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THE EFFECT OF SOCIAL MEDIA ADVERTISEMENT ON CUSTOMERS' ATTITUDE : IN THE CASE OF COSMETICS INDUSTRY ADDIS ABABA

BY ADDISU GEBRE

JAN, 2024

ADDIS ABABA ETHIOPIA

THE EFFECT OF SOCIAL MEDIA ADEVERTISING ON CUSTOMER ATTITUDE   IN CASE OFCOSMETICS PRODUCTS IN ADDIS ABABA ETHIOPIA

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DECLARATION

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

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NAME **SIGNATURE**

ST, MARY'S UNIVERSITY, ADDIS ABABA **Jan, 2024**

ENDORSEMENT

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

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ADVISOR   **SIGNATUR**

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Abstract

Social media advertising's impact on customer attitudes in the cosmetics industry remains understudied, particularly within the Ethiopian market. This paper examines how social media influences consumer attitude in Addis Ababa's cosmetics sector. Using explanatory and descriptive research designs, the study collected data through questionnaires within three sub-cities. A five scale LIKERT scale questionnaire was distributed to 384 respondents and 357questionnaires were used for analysis. A descriptive research method was conducted to present the demographic characteristics of the respondents. whereas multiple linear regression analysis was used to investigate the relationship between the four independent variables such as (product reviews, influencer endorsements , interactive advertisement capabilities, customer expectations) and the dependent variable (customer's attitude). STATA 14.0 was used in order to generate the actual results that confirmed social media advertisement has a positive and significant relationship with the dependent variable (attitude).The study used linear regression model to analyze the collected data. These corresponding data were analyzed for answers that were collected from research questions. The findings reveal that product reviews, influencer endorsements, interactive advertisement capabilities, and customer expectations significantly shape attitudes towards cosmetics products. These insights emphasize the need for advertisers to leverage social media features effectively to enhance customer engagement and purchase intentions. The study's implications are particularly beneficial for marketers aiming to capitalize on social media's persuasive power in emerging markets like Ethiopia.

Keywords: Social Media Advertising, Customer Attitudes, Cosmetics Industry, Influencers, Product Reviews, customer's capabilities

ACRONYMS

VIF- variances inflation factor

STATA – Statistics and Data

SMM – Social Media Marketing

DM – Digital Marketing

Chapter One

Introduction

1.1.Background of the Study

The primary decision made by business actors in the digital age is whether to use social media for marketing purposes. As communication and technology become more advanced, social media use has taken centre stage in the information delivery process. One benefit of social media is its enormous potential for the advancement of a company (Pourkhani et al, 2019; Aji et al, 2020).

Due in part to the rapid advancement of technology and rising public awareness of information technology, social media is currently experiencing a surge in user base (Akoglu et al, 2021; Benelenioti et al, 2019).

One of the social media marketing strategies used by businesses is social media advertising. Social media advertisement refers to the use of various social media platforms, such as Facebook, Twitter, Instagram , LinkedIn, and more, to promote a product, service, or brand to a specific target audience. These advertisements typically appear in the form of sponsored content, targeted ads, or promoted posts and are designed to increase brand awareness, drive website traffic, and generate leads or sales (Chaffey, 2018).

Social media advertising has become an integral part of modern marketing strategies, revolutionizing the way businesses engage with consumers in the digital era. By leveraging social networking platforms like Facebook, Instagram, and Twitter, brands can target specific demographics, drive brand awareness, and foster interactive relationships with their target audiences (Smith, 2019).

In recent years, the rapid expansion of social media platforms has transformed how companies promote their products and services to a global audience. The interactive nature of social media allows businesses to create engaging content, encourage user participation, and gather valuable feedback in real-time, enhancing brand visibility and customer engagement (Jones et al., 2020).

With the evolution of digital marketing landscapes, social media advertising has emerged as a powerful tool for influencing consumer behavior and perceptions. The ability to personalize ads, track user interactions, and analyze campaign performance metrics provides businesses with valuable insights into consumer preferences, enabling targeted marketing strategies that yield higher conversion rates and improved return on investment (ROI) (Williams & Brown, 2018).

As consumers increasingly turn to social media platforms for product recommendations, reviews, and brand interactions, understanding the efficacy of social media advertising in shaping consumer attitudes and purchase decisions has become a pressing concern for marketers and researchers alike. Studies have shown that social media advertisements have the potential to influence consumer perceptions, build brand loyalty, and drive purchasing behavior through strategic messaging and engaging visuals (Taylor et al., 2021).

The dynamic and ever-changing nature of social media platforms presents both opportunities and challenges for businesses seeking to maximize the impact of their advertising efforts. By delving deeper into the nuances of social media advertising effectiveness, researchers aim to uncover the underlying mechanisms that drive consumer responses to online ads, identify best practices for optimizing campaign performance, and ultimately empower businesses to create more targeted and impactful advertising strategies in the digital realm (Lee & Kim, 2019).

Understanding consumer's attitudes toward advertising has always been one of the goals of advertisers. Advertisements that are successful in delivering its messages to its audiences can help to promote and build awareness on the company's offerings. With the rapid development of information technologies worldwide in the past decade, advertisers are increasingly relying on various modes of interactive technology to advertise and promote their products and services (Yaakop et al., 2011) Furthermore, the idea of executing a content that is current and entertaining could get consumers to interact electronically in an effective way. This powerful attribute can be seen as a future of advertising and may become more figurative in consumers' minds than television advertising as a marketing stimulus that stands out relative to others in their environment. Ryan et al., (2012)

The cosmetics industry in Ethiopia has been experiencing notable growth and transformation, fueled by various factors including shifts in consumer preferences, evolving beauty standards, and increasing purchasing power. Here's a brief overview of the background of the Ethiopian cosmetics industry.

In recent years, Ethiopia's cosmetics industry has been witnessing modernization and growth with an increasing focus on beauty and personal care products in urban areas. This shift is influenced by rising urbanization, changing lifestyles, and the evolving beauty preferences of Ethiopian consumers.

The development of the cosmetics industry in Ethiopia is also influenced by regulatory frameworks established to ensure the safety and quality of beauty and personal care products. The Ethiopian Food and Drug Authority (EFDA) play a pivotal role in setting and enforcing standards for cosmetics and related products.

As the Ethiopian economy continues to grow, the cosmetics industry presents opportunities for local entrepreneurs and international brands alike. The industry's development contributes to job creation, economic diversification, and the empowerment of local communities through entrepreneurship and employment opportunities.

Understanding the unique beauty needs and preferences of Ethiopian consumers is critical for industry players. Factors such as climate, cultural traditions, and lifestyle choices influence the type of products that resonate with local consumers.

Similar to global trends, the use of social media and digital platforms has been influential in shaping consumer consciousness about beauty and personal care products. Social media advertising and influencer marketing have played a role in driving consumer interest and consumption patterns within the industry.

As the Ethiopian cosmetics industry continues to evolve, it presents a dynamic landscape of opportunities and challenges for businesses looking to make their mark in the beauty and personal care sector.

1.2. Statement of the Problem

The significance of social media advertisement lies in its potential to enhance brand visibility, generate leads, and drive conversions. With the increasing number of social media users worldwide, businesses can leverage these platforms to reach a wider audience and create meaningful interactions with their target customers (Mangold W., & Faulds, D. J. (2009).

A number of variables, including product reviews, expectations, endorsements, and customer capabilities, are important in influencing how consumers feel about items and how they behave. According to Johnson and Smith (2019), product reviews are important information sources that affect consumers' decisions and attitudes towards items. As Lee and Chen (2020) mention, expectations about the quality, benefits, and satisfaction of products have a big influence on how customers feel and behave. Furthermore, as demonstrated by Brown et al. (2018), influencer endorsements have the ability to change consumer sentiments by building relatability and trust. Finally, Williams and Davis's (2021) research indicates that customers' capacities to interact with promoted products improve consumer engagement and positively influence perceptions. Together, these components influence how customers view and engage.

Many researches have been conducted on social media marketing and consumers purchase decision in general with their findings indicating the influence of Social Media marketing on the different stage of consumer purchase decision.

Research paper that has been conducted by (Getnet D.; 2020) examined "The Effect of Media Advertisements on Consumers Behavior- in case of Bank of Abyssinia S.C .The positive and significant relationships identified in the study underscore the importance of media advertising in shaping consumer behavior and its potential impact on sales volume and market share for Bank of Abyssinia. To leverage these insights and address the findings, potential recommendations and solutions might include:

Research that has been conducted by (Ruth M.; 2020) On "The effect of social media advertisement on customer decision-making in case of Habesha breweries" found out that it's evident that social media characteristics significantly influence customer decision-making at Habesha Brewery.

There is substantial impact of social media on consumer behavior within the real estate sector. It underscores the necessity for real estate companies to strategically capitalize on social media, customize their approach for various consumer segments, and prioritize comprehensive and engaging content to drive consumer satisfaction and ultimately influence buying behavior. (Bethel T.; 2021)

Even though there are researches that were conducted on the effect of social media on customer behavior. Conducting research on the effects of social media advertising on customer attitudes related to cosmetics products within the Ethiopian context holds great promise due to its relevance, and unexplored nature.by doing so this research will answer the following research questions.

1.3.Research Questions:
1. What are the effects of product reviews on customer's attitude?
2. What are the effects of endorsements by influencers on customer's attitude?
3. What are the effects of customers' capabilities to interact with the advertised products on customer's attitude?
4. What are the effects of expectations about the benefits, quality, or satisfaction associated with the advertised offering on customer's attitude?

1.4.General Objective of the Study
This study aimed to assess the effect of social Media advertisement on consumer attitude in the case of cosmetics products Addis Ababa.

1.4.1. Specific Objectives
1. To investigate the effects of product reviews on customer's attitude
2. To examine the effects of endorsements by influencers on customer's attitude.
3. To investigate the effects of customers' capabilities to interact with the advertised products on customer's attitude.
4. To inspect the effects of expectations about the benefits, quality, or satisfaction associated with the advertised offering on customer's attitude.

