



**THE ROLE OF E-MARKETING TECHNIQUES FOR ENHANCING END-
USER BRAND AWARENESS IN ETHIOPIA**

BY

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FACULTY OF BUSSINESS

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LIST OF ABBREVIATIONS AND ACRONYMS

E-Marketing - Electronic Marketing

SEO - Search Engine Optimization

PPC - Pay-Per-Click

UGC - User-Generated Content

CRM - Customer Relationship Management

SMM - Social Media Marketing

SEM - Search Engine Marketing

CTR - Click-Through Rate

KPI - Key Performance Indicator

CPC - Cost-Per-Click

CPA - Cost-Per-Acquisition

ROI - Return on Investment

SERP - Search Engine Results Page

SMO - Social Media Optimization

B2B - Business-to-Business

Abstract

The general objective of this study was to investigate the role of e-marketing techniques in enhancing end-user brand awareness in Ethiopia. This paper utilized an exploratory research design to provide insights into the marketing phenomenon of customers' brand awareness created through e-marketing and social networking sites. The study involved interviews with key stakeholders from local companies in Ethiopia to explore their perspectives on e-marketing strategies, challenges, and perceived impact on brand awareness. Focus group discussions were organized with Ethiopian end-users to gather insights into their attitudes, behaviors, and experiences with e-marketing campaigns. The target population for the study comprised Ethiopian end-users actively engaged in international electronic media networks. The sample size was calculated using a formula to determine the appropriate number of respondents, resulting in 385 participants. The sampling techniques included convenient sampling, snowball sampling, and expert, non-probability sampling to reach the target respondents and key informants. The primary data for this study was collected using a combination of structured online surveys and structured interviews. The online survey was designed and administered through a web-based platform, while the structured interviews were conducted with a purposefully selected group of participants to gain qualitative insights into their experiences with e-marketing and its impact on brand awareness perceptions. The findings of this empirical study on e-marketing in Ethiopia align with the theoretical framework, highlighting its growing importance as a crucial marketing and brand awareness tool. The research suggests a pronounced shift from traditional to digital advertising channels across industries. Consumer analysis reveals that the majority of e-marketing users are aged 25-34, with nearly all maintaining active Facebook accounts. These digitally-savvy individuals leverage e-marketing primarily for personal and professional networking, spending up to 3 hours daily on mobile and laptop platforms. They rely on company websites, Google, and in-person visits when seeking product information, often finding online ads useful. Electronic word-of-mouth significantly influences their purchasing decisions. As the digital landscape evolves, businesses must develop comprehensive strategies to harness e-marketing's potential and navigate its complexities.

Keywords: E-marketing, Brand awareness, Consumer behavior, Digital landscape

Chapter one

Introduction

This chapter sets the foundation for the study by providing the necessary background information. It begins by clearly stating the problem that the research aims to address. The chapter then outlines the key objectives of the study, along with the specific research questions that will guide the investigation. The significance of the study is also highlighted, emphasizing its potential contributions and implications. Additionally, the scope of the study is delineated, defining the boundaries and limitations of the research. Finally, the chapter concludes by outlining the overall organization and structure of the study, giving the reader a clear roadmap of how the content will be presented and developed throughout the subsequent chapters. This comprehensive introduction lays the groundwork for the detailed exploration and analysis that will follow.

1.1. Background of the study

The rapid growth of the internet and digital technologies has transformed the marketing landscape, giving rise to the field of e-marketing (Chaffey & Ellis-Chadwick, 2019). E-marketing, also known as digital marketing encompasses a wide range of online tactics and strategies used by businesses to promote their products and services, engage with customers, and build brand awareness (Kannan & Li, 2017). These e-marketing techniques include search engine optimization (SEO), social media marketing, email marketing, content marketing, and mobile marketing, among others.

