

**ST.MARY'S UNIVERSTY
SCHOOL OF GRADUATE
MARKETING MANAGEMENT PROGRAM**



**DIGITAL MARKETING PRACTICE IN PROMOTING ALCOHOL DRINKS AND
PROHIBITION EFFECT ON CONSUMER BRAND AWARENESS
(THE CASE OF BGI ETHIOPIA)**

By: BLEN LEULSEGED YEMENU

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

**May, 2022
ADDIS ABABA, ETHIOPIA**

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DECLARATION

I, am **Blen Leulseged** the under signed, declare that this thesis entitled: **DIGITAL MARKETING PRACTICE IN PROMOTING ALCOHOL DRINKS AND PROHIBITON EFFECT ON CONSUMER BRAND AWARENESS (THECASE OF BGI 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 properly acknowledged.

Blen Leulseged

CERTIFICATE OF APPROVAL

This is to certify that the thesis prepared by **Blen Leulseged**, entitled: **DIGITAL MARKETING PRACTICE IN PROMOTING ALCOHOL DRINKS AND PROHIBITION EFFECT ON CONSUMER BRAND AWARENESS (THE CASE OF BGI ETHIOPIA)** and submitted in partial fulfillment of the requirements for the Degree of Masters of Art in Marketing Management complies with the regulations of the University and meets the accepted standards with respect to originality and quality.

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ABSTRACT

This study was undertaken to investigate the digital marketing practice in promoting alcohol drinks & prohibition of Broadcast, Printing media & outdoor advertisement effect on consumer brand awareness in case of BGI Ethiopia. This study was based on both primary and secondary data. To collect the primary data from the consumer of the company, questionnaire has been employed. In addition to this, an interview was conducted face-to-face and questions were asked to marketing department of BGI Ethiopia. To determine the sampling technique of this study, non-probability sampling techniques was used. The target respondent was the respondent that consumes the products. The research analyzed the collected data by using descriptive statics and inferential analysis. SPSS version 20 software was employed to analyze the collected data through the statistical tools used in this study. The research findings indicate the ban advertising of alcohol drinks affect the consumer brand awareness of BGI Ethiopia. Therefore this research recommends using digital marketing effectively mostly social media and YouTube. The study concludes that the ban of promotion alcohol drinks affects the brand awareness of the consumers. This implies that marketing managers need to give more emphasis and due attention to digital marketing practices variables since they influenced by the prohibition of promotion of alcohol drinks, so that the company could create brand awareness and increase its market share and also stay in the market competitively.

Key words: *Digital marketing, Brand awareness, broadcast media, printing media*

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

Digital marketing is a type of marketing that promotes products and services through the use of internet and online-based digital technology such as desktop computers, mobile phones, and other digital media and platforms. Its expansion during the 1990s and 2000s changed the way brands and businesses utilize technology for marketing. Digital marketing campaigns have become more common as digital platforms have become more integrated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical stores, using a combination of search engine optimization (SEO), search engine marketing (SEM), content marketing, social media marketing, display advertising, influencer marketing, content automation, campaign marketing, and more. Non-Internet channels that supply digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones, are included in digital marketing. Digital marketing differs from online marketing in that it extends to non-Internet channels.

As digital platforms become more integrated into marketing planning and everyday life the digital marketing practices are becoming effective way of marketing strategy. And also marketers regardless of their geographic location can reach out to potential customers directly in the shortest time possible. Digital marketing, electronic marketing, e-marketing, and Internet marketing are all terms that refer to “marketing online, whether through websites, online ads, opt-in emails, interactive kiosks, interactive TV, or mobile devices” (Chaffey & Smith, 2008). Khan and Mahapatra (2009) mentioned that technology plays a critical role in improving the quality of services provided by the business units. According to Gurau (2008), the online marketing environment provides social media marketers with a variety of opportunities as well as obstacles. All forms of social media give businesses the chance to introduce themselves and their products to dynamic communities and individuals who might be interested (Roberts & Kraynak, 2008). Social media marketing, according to Chaffey (2011), entails "encouraging customer communications on the company's own website or through its social presence." Companies can utilize social media to communicate their messages to their target audience without having to pay for the publishers or distributors that are typical of traditional marketing.

BGI is a large scale brewery and beverage production wing of Group Castel, operating in over 53 countries. Since 1998, BGI Ethiopia PLC has been operating in the production and distribution of

beer, wine, and other beverages. BGI owns five breweries including St. George Brewery in Addis Ababa, the Kombolcha Brewery, Hawassa Brewery, Zebidar Brewery, and Maychew Northern Brewery, which have a total yearly production capacity of 3.6 million hectoliters of beer (bottle and draft). And also, the Castel Winery and Vineyard in Zeway is owned and managed by the company. The winery, which opened in 2012, produces a total of 12,000 hectoliters of various wine kinds each year under the Acacia and Rift Valley brands. BGI Ethiopia's products are distributed by partner agents in all corners of the country and exported internationally to North America (USA and Canada), Europe (UK, Italy, France, Germany, Switzerland, Belgium, Netherland etc.) Middle East (Israel and UAE), Australia, Africa (Kenya, Tanzania, South Africa, South Sudan, Djibouti etc.), Asia (China, Japan etc.)

Marketing and promotion are no longer limited to traditional channels. The phrase "digital marketing" refers to a variety of marketing techniques that make use of numerous digital channels to create a brand image, brand awareness and promote a product or service as effectively as possible. Digital marketing plays a critical part in one of the most competitive business environments. To compete with well-established companies while following to many municipal, state, and federal restrictions that regulate advertising tactics for this business, alcohol-related digital marketing requires a high level of understanding and skill. Marketing activities carried out on digital platforms enable marketers to communicate directly with potential customers at a rapid pace, regardless of their geographical location and changed the way people communicate in their personal and professional lives. One of the simplest methods to deal with the complexity and communicate directly with the customer is through online marketing, which has lately been identified as one of the easiest ways to do so. Digital marketing gives consumers a place to keep up with what's going on in their lives, as well as a network of potential clients who can help the company expand.

1.2Statement of the Problem

Marketing is the process of getting potential clients or customers interested in your products and services. Marketers' primary goals, according to Vivekananthan (2010), are to acquire new customers and keep existing ones in order to expand their market share and create brand awareness. Companies may have the best product in the world, but if consumers are unaware of it, it's very difficult to make a single sale. The primary concern of a business owner is to raise product awareness and establish a distinctive selling proposition. Marketers consider a variety of marketing methods and options to ensure that the product receives the most exposure feasible. Many

companies use both marketing methods traditional marketing and digital marketing to promote their product.

The alcoholic beverage industry is one of the major sources of income for many media agencies via advertising. The industry is also known to sponsor a number of television and radio programs. In Ethiopia back in February, 2019, the parliament approved a bill, entitled the “Food and Medicine Administration Proclamation” banned alcohol promotion on broadcasting medias, printing media & outdoors advertisement outlets. The proclamation that seeks to ban any broadcast media advertisement (television and radio) on alcoholic drinks and billboard advertisements. Internet world stats on the latest stats as of 31 March 2021, showed that above 5 billion people across the globe had regular access to the internet. And also, in Africa showed that close to 600 million had regular access to the internet. In our country Ethiopia close to 118 million population; 21 million of them are users of internet on December 2020, 17.9% of the population per International Telecommunication Union (ITU). About 7 million Facebook users in March 2021, 6.0% Penetration rate.

Many alcohol beverage industries highly affected by the restriction on broadcast media advertisement and billboard advertisement. Broadcast media has the most effective impact on promoting and creating brand awareness of company’s products. According to Abideen & Saleem(2011) Television Advertisement is a best way to promote products and services in front of millions of consumers. Because of the restriction they are forced to change the whole marketing strategy of the company and shift to other digital marketing tools to promote their products. Even if they are shift their marketing strategy to digital platform in case of developing countries like Ethiopia it’s really hard and challenging to reach out for the target customer as it was on traditional marketing. Beside that marketing using digital platforms is still a relatively new concept and particularly for organizations operating in developing countries with poor infrastructures. Accordingly, from the time when the prohibition of alcohol drinks are proclaimed by the Federal Democratic Republic of Ethiopia House of People’s Representatives impacts the company for that reason analyzing the practice of digital marketing in promoting alcoholic beverage industry is essential factor on selecting and implementing effective marketing campaign, targeting the right consumers and maximize sales volume in this intense competition among other alcohol beverage companies.

1.3Research Questions

Based on the above problem student researcher has been answered the following basic research questions.

1. What are the digital marketing practices of alcohol drinks?
2. What are the effect of Broadcast, Printing media & outdoor advertisement restrictions on Brand awareness of a company's Products?
3. How Broadcast, Printing media & outdoor advertisement restriction affect brand awareness of a company?
4. What are the most preferred digital marketing platforms?