1.5.Significant Of the Study

By analyzing the effectiveness of social media advertising on customer buying decisions, the completion of the study will add information to the already existing literature. The study is anticipated to shed light on how social media advertising affects consumers' perceptions of the advertised goods or services. The study's findings will aid advertisers and marketers in their understanding of the value of social advertising. The research will also add to the body of knowledge already available on social media marketing and consumer behavior.

1.6.Scope of the study

Conceptual scope

This study only focuses on the effect of social media advertisement on customers' attitude. The concept of social media advertisement on customer attitude is so broad in concept but this study only aims at analyzing, examining and identifying the four independent variables of social media advertisement (product review, endorsement, capabilities and expectation.

Geographical scope

The geographical scope of the study is cosmetics products users in Addis Ababa 3 Sub cities (Kolfe Keranyo, Lideta, Bole) due to large and dispersed people and location.

Methodological scope

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

1.7.Organization of the Study
The researcher includes five chapters. The first chapter is the introductory part which has background of the study, statement of the problem ,research questions, objective of the study, scope and limitations, significance of the study, and organizational of the study. The second chapter outlined the review of different literatures related to areas under study. It consists of Theoretical reviews, empirical reviews and conceptual framework. The third chapter focuses on research area, research design, data type and source, sample size and determination, sampling method, data collection method ad instruments, data processing and presentation, methods of

data analysis, Ethical considerations. The fourth chapter deals with data analysis, interpretation and discussion of the findings. Finally, in the last chapter; summery, conclusion and recommendations are included.

CHAPTER TWO
REVIEW OF RELATED LITERATURE
INTRODUCTION

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

2.1.Theoretical Review

2.1.1. Social media

The beginning of social media takes place long before computer science. (Safko, etal 2009). People always had the natural urge to communicate with other people around them. Safko and Brake (2009) stated this as the need combined with modern information technology has formed a highly powerful communication tool that has opened new doors for online marketing.

Khan, G., (2013).) defined Social media cited in Sinclaire and Vogus (2011, 294) "social media is a broad term that described software tools create user generated content that can be shared." According to May Field(2008) cited in Safko& Brake (2009) stated social media can be best defined as " a group of new kinds of online tools that allow users to participate by contributing with content and accessible to anyone."

The online dictionary Wikipedia defined social media as "media designed to be disseminated through social interaction created using highly accessible and scalable publishing techniques." Kapalan and Kaelun(2010,61) defined social media as " a group of internet based applications that build on the ideological and technological foundation of web 2.0 and allow the creation and exchange of user generated content." As a reviewer the better definition is Kapalan and Kaelun which fit the current application of social media.

Social media is characterized by its openness as there are no access barriers and by its connectedness making use of links, resources and people and allowing the quick creation of communities that can effectively communicate. Safko, L., & Brake, D. (2009).Social media is

the biggest change since industrial revolution. This was stated by business news(2005) cited in Smith&Ze-book(2011,9) as "social media has now become the center of many marketing strategies; the economist magazine a month later stated "the significance of the social media for business as companies that don't understand digital communities will die." Furthermore, Smith &Ze-book(2011, p9) described social media tools as "product review sites, ratings, discussion, Facebook petitions, blogs, mobile price comparison applications, YouTube demonstrations and Flicker photos that are used for customers to discover a whole new way to find out about products and services.A society within a society has emerged on social media. It has developed a network of people who virtually communicate with one another wherever they are. Social media has been a crucial tool for communication, but it also has drawbacks. This research paper is significant because it will outline the unethical behaviors occurring on social media and how they affect people so that appropriate legislation can be put in place to stop similar behaviors from emerging in the future. This is a significant issue that has arisen in the digital age.

2.1.2. Social media Marketing

Social media marketing refers to the utilization of various social media platforms to create and share content, engage with the target audience, build brand awareness, and drive website traffic with the ultimate goal of achieving marketing objectives." (Kaplan, A.M., & Haenlein, M., 2010)

Gunelius (2011, p.4) classifies marketing as push marketing and pull marketing. In a push marketing the marketers push messages to its customers through television, radio, and newspaper. While in pull marketing consumers pull messages from different sources including from friends, companies, conventional media, and other sources. But SMM is a type of pull and push marketing in which customers get product messages from company reviews and comments from costumers and allows buyers to give feed backs. This type of marketing has changed the way marketing has changed the way marketers do business, Weinberg (2009,p.2) "SMM connects service provides, companies, and corporations with a broad audience of influencers and consumers using SMM companies can gain traffic followers and brand awareness and that's just the tip of iceberg ."SMM is a process of interacting and building a relationship with costumers and makes the products available if the costumers need it. "SMM also involves listening to the communication and establishing relationships with you as a representative of your company

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(Weinberg.; 2009). It means SMM is about listening to the community and responding in kind, but for many SM marketers it also refers to reviewing content or finding a particularly useful piece of content and promoting it within the vast social sphere of the internet (Weinberg, 2009).

Social media marketing involves the strategic use of social media channels to establish and nurture relationships with customers, enhance brand visibility, facilitate direct communication, and generate leads and sales through engaging and targeted content.(Hoffman, D.L., & Fodor, M., 2010). The practice of leveraging social media platforms and networks to develop and implement marketing strategies that enhance brand recognition, strengthen customer relationships, and drive business goals through engaging content, audience targeting, and data-driven insights. (Mangold, W.G., & Faulds, D.J., 2009).

Social media marketing is the process of using social media platforms to build brand credibility, increase brand awareness, and foster engaged communities through proactive content creation, sharing, and conversation." (Hsiao, K., & Chen, Y., 2011).

2.1.2.1.Types of Social Media Marketing
The following are some of different type's social media marketing.

- ✓ Influencer Marketing:

Influencer marketing involves collaborating with influential individuals on social media platforms to promote products or services, leveraging their credibility, reach, and audience engagement to drive brand awareness and sales.(Kaplan, A., & Haenlein, M., 2019).

- ✓ Content Marketing:

Content marketing refers to the creation, publication, and distribution of relevant and valuable content on social media platforms to attract and engage the target audience, ultimately driving profitable customer action. (Cronin, J.J., & Menon, A., 2014).

- ✓ Social Media Analytics:

Social media analytics refers to the extraction, analysis, and interpretation of social media data to gain insights into audience preferences, behaviors, and trends, aiding informed decision-making,

and optimizing social media marketing strategies. (Khan, G.F., Tahir, A., & Khan, M.P.A., 2021).

✓ Community Management:

Community management involves actively engaging with online communities and fostering meaningful interactions on social media platforms to build relationships, enhance brand loyalty, and facilitate customer support and advocacy. (Kang, J.H., 2016).

✓ Social Media Advertising:

Social media advertising involves paid promotional activities on social media platforms to amplify brand reach, expose targeted audiences to specific products or services, and drive desired consumer actions such as clicks, leads, or purchases. (Zhang, J., & Zhang, Y., 2021).

2.1.3. Social Media Advertisement

Social media advertising encompasses the strategic promotion of products, services, or brands on various social media platforms, employing targeted messaging and engaging content to reach and interact with a specific audience.(Alalwan, A. etal R., 2017). Social media advertising represents the creation and dissemination of marketing messages via social media platforms, utilizing features such as targeting capabilities, user-generated content, and interactive elements to connect with and influence the target audience. (Yang, I., 2019).

2.1.3.1.Types of Social Media Advertisement

Display Ads: "Display ads are visual advertisements that appear on social media platforms, typically in the form of banners, images, or videos. These ads aim to capture the attention of users and raise awareness about a product or brand. (Barker, M., & Roberts, M. J. 2013)

According to Barker, M., & Roberts, M.(2013)Display advertising is a mode of online advertising where marketers use banner ads along with other visual ad formats to advertise their product on websites, apps, or social media (Display ads can take various forms, such as static, animated, interactive, video, or expanding**).** Display ads can help you reach people across millions of websites and apps, increase your brand awareness, and target audiences more likely

to convert .Some of the major display ad networks that you can use are:-Google Display, Network, Facebook Audience Network, Twitter Audience Platform.

Sponsored Content: "Sponsored content refers to paid advertisements that are seamlessly integrated into a user's social media feed. These ads are designed to match the platform's organic content, providing a non-disruptive and engaging advertising experience. (Schlagwein, D., Huizingh, E. K., & Järvinen, J. 2014)

Sponsored content is a form of advertising put out by **publishers or social media influencers** in a format and quality they are known for--whether they be articles, photos, video, or other executions. Brands co-create this content to generate conversations around their product category or even their product. (https://www.marketingcraft.com)

Sponsored content looks like native content on the social network, blending with organic content in the user's feed. There are two different sponsored posts, which are:

✓ Promoted or boosted posts: Amplifies the reach of your content by paying the platform to "boost" the post's visibility to a larger audience.

✓ Paid sponsorships or paid partnerships: Promotes the brand through a creator or influencer's account on their social network(s). Their audience will see a post similar to organic content, except it will be tagged or indicate in the copy that it's being sponsored by a brand. (https://www.brafton.com)

Sponsored content can help you create a better experience for your audience by leveraging these less intrusive ads for your influencer and paid social strategies. Plus, sponsored posts expand your reach by tapping into new audiences.

Some examples of sponsored content are:

● A blog post on Politico sponsored by SAP about how technology can help governments.

● A video on YouTube sponsored by Audible featuring a book review by an influencer.

● A social media post on Instagram sponsored by Adidas featuring an athlete wearing their shoes.

To create effective sponsored content, you need to outline your goals, set a budget, choose the right platform and partner, create engaging and relevant content, and measure your results. You can find more tips and resources on how to create sponsored content here. (Gupta, P., & Harris, J. 2010)

Influencer marketing: Influencer marketing involves collaborating with popular social media influencers who have a significant following to promote a product or brand. These influencers can leverage their credibility and reach to endorse products and drive consumer engagement. (Gupta, P., & Harris, J. 2010)

According to a study by Kaplan and Haenlein (2019), influencer marketing is effective because it leverages the relationship between influencers and their followers. The study explains that influencers are seen by their followers as relatable personalities, leading to a sense of trust and authenticity. When an influencer endorses a product or service, it is perceived as a recommendation from a trusted source, which can significantly impact consumers' purchase decisions.