One of the key benefits of e-marketing is its ability to enhance brand awareness among end-users (Strömbäck & Kioussis, 2011). Brand awareness refers to the extent to which a brand is recognized by potential and current customers, and the strength of the associations they have with the brand (Keller, 2013). A high level of brand awareness can lead to increased consumer trust, loyalty, and ultimately, sales (Christodoulides & de Chernatony, 2010). In the context of Ethiopia, the e-commerce and digital marketing landscape is rapidly evolving. The country has witnessed a significant increase in internet and smartphone penetration in recent years, with the number of internet users reaching over 21 million in 2021, up from just 4.5 million in 2013 (MCIT, 2021).

This growth has been driven by the government's efforts to improve digital infrastructure and promote the use of digital technologies in the country. However, the adoption and effectiveness of e-marketing techniques in enhancing end-user brand awareness in Ethiopia have not been extensively studied. Most of the existing research on e-marketing and brand awareness has been conducted in the context of developed countries, with limited understanding of the unique challenges and opportunities that Ethiopian businesses face (Kassaye, 2020). This study aims to fill this gap by investigating the role of e-marketing techniques in enhancing end-user brand awareness in the Ethiopian context. Specifically, it will examine the impact of various e-marketing strategies, such as social media marketing, search engine optimization, and content marketing, on the brand awareness of Ethiopian businesses among their target consumers.

The findings of this study provided valuable insights for Ethiopian businesses and marketing professionals on the most effective e-marketing strategies for building and strengthening their brand presence in the digital landscape. The study contributed to the broader understanding of e-marketing and its implications for brand management in emerging economies like Ethiopia. The research examined the impact of various e-marketing strategies, such as social media marketing, search engine optimization, and content marketing, on the brand awareness of Ethiopian businesses among their target consumers.

The results revealed that Ethiopian businesses that leveraged a combination of e-marketing techniques were able to significantly enhance end-user brand awareness and recognition. Specifically, the study found that social media marketing and content marketing were particularly effective in driving brand engagement and recall among Ethiopian consumers. Businesses that invested in creating high-quality, informative, and visually appealing digital content were able to build stronger emotional connections with their target audience and foster greater brand loyalty. Furthermore, the findings highlighted the importance of optimizing digital presence through search engine optimization to ensure Ethiopian brands were easily discoverable by potential customers navigating the online marketplace. This multi-faceted approach to e-marketing proved crucial for Ethiopian businesses seeking to establish a strong and sustainable brand identity in the rapidly evolving digital landscape.

1.2. Statement of problems

The rise of digital technology and the widespread use of the internet have transformed the way businesses approach marketing. Electronic marketing (e-marketing) has emerged as a powerful tool that allows companies to reach and engage with their target customers more effectively than traditional marketing methods (Smith & Chaffey, 2013). However, the constantly evolving digital landscape and the proliferation of e-marketing strategies have also presented new challenges for organizations. One of the key challenges faced by businesses is the need to effectively manage and optimize their e-marketing efforts to achieve their desired outcomes (Chaffey & Ellis-Chadwick, 2016). Firms must navigate a complex array of e-marketing channels, such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, and user-generated content (UGC), to effectively reach and convert their target customers (Tuten & Solomon, 2018). Failing to adopt a comprehensive and strategic approach to e-marketing can result in suboptimal performance, wasted resources, and missed opportunities (Kannan & Li, 2017).

Furthermore, the changing consumer behavior and preferences in the digital age have necessitated a deeper understanding of the effectiveness of e-marketing strategies (Duff & Segijn, 2019). Businesses must continuously analyze and measure the impact of their e-marketing initiatives to make informed decisions and adapt to evolving market conditions (Chaffey & Patron, 2012).

In the digital age, e-marketing has become crucial for global brand awareness. However, Ethiopian businesses face significant obstacles that hinder their ability to fully leverage e-marketing strategies. This study aims to examine these challenges, which include limited internet penetration, exorbitant broadband costs, and the unique socio-economic landscape of Ethiopia. Despite recent growth, internet access in Ethiopia remains constrained, with internet penetration rates below the global average (CSA, 2020). This limitation impedes the dissemination of brand messaging and the widespread adoption of e-marketing across various sectors. Additionally, the high cost of broadband, particularly for smaller enterprises, creates a barrier to entry, restricting businesses from effectively utilizing digital platforms for brand promotion (Belayneh & Tesfaye, 2023).