1.4 Research Objective

1.4.1 General objective

- To analyze the practice of digital marketing and the restriction of Broadcast media, printing media and outdoor advertising impact on companies Brand awareness in case of BGI Ethiopia.

1.4.2 Specific objective

- To examine the various elements of digital marketing.
- To find out the effect of Broadcast, Printing media & outdoor advertisement restrictions on Brand awareness of a company's Products.
- To determine in what extent Broadcast, Printing media & outdoor advertisement restriction affect Brand awareness of a company?
- To identify most preferred digital marketing platforms.

1.5 Significance of the Study

Digital marketing has become an important marketing tool as a result of the technological revolution and the introduction of the internet around the world. Since there are restrictions on promoting alcoholic drinks through Broadcast, Printing media & outdoor advertisement digital marketing has become an important marketing tool to be considered in the Company strategic marketing plan. In this research, the student researcher tried to show different digital marketing alternative to promote their product and reach to the target audiences, as well as their impact on firm brand awareness. The recommendations of this research can be used to frame an appropriate digital marketing strategy in which companies can give special consideration to digital marketing along with the other traditional tools of promotion. Furthermore, this research will give a clue for those who will be interested to conduct further study on the issue.

1.6 Scope and Limitation of the study

1.6.1 Scope of the study

This study focus on digital marketing Practice and ban of broadcast media, ban of printing media and ban of outdoor advertising impacts on the brand awareness of alcohol beverage industry of BGI Ethiopia. The scope of the study is limited to Addis Ababa, capital city of Ethiopia. This

geographical limitation is not only chosen because of time, access and cost restriction, but also it is believed that one of the leading breweries, the most iconic and trusted beverage company in Ethiopia.

1.6.2 Limitation of the study

During the preparation of this thesis, the student researcher constrained by various restrictions among the limitations, some major one includes lack of finance and adequate time; some consumers were hesitant to fill the questionnaire that could bring up the thesis on high level. And also lack of related literature conducted in our country on the area of the impact of Broadcast, Printing media & outdoor advertisement restriction on alcohol beverage industries was another limitation of this study.

1.7 Organization of the Study

The study is organized in five chapters. The first chapter includes background of the study, statement of the problems, research questions, Objectives of the study, significance of the study, scope of the study and organization of the study. In the second chapter literature review is viewed. The third chapter deals with research design and methodology, the fourth chapter presents the analysis and interpretation of data. The fifth chapter includes summary, conclusion and recommended model with expressive recommendation. And finally the reference and appendixes is attached with the research paper.

CHAPTER TWO

REVIEW OF THE RELATED LITERATURE

This chapter provides an insight to readers about the theoretical reviews, empirical reviews and conceptual framework of the study is presented at the end of this chapter.

2.1 Theoretical Review

2.1.1 The core of the digital market

For businesses, the Internet is the most powerful tool available. Businesses will need to combine online and traditional ways to better satisfy the demands of their clients if they are planning to be successful. According to Dasgupta and Ghatge (2015), the Internet has remained at the center of digital marketing due to its ease of integration and compatibility with a variety of digital devices such as tablets, mobile phones, watches, and so on.

Currently products are placed, advertised, circulated and bought through the internet. Consumers can obtain information through digital media at any time and from any location. Consumers can now not only rely on what the firm says about their brand, but also on what the media, friends, associations, peers, and others are saying about it, thanks to the advent of digital media. It also allows the salesperson to promote a greater variety of mass-produced goods. In order to compare the price among existing goods, aids of the Internet is significant. The Internet also adds a new, convenient, quick, and simple way of movement. Consumers and advertisers have both become storytellers as a result of advertising's template change, in which discussions have taken the place of money-making messages. Nowadays, salespeople and marketers use numerous marketing approaches and implement different types of digital marketing strategies.

The term "interconnected network of computers" refers to a worldwide network of computers connected by dedicated routers and servers. In the context of the universal network, computers have files known as web pages, which can be accessed by other computers connected to it. The three basic types of networks that make up the internet are intranet, extranet, and web. Intranets practice internally in a company by using Hypertext mark-up Language (HTML). Extranet, on the other hand, is made up of two or more custody networks that are linked together with the goal of giving information. For hypertext navigation through a browser, the Web provides a graphical user interface.

The "Advanced Research Project Agency Network" (ARPANET), the prototype of today's electronic mail and the internet, made its first public demonstration in 1972. By the year 1985, the internet had proven itself as a technology capable of supporting a large number of researchers and

inventors. The internet revolution was boosted by Tim Berners- Lee's development of the "World Wide Web (WWW)" in 1991. Furthermore, beginning in 1993, the internet was totally unblocked for commercial use. According to Nair (2015), the Internet has advanced rapidly, allowing people to create and share information with others using web 2.0 technologies.

Furthermore, the internet gave advantages such as customization, interactivity, personalization, and connectivity, which influenced consumer behavior in a positive way. In addition, digital marketing became the most important means of marketing as a result of advanced services, devices, and networks that applied deliberate influences on customers in joining together a salesman.

Customers increasingly utilize the internet for a variety of purposes, including searching, socializing, purchasing, downloading, reading, uploading, comparing, marketing, and providing feedback. In order to look for and obtain various types of information, the Internet is extremely useful. The majority of clients begin their decision-making process on the internet.

2.1.2 Concept of Digital Marketing

According to Deichmann et al. (2016), the term "digital" can be defined as "a technology for conveying data that is either finite or non-variable in nature." In contrast to the term "analog," "digital" refers to a continuous data transmission technique. When a marketing action is dependent on various types of digital platforms to carry out the market's function, the marketing action is said to be digital. Furthermore, digital marketing is defined as a method of advertising goods and services through one or more forms of digital or electronic media. Also, it is the platform via which a variety of commercial organizations can access clients using a variety of digital technologies.

According to Kaur P, Pathak A.(2015), digital marketing includes many tools that are essential communication methods for both customers and companies. Companies are varying in adopting those tools depending on what is best fits their purpose and their business model. E-mail marketing is one of the common tools that digital marketing offer. Digital media is marketed as a seamless collection of data, tests, and estimates that will lead to the most effective and advanced projects they can undertake afterward. Fifteen years later, it is discovered that the fact that it is unimaginable can still be much more disturbing than it seems at first glance. The digital media scene of the present is more complex than at any other moment in recent memory. Continuous and fast presentation of new steps, devices, data sources, and media usage gadgets (such as tablets and cell phones) has created a domain that can turn the advertiser's head. This experience is currently a copy of one of these decisions that involve recognizing the need to achieve the desired results to achieve their numerical

goals. Digital media is incredible in creating information about who they are, what they like and what they hate and where they are on the Web.

The digital media scene has changed dramatically from the mid-90s to today. Two odious media compositions have been created for ten years, but over the years we have told them about them. The first is a paid media, as a paid hunt (think of Google Ad Words) or TV promotion. Paid media is simply a digital media channel that pays for the use of a brand. The second is the demanding medium. This is a non-specific term for a media resource or platform that a company declares, controls, and uses to communicate with the incoming audience. The types of most regularly claimed media websites are marked sites of a website, email marketing sites and friend sites. Clicks are always key pieces of information to collect and test for paid and claimed media. In any case, it may be helpful to track what happens after a client has tapped a connection, but it may not respond to all queries.

2.1.3 Various elements of digital marketing

There are various elements by which digital marketing is formed. All forms operate through electronic devices. The following are the most significant aspects of digital marketing:

- **Online advertising**

All advertising delivered via the internet is referred to as online advertising (Evans, 2009). As a result, any marketing message disseminated over the internet can be classified as online advertising. Consumer interests are best served by internet-based advertising, which gives the most relevant content and advertisements. Publishers post information about their products or services on their websites so that customers or users can learn more about them for free. Advertisers should use the internet to run more effective and relevant adverts. The organization is able to keep a tight grip on its budget and schedule by using online advertising.

- **Email Marketing**

Email marketing is described as sending a message about a product or service to a current or potential customer via email. Direct digital marketing is used to send advertisements, increase brand and consumer loyalty, increase customer trust, and raise brand exposure. This part of digital marketing allows a company to quickly promote its products and services. In comparison to advertising or other forms of media exposure, it is relatively inexpensive.

- **Social Media Marketing (SMM)**

Social media marketing is one of the newest and most admired types of digital marketing, allowing marketers to push their brand image forward in the most powerful and trendy way. It is the most

effective instrument for promoting a company's goods and services. Many companies use their social media pages to promote their products by posting frequent updates and special offers, as well as allowing people to create, share ideas, information, and photos related to the company's products and services. Facebook, Twitter, LinkedIn, and Google+ are examples of social media marketing networks.

- **Text Messaging**

It is a method of sending product and service information from cellular and smart phone devices. The company can communicate information in the form of text (SMS), photos, video or audio (MMS). In the early 2000s, through cellphone SMS (Short Message Service) became extremely popular in Europe and some areas of Asia. Text messages can be used to convey order confirmations and shipping alerts. SMS campaigns yield faster and more significant results. Companies can use this technology to deliver marketing messages to their customers in real time, at any moment, and know that they will be viewed. A company can prepare a questionnaire to get useful client input for future product or service development.