Influencer marketing often involves various forms of content, such as sponsored posts, product reviews, giveaways, or collaborations where influencers create specialized content that showcases the brand or product. These collaborations can take place on social media platforms like Instagram, YouTube, TikTok, or through blog posts.

The success of influencer marketing lies in finding the right influencer whose values, interests, and audience align with the brand's target market.This ensures that the influencer's audience is likely to have genuine interest in the promoted product or service, leading to more impactful and meaningful engagements.

Native Advertising:

Native advertising refers to paid advertisements that blend seamlessly with the platform's native content, making them appear as natural or organic posts. These ads match the overall look and feel of the social media platform, resulting in higher user engagement and acceptance. (Mangold, & Faulds, 2009).

According to (Featherman, and Hofacker, 2016), native advertising aims to provide value to users by delivering relevant and engaging content that aligns with their interests and preferences. It often appears within social media feeds, articles, or within sponsored content sections. Unlike traditional banner ads or pop-ups, native ads are integrated more organically into the user's browsing experience, making them less obtrusive.

Native advertising; works by capturing users' attention and creating brand awareness without explicitly looking like an advertisement. By blending in with the surrounding content, native ads aim to overcome banner blindness and ad fatigue, potentially leading to higher engagement and improved conversion rates.

The content in native advertising can take various forms, such as promoted articles, recommended posts, sponsored videos, or interactive content. It is often designed to provide useful information, entertain, or evoke emotional responses to engage the audience and foster a positive association with the brand.

Video Ads**:** Video ads are advertisements that appear in the form of videos on social media platforms. These ads can range from short, auto play videos to longer, highly produced videos, and are effective in capturing users' attention and conveying brand messages (Tuten, T. L., & Solomon, M. R. 2017).

According to Li and Zhang (2021), video advertising offers unique benefits such as storytelling opportunities, audio-visual impact, and the ability to convey complex information effectively. Video ads can range from short, skip able ads that appear before or during online video content to longer, narrative-driven ads that tell a brand's story or showcase product features.

One of the advantages of video advertising is the ability to target specific audiences by using demographic data, interests, or behavior to reach the desired consumer segment. Moreover, with the increasing popularity of video-sharing platforms like YouTube and TikTok, advertisers have access to large, engaged audiences that can lead to significant brand exposure and reach.

Video ads can take various formats, including traditional pre-roll or post-roll ads, in-stream ads, native video ads, or mid-roll ads. They can incorporate various creative elements such as

animation, live-action footage, music, voice-overs, and special effects to captivate and engage viewers.

Perception is critical to their success. Prior research has attempted to ascertain the antecedents of consumers' perceptions of online advertising, and it has been discovered that an increase in consumer perception is connected with an increase in online advertising (Nasir et al., 2021). This indicated that there was a strong and positive correlation between consumer perception and online advertising. Additionally, it was discovered that all sub-dimensions of consumer perception influenced online advertising and its dimensions favorably and considerably (Haur et al., 2017). Advertising is basically an art of persuasion. Understanding the factors of an ad that can successfully persuade a user on social media becomes necessary to create an effective ad (Ahmad et al., 2019; Lee & Hong, 2016).

A comparative study indicated that both entertainment and informative-ness have a significant impact on the value of social media advertisements (Logan et al., 2012). The impact of informa-tiveness and the impact of advertising creativity on customers' empathy expression were validated (Lee & Hong, 2016). Customers' intention to purchase and intention to express empathy saw a strong association (Lee & Hong, 2016). The perception an advertisement as informative affects a consumer's attitudes towards advertising (Wang & Sun, 2010; Weismueller et al., 2020; Wolin et al., 2002). The product information shown in advertisements help consumers in making informed and right purchase decisions and therefore consumers consider advertisements as an important source of information (Jamali & Khan, 2018)

I. **Set campaign goals**:

Clearly define the objectives the company wants to achieve through the social media advertising campaign, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales. According to Alalwan, A. etal (2017) Setting campaign goals in social media advertising refers to establishing clear and measurable objectives that a business or brand aims to achieve through its promotional activities on social media platforms. These goals serve as a roadmap for developing effective strategies, tracking progress, and evaluating the success of the campaign. Here are a few common campaign goals in social media advertising:

Increase brand awareness: This goal focuses on expanding the reach and visibility of a brand among the target audience. It aims to make people more familiar with the brand and its offerings. For example, a study by Yang, Kim, and Kim (2019) found that social media advertising positively impacts brand awareness.

Drive website traffic: The objective here is to attract more visitors to the brand's website or specific landing pages. This can be achieved by sharing engaging content, using compelling call-to-actions, or running targeted ads. According to a study by Alalwan et al. (2017), social media advertising has a positive influence on website traffic.

Generate leads: This goal focuses on capturing potential customer information, such as email addresses or contact details, to nurture them into becoming paying customers. Social media platforms offer various lead generation tools and ad formats to facilitate this objective.

Increase customer engagement: This goal involves encouraging users to interact with the brand's social media content, such as liking, sharing, commenting, or participating in contests or polls. Higher engagement levels can lead to increased brand loyalty and word-of-mouth marketing.

Boost sales and conversions: The primary objective here is to drive revenue by promoting products or services directly through social media advertising. This can be achieved by targeting relevant audiences, offering discounts or promotions, or using compelling visuals and persuasive messaging.

When setting campaign goals, it is crucial to ensure they are SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. This ensures clarity and enables effective tracking and evaluation of the campaign's success. (Yang et al 2019).

II. **Identify target audience**

Determine the business target audience based on demographics, interests, behaviors, and psychographics. This will help you tailor your messaging and choose the appropriate social media platforms.

Identifying the target audience in social media advertising is crucial for the success of any marketing campaign. It involves understanding the demographics, interests, behaviors, and preferences of the audience that is most likely to engage with the brand's message and convert

into customers (Kumar & Mirchandani, 2012). By targeting the right audience, social media advertising can help businesses reach their marketing goals, such as increasing brand awareness, driving website traffic, generating leads, and boosting sales.

According to a study by Pew Research Center (2019), social media usage varies significantly by age, gender, education, and income. For instance, Facebook and YouTube are more popular among adults aged 18-49, while Instagram and Snapchat are more popular among younger adults aged 18-29. Women are more likely to use Pinterest, while men are more likely to use LinkedIn. Moreover, social media users with higher education and income levels tend to use LinkedIn and Twitter more than those with lower education and income levels.

To identify the target audience in social media advertising, businesses can use various tools and techniques, such as social media analytics, customer surveys, competitor analysis, and persona development (Kapoor & Kaur, 2019). Social media analytics can provide insights into the audience's demographics, interests, engagement rates, and conversion rates. Customer surveys can help gather feedback on the audience's preferences, pain points, and buying behaviors. Competitor analysis can reveal the audience's loyalty, sentiment, and perception of the brand and its competitors. Persona development can create a fictional representation of the audience's characteristics, motivations, and goals.

III.   **Choose social media platforms**

Select the social media platforms that align with your campaign goals and target audience. Consider factors such as user demographics, platform features, and ad formats available.

Social media platforms are online platforms that allow users to create and share content, connect with other users, and engage in social networking. There are numerous social media platforms available, each with its own unique features and target audience. When choosing social media platforms for advertising purposes, it is important to consider the demographics of the platform's user base, the type of content that performs well on the platform, and the advertising options available.

According to a study by Pew Research Center, **Facebook** remains the most widely used social media platform, with 69% of adults in the United States using the platform. **Instagram**, which is

owned by Facebook, is also a popular platform, particularly among younger users. The study found that 37% of adults aged 18-29 use Instagram, compared to just 8% of adults aged 65 and older (Perrin, 2019).

Twitter is another popular social media platform, particularly among users who are interested in news and current events. According to a study by the American Press Institute, 59% of Twitter users say they use the platform to get news, compared to just 31% of Facebook users (Mitchell et al., 2015).

LinkedIn is a social media platform that is geared towards professionals and businesses. According to LinkedIn's own data, the platform has over 700 million members in more than 200 countries and territories (LinkedIn, 2021). Advertising options on LinkedIn include sponsored content, sponsored InMail, and display ads. Overall, when choosing social media platforms for advertising purposes, it is important to consider the target audience, the type of content that performs well on the platform, and the advertising options available

IV. **Set budget and allocate resources**

Determine the amount you're willing to invest in your social media advertising campaign. Allocate your resources effectively among platforms, ad types, content creation, and monitoring tools.

One of the key benefits of setting a budget is that it helps businesses to control their advertising costs and avoid overspending. As noted by Hootsuite, "setting a budget ensures that you don't spend more than you can afford, and it helps you to allocate your resources effectively" (Hootsuite, 2021). By setting a budget, businesses can also prioritize their advertising efforts and focus on the most effective channels and campaigns.Setting a social media advertising budget is a critical aspect of any social media marketing strategy. It helps businesses to control their advertising costs and allocate resources effectively.

The steps to set a social media advertising budget:

Step 1: Define the company's marketing goals

The first step in setting a social media advertising budget is to define your marketing goals. According to Hootsuite, "your budget should align with your marketing goals and the results

you want to achieve" (Hootsuite, 2021). For example, if your goal is to increase brand awareness, you may need to allocate more resources to social media channels that have a broader reach.

Step 2: Identify the target audience

The next step is to identify the target audience. This will help the company to determine which social media channels are most effective for reaching the target audience. As noted by Sprout Social, "each social media platform has its unique audience, so it's essential to understand where the company's target audience spends their time" (Sprout Social, 2021).

Step 3: Determine the ad spend

Once the company has identified the marketing goals and target audience, it can determine ad spends. According to Hootsuite, "a good rule of thumb is to allocate 10-20% of your marketing budget to social media advertising" (Hootsuite, 2021). However, the actual amount will depend on the company's marketing goals, target audience, and the cost of advertising on each social media channel.