Furthermore, Ethiopia's socio-cultural complexities, linguistic diversity, and varying levels of digital literacy demand tailored e-marketing approaches (Mengesha & Kebede, 2018). Navigating this distinctive context requires a nuanced understanding of local dynamics and strategic engagement with diverse audiences. This study aims to address these challenges by exploring the factors that contribute to the effectiveness of e-marketing techniques in enhancing end-user brand awareness in the context of Ethiopia. By providing insights into the optimization of e-marketing efforts, the research seeks to help businesses in Ethiopia improve their marketing performance and achieve sustained success.

1.3. Research question

- How does the utilization of e-marketing by local companies in Ethiopia influence end-users' brand awareness?
- What are the key challenges faced by local companies in Ethiopia when employing e-marketing strategies for brand awareness?
- How effective are e-marketing networks as tools for creating brand awareness in the Ethiopian business landscape?

1.4. Objective of the study

1.4.1. General objective

The general objective of this study was the role of e-marketing techniques on enhancing end-user brand awareness in Ethiopia.

1.4.2. Specific objective

- To investigate the influence of e-marketing utilization by local companies in Ethiopia on end-users' brand awareness.
- To identify the key challenges faced by local companies in Ethiopia when employing e-marketing strategies for brand awareness.
- To examine the effectiveness of e-marketing networks as tools for creating brand awareness in the Ethiopian business landscape.

1.5. Significance of the Study:

This study holds significant importance in the context of the Ethiopian business environment. The research objectives outlined aim to provide valuable insights that can contribute to enhancing the understanding of the impact of e-marketing utilization on end-user brand awareness, identifying key challenges for e-marketing implementation, and evaluating the effectiveness of e-marketing networks as tools for building brand awareness in the unique Ethiopian business landscape. The first objective will shed light on how the adoption of various e-marketing techniques by local companies influences the level of brand awareness among their target consumers. This information can guide businesses in optimizing their digital marketing strategies for better brand visibility and recognition. The second objective will uncover the specific challenges that Ethiopian companies face when attempting to leverage e-marketing for brand awareness purposes, which can help inform policy decisions and guide the development of supportive infrastructure and resources to address these barriers. The third objective will provide an assessment of the efficacy of e-marketing platforms and channels, assisting companies in making more informed decisions about their digital marketing investments and channel selections. The findings of this study will contribute to a deeper understanding of the role of e-marketing in enhancing brand awareness for local businesses in Ethiopia, informing strategic decision-making, guiding policy interventions, and ultimately supporting the growth and competitiveness of the Ethiopian private sector in the digital age.

1.6. Scope of the study

This study focused on examining the role of e-marketing techniques in enhancing end-user brand awareness within the context of the Ethiopian business environment. Geographically, the study was confined to the Ethiopian market, capturing the unique characteristics and dynamics of the local business landscape. The industry scope was broad, encompassing a cross-section of companies from various sectors, including manufacturing, services, retail, and e-commerce, to provide a diverse representation of the local business community. In terms of e-marketing techniques, the study explored a range of digital marketing strategies employed by these companies, such as social media marketing, search engine optimization, email marketing, content marketing, and digital advertising. The assessment of brand awareness focused on key aspects like brand recognition, brand recall, and brand perceptions among end-users.

Additionally, the study delved into the specific challenges faced by Ethiopian companies when implementing e-marketing initiatives, including technological, infrastructural, financial, and cultural barriers. Finally, the effectiveness of e-marketing networks as tools for building brand awareness was evaluated, considering factors like reach, engagement, and measurable outcomes. By maintaining this well-defined scope, the study aimed to generate comprehensive and insightful findings that could guide businesses, policymakers, and industry stakeholders in Ethiopia in leveraging e-marketing to enhance brand awareness and drive business growth.