- **Mobile Marketing**

Mobile marketing is a relatively new branch of marketing, referring to the two-way marketing communication between company and customers that takes place via mobile devices. The website, apps and content is being customized for mobile devices. The mobile users are growing day by day and it is the most effective way of marketing. Dushinski (2009) defines mobile marketing as a revolutionary tool for connecting companies with each of their clients via their mobile devices in the right time, on a right place and with appropriate direct message.

- **Affiliate Marketing**

Affiliate marketing is a type of pay-per-click advertising. A firm rewards affiliates for each visitor or customer they bring to the company through marketing efforts they create on behalf of the company in this sort of marketing. The merchant also known as "retailer" or "brand", the network, the publisher also known as "affiliate", and the client are the four main participants in the industry. Because the business has become so sophisticated, a secondary tier of players has emerged, including affiliate management agencies, super-affiliates, and specialized third-party vendors. There are two ways to approach affiliate marketing: A company can either offer an affiliate program to others or join up to be an affiliate for another company. If a business wishes to run an affiliate program, the owner must pay affiliates a commission for each lead or sale they bring to the business's website. The major purpose of the company is to recruit affiliates that can help them access unexplored areas.

- **Search Engine Optimization (SEO)**

The technique of altering the appearance of a website or a web page in a search engine's "natural" or unpaid (organic) search results is known as search engine optimization (SEO). In general, the earlier (or higher ranked on the search results page), and more frequently a website appears in the search result list, the more visitors it will receive from the search engine users. Image search, local search, video search, academic search, news search, and industry-specific vertical search engines are all possible targets for SEO.

- **Search Engine Marketing (SEM)**

Search Engine Marketing (SEM) is one of the most fundamental sorts of digital marketing services, and it entails using ads on search engines like Google, Bing, and Yahoo to help businesses expand their market online. SEM is a sort of internet marketing that entails increasing the visibility of websites in search engine results pages (SERPs) mostly through paid advertising.

- **Pay Per Click (PPC)**

Pay-per-click marketing is a method of generating clicks to your website by paying for them rather than "earning" them naturally. Pay-per-click advertising is beneficial to both searchers and advertisers. It is the most cost-effective method for advertising a company's products and services since it results in higher engagement with the products and services.

- **Content Creation**

Nowadays, one of the most essential types of digital marketing is content marketing, which turns around the management and execution of various written, engaging, downloadable, and visual digital media content. Blogs, white papers, e-books, case studies, how-to guides, question-and-answer articles, forums, news and updates, photos, banners, info graphics, podcasts, webinars, videos, and content for micro blogging and social media sites are all examples of content types. All recent adjustments to Google's algorithm, whether Panda, Penguin, or Hummingbird, emphasize the importance of content when filtering search results. You can be creative and generate content on any topic, then link it to your business indirectly.

- **Digital Display Advertising**

Digital display advertising, according to Robinson et al. (2007), is an online kind of advertising in which a company's promotional messages show on third-party sites or search engine results pages, such as publishers or social networks. There is evidence that this advertising can boost the amount of website page views from most sorts of customers, with the exception of non-authenticated users who have already visited the website. The primary goal of display advertising is to raise brand awareness while also encouraging consumers to make purchases.



Figure 1: Types of Digital Marketing

2.1.4 Impact of Digital Marketing on Business

According to Paul, et al. (2018), today's civilization is driven by digital technology. People in many parts of the world may not have access to clean water, but they do have smartphones. This is why the majority of individuals are at ease with online marketing. Digital marketing is another unrealistic stimulation in people's lives right now. Furthermore, digital marketing has an impact on people's interactions, habits, work, and purchases.

Digital marketing requires a firm grasp of the use of the digital universe in order to maximize brand effect and recognition. In addition, digital marketing provides a means for potential customers to feel like they are a part of the company. Furthermore, because customers constantly observe the brand's content, digital marketing provides the opportunity to feel connected to the company. This encourages potential customers to try out goods and services that they might not have considered previously.

There are over 3 billion people that use social networking sites on a daily basis. In the framework of a study conducted by an advertising business, it was discovered that many people prefer to follow brands rather than personalities on social media sites. In the case of Instagram, which is a photo-sharing platform, 80 percent of users follow at least one business. As a result, now is unquestionably the best time to use digital media to improve a brand's image, as well as achieve other goals that are beneficial to the business's goals.

To optimize a brand's influence and recognition, digital marketing necessitates a thorough understanding of the digital universe's applications. Furthermore, digital marketing allows potential customers to feel like they are a part of the business. Furthermore, because customers are constantly exposed to the brand's content, digital marketing allows them to feel more connected to the business. This encourages potential customers to test items and services they may not have previously considered.

At this time, there are more or less digital media aids as well as digital marketing styles and their impact on businesses:

- Increase in Brand Awareness-In today's world, social media is used by more than half of the world's population. It's a natural place to communicate with highly targeted potential buyers on social media. Social media can assist an organization in promoting their brand and increasing brand recognition. According to a research, over 60% of Instagram users have discovered new products using the platform. It shows that customers connect with businesses they are already familiar with as well as those they learn about through social media channels.
- Generation of Leads-Digital media is a low-commitment approach for potential clients to show interest in a business as well as its goods and services. When new customers express interest in a company via digital media, it indicates that they are interested in the brand as well as its products.
- Boost in Sales-On the social networking site, anyone can sell whatever thing they want. A limitless digital marketing approach, on the other hand, can bring in solid business and opportunities for a brand. People who utilize social media platforms are on the rise, and social sales tools continue to improve. As a result, the social media network is becoming increasingly important for e-commerce and product discovery.
- Involve Consumers and Viewers- Social media platforms allow brands to engage with consumers in an unwavering manner, and consumers can connect with brands through social media. There are numerous digital marketing companies in India that provide digital marketing services to consumers. SRV Media is a digital marketing firm that provides end-to-end digital solutions for all of a company's requirements.

2.1.5 Important Benefits of Digital Marketing brings to the customers

Digital marketing has transformed clients' buying habits as a result of rapid technical advancements. It has provided consumers with a number of benefits, as listed below:

- Stay updated with products or services- Consumers can stay up to company information updates via digital marketing technologies. Many consumers may now access the internet from anywhere at any time, and businesses are constantly updating information about their products and services.
- Greater engagement- Consumers can interact with the company's varied operations through digital marketing. Consumers can go to the company's website to learn more about the products or services, make online purchases, and leave feedback.
- Clear information about the products or services- Consumers acquire clear information about items or services through digital marketing. There is a small probability that information obtained from a salesperson in a retail business will be misinterpreted. The Internet, on the other hand, provides extensive product information on which clients can base their buying decisions.
- Easy comparison with others- Because many organizations are attempting to advertise their products or services through digital marketing, it is becoming the largest benefit to the customer in terms of allowing customers to compare products or services from other suppliers in a cost-effective and time-efficient manner. Customers do not need to go to a variety of different retail shops to learn about the items or services.
- 24/7 Shopping- Because the internet is available 24 hours a day, there is no time limit on when a buyer can buy a goods online..
- Share content of the products or services- Digital marketing allows viewers to share the product or service's content with others. One can readily transfer and obtain information on the attributes of a product or service to others via digital media.
- Apparent Pricing- The company displays product or service prices using digital marketing channels, making prices very clear and transparent for customers. Customers benefit from being informed instantly by simply looking at any one form of digital marketing. Companies may change prices or offer special offers on their products or services on a regular basis, and customers benefit from being informed instantly by simply looking at any one form of digital marketing.
- Enables instant purchase- In traditional marketing, customers that use conventional marketing first see the advertisement before going to a local store to buy the products or services. Customers can acquire products or services immediately using digital marketing.