Step 4: Monitor and optimize the company's campaigns

Finally, it's essential to monitor and optimize the campaigns regularly. This will help you to identify what's working and what's not and make adjustments accordingly. As noted by HubSpot, "monitoring your campaigns regularly will help you to optimize your ad spend and achieve better results" (HubSpot, 2021).

V.   **Define key performance indicators (KPIs)**

Establish quantifiable metrics that support the campaign's objectives. The company will be able to assess the campaign's success with the aid of these KPIs.

As per Chaffey, D. et al. (2017), to start, specify the company's social media advertising goals in detail. These might involve boosting customer engagement, generating leads, boosting website traffic, raising brand awareness, or increasing conversions. Once the objectives have been established, the businesses should choose the precise KPIs that will be used to monitor their

progress. D. Evans (2016). To accurately assess business performance, it is crucial to set measurable targets for each KPI, according to Weinberg, T. (2015). These objectives ought to be SMART (specific, attainable, timely, and relevant). Utilize social media analytics tools to continuously track and evaluate the success of the company's social media marketing initiatives. To evaluate the success of your strategies, keep track of the company's KPIs and compare them to the goals. T. Tuten et al. 2017. Make the necessary adjustments to the social media advertising strategies based on the analysis of the company's KPIs in order to maximize performance and meet the company's goals. Barker, M., & Barker, D. I. (2016)

VI.   Develop engaging ad content:

Create effective ad copy, images, and videos that speak to the target audience and are compatible with the social media platforms of choice. To maximize your content's performance and appeal, make sure it is optimized for each platform.

VII.   Schedule and launch the campaign:

Create a campaign timeline that outlines the start and end dates, as well as any specific ad fighting or promotional periods. Implement the necessary tracking and conversion pixels to monitor ad performance accurately.

VIII.   Monitor, analyze, and optimize:

Regularly track the performance of the ads using analytics tools provided by the social media platforms or third-party analytics solutions. Analyze the data, test different variations, and optimize your campaign for better results.

When planning a social media advertising campaign, it is essential to consult relevant research, industry best practices, and case studies for guidance. These resources can provide insights into effective strategies, emerging trends, and successful campaign examples.

2.1. 4.Theories on social media advertisement

2.1.4.1.Social Cognitive Theory (SCT)

A theory developed by Bandura in 1986. SCT emphasizes the role of observational learning, self-efficacy, and self-regulation in shaping human behavior**.**

✓ Observational learning, According to SCT, individuals learn through observing others and the consequences of their actions. In the context of social media advertising, customers may observe and learn from the behavior of others, such as influencers or peers, who engage with or react to advertisement. These observations can influence their attitudes towards the brand and their subsequent behavior.

✓ Self-efficacy, another key concept in SCT, refers to an individual's belief in their ability to perform a specific behavior. In the context social media advertising, customers with higher self-efficacy may be more likely to resist the influence of social advertisements and maintain attitudes towards the brand.

✓ Self-regulation, the third concept in SCT, refers to an individual's ability to monitor and control their own behavior. In the context of social media advertising, customers with higher self-regulation may be more likely to critically evaluate advertisements, seek additional information, and form their own attitudes based on ethical considerations.

2.1.4.2. Theory of reasoned action (TRA)

The Theory of Reason Action (Ajzen & Fishbein, 1980) would serve as a behavioral theory for strengthening the relationship amidst consumer beliefs, motives, attitudes and behavioral intentions. It would consider the volitional factors that determine a consumer's behavior of interest backed by a sound cognitive process which strengthens their capability of performing that behavior .The Theory of Reasoned Action (TRA) is a social psychological theory that explains and predicts human behavior based on individual attitudes and subjective norms. It suggests that people's behaviors are a result of their intentions, which are influenced by their attitudes towards a particular behavior and the subjective norms associated with it.

2.2.The concept of consumer attitude

Consumer attitude refers to an individual's overall evaluation, feelings, and thoughts towards a particular product, service, brand, or experience. It plays a significant role in influencing consumer behavior and purchase decisions. Understanding consumer attitudes becomes essential for marketers as it helps them create effective strategies to reach their target consumers. This

essay will discuss the concept of consumer attitude by analyzing its components, measurement, formation, and the factors that influence it. The concept of consumer attitude consists of three components: cognitive, affective, and behavioral. The cognitive component refers to an individual's beliefs, thoughts, and knowledge about a product or brand. The affective component refers to the emotional responses and feelings associated with the product or brand. The behavioral component refers to the tendencies or actions exhibited by the consumer towards the product or brand, such as purchase behavior and brand loyalty. (Solomon, M. 2010).

Consumer attitudes are influenced by a number of elements, such as situational conditions, individual attributes, and social and cultural influences. Consumer attitudes are influenced by personal traits like personality, values, and lifestyle. Because people often follow social conventions and the opinions of powerful people, social and cultural factors—such as opinion leaders, cultural values, and social norms—also have an impact on consumer attitudes. Situational elements can also have an impact on customer attitudes. Examples include the setting in which a transaction is made or the particular need or objective that the customer wishes to achieve. (Stern, D.2019)

2.2.1. Components of Attitude

2.2.1.1.Cognitive Component of Attitude

The cognitive component of attitude refers to the beliefs and thoughts an individual holds about an object, person, or situation. It encompasses the individual's knowledge, perceptions, and understanding of the subject. According to Hogg and Vaughan (2014), this cognitive component reflects the information an individual has gathered over time and the evaluation or judgment they make about the object or situation. For example, if someone believes that exercise is crucial for maintaining good health based on their knowledge about the benefits of physical activity, their cognitive component of attitude towards exercise would be positive.

2.2.1.2.Affective Component of Attitude

The affective component of attitude deals with the emotional or feeling aspect associated with an object, person, or situation. It encompasses an individual's emotional response, like or dislike and general feelings towards the subject matter. This component involves the individual's evaluation

of whether they have positive, negative, or neutral emotions and sentiments towards the object.(Eagly and Chaiken 1998)

2.2.1.3.Behavioral Component of Attitude

The behavioral component of attitude relates to an individual's behavioral intentions, actions, or tendencies towards a particular object, person, or situation. It represents how one's attitudes influence their behavior. Fishbein and Ajzen (1975) suggest that this component includes an individual's inclinations or resolutions to act in a certain manner due to their attitude towards something.

2.3.Empirical Review

According to Smith and Johnson's (2019) findings, social media advertisements with specific targeting have the ability to significantly impact customer behavior by providing tailored material that corresponds with individual tastes and requirements.

Jones et al. (2020) demonstrated how interactive advertising material increases consumer involvement and brand affinity, highlighting the critical role that social media plays in building brand engagement and customer loyalty.

Furthermore, Taylor et al. (2021) demonstrated how user-generated material and testimonials may be successfully incorporated into social media advertising campaigns to influence customer attitudes and establish credibility and trust, which in turn influence purchase decisions. These empirical findings highlight the importance of customized, interesting, and genuine brand communication in fostering customer engagement and loyalty in the digital sphere. They also highlight the significant influence of social media advertising methods on consumer behaviour.

A Research conducted by Akhavan Sarraf, A. R., & Hosseini Teshniz, M. (2020) titled The Effect of Social Media Advertising Properties on Customer Buying Intention. The study sheds light on the complex interplay between social media advertising properties and consumer behavior, offering valuable insights for businesses looking to leverage social media as a marketing tool in the realm of cosmetic products. The findings revealed that several properties of social media advertising had a positive influence on buying intention. Specifically, interactivity,

hedonic motivations, performance expectations, and in formativeness were found to positively impact the intention to purchase. However, it was noted that perceived relevance did not have a significant effect on buying intention.

The researcher sought to measure the overall influence of social media advertising on the consumer decision-making process and buying behavior in the context of fast fashion. The findings revealed that social media advertising indeed wields a positive influence on consumer buying behavior within the fast fashion industry. Notably, among the independent variables studied, namely entertainment, familiarity, and social imaging, three were found to significantly impact consumer behavior. However, for the remaining variable, advertising expenditure, no statistically significant influence was detected. Darshana B. (2021)

According to Haudi etal (2022) on the study that seeks to evaluate the impact of social media marketing activities on brand trust, brand equity, and brand loyalty within the realm of social media. The study's findings suggest a positive effect of social media marketing on brand trust, brand equity, and brand loyalty. Moreover, the results also reveal that brand trust positively influences SMEs (Small and Medium-sized Enterprises) performance, as does brand equity. Additionally, brand loyalty was found to have a positive influence on SMEs performance. The study illuminates the significant impact of social media marketing on crucial components such as brand trust, brand equity, brand loyalty, and ultimately, small and medium-sized enterprises' performance.

The rapidly growing usage of social media in Ethiopia, coupled with the increasing internet penetration, underscores the necessity for local companies to adapt in order to thrive in a globalized business environment and gain maximum benefit from this remarkable technological phenomenon. As such, the adoption and exploration of social media marketing in the Ethiopian context are likely to become increasingly vital for companies striving to maintain a competitive edge and capitalize on the opportunities presented by this digital transformation**. (Nejat M., 2021)

2.5. Research framework

The following conceptual framework is developed to clarify the relationship between independent and dependent variables as we see social media advertisement variables consists

product reviews, endorsements by influencers , capabilities to interact with the advertised products, expectations about the benefits, quality, or satisfaction associated with the advertised offerings (Bandura ;1986)

Hypothesis development

A hypothesis is a tentative explanation that accounts for asset of facts and can be tested by further investigation. Selamat (2008) stated that hypothesis is tentative, intelligent guesses posited for the purpose of directing one's thinking and action towards the solution of a problem. In this study, the hypotheses are as follow:

In the realm of social media advertising, understanding the intricate dynamics between various factors and their impact on customer attitudes is essential for marketers seeking to craft effective strategies that resonate with their target audience. One key aspect under scrutiny is the influence of product reviews on shaping consumer perceptions and attitudes towards advertised offerings. Research has shown that product reviews play a significant role in influencing consumer decision-making processes, with positive reviews often fostering trust and credibility, while negative reviews can deter potential customers (Smith & Johnson, 2020).