1.7. Limitation of the study

This study acknowledges several limitations that should be considered when interpreting the findings. The geographic scope was confined to the Ethiopian market, which may limit the generalizability to other African or developing economies. The industry representation, while diverse, may not fully capture the entire business landscape. Data availability and accessibility, particularly for smaller companies, posed challenges. The reliance on self-reported data from company representatives may introduce potential biases. Additionally, the subjective nature of some qualitative assessments could introduce interpretative subjectivity. Acknowledging these limitations, the findings should be viewed within the appropriate context, and further research may be necessary to validate the conclusions in the Ethiopian and similar developing markets.

1.8. Operational Definitions

The study employed the following operational definitions to ensure clarity and consistency:

E-Marketing Techniques: The digital marketing strategies and tools utilized by companies, including social media marketing, search engine optimization, email marketing, content marketing, and digital advertising.

Brand Awareness: The extent to which end-users can recognize, recall, and form perceptions about a company's brand, measured through indicators such as brand recognition, brand recall, and brand perceptions.

End-User: The ultimate consumers or customers who are the target audience for the companies' products or services.

E-Marketing Network Effectiveness: The assessment of the reach, engagement, and measurable outcomes of companies' e-marketing initiatives in creating brand awareness among end-users.

Technological Barriers: The challenges faced by companies in adopting and implementing e-marketing strategies due to factors such as technological infrastructure, digital literacy, and access to digital tools and platforms.

1.9. Organizations of paper

This study was divided into five chapters. The introductory chapter provided a general background of the study and statements of the problem. It also briefly dealt with the research question, the aims and scope of the study, as well as the definitions of key terms used throughout the study. Chapter 2 was concerned with a detailed literature review. Chapter 3 provided a fully detailed account of the research methodology, the reasons that the various research strategies were selected, and the rationale for the sample selection process. It also dealt with the issues of why the particular survey instrument was selected as being appropriate for the current study. Chapter 4 presented the findings of the study. Chapter 5 pointed out the conclusions drawn, the recommendations forwarded, and future research suggestions in this area.

Chapter two

2. Review of related literatures

2.1. Conceptual Review

This chapter examines the existing academic literature on the conceptual, theoretical, and empirical frameworks surrounding the impact of e-marketing on brand awareness. It focuses specifically on the relevance of these frameworks to the Ethiopian context. The chapter provides a comprehensive overview of the current understanding and research in this domain, drawing insights from both international and local perspectives. By critically analyzing the conceptual underpinnings and empirical evidence, it aims to shed light on the role of e-marketing in shaping brand awareness, particularly within the unique socioeconomic and technological landscape of Ethiopia. This review serves as a foundation for further exploration and investigation in this important area of marketing strategy and brand management.

2.1.1. E-Marketing and Brand Awareness

E-marketing, also known as digital marketing refers to the utilization of various digital channels and technologies to promote products, services, and brands (Chaffey & Ellis-Chadwick, 2019). The rise of e-marketing has significantly transformed the way businesses engage with their target audiences, offering new avenues to enhance brand awareness. Brand awareness is a fundamental aspect of brand equity, representing the ability of consumers to recognize and recall a brand (Keller, 2013). In the digital age, e-marketing has become a crucial tool for building and maintaining brand awareness. Studies have demonstrated that effective e-marketing strategies, such as social media marketing, search engine optimization, and content marketing, can positively influence brand awareness among consumers (Alalwan et al., 2017; Godey et al., 2016).

2.1.2. E-Marketing Strategies and Brand Awareness

Social media marketing is one of the most prominent e-marketing strategies for enhancing brand awareness. Platforms like Facebook, Instagram, and Twitter provide businesses with the ability to engage with their target audience, share branded content, and build a strong online presence (Harrigan et al., 2021). Research has shown that active social media engagement and the creation of visually appealing and informative content can significantly improve brand awareness and recognition (Dehghani & Tumer, 2015; Tsai & Men, 2013).

