an investment you cannot afford to miss. Find training that producers result tailored to get to your situation. It can be seminar or distance learning that does not require time away from the property or the job. Verret (2004).

2.8 Conceptual framework

Based on the above theoretical and empirical literatures the student researcher has developed the following conceptual framework and hypothesis.

The model below explained the relationship between the two observable variables in the study. Content, reputation, timing, connection, management and platform represent dependent variable which can directly influence the sales revenue increment which is the independent variable

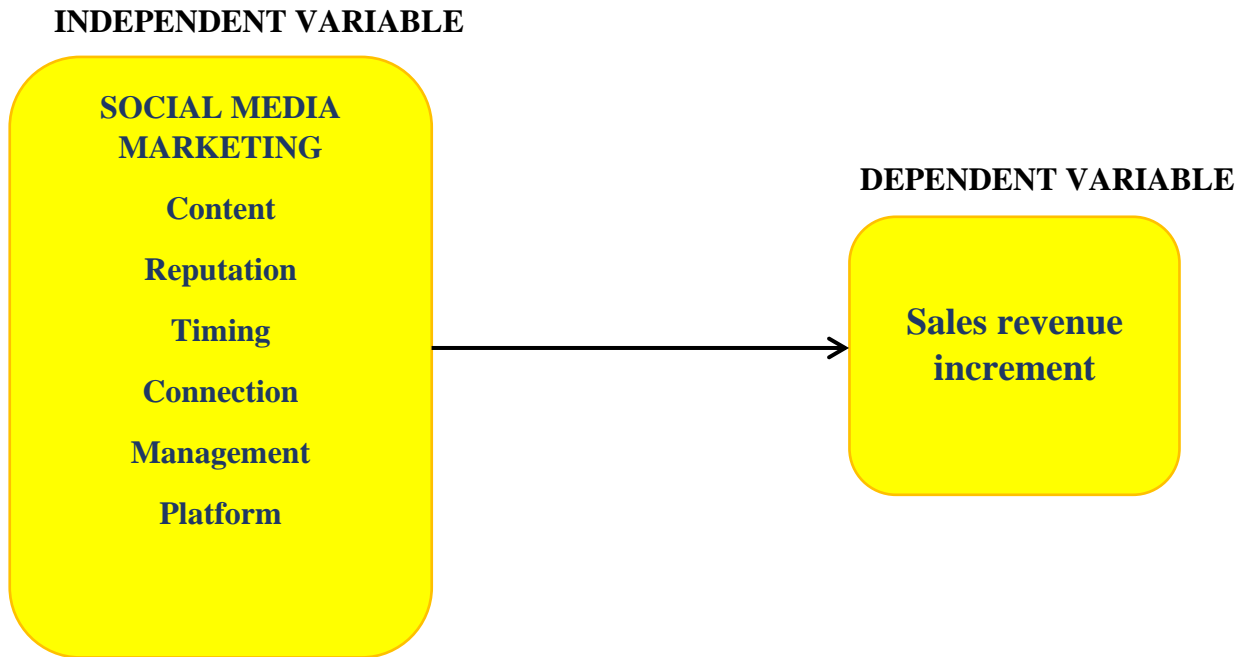


Figure 1. Conceptual framework of the study

2.9 Research Hypothesis

H1. Content marketing has negative effect on sales revenue

H2. Reputation has a negative impact on sales revenue

H3. Timing has a negative impact on sales revenue

H4. Internet connection has a negative impact on sales revenue

H5. Social media Management has a negative impact on sales revenue

H6. Platform has a negative impact on sales revenue

CHAPTER THREE

Research Methodology

3.1 Research approach

Quantitative survey method was use to meet the purpose of this study. The researcher focuses on quantitative research because it is useful to quantify opinions, attitudes and behavior and find out how the whole population feels about a certain issues. Therefore, the researcher preferred the quantitative research strategy because the study needs to address the impact of social media marketing in increment of sales for medical equipment suppliers

3.2 Research Design

According to John W. Creswell (2009) research designs are plans and the procedures for research that span from broad assumptions to detailed methods of data collection and analysis. Research design usually refers to the blue print of the research.

The student researcher was following explanatory type of research to describe and determine the impact of social media marketing in medical device suppliers. The student researcher chose this type of research design in order to help the sector to find the problem that was not studied before in-depth.