2.1.6 Important Benefits of Digital Marketing brings to the company

- ✓ Nominal struggle: One of the most significant financial burdens that companies must tolerate is the cost of digital marketing and promotion. While large companies may not find it as inconvenient to spend millions on digital marketing and advertising, for small businesses, this may be unthinkable or a nightmare (Karimi, and Naghibi, 2015). In comparison to the traditional method, digital marketing via digital stages offers a more cost-effective solution and have the same impact but are much less expensive. They can invest a few dollars in an email Digital Marketing provider and send value-based or guide messages to a large number of customers on their mailing list.
- ✓ Enormous rate of profitability: Nothing is more important to a company than the outcome of the thought it makes. For small businesses, digital marketing may be extremely profitable. When compared to traditional Digital Marketing procedures, email Digital Marketing and running promoting efforts via web-based social media platforms are low-cost.
- ✓ Simple to measure: Contrasted with a traditional technique where they require to holding up weeks or months to evaluate the validity of a battle, with a digital campaign they can know very quickly how an advertisement is performing. Email as a sort of Digital Marketing programming enables clients to track the execution of their communications; they can know what number of were sent, what number of were checked and take in about their transformation rates. Google Analytics is a fantastic tool for estimating certain goals that need to be met on a website or blog. Clients may track the execution of their adverts on Google search, see how many people saw them, and learn about their conversion rates using Google Ad Words chief (Ryan, 2016).
- ✓ Simple to modify: Learning how to apply advertising will illuminate a company's best strategy for survival. Aimed at an elevation battle that is going well, it's not tough to add more to it with just a tick. In any event, an ad that isn't unexpected can be easily balanced or stopped. It is more rigid in traditional digital marketing since a big amount of printed content must be marked, and most of these statements are made on a long or medium-term basis. So, even if a struggle isn't going as planned, supporters will have to wait until the agreed-upon period has passed.
- ✓ Exact targeting: The traditional way for Digital Marketing employs the shower and implore tactic, in which a campaign runs on a platform with a large audience in the hopes that a few people who like what they see, hear, or read would respond positively. Digital marketing, on the other hand, primarily centered on combating where promotions are displayed to clients according on their preferences or initial action. Consider value-based communications (arrange confirmation messages, receipts, and secret key resets), which might be sent to clients in response to their business action. As a result, clients get exactly what they want. The majority of online networking stages include an extremely clever computation that examines and groups client preferences. To the point that specific advertisement battles are only shown to clients who

have a specific idea (Karjaluoto, et al.,2015). This increases the likelihood of receiving offers while also lowering the cost of Digital Marketing.

- ✓ Worldwide: The entire world has become a global city. This transition has been made possible by digitalization. Advertisement battles are made understandable in any part of the world thanks to digital marketing strategies. Furthermore, the large show provides a unique opportunity for small new-fangled firms to expand their reach. The internet is awash with stories of new businesses that have proven to be extremely profitable in a short period of time as a result of the opportunities created by the worldwide concept of Digital Marketing via digital platforms.
- ✓ Division: Digital marketing on digital platforms not only allows for the targeting of movements at specific clients, but it also takes into account client division. The division is the process of breaking down large customer groups into smaller groups based on a predetermined categorization.

2.2 Empirical Review

2.2.1 Comparison between Traditional and Digital Marketing

Traditional marketing was the only type of marketing available before the digital marketing emerged. Traditional marketing is a broad phrase that encompasses a variety of marketing and advertising techniques. Traditional marketing's fundamental goal, is to supply clients with time, place, and possession utility in order to create value for them and persuade them to buy what the company is selling (Durmaz & Efendioglu 2016). Traditional marketing refers to a form of promotion that reaches an audience offline. Choosing the right marketing strategies to assist businesses to reach their target audiences and convert them into customers is a crucial aspect of running a successful company.

Traditional Marketing	Digital Marketing
It includes broadcast (TV, Radio) ,Print (Boucher, magazine, newspaper) ,Outdoor (Billboard, poster), telephone	It includes a website, social media platforms, affiliate marketing, email marketing, search engine optimization
Only limited or local customer can be targeted therefore the ability	With a digital marketing approach customer around the world can be targeted
Have no ability to go viral	Have the ability to go viral
24/7 marketing is not possible	24/7 marketing all around the globe is possible
Responses can only occur during work hours	Response or feedback can occur anytime

For the promotion of product poster, paper, billboard, broadcast many various types of material is used	No physical stuff is required because digital marketing is done on website, social media platforms, or through online videos
Only one-way communication can happen	Two-way communication can happen
Market analysis depends on surveys or experimentation, it is complex to analyze the result and does not provide accurate data	Facts and data available on various analytic tools make it very convenient to analyze the data and to interpret it
Can take long duration to implement a campaign	Can be implemented very fast and easily
One campaign stays for a long time and change is expensive	A campaign can be changed very easily
Cannot target the audience groups effectively	Can target the audience very effectively
Measuring the campaign result is difficult	Easily measure the campaign metrics & data
Limited reach to the customer due to limited number of customer technology	Wider reach to the customer because of the use of various customers technology

Table 1: Traditional and Digital Marketing Comparisons

2.2.2 Alcoholic drink advertising and promotion in Ethiopia

To prevent the promotion of alcohol, the Federal Democratic Republic of Ethiopia House of People’s Representatives has authorized the Food and Medicine Administration Proclamation (Proclamation No. 1112/2019), which restricts all alcohol advertisements on broadcast media.

- ☞ Any advertisement of an alcoholic product shall contain a warning, as appropriate in writing or sound, that it is illegal to sell it to a person under the age of 21.
- ☞ It shall be prohibited to directly or indirectly advertise alcoholic drinks in places of public gathering and sporting; street, condominium and other places by unreasonably decreasing the size of the warning.
- ☞ Any manufacturer, importer or distributor of alcoholic drinks whose volume is more than 10% shall not directly or indirectly sponsor public and government holiday, exhibition, sports event, school event and other related youth-centered events.
- ☞ Advertising any alcoholic drink through broadcast is prohibited. This restriction shall be applicable on any direct or indirect advertisement that connects a brand name, emblem,

trademark, logo, organizational emblem, or any other distinctive feature of alcohol product with non-alcoholic products, services, or matters

- ☞ It shall be prohibited to advertise alcoholic drink by associating it with any lottery system or through billboard. Details shall be determined by regulation or directive issued to implement this proclamation.
- ☞ Additional restriction regarding the time, place, and manner of alcohol advertisement and promotion may be determined by a regulation issued to implement this proclamation.

2.2.3 Brand Awareness

According to Keller (1993), brand awareness is a critical component of brand value. Brand awareness can be indicated to as the level of consumers' familiarity with a brand (Aaker, 1991). In order to be successful in today's market, organizations must have a larger consumer awareness of their brand (Kozinets 2002). However, gaining more consumer attention, keeping them engaged, and raising brand knowledge among the audience is becoming increasingly difficult. As a result, businesses are increasingly turning to digital marketing; mainly they are turning to social media platforms, which are predicted to grow in popularity over time (Kozinets, 2002).

Brand awareness is required for the development of a powerful brand. Customers make purchasing decisions based on their knowledge, awareness, or experience with a specific brand; hence brand awareness is critical in creating a brand in their minds. Brand awareness sets the company apart from the competition and leads to brand selection (Valavi, 2014).



Source: Aaker (1991).

Figure 2: Level of Brand Awareness

2.2.4 Relate Literature Review

In actuality, everyone is on the internet these days. These days, the Internet has proven to be the most important tool in their marketing cycle for selling items and services, especially for digital marketing. This is because it tries to save a significant amount of time, money, and other resources. The purpose of this study is to learn about Malaysian customers' attitudes on digital sales. A broad written examination was conducted in order to identify the magnitude, awareness, and substance of customer adequacy of digital marketing. It allows researchers to distinguish between how to establish a good brand understanding of customer behavior by utilizing crucial knowledge (studies) and auxiliary knowledge tactics. Diyana Ahmed Ghazie Et al. (2018)

In the extremely bad competition and creativity with the usage of the internet, the traditional industry has switched to digital marketing strategies. Digital marketing snatches a broad region and requires the analysis of a course of action using emerging technologies that minimize prices and improve sales across the globe in a highly bad industry. Consumers are far more satisfied with buying digitally since they view digital marketing to be significantly more efficient than traditional marketing. As a result, online marketing today has a higher degree of commercial success later on. Consumers should be able to analyze the material about the item given by the firm online, and they should be equipped to conduct an accurate analysis, so that they understand the freedom to make a choice and can make a request at any time, 24 /7 is open. Customers' interconnectivity is slowly rising as a result of new advances and improvements in network dedication, as a result of which customer behavior has changed and associations can consider consumer behavior. The impact of digital media on client purchasing behaviors is examined in depth in this study. Simran Kaur et al. (2018)