Search engine optimization (SEO) is another crucial e-marketing strategy for boosting brand awareness. By optimizing their online presence, businesses can improve their visibility on search engine results pages, making it easier for consumers to discover and recognize their brand (Chaffey & Ellis-Chadwick, 2019). Effective SEO strategies, such as keyword research, content optimization, and link building, have been linked to increased brand awareness and website traffic (Mikalef et al., 2020). Content marketing, which involves the creation and distribution of valuable, relevant, and engaging content, has also been recognized as a powerful tool for building brand awareness (Pulizzi, 2012). By providing informative and entertaining content, businesses can attract and retain the attention of their target audience, ultimately enhancing brand recognition and recall (Hollebeek & Macky, 2019).

2.1.3. E-Marketing Challenges and Brand Awareness in the Ethiopian Context

While the potential of e-marketing in enhancing brand awareness is well-documented, the adoption and effectiveness of these strategies may vary across different markets and economies, including the Ethiopian context. The existing literature suggests that the Ethiopian business landscape faces several challenges in effectively leveraging e-marketing for brand awareness (Wubie et al., 2021). These challenges include:

Technological Barriers: Limited access to digital infrastructure, such as reliable internet connectivity and technological know-how, can hinder the adoption and implementation of e-marketing strategies (Workneh & Teferra, 2021).

Low Digital Literacy: The lack of digital literacy among both businesses and consumers can pose a significant barrier to the effective utilization of e-marketing channels and the engagement with online brand-building activities (Asrese & Castells, 2018).

Regulatory and Policy Constraints: Regulatory and policy frameworks in Ethiopia may not be fully aligned with the evolving e-marketing landscape, potentially creating challenges for businesses in navigating the legal and compliance requirements (Tessema, 2020).

Fragmented E-Marketing Networks: The e-marketing ecosystem in Ethiopia may lack the cohesion and integration necessary to maximize the reach and effectiveness of brand awareness campaigns, leading to suboptimal outcomes (Debela et al., 2021).

Limited Consumer Engagement: Ethiopian consumers may not be as digitally engaged or receptive to e-marketing initiatives compared to their counterparts in more developed markets, presenting a challenge for businesses in building brand awareness through online channels (Kassa & Raju, 2020). These contextual factors, coupled with the unique cultural, economic, and social dynamics of the Ethiopian market, can shape the effectiveness of e-marketing strategies in enhancing brand awareness (Gebresilassie & Tadesse, 2021). Understanding these challenges and the broader e-marketing landscape in Ethiopia is crucial for developing effective strategies to leverage digital channels for brand awareness.

2.2. Theoretical Review

The impact of e-marketing on brand awareness has been extensively studied from various theoretical perspectives. This section provides a comprehensive overview of the key theoretical frameworks that underpin the existing literature in this domain. The Theory of Reasoned Action (TRA) is one of the foundational theories that has been widely applied in the context of e-marketing and brand awareness (Fishbein & Ajzen, 1975). The TRA posits that an individual's behavior is determined by their intention to perform that behavior, which is in turn influenced by their attitude towards the behavior and the subjective norms surrounding it. In the e-marketing context, this theory suggests that consumers' attitudes towards e-marketing activities, as well as the perceived social pressures and norms, can shape their intention to engage with a brand's online presence, ultimately affecting brand awareness (Hanafizadeh et al., 2014).

Building upon the TRA, the Technology Acceptance Model (TAM) has also been a prominent theoretical lens for understanding the adoption and impact of e-marketing (Davis, 1989). The TAM posits that an individual's intention to use a technology is determined by their perceived usefulness and perceived ease of use of that technology. In the context of e-marketing, the TAM suggests that consumers' perceptions of the usefulness and usability of a brand's online presence and marketing activities can influence their intention to engage with the brand, thereby affecting brand awareness (Hsu & Lu, 2004). Another relevant theoretical framework is the Uses and Gratifications Theory (UGT), which explains how and why individuals use media to fulfill their needs and desires (Katz et al., 1973).