3.3 Population, Sample Size and Sample Techniques

Population

Based on a clear definition of the research population, medical equipment importers and wholesalers are the samples for this research. The owners, managers and other employees of this medical equipment suppliers participated on filling the questionnaires.

Sampling Techniques

John W. Creswell (2009) point out that, “Population is the group of interest to the researcher, the group to whom the researcher would like to generalize the results of the study.” Jankowicz (1995) points out that in order to draw a sample; you have to know how many people are in the population, and how this total is made up from people falling into various subgroups in which you might be interested.

Since it is difficult to address all of medical equipment suppliers in Addis Ababa because of time and resources the student researcher tried to use a convenience sampling method from non-probability sampling technique. The target populations of the study are 355 Importer and wholesalers of medical equipment and pharmaceutical products (According to EFDA Supplier list of medical equipment and pharmaceutical Importer and Wholesalers, 2019) It is because the target populations of the study are big in size to address all of them for this research the student researcher used convenience sampling method from non-probability sampling technique and selected 61 medical equipment importer and wholesalers. These suppliers selected based on their main selling product list and all of them are mainly focused on selling medical equipment only and the other 294 suppliers used to sell mixed of pharmaceutical products and medical equipment. Since the main target of this thesis is about medical equipment, the student researcher focused on the medical equipment suppliers only.

3.4 Types of Data to be collected

The student researcher used a primary source of data from medical equipment supplier owners, managers and other level employees. Secondary data was gathered from books, articles, documents and reports.

3.5 Method of Data Collection

Administered questionnaire will be disseminated to gather primary data that used to address the medical equipment suppliers. For the research, primary data was obtained questionnaires from respondent. Secondary data are data that are collected for some purpose other than the problem at a hand (Malhotra, 2005).

As stated earlier, in order to obtain primary data, the student researcher collected a data through questionnaires which are filled by medical equipment supplier owners, managers and other level employees.

For the purpose of gathering primary data, structured questionnaire developed and administered with the selected 61 sample respondents (medical equipment suppliers owners, managers and other level employees).The questionnaire consist of a close-ended questions, to reflect their opinions and experiences related with the impact of social media marketing in their marketing strategies.

3.6 Method of Data Analysis

Research approaches are plans and the procedures for research. That spans the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation. Closed ended questionnaires were analyzed quantitatively by using tables, scale and percentages.

3.7 Ethical Considerations

Each discipline should have its own ethical guidelines regarding the treatment of human research participants (Vanderstoep and Johnston, 2009). Research ethics deals with how we treat those who participate in our studies and how we handle the data after collected. The researcher has kept privacy (i.e. leave any personal questions), anonymity (i.e. protecting the identity of specific individual from being known) and confidentiality (i.e. kept the information in secret) (Saunders et.al, 2007). Besides, the questionnaire will distributed to voluntary participant, it also have clear introductory and instruction part regarding to the purpose of the research.

3.8 Reliability and Validity

Testing validity: many social science studies use an indirect measurement which creates an issue of validity. In general validity refers to the meaning of the measure, the accuracy with which it can be assessed, and the range of inference that can be made from knowledge of the scores. The validity is measured by instrument (Questionnaire) whether the question met the objective or not and discussing with the advisor. The questionnaire design is formulated for the variables from literature review.

Testing Reliability: simply how the questionnaire are reliable. Reliability is an indication of the extent to which a measure is free of variable random error i.e. errors that affect outcomes from observation to observation (Kirk & Miller 1986). To ensure instrument reliability, the researcher exerted every effort in writing items clearly, providing clear instructions, ensuring fair administration and the like. In addition to that based on a pilot sample, the reliability of the questionnaires was tested using Cronbach's alpha.

CHAPTER FOUR

DATA ANALYSIS AND RESULT INTERPRETATION

4.1 Chapter Overview

This section of the chapter dedicated to describe the major finding and analysis of the sample population based on the data gathered from the respondents. All the data collected through self-administered questionnaires and contain closed ended questions.

61 medical Equipment suppliers were selected as a sample respondent by using convenience sampling method from non-probability sampling technique. The information obtained from the respondents is summarized using frequency distribution by using SPSS version 20. The summarized data is then analyzed by applying descriptive analysis method using table following detailed explanations. Finally, interpretation was made to demonstrate the relationship of dependent and independent variables using correlation analysis and multiple regression method.