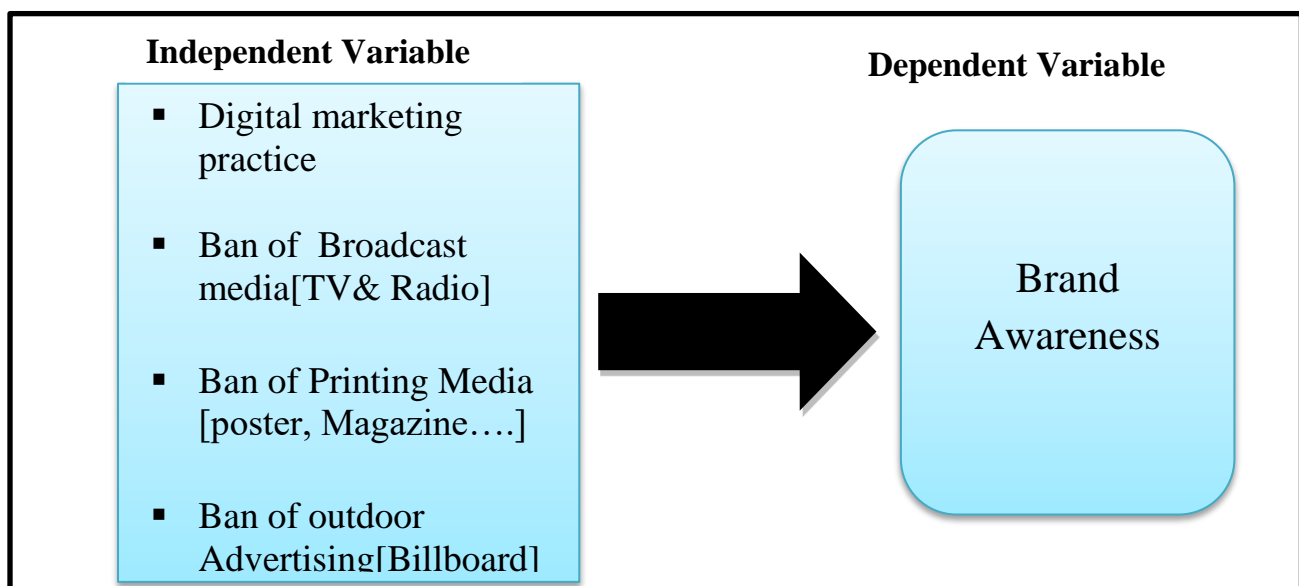
Online marketing is a type of marketing that focuses on the development of web-based products. In India, the digital marketing industry is spread throughout practically all business sectors. Geophysical impediments vanish with the speed of internet marketing, rendering both future customers and providers of Earth broke. It is well-known for its ability to disseminate and share business wherever and whenever it occurs. Aside from that, it also emphasizes the importance of the client's psychology on the piece's purchase. The purpose of the study is to determine the feasibility and impact of digital media on consumer purchasing habits. Knowledge acquisition necessitates key details. The structured survey will be used to gather vital information, with a sample size of 50 people. The investigation's findings reveal that consumers are aware of the new network as well as all applications of the internet medium for acquiring items. This test was carried out in Pathanamthitta's Chengannurtaluk district. Keerthi Krishna M et al. (2018)

The study looked at the impact of good web-based advertising, effective communications, and prompt contact on the regularity of visitors and consumer interest in Owerri, Imo's three favored online services. It was prompted by six research questions and six hypotheses. The information of two structured survey arrangements were collected using a sample size of 300 respondents. The Z-test was employed to check the presumptions for this research, while mean measures were used to measure the responses to the report's queries. The data was analyzed using the Statistical System for Social Sciences (SPSS) program. According to the findings of the study, digital marketing is a viable type of advertising contact that has a significant impact on the normalcy of passengers and the customer experience of online shops. In light of the findings, it was decided that businesses should be awarded for presenting their products and services through online shops, as well as for the construction and deployment of local locations where customers can transact. More analyses will recreate the concept and approach typically used for various products and pages in order to further check the effect of shopping pages on the behaviors of purchasers of electronic goods. Ugoing to et al. (2017)

2.3 Conceptual Framework

The conceptual framework describes the relationship between a study's primary concepts from a statistical standpoint. It is organized in a logical order to aid in the creation of a picture or visual representation of how the ideas in a study relate to one another (Grant & Osanloo, 2014).

Based on the above theoretical and empirical literatures the researcher has developed the following conceptual framework. The conceptual framework highlights the independent and dependent variables which were used. The study analyzed how digital marketing practice, bans of broadcast media (Television & Radio), bans of Printing media and bans of outdoor advertising as the independent variable that impact the dependent variables brand awareness of the company.



Source: Own Construct, 2021

Figure 3: conceptual framework

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter clearly defines the research methods used to conduct the study.

3.1 Research Approach

There are three types of research approaches Quantitative, qualitative and mixed research Approach. According to Creswell (2007) Qualitative research involves studies that do not attempt to quantify their results through statistical summary or analysis. Quantitative research involves studies that make use of statistical analyses to obtain their findings. Mixed methods research is an approach to inquiry that combines or associates both qualitative and quantitative forms. It involves philosophical assumptions, the use of qualitative and quantitative approaches, and the mixing of both approaches in a study. Thus, it is more than simply collecting and analyzing both kinds of data; it also involves the use of both approaches in tandem so that the overall strength of a study is greater than either qualitative or quantitative research (Creswell & Plano Clark. 2007). As this research study involves collecting and analyzing both quantitative and qualitative data, a mixed methods approach is implemented to address the research questions.

3.2 Research Design

The research design sets the procedure on the required data, the methods to be applied to collect and analyze this data, and how all of this is going to answer the research question (Grey, 2014). As explained by Robson (2002), based on the purpose of the research area there are three possible forms of research design: exploratory, descriptive and explanatory (Casual).

A descriptive study's goal is to paint a picture of a situation, person, or event, or to explain how objects are related to one another in the natural world (Blumberg, Cooper and Schindler, 2005). It focuses on answering the how, what, when, and where questions if a research problem, rather than the why. This is mainly because it is important to have a proper understanding of what a research problem is about before investigating why it exists in the first place. In this research paper the researcher conducted descriptive research design because its ability to explore both quantitative and qualitative research methods. And also the researchers have the opportunity to use a wide variety of techniques that aids the research process. Therefore, it helps to describe and assess the main feature of digital marketing practice and its impact on the brand awareness of the company.

3.3 Target Population

Population refers to the sum of all the units valid for an investigation (Majid, 2018). Marketing manager and employers who participate on new marketing strategy development process of the company's BGI Ethiopia are considered as major target population of the thesis. Interview with the

marketing manager and marketing teams considered as main source of data. As long as the company has no registered or list of final consumers, student researcher forced to declare final consumer size is infinite, or it is difficult to list down all final consumer in the population so that only selected end users were participant of this study. Student researcher believe those participant consumers are representative and increase reliability, accuracy, trustfulness of the finding and also help to understand clear observation of the facts about the company new marketing strategy success and acceptability.

3.4 Sampling Technique, Sampling Procedure and sampling size determination

3.4.1 Sampling Technique and Procedure

To determine the sampling technique of this study, non-probability sampling techniques was used due to lack of access to have a list of the population being studied, getting responses is faster and more cost-effective and the sample is known to the researcher. Since BGI Ethiopia Company has large number of final consumers in Addis Ababa it makes difficult for student researcher to manage and list all population, so that student researcher conducted a convenience sampling among non-probability sampling approaches. In this study, sample of respondents were gathered when consumers come across the BGI Ethiopia product sale shop and by going to Company head office then by asking Marketing managers and teams which made it easy and convenient for researcher to collect data form consumers perspectives and also the company marketing managers.

3.4.2 Sampling size determination

Sample size determination is the technique of electing the number of observations to include in a sample. The sample size is an important feature of any study or investigation in which the aim is to make inferences about the population from a sample. Sampling is related with the selection of a subset of individuals from within a population to estimate the characteristics of whole population. When the size of population is unknown and infinite, the representative sample size was determined by using estimation method. Cochran (1977) developed a formula to calculate a representative sample for proportions when the population is infinite as:

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

Where, n_o is the sample size, z is the selected critical value of desired confidence level, p is the estimated proportion of an attribute that is present in the population, $q= 1-p$ and e is the desired level of precision (sampling error).

When we want to calculate a sample size of a large population whose degree of variability is not known. Assuming the maximum variability which is equal to 50% ($p =0.5$) if we don't know p exact value we can use p as 50% it means the target population has 50% chance to either influenced or affected by the treatment and taking 95% confidence level so value for Z is found in statistical tables which contain the area under the normal curve is 1.96, with precision of $\pm 6\%$, the calculation for required sample size will be as follows:

$$n_o = \frac{Z^2pq}{e^2} = \frac{1.96^2(0.5)(1-0.5)}{0.06^2} = \frac{3.8416(0.5)(0.5)}{0.0036} = 266.77 \text{ or } \underline{\underline{267}}$$

Therefore, 267 respondents of BGI Ethiopia customers will be taken as the representative sample size in order to have sufficient and reliable data.

3.5 Data Type and Source

Both primary and secondary data were used for this research. The primary data was collected through BGI Ethiopia marketing managers through interviews and from final consumer by using questionnaire and secondary data was collected from company records, articles, journals and books.

3.6 Data Collection Technique

The study will use both Primary and secondary data collection methods. As I mentioned the research paper used descriptive research design so we will obtain primary data through interviews, questionnaires and focus groups. The student researcher also used secondary data that obtained from different sources and publications such as book, journal, articles and company records.

3.7 Data Analyzing Technique

In order to analyze the data collected from questioner I used SPSS 20 version. And data collected from an interview that was conducted with the marketing manager written and interpreted using text.