H1: Product reviews significantly predict attitudes towards the advertisement on social media.

Moreover, endorsements by influencers have emerged as a powerful tool in the social media advertising landscape, with influencers wielding the ability to sway consumer attitudes through their authority and credibility. Studies indicate that endorsements by influencers can create a sense of authenticity and relatability among consumers, influencing their attitudes and purchase intentions towards promoted products or services (Brown et al., 2019).

H2: Endorsements by influencers significantly predicts attitudes towards the advertisement on social media.

Furthermore, the interactive capabilities that customers have with advertised products on social media platforms contribute significantly to shaping consumer attitudes. Features such as live product demos, interactive ads, and virtual product experiences enhance customer engagement and provide a more immersive brand experience. Research suggests that increased interactivity

leads to higher levels of customer involvement and positive brand perceptions, ultimately influencing consumer attitudes positively (Williams & Davis, 2021).

H3: Customers' capability to interact with the advertised products significantly predicts attitudes towards the advertisement on social media.

In addition to interactive features, customer expectations regarding the benefits, quality, and satisfaction associated with the advertised offerings play a crucial role in influencing customer attitudes. Aligning promotional messages with customer expectations and delivering on promises can lead to enhanced brand perceptions and customer satisfaction. Delving into customer expectations and how they correlate with perceived value can shed light on the underlying mechanisms that drive customer attitudes towards advertised products (Lee & Chen, 2018).

H4: Expectations about the benefits, quality, or satisfaction significantly predicts attitudes towards the advertisement on social media.

Product reviews
Endorsements by influencers
Capabilities to interact with the advertised products
Expectations about the benefits, quality, or satisfaction

Consumer's attitude towards social media advertisement
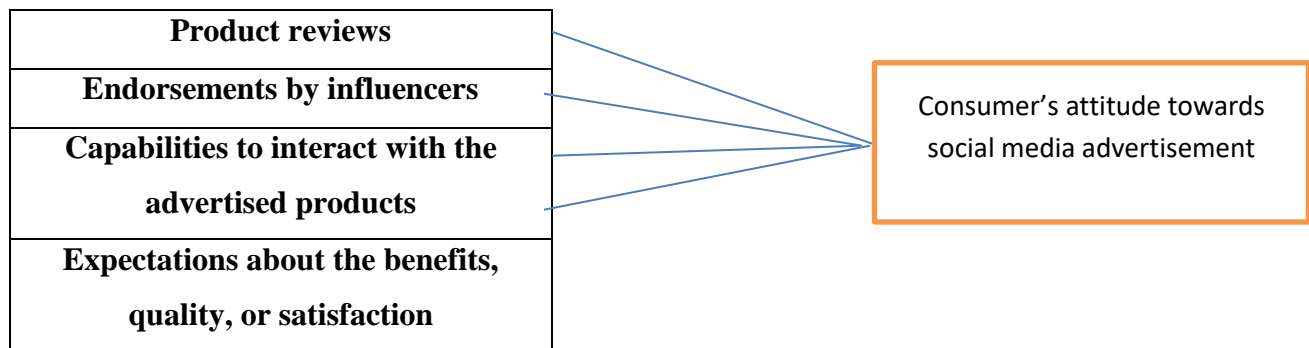
CHAPTER THREE
RESEARCH METHODOLOGY

3.1 Introduction

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

3.2Research Approach/Method and Design

3.2.1 Research approach

This research used a mixed-methods approach to investigate the impact of social media advertisements' on consumers' attitudes. The study involved a survey of consumers to gather quantitative data on their attitudes towards social media advertisements'. The research approach is quantitative. The researcher used closed-ended questionnaire with likert-Scale and single multiple choice items for the quantitative data. Scientific research approaches are categorized into three categories by: quantitative, qualitative, and mixed research (Creswell2003). Quantitative research is a strategy for examining the relationship between variables that may be measured and evaluated using statistical methods in order to test objective hypotheses.

3.2.2. Research Design

Research design is defined as the specific procedure involved in the research process: data collecting, data analysis, and report writing, (Creswell, 2014). Explanatory research is a form of study that focuses on describing the many parts of your research. Explanatory study provides answers to the "why" and "what" questions, resulting in a better knowledge of a previously unsolved topic or clarification for relevant future research endeavors. Explanatory study is used to figure out how or why something happens. As a result, this form of research is frequently one of the initial steps in the research process, serving as a springboard for further investigation.

3.3 Population and Sample

The target population of the study includes consumers who are exposed to cosmetics products advertisements and users of social media in Addis Ababa to reach the targeted sample population quickly, it is difficult to apply probability sampling to collect data for this study. Thus, the researcher plans to use a convenience non probability sampling techniques. The total population for this study is unknown since it is very difficult to determine the total number of social media users as it is dynamic, complex and increases on a daily basis. With the study title in Addis Ababa context, to determine the estimate of p and q, the researcher used the standard number of sample size. As recommended by Corbetta (2003) in determining the standard deviation, 95% confidence. Interval and 5% sampling error in calculating the sample size using the formula:

where $n=\dfrac{z^2 PQ}{E^2}$

n = required sample size

Z = Degree of confidence (z =1.96)

P = Probability of positive response (0.5)

q = Probability of negative response (0.5)

e = Tolerable error (0.05)

$$Z= (1.96)2 \quad n= \dfrac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2}$$
$$P=0.5 \quad (0.05)2$$
$$Q=0.5 = \dfrac{3.84 \times 0.25}{} = \quad \mathbf{384}$$
$$E= (0.05)20.0025$$

3.4. Sources of Data

The target population includes all cosmetic users in Addis Ababa. The sample was focused on respondents who are specifically use social media who are available by using convenience sampling technique since all the population of the products customers cannot be available at the same. The respondents were selected because of their availability or easy access and less expensive for collecting data.

3.5. Data collection tools

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

3.5.1. Primary data

It is a first-hand data and survey research method was used in which questionnaires were used to collect the information from cosmetics product users who are exposed to social media.

3.5.2 Secondary data

Secondary data were gathered from different research articles, reports, books and other official publications to develop conceptual framework and review literatures in the area of social media advertising**.** For quantitative investigation, the questionnaire will be developed and pilot test will be conducted to insure its internal consistency.

3.6. Methods of data analysis

After collecting the quantitative data from the respondents, the collected data was organized and presented in a meaningful way for further descriptive analysis, and Correlation. Thus, the following activities were taken consequently. The quantitative data collected from the survey was analyzed using descriptive statistics and inferential statistics such as correlation analysis and regression analysis. The qualitative data collected from the interviews was analyzed using thematic analysis to identify common themes and patterns in the data.

3.7 Reliability and Validity of the Instruments

3.7.1 Validity

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

3.7.2 Reliability

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

Table 3-1:Reliability Test Result

No	Variables	Cronbach's Alpha	
1	Product reviews	0.72	5
2	Endorsements by influencers	0.7430	5
3	Capabilities	0.7665	5
4	Expectations	0.7523	5
5	Customers attitude	0.7062	4
	Total		**24**

Source: STATA primary data (2024)

The above table lists 24 items that are used to gauge consumer attitudes and social media advertising. The Cronbach's alpha was used to test the scales' reliability. State that a reliability coefficient of greater than 0.7 is deemed satisfactory. Therefore, the aforementioned items' dependability coefficient is higher than 0.7 (Hair etal ,2006)

3.8. Ethical Consideration

The next section discusses ethical issues that ought to be brought up during the study:

- It was made sure that respondents voluntarily participated in the survey.
- Participants in the study provided their informed consent.

It is imperative to refrain from using derogatory, biased, or any other unwanted wording when creating questionnaires. The security and privacy of the respondents are extremely important, and the study data should have appropriate protections in place to ensure their privacy. The investigator exhibited impartiality and autonomy.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION

Introduction

The data collected through questionnaires is presented, analyzed, interpreted, and discussed in this phase of the study. Using STATA/SE software version 14.0, the data is obtained from cosmetics customers in Addis Ababa via questionnaire it is analyzed, and interpretations of the results are provided.

The study's main goal was to determine the effect of social media advertising on customer's attitude with reference to cosmetics products in Ethiopia, using data collected through questionnaires from respondents in Addis Ababa. The data was processed using STATA 14.0 (Statistical Software Package). Descriptive analysis and multiple regression analysis are among the methods employed. Multiple regression analysis is used to determine whether the proposed independent variables (Product reviews, Endorsements by influencers, Capabilities, Expectations) have an effect on the dependent variable (Customers attitude).

Samples and response rate

A total of 384 questionnaires were distributed and out of which 357 were received back. This implies 92.9% of the respondents returned valid questionnaires. The rest were invalid responses and hence excluded from analysis.

4.1.Demographic Profile of Respondents

The table below explains that the data of 332 respondent's gender, age, income level, educational background.

Table 4-1: Gender of respondents

Gender	Freq.	Percent	Cum
Female	249	69.75	70.18
Male	108	30.25	100.00
Total	357	100.00	

Source: STATA primary data (2024)

Table 4.1 presents the frequency and percentage of the respondents based on gender from the Total 357respondents the male respondents accounted for 108 (30.25 %) while the females accounted for 249 (69.75 %) the result suggest that majority of the respondents were female.

Table 4-2: Age of respondents

Age	Freq.	Percent	Cum
18-25	207	57.98	57.98
26-30	109	30.53	88.52
31-35	36	10.08	98.60
36-40	5	1.40	100.00
Total	**357**	**100.00**	

Source: STATA primary data (2024)

Table 4.2 Presents the frequency and percentage of the respondents based on age. From the total 357 respondents the research clustered around the age groups between 18-25 and 26-30years who accounted for 57.98% and 30.53% of the respondents respectively. The age group between "31-35" accounted for 10.08% and the age group "36-40" accounted for 1.40% From the above data it can be suggested that majority of the respondents comprised in age from age 18-25 years of age.