4.2 General characteristics of the respondents

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	20	32.8	32.8	32.8
Female	41	67.2	67.2	100.0
Total	61	100.0	100.0	

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-25	14	23.0	23.0	23.0
26-35	41	67.2	67.2	90.2
36-44	2	3.3	3.3	93.4
Above 44	4	6.6	6.6	100.0
Total	61	100.0	100.0	

Position	Frequency	Percent	Valid Percent	Cumulative Percent
Owner	33	54.1	54.1	54.1
Managerial Position	9	14.8	14.8	68.9
Other Position	19	31.1	31.1	100.0
Total	61	100.0	100.0	

Company type	Frequency	Percent	Valid Percent	Cumulative Percent
Importer	35	57.4	57.4	57.4
Wholesaler	26	42.6	42.6	100.0
Total	61	100.0	100.0	

Table 1 General characteristics of the respondent

As it is indicated in the above table 32.8% of the respondents are male and the rest 67.2 % are Female respondents. The respondents' age is categorized in to 4 categories. From those categories, between the ages of 18-25 account 23%, 26-35 constitute 67.2%, There are 3.3% respondents which their age group fall to 36-44 and the remaining 6.5% respondents are above 44 years of Age.

54.1% of the respondents are owners of the company while 14.8 % of respondents are working in different managerial position and the rest 31.1 % are working on other position of the company.

From the sample population, 57.4% of the suppliers are Importers and the rest 42.6% are wholesalers.

4.3 Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.751	6

Table 2- Reliability statistics

Reliability test is mainly concerned on the internal constancy. It is also a characteristic of measurement concerned with accuracy, precision and consistency. This study carried out the pilot testing study to find out whether the questionnaires can obtain the outcomes which the study required for meeting objectives and hypotheses of the inquiry. The reliability coefficient applied in this research allowed to identify the stability, consistency and also enhance the accuracy of assessment of the data instrument used in this research.

In the above Reliability test results 0.751 indicates the data is in Acceptable level.

4.4 Correlation Analysis

		Correlations						
		Plat form	Managemen t	Connection	Time	Reputation	Content	Sales Revenue
Plat form	Pearson Correlation	.690 ^a	.375 ^a	.438 ^a	.179 ^a	.023 ^a	.023 ^a	.242 ^a
	Sig. (2-tailed)	.00	.000	.000	.001	.011	.003	.009
	N	61	61	61	61	61	61	61
Social media Management	Pearson Correlation	.558	.638 ^{**}	.407 ^{**}	.207 [*]	.235 [*]	.448 ^{**}	.260 ^{**}
	Sig. (2-tailed)	.000	.000	.026	.011	.000	.005	.009
	N	61	61	61	61	61	61	61
Connection	Pearson Correlation	.638 ^{**}	.698	.383 ^{**}	.126 [*]	.223 [*]	.392 ^{**}	.215 [*]
	Sig. (2-tailed)	.00	.000	.000	.001	.011	.003	.009
	N	61	61	61	61	61	61	61
Time	Pearson Correlation	.407 ^{**}	.383 ^{**}	.637	.571 ^{**}	.295 ^{**}	.623 ^{**}	.541 ^{**}
	Sig. (2-tailed)	.004	.026	.003	.000	.295 ^{**}	.002	.295 ^{**}
	N	61	61	61	61	61	61	61
Reputation	Pearson Correlation	.925 [*]	.223 [*]	.295 ^{**}	.282 ^{**}	.452	.498 ^{**}	.365 ^{**}
	Sig. (2-tailed)	.000	.005	.020	.000	.000	.000	.002
	N	61	61	61	61	61	61	61
Content	Pearson Correlation	.448 ^{**}	.392 ^{**}	.623 ^{**}	.385 ^{**}	.498 ^{**}	.587	.455 ^{**}
	Sig. (2-tailed)	.003	.011	.011	.001	.002		.000
	N	61	61	61	61	61	61	61
Sales Revenue	Pearson Correlation	.260 ^{**}	.215 [*]	.541 ^{**}	.346 ^{**}	.365 ^{**}	.455 ^{**}	. ^a
	Sig. (2-tailed)	.003	.011	.011	.001	.002		.000
	N	61	61	61	61	61	61	61