3.8 Reliability and Validity

When designing your research, arranging your techniques, and writing up your findings, it's critical to think about reliability and validity. They describe how successfully a method, methodology, or test measures a particular parameter. Validity basically means "measure what is intended to be

measured” (Field, 2005). Validity refers to how well the information gathered is relevant to the investigation (Ghauri and Gronhaug, 2005). Reliability referred as the degree to which a measurement of a phenomenon produces a stable and repeatable result (Carmines and Zeller, 1979). Testing for reliability is crucial because it relates to the consistency of a measuring tool (Huck, 2007). In the research questionnaires are prepared based on the standardized questionnaires to ensure reliability.

3.9 Ethical Consideration

In this research, in order to keep the confidentiality of the data given by respondents, the participants’ identity was protected and all information obtained from the respondents were confidential and no one will have access to the identity of the respondents. Moreover, no information was modified or changed. All participants are voluntarily participated and information was presented as collected and all the secondary data sources were appreciated in the reference section.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

4.1 Introduction

In this chapter all data collected from the sample population of the respondents are analyzed and interpreted. Using non-probability sampling technique by conducting convenience sampling 267 respondents was selected. The data was analyzed and interpreted using SPSS version 20.

4.2 Demographic Analysis of the Respondents

Age				
	Frequency	Percent	Valid Percent	Cumulative Percent
21-25	24	10.9	10.9	10.9
26-35	74	33.5	33.5	44.3
36-45	48	21.7	21.7	66.1
46-55	25	11.3	11.3	77.4
Above 55	50	22.6	22.6	100.0
Total	221	100.0	100.0	

Gender				
	Frequency	Percent	Valid Percent	Cumulative Percent
Female	25	11.3	11.3	11.3
Male	196	88.7	88.7	100.0
Total	221	100.0	100.0	

Marital Status				
	Frequency	Percent	Valid Percent	Cumulative Percent
Single	124	56.1	56.1	56.1
Married	97	43.9	43.9	100.0
Total	221	100.0	100.0	

Education Level				
	Frequency	Percent	Valid Percent	Cumulative Percent
Elementary	94	42.5	42.5	42.5
High School	49	22.2	22.2	64.7
College	5	2.3	2.3	67.0
University	73	33.0	33.0	100.0
Total	221	100.0	100.0	

Income Level/Month ETB				
	Frequency	Percent	Valid Percent	Cumulative Percent
1,000-5,000	67	30.3	30.3	30.3
5,001-10,000	96	43.4	43.4	73.8
10,001-15,000	58	26.2	26.2	100.0
Total	221	100.0	100.0	

Table 3: Demographic Analysis

In this section characteristic of respondents is summarized to know the general demographics of the respondents based on Age group, Gender, marital status, educational level and their income level. The above table indicates that 10.9% of the respondents were aged between 21-26, whereas 33.5% of the respondents were between 26-35, 21.7% were 36-45, 11.3% were between 46-55 and 22.6% were above 55. 1 respondent did not state his or her age category. Thus 79.3% of the respondents fall under the age category of 16-35. This show the sample respondents of majorly was middle age group. The female respondents 25 or 11.3% are small consumer compared to the male who consumed 196 or 88.7% of the respondents consuming the product highly. This result shows majority of males consumes BGI Ethiopia products when compare the collected data. Among the distributed questionnaires 56.1 % of respondent were single and the rest 43.9% were married as shown above. As regards of educational level of respondents, 42.5% of the total population is in elementary school, 22.2% are in high school, 2.3% are college graduated and 33.0% are university graduates. This indicates that, Majority of respondents was illiterate. The above table shows us the income levels of the respondents are dominated by the range from 5,001 up to 10,000 ETB consisting of 43.4%. The other two ranges 1,000 up to 5,000 and 10,001 up to 15,000 are 30.3% and 26.2% respectively.

4.2.1 Phone Type of Respondent

The frequency table above says that 22.6% of the total respondents use button phone while the remaining 77.4% use smart phone. This indicates that most of the respondents have access to smart phones.

What Type of phone you use?				
	Frequency	Percent	Valid Percent	Cumulative Percent
Button Phone	50	22.6	22.6	22.6
Valid Smart Phone	171	77.4	77.4	100.0
Total	221	100.0	100.0	

Table 4: Phone Type of Respondents

4.2.2 Internet use hour per day of Respondent

The internet usage of the respondents are analyzed using the above frequency table and 22.6% of them use 1 hour per day, 55.2% of the population of the study use 2-3 hours per day, 11.3% of the population use 4-5 hours and the last 10.9% use above 8hrs.

How many hours per day do you use internet for any reason?

	Frequency	Percent	Valid Percent	Cumulative Percent
1Hr	50	22.6	22.6	22.6
2-3 Hrs	122	55.2	55.2	77.8
Valid 4-5 Hrs	25	11.3	11.3	89.1
Above 8hrs	24	10.9	10.9	100.0
Total	221	100.0	100.0	

Table 5: Internet Use hr. per day of Respondents

4.2.3 Period of using the product by Respondent

For how long the respondents use alcohol was asked to the respondents of the study and 33.9% of them used it for less than 1year, 33.0% of them used it from 2 up to 4 years, 10.9% used it for 5-7 years and 22.2% used it for Above 8year.

For how long have you been consume BGI Ethiopia Products?

	Frequency	Percent	Valid Percent	Cumulative Percent
Less than 1Yr	75	33.9	33.9	33.9
2-4 Yrs	73	33.0	33.0	67.0
Valid 5-7 Yrs	24	10.9	10.9	77.8
Above 8Yrs	49	22.2	22.2	100.0
Total	221	100.0	100.0	

Table 6: Period of using the product by Respondent

4.2.4 Frequency of using the products by Respondent

In order to see the frequency of using alcohol of the respondents a frequency analysis was done and there were five options. From those five options 24.9% consume once a week, 25.8% consume twice a week, 8.6% consume occasionally, 25.3% consume daily and 15.4% consume on holidays.

How often do you consume products?

	Frequency	Percent	Valid Percent	Cumulative Percent
once a week	55	24.9	24.9	24.9
Twice a wek	57	25.8	25.8	50.7
Occasionally	19	8.6	8.6	59.3
Daily	56	25.3	25.3	84.6
on Holidays	34	15.4	15.4	100.0
Total	221	100.0	100.0	

Table 7: Frequency of using the products by Respondent

4.3 Multiple Response Analysis

		Responses	
		N	Percent
Which digital marketing platforms do you use?	Social Media	184	39.6%
	YouTube	110	23.7%
	Video Marketing	48	10.3%
	Website	99	21.3%
	Other	24	5.2%
Total		465	100.0%

		Responses	
		N	Percent
How do you know BGI Ethiopia products?	Social Media	149	28.8%
	YouTube	172	33.3%
	Video Marketing	98	19.0%
	Website	98	19.0%
Total		517	100.0%

		Responses	
		N	Percent
Which brand of BGI Ethiopia Products comes to your mind when you think of it?	St.George Beer	221	28.1%
	Castel Beer	221	28.1%
	Doppel Brown Beer	49	6.2%
	Zebidar Beer	50	6.4%
	Raya Beer	49	6.2%
	SEN'Q Malt	196	24.9%
Total		786	100.0%

Table 8: Multiple Response Analysis

Among the digital marketing platforms 39.6% of the respondents use social media, 23.7% of them are using YouTube, 10.3% of them are using video marketing, 21.3% of them are using website and 5.2% of them are using other digital marketing. The customer aware about BGI Products 28.8% of them from Social media, 33.3% of them from YouTube, 19% of them from Video marketing and 19% of them are from company's website. Therefore promoting using social media and YouTube compared to other digital marketing platform more effective

The product that's comes to in consumer's mind when it's comes to BGI Ethiopia 28.1% of them are St.George Beer, 28.1% of them are Castle Beer, 6.2% of them are Dopppe Brown Beer, 6.2% of them are Raya Beer and 24.9 % of them are SEN'Q Malt. From this analysis most peoples are highly aware of the three products of BGI Ethiopia.