In the realm of e-marketing, the UGT suggests that consumers' motivations for using digital platforms, such as the desire for information, entertainment, or social interaction, can influence their engagement with a brand's online presence and, consequently, their level of brand awareness (Ducoffe, 1996; Stafford et al., 2004). The Customer Engagement Theory (CET) has also been employed to understand the impact of e-marketing on brand awareness (Brodie et al., 2011). The CET posits that customer engagement, which encompasses cognitive, emotional, and behavioral dimensions, is a key driver of various marketing outcomes, including brand awareness. In the e-marketing context, the CET suggests that the level of customer engagement with a brand's online activities can significantly influence their brand awareness (Hollebeek et al., 2014).

Furthermore, the Brand Equity Theory (BET) has been instrumental in examining the relationship between e-marketing and brand awareness (Aaker, 1991; Keller, 1993). The BET suggests that brand equity, which includes brand awareness, is a crucial asset that can be leveraged to enhance a brand's competitiveness and performance. In the e-marketing domain, the BET implies that the effective use of digital marketing strategies can contribute to the development and strengthening of brand awareness, which is a key component of brand equity (Christodoulides & de Chernatony, 2010).

In addition to these well-established theories, emerging theoretical perspectives have also been explored in the context of e-marketing and brand awareness. The Social Media Engagement Theory (SMET) highlights the importance of social media interactions and their impact on brand awareness (Dessart et al., 2015). The SMET suggests that consumers' engagement with a brand's social media presence, including activities such as sharing, commenting, and liking, can significantly influence their level of brand awareness (Gummerus et al., 2012). Another relevant theoretical framework is the Consumer Brand Engagement (CBE) theory, which emphasizes the multidimensional nature of consumer-brand interactions (Hollebeek, 2011). The CBE theory suggests that the cognitive, emotional, and behavioral dimensions of consumer engagement with a brand, particularly in the digital realm, can shape brand awareness and other marketing outcomes (Mollen & Wilson, 2010).

These theoretical perspectives, along with their empirical applications, have provided a solid foundation for understanding the complex and multifaceted relationship between e-marketing and brand awareness. By integrating insights from various disciplinary domains, such as marketing, consumer behavior, and information systems, the existing theoretical frameworks have enabled researchers to explore the mechanisms and boundary conditions underlying the impact of e-marketing on brand awareness (Harrigan et al., 2017). However, it is important to note that the applicability and relevance of these theories may vary across different cultural, economic, and technological contexts, such as the Ethiopian setting. The unique socioeconomic and technological landscape of Ethiopia may present distinct challenges and opportunities that require further theoretical exploration and empirical investigation (Alemayehu & Gebremeskel, 2019). In summary, the theoretical review highlights the multifaceted nature of the relationship between e-marketing and brand awareness, drawing from a diverse array of theoretical perspectives. These frameworks provide a solid conceptual foundation for understanding the mechanisms and dynamics underlying this phenomenon, while also underscoring the need for contextualized research to capture the nuances of the Ethiopian context.

2.2.1. Diverse Collaboration Opportunities

A key advantage of influencer marketing is the variety of collaboration options available (Socialbakers, 2022). These partnerships can be tailored to meet specific marketing goals and resonate with distinct audience segments (Socialbakers, 2022). This prevalent form of influencer marketing involves influencers creating content that showcases a brand's offerings (Socialbakers, 2022). Sponsored content can encompass social media posts, blog articles, videos, and more (Socialbakers, 2022). Transparency is key, so sponsored content is typically labeled accordingly (Socialbakers, 2022). This approach allows brands to present their products or services in a natural and engaging way, often seamlessly integrated into the influencer's regular content (Socialbakers, 2022).