Table 3- Correlation analysis

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

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

A correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 Field (2005). A correlation analysis with Pearson’s correlation coefficient (r) was conducted on all variables in this study to explore the relationship between variables. To interpret the strengths of relationships between variables, the guidelines suggested by Field (2005) were followed, mainly for their simplicity Correlation analysis results showed that the correlation coefficient between the independent and dependent variable are significant. (Sig<0.05).As mentioned in the above table they have positive relationship among the variables That means it exists when one variable tends to decrease as the other variable decreases, or one variable tends to increase when the other increases. The correlation is significant by 0.05.The P value is <0.05.Sales revenue has a positive correlation with internet connection (r=0.541,P<0.05) and content marketing(r=0.455,P<0.05)Reputation (r=0.365,P<0.05),Time(r=0.346,P<0.05), Platform(r=0.160,P<0.05) and management (r=0.215,P<0.05).

4.5 Regression Analysis

4.5.1 Test of the normality of the data

In statistics, normality tests are used to determine if a data set is well-modeled by a normal distribution and to compute how likely it is for a random variable underlying the data set to be normally distributed. Gujarati (2002)

	Tests of Normality					
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	Df	Sig.	Statistic	Df	Sig.
Sales Revenue	.230	116	.000	.906	116	.000

Table 4- test of normality

a. Lilliefors Significance Correction

Descriptive statistics

	N statistic	Mean statistic	Skewness		Kurtosis	
			Statistic	Std.Error	Statistic	Std.Error
SRI	61	2.16	.946	.221	1.644	.464
Valid N(listwise)	61					

Table 5 – Descriptive statistics

In the above Normality test the skewness 0.946 that means the data is symmetrical. More the values are concentrated. Kurtosis value is 1.644 means more data are peaked than normal.

4.5.2 Test for Multicollinearity

In a statistics, Multicollinearity (also collinearity) is a phenomenon in which two or more predictor variables in a multiple regression model are highly correlated, meaning that one can be linearly predicted from the others with a non-trivial degree of accuracy. O’Brien (2007).

In this study Variable Inflation Factor (VIF) technique is employed. The VIF is a measure of the reciprocal of the complement of the inter-correlation among the predictors: $(VIF=1/(1-r^2))$. The decision rule is a variable whose VIF value is greater than 10 indicates the possible existence of Multicollinearity problem. Tolerance (TOL) defined as $1/VIF$, It also used by many researchers to check on the degree of collinearity. The decision rule for Tolerance is, a variable whose TOL value is less than 0.1 shows the possible existence of Multicollinearity problem. Gujarati(2002)

Model	Constant	Unstandardized	Coefficients					
			Coefficient std error	Standardized coefficient Beta	t	sig	collinearity Tolerance	Stastices VIF
1	Platform	0.564	0.325	0.23	0.316	0.9	0.748	1.337
	Management	0.539	0.164	0.43	5.383	0	0.533	1.877
	Connection	0.433	0.194	0.164	0.541	0.041	0.52	1.924
	Time	0.321	0.426	0.194	3.131	0.056	0.451	2.218
	Reputation	0.429	0.426	0.426	4.137	0	0.451	1.566

Content	0.402	0.061	0.061	0.712	0.054	0.639	1.41
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Table 6 Multicollinearity test

Multicollinearity is generally occurs when there are high correlations between two or more variables. Multicollinearity can be tested in two ways by Pearson correlation and VIF. In this case as we see in the above table the Multicollinearity among the variable is calculated by VIF. The VIF result shows that all the result is less than 10. The VIF results are between 1 and 5 that means they have moderate collinearity among the variable. They have low correlation among the variable.

4.5.3 ANOVA result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
	Regression	297.854	4	74.463	363.966	.000 ^b
	Residual	72.629	355	.205		
	Total	370.483	359			

Table 7 Nova result

In the above table ANOVA explains the joint impact of Independent variables on the dependent variables. Since from the above analysis that F value is 363.966 with a significance value of .0000

4.5.4 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.897 ^a	.804	.802	.45231

Table 8 Model summary

The results of R^2 Valve (Coefficient of determinant) , as presented in the above table revealed that the impact of social media marketing (Platform, management, connection, Time, reputation, content) combined significantly influence sales revenue increment. The R square of 80.4%

means 80.4% of dependent variable is influenced by the independent variable. The rest 20% is not influenced by this model may influence by other model. The rest 20% is not influenced by this model. It is rather by other variables which are not included in this study.