4.4 Descriptive Analysis

Questions	Values	Frequency	Percent	Valid Percent	Cumulative Percent	Mean	Std. Deviation
I check BGI Ethiopia website frequently	Strongly Agree	99	44.8	44.8	44.8	1.774	0.788
	Agree	49	22.2	22.2	67.0		
	Neutral	49	22.2	22.2	89.1		
	Disagree	24	10.9	10.9	100.0		
	Total	221	100.0	100.0			
I follow and share BGI Ethiopia products on social Medias.	Strongly Agree	99	44.8	44.8	44.8	1.991	1.053
	Agree	73	33.0	33.0	77.8		
	Neutral	49	22.2	22.2	100.0		
	Total	221	100.0	100.0			
I feel BGI Ethiopia Digital Marketing Practice is actively updated compared to its competitors.	Strongly Agree	74	33.5	33.5	33.5	1.887	0.739
	Agree	98	44.3	44.3	77.8		
	Neutral	49	22.2	22.2	100.0		
	Total	221	100.0	100.0			
I feel close to the brand through digital marketing platforms	Strongly Agree	73	33.0	33.0	33.0	1.891	0.737
	Agree	99	44.8	44.8	77.8		
	Neutral	49	22.2	22.2	100.0		
	Total	221	100.0	100.0			
BGI Ethiopia digital marketing practice keeps me updated on the brand awareness	Strongly Agree	73	33.0	33.0	33.0	1.891	0.737
	Agree	99	44.8	44.8	77.8		
	Neutral	49	22.2	22.2	100.0		
	Total	221	100.0	100.0			
I am aware the restriction declared on alcohol drinks advertisements	Strongly Agree	97	43.9	43.9	43.9	2.014	1.060
	Agree	49	22.2	22.2	66.1		
	Neutral	50	22.6	22.6	88.7		
	Disagree	25	11.3	11.3	100.0		
	Total	221	100.0	100.0			
The company digital marketing practice after restriction of traditional marketing very high.	Strongly Agree	49	22.2	22.2	22.2	2.226	0.788
	Agree	73	33.0	33.0	55.2		
	Neutral	99	44.8	44.8	100.0		
	Total	221	100.0	100.0			
Advertisement/Digital marketing platforms increase my desire to buy a product	Strongly Agree	98	44.3	44.3	44.3	1.670	0.670
	Agree	98	44.3	44.3	88.7		
	Neutral	25	11.3	11.3	100.0		
	Total	221	100.0	100.0			
I am rely on Advertisement/Digital marketing to buy a product	Strongly Agree	74	33.5	33.5	33.5	2.000	0.820
	Agree	73	33.0	33.0	66.5		
	Neutral	74	33.5	33.5	100.0		
	Total	221	100.0	100.0			
I am always aware of	Strongly Agree	122	55.2	55.2	55.2	1.561	0.689

BGI Ethiopia Product	Agree	74	33.5	33.5	88.7		
	Neutral	25	11.3	11.3	100.0		
	Total	221	100.0	100.0			
I buy the product because of advertisement gives me awareness of the product	Strongly Agree	122	55.2	55.2	55.2	1.557	0.683
	Agree	75	33.9	33.9	89.1		
	Neutral	24	10.9	10.9	100.0		
	Total	221	100.0	100.0			
I always buy the well-known and promoted products	Strongly Agree	48	21.7	21.7	21.7	1.896	0.567
	Agree	148	67.0	67.0	88.7		
	Neutral	25	11.3	11.3	100.0		
	Total	221	100.0	100.0			
The ban of alcohol broadcast media affects my brand awareness.	Strongly Agree	91	41.2	41.2	41.2	1.900	0.738
	Agree	105	47.5	47.5	88.7		
	Neutral	25	11.3	11.3	100.0		
	Total	221	100.0	100.0			
The ban of alcohol printing media affects my brand awareness.	Strongly Agree	6	2.7	2.7	2.7	2.009	0.667
	Agree	35	15.8	15.8	18.6		
	Neutral	121	54.8	54.8	73.3		
	Disagree	52	23.5	23.5	96.8		
	Strongly Disagree	7	3.2	3.2	100.0		
	Total	221	100.0	100.0			
The ban of alcohol outdoor advertising affects my brand awareness.	Strongly Agree	45	20.4	20.4	20.4	2.009	0.667
	Agree	107	48.4	48.4	68.8		
	Neutral	50	22.6	22.6	91.4		
	Disagree	19	8.6	8.6	100.0		
	Total	221	100.0	100.0			

Table 9: Descriptive Analysis

For the question the consumer checks frequently of BGI Ethiopia website 44.8% of the participants answered strongly agree, 22.2% agree, 22.2% Neutral and 10.9% are disagree with a mean of 1.774 and the standard deviation of 0.788. And on the above question the consumer that follow and share BGI Ethiopia products on social Media 44.8% answered strongly agree, 33% agree and 22.2% neutral with mean of 1.991 and standard deviation 1.053. On the above question BGI Ethiopia digital marketing practice is actively updated compared to its competitors the respondents 33.5% answered strongly agree, 44.3% agree and 22.2% neutral with mean of 1.887 and standard deviation 0.739. On the above data the consumer feels close to the brand through digital marketing platforms 33% answered strongly agree, 44.8% agree and 22.2% neutral with mean of 1.891 and standard deviation 0.737. The response for BGI Ethiopia digital marketing practice keeps me updated on the brand awareness 33% answered strongly agree, 44.8% agree and 22.2% neutral with mean of 1.891 and standard deviation 0.737. On the above question I am aware the restriction declared on alcohol drinks advertisements 43.9% answered strongly agree, 22.2% agree, 22.6% neutral and 11.3% have

disagreed with mean of 2.014 and standard deviation 1.060. The company digital marketing practice after restriction of traditional marketing very high 22.2% answered strongly agree, 33% agree and 44.8% neutral with mean of 2.226 and standard deviation 0.788. Advertisement/Digital marketing platforms increase my desire to buy a product 44.3% answered strongly agree, 44.3% agree and 11.3% neutral with mean of 1.670 and standard deviation 0.670. I am rely on Advertisement/Digital marketing to buy a product 33.5% answered strongly agree, 33% agree and 33.5% neutral with mean of 2.000 and standard deviation 0.820. I am always aware of BGI Ethiopia Product 55.2% answered strongly agree, 33.5% agree and 11.3% neutral with mean of 1.561 and standard deviation 0.689. I buy the product because of advertisement gives me awareness of the product 55.2% answered strongly agree, 33.9% agree and 10.9% neutral with mean of 1.557 and standard deviation 0.683. I always buy the well-known and promoted products 21.7% answered strongly agree, 67% agree and 11.3% neutral with mean of 1.896 and standard deviation 0.567. The ban of alcohol broadcast media affects my brand awareness 41.2% answered strongly agree, 47.5% agree and 11.3% neutral with mean of 1.900 and standard deviation 0.738. The ban of alcohol printing media affects my brand awareness 2.7% answered strongly agree, 15.8 % agree,54.8% neutral, 23.5% disagree and 3.2% strongly disagree with mean of 2.009 and standard deviation 0.667. The ban of alcohol outdoor advertising affects my brand awareness 2.4 % answered strongly agree, 48.4% agree, 22.6% neutral and 6.8% disagree with mean of 2.009 and standard deviation 0.667.

Generally the company digital marketing practice after restriction of tradition marketing is high has the highest mean value of 2.226 with standard deviation of 0.788 and the lowest mean value goes to the question “ I buy the product because of advertisement gives me awareness of the product ” with the mean of 1.557 and standard deviation of 0.683. the whole standard deviation is closed to each other which show that the responses of the respondents are normally dispersed; meaning the distribution is normal.

4.5 Interview of BGI Ethiopia Marketing Department Analysis

4.5.1 Digital marketing platforms used by the company and challenge to implement it

Now a day's most companies in the world are shifting their marketing strategy form traditional marketing to digital marketing. Since alcohol drinks promotions through traditional marketing platforms are restricted by the government the company trying to use almost all kind of digital marketing platforms and create awareness to the target audience as much as possible. The company use different type of digital marketing platforms; Social Media (facebook, Instagram, TikTok),YouTube, online advertising, Search Engine marketing(SEM) and using their own website. But when it comes to developing country like Ethiopia it's challenging to implement digital marketing because most peoples are poor they are struggling to fulfill their basic needs. And also the country lack of infrastructure to access internet especially in rural areas of the country. But recently the

Ethio-telecom expanded their service and trying to address the service widely as much as possible and give big discounts in all kind of services. Therefore this situation helps most companies' digital marketing practice to be effective

4.5.2 Impact of traditional marketing, broadcast, Printing& Outdoor advertisement ban and it's solution

The ban of traditional marketing, broadcast, Printing & Outdoor advertisement ban highly affect the brand awareness of the products. During traditional marketing time the company using television, radio, printing media and other traditional platforms can address the awareness of their products for majority area of the populations. They can easily address the product awareness both urban and rural area of the country.

In developing country traditional marketing platform especially the broadcast media to promote product and to create awareness widely has big impact. Bad reputation of social media about fake news/advertising may also impact the consumer trust compared to Traditional marketing. Even if it's expensive platforms it's best way to promote products in our country. The cost when we compare it with the digital marketing is very expensive but even if it is expensive it can address and create awareness for wider target audience so that it will compensate the cost by their huge amount of sales.

CHAPTER FIVE

SUMMARY OF FINDING, CONCLUSIONS & RECOMMENDATION

5.1 Summary of Major Findings

This research's purpose was to analyze impact of digital marketing practice in promoting alcohol drinks & prohibition of broadcast, printing media & outdoor advertising impact on consumer brand awareness: the case of BGI Ethiopia.