Table 4-3: Educational back ground of respondents

Educational background	Freq.	Percent	Cum.
Certificate	6	1.68	1.68
Diploma	61	17.09	18.77
First Degree	269	75.35	94.12
Second Degree	21	5.88	100.00
Total	**357**	**100.00**	

Source: STATA primary data (2024)

The above table 4 shows the educational background of respondentsFrom the total number the majority of individuals in the sample 269 hold a "First Degree," comprising 75.35% of the sample, 61 (17.09%) holds a "Diploma, 21(5.88%) holds Second degree and the rest 6(1.68%) holds certificate.

Table 4-4: Income level of respondents

Income level	Freq.	Percent	Cum.
10,000-14,999	12	3.36	3.36
15,000-19,999	12	3.36	6.72
20,000 and more	36	10.08	16.81
5000-9,999	31	8.68	25.49
< 5000	266	74.51	100.00
Total	**357**	**100.00**	

Source: STATA primary data (2024)

As shown in the table 3.36% respondents have a monthly income of 10,000-14,999. 3.36% of respondents have 15,000-19,000 monthly income. 10.08% of respondents have 20,000 and above monthly income and 8.68% of respondents' have5000-9999 and above monthly income.74.51% of respondents have 5000 and less income so the table suggests that most of the respondent's monthly income is less than 5000.

Table 4-5: Customers response whether they use social media or not

	Freq.	Percent	Cum
Yes	357	100.00	100.00
Total	357	100.00	

Source: STATA primary data (2024)

As shown in the table 100% respondents of the respondents use social media.

Table 4-6: Customers response to whether they   have seen any social media advertisement for any cosmetics product

	Freq.	Percent	Cum
Yes	357	100.00	100.00
Total	357	100.00	

Source: STATA primary data (2024)

 As shown in the above table 100% of the respondents encountered social media advertisement for cosmetics products.

Table 4-7: Customers response to whether they are customer or user of any cosmetics products

	Freq.	Percent	Cum
Yes	357	100.00	100.00
Total	357	100.00	

Source: STATA primary data (2024)

As shown in the above table 100% respondents are customers of cosmetic products

4.2. Descriptive Analysis

This part of the chapter deals with the presentation and analysis of respondents. Key items of the questionnaires were regarding Product reviews, Endorsements by influencers, Capabilities, and Expectations. The descriptive analysis was do ne using descriptive statistics by computing mean score to get the average response of the respondents for each question. For discussion purpose the mean scores are interpreted as follows.

Figure 4-8: Descriptive Statistic for product review

Variable	Obs	Mean	Std. Dev.
Cosmetic products review on social media typically attention capturing.	357	3.672269	.8523851
Believes cosmetics product reviews that are promoted on social media.	357	3.633053	.8123519
Social media product reviews on cosmetic products have a greater impact than traditional advertising techniques	357	3.691877	.9393197
To distinguish between similar cosmetics products in social media advertisements, product reviews are really helpful.	357	3.708683	.8671649
Social media advertisements that include thorough product reviews with particular details about the features and usage of the product are more reliable.	357	3.759104	.8825444
Product review's mean		**3.67**	

Source: STATA primary data (2024)

As indicated above in table 4.8 respondents mean values show that the customers more agree among the alternatives of the Likert scale (Cosmetic products review on social media are attention capturing mean= 3.67std. deviation=0.85), (whether customers believe cosmetics product reviews that are promoted on social media mean= 3.63std deviation= .81), (customers responded whether Social media product reviews on cosmetic products have a greater impact than traditional advertising techniques mean = 3.69std deviation= 0.93), (To distinguish between similar cosmetics products in social media advertisements, product reviews are really helpful. mean= 3.7std deviation =0 .867), (Social media advertisements that include thorough product reviews with particular details about the features and usage of the product are more reliable =3.75std deviation= 0.88). The mean scores suggest that, on average, respondents agree with the statements presented about product review and the ratings are relatively consistent across the sample.

Table 4-9: Descriptive Statistic for endorsement

Variable	Obs	Mean	Std. Dev.
To engage with cosmetic products social media advertisement that features a celebrities or influencers.	357	3.62465	.8958442
Testimonials or endorsements from multiple individuals in social media advertisements add a layer of credibility.	357	3.582633	.836009
likely to consider a product if it is endorsed by a celebrity or influencer	357	3.638655	.9778251
Endorsements by celebrities or influencers in social media advertisements are persuasive	357	3.733894	.8990005
Endorsements by celebrities or influencers can enhance the visibility and awareness of a cosmetic product	357	3.686275	.8722674
Endorsements mean		**3.68**	

Source: STATA primary data (2024)

As indicated above in table 4.9. respondents mean values show that the customers more agree among the alternatives of the Likert scale (To engage with cosmetic products social media advertisement that features a celebrities or influencers mean= 3.62std. deviation=0.89), (Testimonials or endorsements from multiple individuals in social media advertisements add a layer of credibility to the customers attitude mean= 3.58std deviation= 0.83), (customers likely to consider a product if it is endorsed by a celebrity or influencer mean = 3.63std deviation= 0.977), (Endorsements by celebrities or influencers in social media advertisements are persuasive mean= 3.73 std deviation =0 .89), (Endorsements by celebrities or influencers can enhance the visibility and awareness of a cosmetic product mean=3.68std deviation= 0.87). The mean scores suggest that, on average, respondents agree with the statements presented about endorsements and the ratings are relatively consistent across the sample.

Table 4-10: Descriptive Statistic customer's capability

Variable	Obs	Mean	Std. Dev.
Have a clear understanding of the different social media platforms and their advertising features.	357	3.568627	.8956333
Know how to use the tools for social media advertising	357	3.557423	.8709946
Skilled at using social media features for engaging with advertisements (liking, commenting, and sharing.)	357	3.560224	.9800756
Familiar with the different social media advertisement forms (picture advertisements, video ads, sponsored posts, etc.)	357	3.59944	.8958705
Able to successfully screen out and block undesired or irrelevant social media advertisements about cosmetic products.	357	3.717087	.9487214
Customers capabilities mean		**3.59**	

Source: STATA primary data (2024)

As indicated above in table 4.9. Respondents mean values show that the customers more agree among the alternatives of the Likert scale(Have a clear understanding of the different social media platforms and their advertising features Mean=3.56 Standard Deviation: 0.89) This suggests that, on average, the participants have a decent understanding of different social media platforms and their advertising features. The standard deviation indicates that there is some variation among the participants' understanding.(Knowing how to use the tools for social media advertising Mean=3.55 Standard Deviation: 0.87) On average, the participants have a good level of knowledge about using tools for social media advertising. Again, the standard deviation shows some variability among the participants' knowledge. (Skilled at using social media features for engaging with advertisements (liking, commenting, and sharing.) Mean=3.56 Standard Deviation: 0.98 the participants, on average, have a fair level of skill when it comes to engaging with advertisements on social media platforms. The standard deviation indicates there is some diversity in the participants' skill levels. (Familiar with the different social media advertisement forms Mean=3.59 Standard Deviation: 0.89) On average, the participants are familiar with various forms of social media advertising, such as picture advertisements, video ads, and sponsored posts. The standard deviation suggests some variation among the participants'

familiarity. (Ability to successfully screen out and block undesired or irrelevant social media advertisements about cosmetic products Mean=3.71 Standard Deviation: 0.948) Overall, the participants have a good ability to screen out and block undesired or irrelevant social media advertisements related to cosmetic products. The standard deviation indicates some diversity in their capabilities. (Customers capabilities: =Mean: 3.59) This is the overall mean score calculated across all the variables. It represents the participants' overall capabilities related to social media advertising, indicating that, on average, they possess a satisfactory level of ability

Table 4-11 :Descriptive Statistic customer's expectation

Variable	Obs	Mean	Std. Dev
Expect smooth, continuous and easy-to-use experience when interacting with social media advertisements.	357	3.834734	.7989623
Have consistently delivered on the benefits or advantages they promised for cosmetic products.	357	3.638655	.8148664
expect social media advertisements to provide accurate and truthful information about the product	357	3.823529	.9023726
Social media advertisements should be visually appealing and engaging	357	3.865546	.809956
expect social media advertisements to be transparent about sponsored content or partnerships	357	3.686275	.9698586
Consumers expectation mean		**3.76**	

Source: STATA primary data (2024)

As indicated above in table 4.9 respondents overall expect a smooth, continuous, and easy-to-use experience when interacting with social media advertisements, with an average rating of 3.83. They also expect the advertisements to consistently deliver on the promised benefits or advantages of cosmetic products, with an average rating of 3.64.respondents also expect social media advertisements to provide accurate and truthful information about the product, with an average rating of 3.82. Additionally, they believe that these advertisements should be visually

appealing and engaging, with an average rating of 3.87.Lastly, respondents expect social media advertisements to be transparent about sponsored content or partnerships, with an average rating of 3.69.

Table 4-12: Descriptive Statistic for consumer attitude

Variable	Obs	Mean	Std. Dev.
Social Media advertisement influences my attitude towards the product.	357	3.647059	.8797494
Made cosmetics product purchase based on information gathered from social media advertisement.	357	3.591036	.824981
Refer to advertisements made on social media to make purchases	357	3.666667	.9411524
Recommend others to refer to social media advertisements when making purchases	357	3.876751	.8047908
Consumers attitude mean		**3.7**	

Source: STATA primary data (2024)

For the variable whether social media advertisement influences respondent's attitude towards the product, the mean score is 3.65 with a standard deviation of 0.88. This indicates that, on average, social media advertisement has a somewhat positive impact on consumers' attitudes towards the products being advertised.