CHAPTER FIVE

Summary, Conclusion and Recommendation

This part of the research is the result of major findings stated on chapter three, data analysis and interpretation, brief summary. And major findings, conclusion and finally helpful recommendation to the research problems are given.

5.1 Summary of major findings

Based on the analysis that was conducted by questionnaire and interview the student researched have summarized the results of the analysis. This summary was conducted to assess the Impact of social media marketing in medical equipment suppliers in Addis Ababa.

The analysis which was conducted by the questionnaire is summarized as follows:-

- The study has employed convenience sampling technique to select respondents and this sample consists of 61 respondents who are working as owner, managerial positions and other positions such as sales and promotion departments in medical equipment suppliers.
- 32.8% of the respondents are male and the rest 67.2 % are Female respondents.
- 54.1% of the respondents are owners of the company while 14.8 % of respondents are working in different managerial position and the rest 31.1% are working on other position of the company.
- From the sample population, 57.4% of the suppliers are Importers and the rest 42.6% are wholesalers.
- The respondents' age is categorized in to 4 categories. From those categories, between the ages of 18-25 account 23%, 26-35 constitute 67.2%, There are 3.3% respondents which their age group fall to 36-44 and the remaining 6.5% respondents are above 44 years of Age.
- 78 % of respondents result shows they prefer to use mixed social media platforms which consists telegram, Facebook and LinkedIn. 14 % of the respondent prefers to use only telegram group and the rest 8 % respondents prefer to use Facebook only.
- 91% of respondents prefer to use social media marketing along with other promotional strategies and the rest 9% of respondents prefer to use social media marketing as their main and only promotion strategy.

- From the respondents answer , 41 % of the respondents answered that they have more than 1500 followers in their all social media platform , 32 % said they have 751-1000 followers , 11 % of them have 251-100 social media follower , 5 % of them have less than 100 follower and the rest 3% have 501-750 follower.
- 26 % of the respondents answered that from their followers 101-300 are medical facility owners.51 % of the respondents said from their followers less than 100 are health facility owners. The rest 23% said from their followers 301-600 followers are owners of medical facilities.
- 77 % of respondents don't agree with posting of product price in social media whereas 23 % of the respondents prefer to post product price in their social media platforms.
- 4 % of respondents said their company has Social media manager and the rest 96% don't have specific social media manager in their company.
- 34 % of respondents said their facebook page got a lot of reaction from all of their platforms 62% of respondents their Telegram channel got more reaction and the rest 4% of the respondents said LinkedIn got more reaction for them.
- 90% of the respondents answered that the sensitiveness of health issue in Ethiopia is one of the challenges for social media promotion while 10% of the respondents don't believe that sensitiveness of health issue is not a challenge
- 98% of the respondents said social media promotion is better than door to door promotion regarding to cost effectiveness and 2% of respondents prefer door to door promotion over social media promotion regarding to cost effectiveness.
- 71 % of respondents believe that their customers prefer direct contact than social media communication and the rest 29 % believe their customers prefer social media communication than physical communication for promotion.
- 89% of respondents believe social media marketing can enhance health sector of Ethiopia where as 11 % of the respondents don't believe social media marketing
- 34 % of respondents believe that social media promotion is better than door to door promotion regarding to sales revenue increment and the rest 66 % believe door to door promotion is better than social media promotion for increment of sales revenue.
- 77 % of respondents answered they update their social media account for promotion 1-3 times per week, 12 % of respondents answered they update their social media account for

promotion 4-6 times per week, 7 % of respondents answered they update their company social media account for promotion 7-10 times per week and the rest 4 % update their social media account of their company more than 10 times.