The total numbers of respondents are 221 and the demographic analyses of the respondents are as follow. From the frequency analysis of the respondents 10.9% are between 21 and 25, 33.5% are between 26 and 36, 21.7% are between 36 and 45 and 11.3% are between 46 and 55 are 0% and 22.6% are above 55 years. According to the data, the majority respondents are aged between 26 and 35. From the data collected on above table 4, from the total 221 total numbers of respondents 25 or 11.3% was female and 196 or 88.7% was male respondents. This shows those BGI Company products are more consumed by male. From the data collected on above table 5, from the total 221 total numbers of respondents 124 or 56.1% respondents were single and 97 or 43.9% respondents were married. The frequency data of the education level of the respondents shows that 42.5% of the total population is in elementary school, 22.2% are in high school, 2.3% are college graduated and 33.0% are university graduates. The income level of the respondents are dominated by the range from 5,001 up to 10,000 ETB consisting of 43.4%. The other two ranges 1,000 up to 5,000 and 10,001 up to 15,000 are 30.3% and 26.2% respectively. The frequency table above says that 22.6% of the total respondents use button phone while the remaining 77.4% use smart phone. This indicates that most of the respondents have access to smart phones. The internet usage of the respondents are analyzed using the above frequency table and 22.6% of them use 1 hour per day, 55.2% of the population of the study use 2-3 hours per day, 11.3% of the population use 4-5 hours and the last 10.9% use above 8hrs. For how long the respondents use alcohol was asked to the respondents of the study and 33.9% of them used it for less than 1 year, 33.0% of them used it from 2 up to 4 years, 10.9% used it for 5-7 years and 22.2% used it for Above 8 year. In order to see the frequency of using alcohol of the respondents a frequency analysis was done and there were five options. From those five options 24.9% consume once a week, 25.8% consume twice a week, 8.6% consume occasionally, 25.3% consume daily and 15.4% consume on holidays.

The result revealed that Digital marketing practice correlates with Ban of Broadcast media [TV & Radio] by -0.004 , Digital marketing practice correlates with Ban of Printing Media [poster, Magazine....] by -0.013 . Both correlations mentioned above shows that they have a negative correlation that is a very weak relationship with each other.

Also Digital marketing practice correlates with Ban of outdoor Advertising [Billboard] by .206, Ban of outdoor Advertising [Billboard] correlates with Ban of Broadcast media [TV& Radio] by .470**, Ban of outdoor Advertising [Billboard] correlates with Ban of Printing Media [poster, Magazine....] by .250** and finally, Ban of Printing Media [poster, Magazine....] correlates with Ban of Broadcast media [TV& Radio] by .023. The above statements shows that they have a positive correlation with each other meaning one variable tends to increase when the other increases and vice-versa.

Most the respondents of the research have answered strongly agree and agree to the research questioner. Which shows the ban of broadcast media, outdoor advertising were the major source of consumer getting awareness about the brand. The responses of the respondents also show that digital marketing have a major role in promoting alcohol drinks.

5.2 Conclusion

The general objective of the research was to analyze the practice of digital marketing and the restriction of Broadcast media, printing media and outdoor advertising impact on companies Brand awareness in case of BGI Ethiopia. Based on the data collected from the questioner and interview the restriction on those platforms affected the company marketing strategy and shift it in to digital marketing platforms. And also the companies also recruited new skilled man power and give different training to their former employees of marketing department team to make them aware of digital marketing. So that they be able to be creative and address the product awareness as much as they can to the target population.

Digital marketing platforms have become essential tools for alcohol drink companies to promote their brand. The study determined that the company can benefit from the digital marketing platforms and replace the traditional marketing because it's cheap and can address 24/7 easily. Nowadays most peoples are addicted to different social medial and other digital marketing platforms. And also they are highly attached with smartphone in their everyday life. Digital marketing and platforms in order to promote and create awareness to their consumer is currently using by most companies in the worldwide.

Generally, according to this research the ban of alcohol drinks advertising affect the company brand awareness.

5.3 Recommendations

- ☞ The digital marketing strategy is comparatively new platform so there are lacks of skilled manpower that help to make it effective. Give different type of trainings to marketing department team of the company.
- ☞ Based on the research in developing country like Ethiopia digital marketing is at initial stage. Most people only use social Media's platforms therefore since the broadcast media was the highly used platform during traditional marketing platform to create brand awareness most people currently using social media compared to other digital marketing platforms so that try to focus on social media advertising to address the awareness.
- ☞ Try to prepare frequent indoor events and try to create word of mouth.
- ☞ Currently there are many You Tubers so that try to use their YouTube channel and reach out and create different consumers
- ☞ The digital marketing platform is cost effective and cheap so try to use all platforms and reaches out to your target audience.

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Appendix A
St. Mary's University
School of Graduates Study
Marketing Management Program
Questionnaire to be filled by BGI Ethiopia Final Consumers

This questionnaire is prepared by graduate student of St. Mary's university in the field of Marketing Management Master's Program in fulfillment of a master's thesis. All information obtained will be used for academic purpose only. Hence, be assured that your responses will not be revealed to anyone. Therefore, you are selected to fill this questionnaire because student researcher has full trust on you to get complete and real information that are required for this research. Note that, the validity of your response has high contribution for success of my study due to this reason I would like to ask with due respect to give the right response. All information you provide to this study will be kept strictly confidential. Thank you in advance for your cooperation.

Notice:

- It is not necessary to write your name.
- Please put a “√” mark on the box provided.

Part I -General Information

1. Age:

- 21 – 25 26 – 35 36 – 45 46 – 55 Above 55

2. Gender:

- Female Male

3. Marital Status:

- Single Married

4. Education Level

- Elementary High School College University

5. Income Level / Month / ETB:

- 1,000 – 5,000 15,001 – 20,000
 5,001 – 10,000 Above 20,000
 10,001 – 15,000

6. What type of phone you use?

Button phone smartphone

7. How many hours per day do you use internet for any reason?

1hr 2 – 3 hrs 4 – 5 hrs 6-7hrs Above 8hr

8. For how long have you been consume BGI Ethiopia Products?

Less than 1 yr 2 – 4 yrs 5 – 7 yrs more than 8yr

9. How often do you consume products?

Once a week Twice a week Occasionally Daily
 On Holidays

Part II- Digital Marketing Practice questions

10. Which digital marketing platforms do you use?

Social media YouTube Video marketing
 Website others

11. How do you know BGI Ethiopia products?

Social Media YouTube Video marketing
 Website others

12. I follow and share BGI Ethiopia products on social Medias.

Strongly Agree Agree Neutral Disagree Strongly Disagree

13. I check BGI Ethiopia website frequently

Strongly Agree Agree Neutral Disagree Strongly Disagree

14. I feel BGI Ethiopia Digital Marketing Practice is actively updated compared to its competitors.

Strongly Agree Agree Neutral Disagree Strongly Disagree

15. I feel close to the brand through digital marketing platforms

Strongly Agree Agree Neutral Disagree Strongly Disagree

16. BGI Ethiopia digital marketing practice keeps me updated on the brand awareness

Strongly Agree Agree Neutral Disagree Strongly Disagree

17. I am aware the restriction declared on alcohol drinks advertisements

Strongly Agree Agree Neutral Disagree Strongly Disagree

18. The company digital marketing practice after restriction of traditional marketing very high.

Strongly Agree Agree Neutral Disagree Strongly Disagree

19. Advertisement/Digital marketing platforms increase my desire to buy a product

Strongly Agree Agree Neutral Disagree Strongly Disagree

20. I am rely on Advertisement/Digital marketing to buy a product

Strongly Agree Agree Neutral Disagree Strongly Disagree

21. Which brand of BGI Ethiopia Products comes to your mind when you think of it?

St. George Beer Castel beer Doppel Brown Beer Zebidar Beer
 Raya Beer Acacia Wine Rift valley Wine SEN'Q Malt

22. I am always aware of BGI Ethiopia Product

Strongly Agree Agree Neutral Disagree Strongly Disagree

23. I buy the product because of advertisement gives me awareness of the product

Strongly Agree Agree Neutral Disagree Strongly Disagree

24. I always buy the well-known and promoted products

Strongly Agree Agree Neutral Disagree Strongly Disagree

Part III- Ban of Broadcast Media

25. The ban of alcohol broadcast media affects my brand awareness.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Part III- Ban of Printing Media

26. The ban of alcohol printing media affects my brand awareness.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Part III- Ban of Outdoor Advertising

27. The ban of alcohol outdoor advertising affects my brand awareness.

Strongly Agree Agree Neutral Disagree Strongly Disagree

Thank You!

Appendix B

Interview

1. What kind of Digital marketing strategies / platforms/ are most effective or beneficial for your company?
2. What are the key challenges to implementing successful digital marketing strategies / platforms/? How do you overcome the challenges?
3. How do you explain the purpose of advertisements to create brand awareness of the company?
4. How do you explain the impact of broadcast, printing media & outdoor advertisement restriction on brand awareness of the company?
5. Does the restriction on traditional marketing affect to create brand awareness? If your answer is yes how it affect it. What is the solution to solve the problem?