For the variable whether respondents made cosmetics product purchase based on information gathered from social media advertisement has a mean score of 3.59 with a standard deviation of 0.82. This suggests that consumers do make purchases of cosmetics products based on the information they gather from social media advertisements. For the variable whether respondents refer to advertisements made on social media to make purchases has a mean score of 3.67 with a standard deviation of 0.94. This suggests that consumers often look to social media

advertisements to help them make purchasing decisions. Lastly, the variable whether respondents recommend others to refer to social media advertisements when making purchases has a mean score of 3.88 with a standard deviation of 0.80. This indicates that consumers are generally inclined to suggest others to consider social media advertisements when making purchasing decisions.

4.2.Correlation Analysis

Correlation analysis is conducted to analyze the strength of correlation between consumers buying behavior and impact of social media. This coefficient can take on any value between 1 and -1. A value of 1 represents a perfect positive correlation where as a value of -1 represents a perfect negative correlation (Saunders, L. & Thornhill A, 2009).Furthermore, according Robson C. (2002) correlation coefficients are further classified in detail as follows:

- ➢ 0.00- 0.19 - slightly/negligibly correlated
- ➢ 0.20 - 0.39 - weakly correlated
- ➢ 0.40 - 0.69 - moderately correlated
- ➢ 0.70 - 0.89 - highly correlated
- ➢ 0.90 - 1.00 - very high correlated
- ➢ 1.00 - perfectly correlated

Table 4.9 correlation analysis

Table 4.2 -13: Correlation analysis

	Product review	**Endorsement**	**Capabilities**	**Expectations**	**Attitude**
Product review	1.0000				
Endorsement	0.0550	1.0000			
Capabilities	0.0348	0.3282	1.0000		
Expectations	0.0185	0.1814	-0.0239	1.0000	
Attitude	0.0983	0.8870	0.3715	0.1304	1.0000

Source: STATA primary data (2024)

According to the table, product review (0.09) and capabilities (0.37) respectively has a weak but positive correlation with consumer attitude. Endorsement (0.88) has high correlation with consumer attitude. Likewise, expectation (0.13) has a slight but positive correlation with consumer attitude.

4.3.Regression Analysis

4.3.1. Testing Assumptions of Classical Linear normality test

Testing for regression analysis before examining the influence of one or more independent variables on a dependent variable, testing the obtained data is an important step in order to get non-biased and better results. In this study, there are four types of testing which are Multi-Collinearity, Linearity, Normality, and Homoscedasticity test

Multi- Collinearity Test

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

Table 4.3-14: Multiolliniarity analysis

Variable	VIF	1/VIF
Endorsement	1.17	0.854876
Capability	1.13	0.884799
Expectation	1.04	0.959203
Product review	1.00	0.996556
Mean VIF	**1.09**	

Source: STATA primary data (2024)

The Variance Inflation Factor (VIF) is a measure of multicollinearity in a regression analysis. It quantifies how much the variance of the estimated regression coefficient is increased due to the presence of correlation between predictor variables.In this case, the VIF values for all the variables (Endorsement, Capability, Expectation, and Product review) are relatively low, ranging from 1.00 to 1.17. This indicates that there is no severe multicollinearity present in the model.The "1/VIF" column provides the reciprocal values of the VIF, which can be interpreted as the degree to which multicollinearity affects the variables. A value close to 1 indicates low Multicollinearity. The mean VIF value of 1.09 suggests that the variables in the model are not strongly correlated with each other. This is generally desirable in regression analysis as it reduces the potential for inflated standard errors and unreliable coefficient estimates.

Linearity Test

The linearity between the dependent and independent variable assumed to be linear. To check the linearity in this model, we can examine the t-values and p-values associated with the coefficients of the predictor variables (product review, endorsement, capabilities, expectation) in the model.

The t-value measures the magnitude of the coefficient relative to the standard error, and the p-value indicates the statistical significance of the coefficient.

In this model, the t-values and p-values are as follows:

Product review: t = 2.01, p = 0.045

Endorsement: t = 33.11, p = 0.000

Capability   : t = 3.40, p = 0.001

Expectations: t = -1.00, p = 0.319

Based on these values, we can conclude that the coefficients of product review, endorsement, and capability are statistically significant ($p < 0.05$), indicating a linear relationship with the dependent variable. However, the coefficient of expectation is not statistically significant ($p > 0.05$), suggesting that it don't not have a linear relationship with the dependent variable. Therefore, the models have a linear relationship for the predictor variables product review, endorsement, and Capabilities, but not for expectation.

Normality

Normality is the gold standard for statistical procedures, and Statistical tests are invalid without it (Tabachnick & Fidell, 2007. The variables were tested for normality using both graphical and statistical approaches). The researcher used stastical, Skewness, and kurtosis tools in STATA to assess the normality of the data distribution in this model. The values in this study are normally distributed. Skewness and kurtosis techniques were also utilized to evaluate the normality assumptions. According to Hair, et al. (2003), the beta skewness values must be between +1 and -1, and the Kurtosis values must be between +3 and -3. When both conditions are passed, the data is deemed to be regularly distributed. The data are normally distributed because all of the Skewness and Kurtosis values for variables are within the permitted range.

Table 4.3-15: Normality test

Variable	Obs	Pr(Skewness)	Pr(Kurtosis)
Attitude	357	0.7756	0.0116
Product review	357	0.3750	0.0007
Endorsement	357	0.5679	0.0283
Expectation	357	0.0242	0.0789
Capability	357	0.0974	0.0639

Source: STATA primary data (2024)

Homoscedasticity

The Breusch-Pagan / Cook-Weisberg test for homoscedasticity is a statistical test that assesses whether there is homoscedasticity (unequal variances) in the errors of a regression model.

Breusch-Pagan / Cook-Weisberg test for homoscedasticity

Ho: Constant variance

Variables: fitted values of attitude

chi2(1)   =   72.00

Prob > chi2 =   0.0000

The null hypothesis (Ho) is that there is constant variance in the errors, meaning that the variances are equal for all observations. The alternative hypothesis would be that there is heteroscedasticity. The test statistic is chi2 (1), which indicates that the test follows a chi-square distribution with 1 degree of freedom. The particular test statistic value obtained is 72.00.The p-value (Prob > chi2) associated with the test statistic is 0.0000. This is the probability of observing a test statistic as extreme as the one obtained, assuming the null hypothesis is true. In

this case, the extremely small p-value suggests strong evidence against the null hypothesis of constant variance, indicating the presence of hetroscedasticity   in the errors.

4.4.Results of Regression

Analysis In order to answer the research questions simple classical linear regression model (CLRM) is employed. This is because if the assumptions hold true, then the estimators determined by the model will have a number of desirable properties, and are known as Best Linear Unbiased Estimators (BLUE) (Brooks, 2008).

On the regression outputs the beta coefficient may be negative or positive; beta indicates that each variable's level of influence on the dependent variable. P-value indicates at what percentage or precession level of each variable is significant. Adjusted R^2 value indicates the explanatory power of the model (Brooks, 2008).

This paper used a regression model to study the effect of social media advertisement on consumer's attitude. The model was regressed and results are discussed as follows.

Model: **ATTITUDE=α+ βProduct+ β2ENDORSMENt+ β3Capability+ βexpectation+ε**

Regression analysis

Table 4.4-16: Regression table

Source	SS	DF	MS	Number of respondents = 357
Model	1781.06	4	445.26	R-squared =0.7969
Residual	453.88	352	1.289	Adj R-squared =0.7946
Total	**2234.957**	**356**		

	Coef.	Std. Err.	T	p>t	[95% Conf.	Interval]
Product review	.0337179	.0167547	2.01	0.045	.0007661	.0666698
Endorsement	.6888439	.020802	33.11	0.00	.647932	.7297558
Capabilities	.0667993	.0196274	3.40	0.001	.0281976	.1054011
Expectations	-.0183909	.0184165	-1.00	0.319	-.0546112	.0178293
_cons	.5506174	.6176867	0.89	0.373	-.6642032	1.765438

Source: Survey result (2024)

According to Table 4.16 the R-squared is 0.79which means that 79% of the total variation on consumer's attitude is caused by a change in the explanatory variables taken altogether. A p value of 0.000 indicates that the model is good fit at 5% level of significance. Table 4.16 also shows that Product review and Endorsement are significant at 5 % level significance with a p-value of 0.045and 0.000, respectively. The regression table also shows that Capabilities is significant at 5 % level significance with a p-value of 0.001. However, as to table 4.16, Expectations is insignificant with a p-value of 0.319.

4.5. Discussion of the Regression Results

H1: Product reviews significantly predict attitudes towards the advertisement on social media.

According to table 4.16 product reviews has a positive and significant effect on consumers consumer's attitude with a p-value of 0.00 (5% level of significance) and a coefficient of 0.033.

This means that other things remaining constant 0.0337; suggests that for a one-unit increase in "Product Review," there is an expected increase of approximately 0.0337 in consumer's attitude. P-value (p>t)=0.045; this suggests that the effect of "Product Review" is statistically significant at a conventional level (usually $p < 0.05$).

H2: Endorsements by influencers significantly predicts attitudes towards the advertisement on social media.

According to table 4.16 Endorsements by influencers has a positive and significant effect on consumers consumer's attitude with a p-value of 0.045 (5% level of significance) and a coefficient of 0.68. This means that other variables remaining constant 0.68 suggests that for a one-unit increase in "Endorsement," there is an expected positive change of approximately 0.68 consumer's attitude. P-value of 0.00; indicates that the effect of "Endorsement" is statistically significant.

H3: Customers' capability to interact with the advertised products significantly predicts attitudes towards the advertisement on social media.

According to table 4.16 Customers' capability to interact with the advertised products has a positive and significant effect on consumers consumer's attitude with a p-value of 0.001 (5% level of significance) and a coefficient of 0.066 This means that other variables remaining constant 0.066 suggests that for a one-unit increase in " Customers' capability to interact with the advertised products there is an expected positive change of approximately 0.066 consumer's attitude. P-value of 0.001; indicates that the effect of Customers' capability is statistically significant.

H4: Expectations about the benefits, quality, or satisfaction significantly predicts attitudes towards the advertisement on social media.

P-value (p>t): 0.319; this indicates that the effect of "Expectations" is not statistically significant at a conventional level.