- 65% respondents answered that they never noticed about lost internet connection significant impact on their sales revenue increment, 22 % answered lost internet connection has significant negative impact on their sales revenue while the rest 13 % respondents believe there is no impact on their sales increment by lost internet connection.
- According to respondents answer, 31 % of respondents customers read and react for their social media post in the morning time of the day, 13 % of respondents read and react in the afternoon, 49 % of the of respondents customers read and react for their social media post in the night time of the day and the rest 7 % of respondents customers read and react after mid night.
- 98 % of Respondents answered that their company don't use paid social media boost to promote and address a lot of customers and the rest 2 % use paid social media promotion boost.
- 91 % of Respondents answered their company social media promotional posts use picture with texts, 4 % use picture only, 3 % uses Text only and the rest 2 % uses Video.
- 87 % of respondents answered Their customers level of seeing the products to buy after their promotional post is very high while 11 % of the respondents answered level of their customers to see the products after their social media post is high and the rest 2 % believe that their customers level of seeing the machine to buy is low.
- 78 % of respondents answered that they see relevant increment of sales because of their social media marketing strategy whereas the rest 22 % believe there is no relevant increment of sales which initiated by their social media marketing strategy.

5.2 Conclusion

The main points which are raised on the analysis and summary parts of the research are concluded to address the basic research questions that are:-

1-What kind of social media marketing can be used to increase sales revenue?

2. Which Social media platform has proven to be effective to promote medical devices in Addis Ababa?

3. Does the content of the social media message have an effect on the sales of medical devices suppliers?

4-Does social media marketing can address all the needed customers?

5-What are the challenges in promoting medical devices by using social media marketing?

6- Does a lost internet connection have an impact on the sales revenue of medical devices suppliers?

In line with the basic research questions mentioned above, data analysis and findings, it is concluded that:-

- According to the data gathered using the two main social media platforms which is Facebook and Telegram is suitable to address the customers of medical equipment suppliers.
- Using Picture and text in every post of their social media promotion of medical equipment suppliers can get a lot of attention and reaction which can make the customers to contact the supplier for further information to buy the product which will increase the revenue of the company.
- Social media marketing strategy is not enough alone to be the only marketing strategy for medical equipment suppliers.
- Social media marketing strategy can't address the entire targeted customer of medical equipment suppliers.
- Social media marketing strategy along with other marketing strategies can be very effective in sales revenue increment of medical equipment suppliers in Addis Ababa.
- There is no noticeable relation of slow/bad internet connection with sales revenue increment or on negative impact.

5.3 Recommendation

Based on the outcomes of the study, some points which are believed as possible solutions are suggested.

- Medical equipment suppliers of Addis Ababa should use mixed marketing strategy of social media marketing along with other marketing strategies. The student researcher believes using Telegram channels and Facebook pages to promote medical equipment in social media are the best methods to enhance the service of the suppliers.
- As the study find out, Content of social media marketing is very essential. Using quality picture of a product along with small descriptive texts about the product can get a lot of attention from the followers. Since most of the followers of this medical equipment supplier's social media account, it is very influential to make them to believe on the product and act on it to buy which finally initiate the sales revenue increment of the company.
- Since the social media marketing strategies are not enough to address all of the targeted customers of medical equipment suppliers, the student researcher recommend to use social media marketing strategy along with door to door promotion. This will help the suppliers to address customers which are not active in social media but potential in buying decisions.
- Social media marketing of medical goods has to be acknowledged and promoted by ministry of health to make a lot stake holders to use and gain the advantage of technologies this will initiate the suppliers to give the best of them for the market.
- As we found out on this assessment, the busyness of medical doctors and other health professionals it will be very difficult to post different materials on the same time again and again. the student researcher recommend to post 1-2 posts per week for not make the health professional get bored with the supplier repetitive promotional posts which may cause to mute the channel or delete the group .

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Master's Degree in Marketing Management

Name: - Melaku Hailemariyam

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Dear respondent I am currently conducting a research as part of a partial fulfillment of the requirements for the degree of Masters of Art in Marketing Management. The purpose of the research is to find out the impact of social media marketing for medical equipment supplies in Addis Ababa. All information obtained will be used for academic purpose only. Hence, be assured that your responses will not be revealed to anyone. Please answer all the questions, as they are vital for the success of this research. Dear respondent, you are expected to answer the questions by using a tick () on the boxes and by filling the ruled lines.