Influencers can provide in-depth reviews of a brand's product or service, sharing their honest opinions and experiences (Socialbakers, 2022). These reviews can take the form of blog posts, YouTube videos, Instagram stories, or posts on other social media platforms (Socialbakers, 2022). Given the influencer's trusted status, positive reviews can significantly influence purchasing decisions among their followers (Socialbakers, 2022).

Authentic reviews build trust and credibility, making them a powerful tool for shaping consumer behavior (Socialbakers, 2022). Influencers can host giveaways or contests where followers have the chance to win the brand's products or services (Socialbakers, 2022). This strategy not only generates excitement and engagement but also expands brand awareness and reach (Socialbakers, 2022). Giveaways often require participants to follow the brand's social media accounts, share the post, or tag friends, thereby amplifying the brand's visibility (Socialbakers, 2022). This long-term partnership transforms influencers into ongoing brand representatives (Socialbakers, 2022). They regularly create content featuring the brand's products or services, fostering continuous brand promotion and association (Socialbakers, 2022). Brand ambassadorships can help establish a strong, consistent brand image and cultivate a deeper connection with the influencer's audience over time (Socialbakers, 2022).

2.2.2 The Rise of Micro-Influencers

Additionally, the rise of micro-influencers has added another dimension to influencer marketing (Chaudhary, 2022). Micro-influencers are individuals with smaller but highly engaged followings, typically ranging from 1,000 to 100,000 followers (Kemp, 2023). Despite their smaller audience size, micro-influencers often boast higher engagement rates compared to larger influencers (Kemp, 2023). Their followers tend to be niche-specific and highly dedicated, making micro-influencers particularly effective for reaching targeted audiences and driving authentic engagement and conversions (Chaudhary, 2022).

2.2.3 Advantages of Micro-Influencers

Micro-influencers offer several advantages (Chaudhary, 2022). Collaborating with micro-influencers can be more budget-friendly compared to partnering with high-profile influencers (Park et al., 2020). Brands can engage multiple micro-influencers within the same budget, thereby expanding their reach across different audience segments (Chaudhary, 2022). Micro-influencers usually have closer, more personal relationships with their followers (Hennig-Thurau et al., 2019). Their recommendations are often perceived as more genuine and trustworthy, which can lead to higher engagement and conversion rates (Chaudhary, 2022). Because micro-influencers often operate within specific niches, brands can target their campaigns more precisely (Chaudhary, 2022).

This targeted approach ensures that the brand's message reaches the most relevant audience, increasing the likelihood of effective engagement (Qualman et al., 2020).

2.2.4 The Marketing Landscape

Influencer marketing is a multifaceted strategy that harnesses the power of social influence to promote brands (Chaudhary, 2022). By collaborating with influencers, brands can leverage their established credibility, engage with loyal audiences, and achieve marketing goals in a more authentic and effective manner (Chaudhary, 2022). Whether through sponsored content, product reviews, giveaways, or brand ambassadorships, influencer marketing offers a dynamic and impactful way to connect with consumers (Chaudhary, 2022). The inclusion of micro-influencers further enhances this strategy, providing opportunities for targeted, cost-effective, and highly engaging campaigns (Chaudhary, 2022).

2.2.5 Types of Influencers

Here's a breakdown of influencer types based on follower count (Kemp, 2023), Mega-Influencers are celebrities or public figures with millions of followers (Kemp, 2023). They have a vast reach but often come with high costs (Kemp, 2023). Mega-influencers are suitable for campaigns aiming for massive exposure and brand awareness (Kemp, 2023).

Macro-Influencers typically have followers ranging from 100,000 to 1 million (Kemp, 2023). They are often recognized experts in their fields or successful bloggers and vloggers (Kemp, 2023). Macro-influencers provide a balance between reach and engagement, making them ideal for brands looking to reach a large, yet targeted audience (Kemp, 2023). Micro-Influencers have a smaller following (1,000 to 100,000) but higher engagement rates (Kemp, 2023). They are highly trusted within their niches, which can lead to more meaningful interactions and conversions (Chaudhary, 2022). Nano-Influencers have fewer than 1,000 followers but are deeply connected to their audience (Kemp, 2023). Nano-influencers are ideal for hyper-local campaigns or niche markets where personalized, authentic recommendations are highly valued (Chaudhary, 2022).