Table 4-17.Summary of hypothesis

Hypothesis of the study	β Value	P-Value	Result Decisions
H1: Product reviews significantly predict attitudes towards the advertisement on social media.	.0337	P=.000, P<.05	Accepted
H2: Endorsements by influencers significantly predicts attitudes towards the advertisement on social media	.6888	P=.000, P<.05	Accepted
H3: Customers' capability to interact with the advertised products significantly predicts attitudes towards the advertisement on social media	.0667	P=.000, P<.05	Accepted
H4: Expectations about the benefits, quality, or satisfaction significantly predicts attitudes towards the advertisement on social media	-.01839	P=.000, P>.05	Rejected

CHAPTER FIVE
SUMMARY, CONCLUSION AND RECOMMENDATION
SUMMARY

✓ The purpose of this study was to study the effect of social media advertisement on consumer's attitude I the case of cosmetic products. 384 questionnaires were distributed and 357 were found to be eligible for further study. Data was presented by using descriptive statistics, correlation and regression analysis. A total of 384 questionnaires were distributed and out of which 357 were received back. This implies 92.9% of the respondents returned valid questionnaires.

✓ Gender: Majority of the respondents were female, accounting for 69.75% of the total respondents

✓ Age: The majority of the respondents were aged between 18-25 years, accounting for 57.98% of the total respondents. The age group 26-30 years accounted for 30.53% of the respondents.

✓ Educational Background: The majority of the respondents (75.35%) held a First Degree, followed by 17.09% who held a Diploma. A smaller percentage (5.88%) held a Second Degree, and only 1.68% held a Certificate.

✓ Income Level: The majority of the respondents (74.51%) had a monthly income of less than 5000. A small percentage (10.08%) had an income of 20,000 and above, while the rest had incomes ranging from 10,000-19,999 and 5,000-9,999.

✓ The descriptive statistics for the independent variables show that most customers reported that social product review, endorsement and customers capability for accessing social media advertisement. The frequencies of responses towards the three independent variables (Endorsement, Product review and customers Capabilities) and the dependent variable (consumer attitude) show the positive or confirmation answers on the questionnaires.

5.1. Conclusion

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The research conducted on the impact of social media advertising within the cosmetic industry of Addis Ababa has yielded insightful revelations. The study's robust response rate of 92.9% underscores the relevance of the topic to the demographic, predominantly composed of young, educated females with varying income levels. The data analysis revealed a significant positive correlation between social media advertisements and consumer attitudes towards cosmetic products. Specifically, product reviews and influencer endorsements emerged as powerful predictors of consumer attitudes, suggesting that these elements should be integral to marketing strategies in the sector. Furthermore, the ability of consumers to access and interact with these advertisements enhances their effectiveness, pointing to the importance of creating engaging and interactive ad content.

However, the study also indicates that consumer expectations regarding the quality, benefits, or enjoyment derived from the products advertised on social media do not strongly predict consumer attitudes. This suggests that while social media can shape initial perceptions, the actual product experience is crucial in forming lasting consumer attitudes. Therefore, companies should not only focus on persuasive advertising but also ensure the quality and satisfaction delivered by their products aligns with the expectations set by their social media campaigns.

In conclusion, social media ads have a big impact on how customers feel about products, according to research done in the context of Addis Ababa's cosmetics business. This study confirmed that consumers' attitudes towards advertisements on social media platforms are positively and significantly impacted by product reviews, influencer endorsements, and the capacity of customers to interact with marketed products. These results imply that companies should concentrate on utilizing influencer endorsements and product evaluations to increase the efficacy of their social media ads, particularly in the thriving Ethiopian cosmetics sector. Moreover, providing interactive product experiences can improve customer involvement and attitude even more. But according to the study, consumer expectations about the quality, benefits, or level of pleasure from social media marketing are not very good indicators of consumer attitude

5.2. Recommendation

This research has shown the effect of social media advertising on customer's attitude in case of cosmetics products. The result obtained that social media advertising has a significant effect on customer's attitude. Based on the findings and conclusion the following recommendations are given.

- ✓ According to the research finding cosmetics companies should focus on collaborating with popular social media influencers to promote their products. Influencers have a significant impact on consumers' attitudes towards advertisements on social media platforms.
- ✓ The findings of the research revealed that Customers should be encouraged to post evaluations and reviews of cosmetic products on social media. Favorable product reviews have a favorable and significant impact on consumer attitudes. To increase trust, include client endorsements in your social media advertisements.
- ✓ Give clients the chance to engage with the brand's promoted items on social media platforms. Examples of these could be interactive tests, product demos, or virtual try-ons. Enhanced consumer engagement and communication will further enhance their perceptions of the offerings.
- ✓ When putting social media advertising tactics into practice, take into account the unique features of the booming Ethiopian cosmetics industry. Ads can be more effective if they are tailored to the tastes and cultural settings of Ethiopian customers.

5.3. Future Research Directions

Future study should try to perform multi-regional studies to examine the generalizability of the findings across different demographics and cultures in order to improve the understanding of consumer attitudes towards social media advertising and overcome the limitations indicated. Through the incorporation of varied product categories and the utilization of longitudinal designs, scholars may evaluate the consistency of customer attitude across time and in reaction to social media marketing trends. A more comprehensive understanding of the impacts of social media advertising can be obtained by combining self-reported data with objective metrics like

real purchase information and behavioral tracking.Further research on psychological concepts like cognitive dissonance and trust may also provide insightful knowledge on how.

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Appendix

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

THE EFFECT SOCIAL MEDIA ADVERTISEMENT ON COSMETICS PRODUCTS

<u>**Questionnaire to be completed by customers**</u>

Dear Respondents:

This questionnaire proposed to gather primary data on "The Effect of social media advertisement on customers' attitude: on cosmetics products. The purpose of the study is to fulfill a requirement for the fulfillment of MA in Marketing Management at St. Mary's University.

Your sincere responses for the questions are very important for the success of completing this study. All information collected through the questionnaire will be used only for the purpose of the study and will be kept confidential. Accordingly, I would like to thank you in advance for your volunteer participation.

Thank you, for your support!

Part I: Demographic characteristics

1. What is your gender?

   Male ☐   Female ☐

2. What is your Age:

   20-25 ☐   26-30 ☐   31-35 ☐   36-40 ☐   Above 40 ☐

3. What is your Education level?

   Certificate ☐   Diploma ☐   First Degree ☐   Second Degree ☐   PhD ☐

4. What is your Level of income?

   < 5000   ☐

   5000-9,999   ☐

   10,000-14,999   ☐

   15,000-19,999   ☐

   20,000 and more ☐

5. **Do you use a social media?**
   - Yes ☐

   - No ☐

6. . Which social media platforms do you use?

   - YouTube   ☐
   - Face book   ☐
   - Instagram   ☐
   - Ticktok   ☐
   - Other   ☐

7. Have you ever encountered any social media advertisement for any cosmetics product?

- Yes ☐
- No ☐

8. Are you a customer or user for cosmetics products like (deodorants , hair growth products ,perfumes Skin-care creams, powders, lotions, lipsticks, nail polishes, eye and face makeup, , baby products, hair colorants and sprays).indicate yes if you are a user of at least for one.

•Yes ☐

•No ☐

Part II: Social Media Advertisement

Please rate the extent to which you agree on the following statements used to measure your pinion towards social media advertisement efforts of cosmetics products using five points likhert scale items ranges (1=Strongly disagree, 5= strongly agree)

SD= strongly disagree   D= Disagree   N= Neutral   A= Agree   SA= Strongly agree

SN	Statements or Items	SDA	D	N	A	SA
Product Reviews						
1	Cosmetic products review on social media typically captures my attention.					
2	I believe cosmetics product reviews that are promoted on social media.					
3	Social media product reviews on cosmetic products have a greater impact on me than traditional advertising techniques.					
4	When I'm trying to distinguish between similar cosmetics products in social media advertisements, product reviews are really helpful.					
5	In my opinion, social media advertisements that include thorough product reviews with particular details about the features and					

	usage of the product are more reliable.					
Endorsements:						
1	I am more likely to engage with cosmetic products social media advertisement that features a celebrities or influencers.					
2	Testimonials or endorsements from multiple individuals in social media advertisements add a layer of credibility and influence to my decision-making process.					
3	I am more likely to consider a product if it is endorsed by a celebrity or influencer in a social media advertisement.					
4	I often feel that endorsements by celebrities or influencers in social media advertisements are persuasive.					
5	I believe that endorsements by celebrities or influencers can enhance the visibility and awareness of a cosmetic product in a crowded marketplace in social media advertisements.					
Customers' Capabilities:						
1	I have a clear understanding of the different social media platforms and their advertising features.					
2	I know how to use the tools for social media advertising.					
3	I am skilled at using social media features for engaging with advertisements (liking, commenting, sharing.)					
4	I am familiar with the different social media advertisement forms (picture advertisements, video ads, sponsored posts, etc.).					
5	I'm able to successfully screen out and block undesired or irrelevant social media advertisements about cosmetic products.					
Expectations						
1	I expect smooth, continuous and easy-to-use experience when interacting with social media advertisements.					
2	Social media advertisements have consistently delivered on the benefits or advantages they promised for cosmetic products.					
3	I expect social media advertisements to provide accurate and truthful information about the product.					

		SDA	DA	N	A	SA
4	I believe social media advertisements should be visually appealing and engaging.					
5	I expect social media advertisements to be transparent about sponsored content or partnerships.					

Part III: Customers Attitude

Direction: Please rate the following statements related to consumer attitude by putting ✔ the appropriate number against each question. Where SDA=1, DA=Disagree, N=Neutral; A=Agree; SA=Strongly Agree

		SDA	DA	N	A	SA
1	Social Media advertisement influences my attitude towards the product.					
2	I have made cosmetics product purchase based on information gathered from social media advertisement.					
3	I refer to advertisements made on social media to make purchases.					
4	I recommend others to refer to social media advertisements when making purchases					

Thank you for your time!!!