Thank you in advance for your utmost cooperation

1. Please select and fill on the areas which indicate your personal information and company info

Sex - Male Female

Age- below 18- 25 26-35 36-44 Above 44

2. What is your position in your company?

Owner Managerial position other position Employee

3. What kind of medical device supplier is your company?

Importer Wholesaler

4. Does your company use social media marketing strategy?

Yes No

5. Which social media platform is convenient for your company to make social media marketing? (You can choose more than one)

Telegram Facebook Twitter YouTube LinkedIn
Others

6. How many social media followers does your company have in all platforms?

Less than 250 251-500 501-750 751-1000 1000-1500 more than 1500

7. How many of your social media followers are health professionals?

Less than 100 101-300 301-600 601-900 901-1200 more than 1200

8. How many of your social media followers are health organization (Hospital & clinic) owners?

Less than 100 101-300 301-600 601-900 901-1200 more than 1200

9. Which platform will get a lot of reaction (Like, share, comment, view) from the platforms?

Telegram Facebook Twitter YouTube LinkedIn
Others

10. Do you think social media marketing is better than door to door promotion regarding to cost of promotion?

Yes No

11. Do you think social media marketing is better than door to door marketing regarding to increment of sales revenue?

Yes No

12. Do you prefer to promote your products on social media along with other marketing strategies?

Yes No

13. Do you believe using only social media marketing strategy for your products is enough?

Yes No

14. Do you believe Social media marketing for medical device is less famous when you compare it to other products?

Yes No

15. Do you believe one of the challenges for medical equipment social media marketing popularity is sensitiveness of health issue?

Yes No

16. Do you believe one of the challenges for medical equipment social media marketing is busyness of the health professionals to access the platform because of heavy work load?

Yes No

17. Do you believe the value of medical equipment is very high to buy directly from online market?

Yes No

18. Do you think starting online platform (Website) for all medical device suppliers to promote their medical device is better than to promote in other social media platforms?

Yes No

19. Do you believe your customers prefer to buy the devices by reviewing your post and contacting you via social media without physical meeting?

Yes No

20. Do you believe your customers prefer to buy the devices by contacting you physically /or coming to your office than reviewing your post and contacting you via social media?

Yes No

21. Which age group are your social media followers?

Less than 25 26-40 41- 55 more than 55

22. Do you believe social media marketing strategies of medical devices should include price of the device?

Yes No

23. Do you think Social media marketing strategy of medical devices can enhance the medical sector of Ethiopia?

Yes No

24. Does your company have social media manager who is responsible only for social media marketing strategy?

Yes No

25. Did you find out that there is a direct relationship of sales revenue increment of your company and your social media activity?

Yes No

26. Do you think social media marketing has to be promoted to stake holders of the sector to be benefited more than this?

Yes No

27. Do you appreciate if social media account of medical device suppliers has to be checked by legal authority before any post to control the validness of the post ?,since health issue is very sensitive .

Yes No

28. Does blocked/ low internet connection in the country has significant impact on your sales revenue?

Yes less likely yes No never noticed

29. Which time seems convenient for your customer to read and react on your post?

Morning afternoon night after midnight

30. Which situation do you prefer to post your products promotion in your social media account?

When new device is for sale

When competitor is selling same product

When our company adjust price

When specific product sales revenue gets low

I don't prefer specific situation, I may use all of the options listed

31. How often your company social media account updated per week?

1-3 4-6 7-10 more than 10

32. How often your social media followers contact your company after your promotional material posted on your company social media account?

Very Often Often less often not at all

33. How often your company shows significant increment of sales after your social media promotional post?

Very Often Often less often not at all

34. Does your company use paid social media marketing boosts?

Yes No

35. Does your company get significant change on sales revenue after you boosted your post?

Yes less likely yes No never noticed

36. What is the level of your customer interest to see the products after once you posted promotional post to your page?

Very high High low very low

37. How often people call/or come to your office and buy the medical device which you have posted in social media?

Very Often Often less often not at all

38. How many posts make your followers happy and make them act immediately which can be seen on increment of sales ?

1-3posts/wk 4-6posts/wk 7-10posts/wk morethan10posts/wk

39. What kind of social media content will get a lot of reaction from your followers?

Picture text and picture combined Text Video Links

40. Do you believe your social media promotional posts will address your entire targeted customer?

Yes No

41. How often your company social media promotion include price of the items?

Very Often Often less often not at all