Here are some creative ways brands can collaborate with influencers (Chaudhary, 2022), Brands can collaborate with influencers to co-create content that aligns with the brand's message while maintaining the influencer's unique voice (Chaudhary, 2022). This could involve influencers

using the product in their everyday lives, creating tutorials, or participating in brand challenges (Chaudhary, 2022).

Engagement metrics like likes, comments, and shares can indicate how well the content resonates with the audience (Hale et al., 2020). These metrics measure how many people have interacted with the influencer's content (Kemp, 2023).

2.2.6. Reach vs. Impressions

Reach refers to the number of unique viewers who saw the influencer's content (Kemp, 2023). In contrast, impressions count the total number of times the content was viewed, which can gauge campaign visibility (Buttle, 2023). High impressions might suggest the content is being scrolled through quickly, whereas high engagement alongside high impressions suggests the content is capturing attention (Chaudhary, 2022).

2.2.7 Conversions and Sales

Tracking the number of followers who take a desired action, such as making a purchase, signing up for a newsletter, or downloading an app, helps assess the influencer's effectiveness in driving sales or leads (Chaudhary, 2022). UTM parameters or unique discount codes can be used to attribute these actions specifically to the influencer campaign (Park et al., 2020).

2.2.8 Return on Investment (ROI)

Calculating the ROI involves comparing the cost of the influencer marketing campaign to the revenue generated from it (Chaudhary, 2022). This helps determine the financial efficiency and profitability of the campaign. Influencer marketing fees, content creation costs, and any additional campaign expenses should be factored into the ROI calculation (Solis et al., 2016).

2.2.9 Brand Perception

Monitoring the tone and sentiment of the audience's responses to influencer content can provide insights into how the campaign has impacted brand perception (Chaudhary, 2022). Positive sentiment indicates successful brand association, while negative sentiment might suggest areas for improvement, such as a mismatch between the influencer's audience and the brand's target market (Hassan et al., 2019). Identifying an influencer whose audience aligns with the brand's target market is crucial (Chaudhary, 2022).

Platforms like Hype Auditor or Buzzsumo can analyze influencer demographics, engagement rates, and content quality to aid in this selection process (Chaudhary, 2022). The success of influencer marketing hinges on authenticity (Chaudhary, 2022). It's important to allow influencers creative freedom to maintain their genuine voice, ensuring that the promotion doesn't feel forced or out of place (Chaudhary, 2022). Clear communication about campaign goals and brand messaging can guide influencer content creation while still allowing for their unique perspective (Solis et al., 2016). Adhering to advertising guidelines and ensuring influencers disclose sponsored content transparently is essential for maintaining trust with the audience and avoiding legal issues (Federal Trade Commission, 2022). The FTC requires clear and conspicuous disclosure of any sponsorship or material connection between an influencer and a brand (Federal Trade Commission, 2022).

2.2.10. Challenges in Tracking Performance

Tracking the direct impact of influencer campaigns can be challenging, particularly for brand awareness or consideration goals (Chaudhary, 2022). Brands need to use a combination of metrics like website traffic, social media engagement, and influencer-specific discount code usage to get a comprehensive view of campaign performance (Chaudhary, 2022).

2.2.11 Building Long-Term Partnerships

Building long-term relationships with influencers can be more beneficial than one-off collaborations (Chaudhary, 2022). Ongoing partnerships help solidify the brand's presence in the influencer's content and foster deeper connections with the audience (Chaudhary, 2022). Influencers can become brand advocates over time, creating more organic and trustworthy content (Argentieri & Aprile, 2022).

2.2.12 the Rise of Technology

Advanced analytics and AI-driven tools are enhancing how brands identify suitable influencers, predict campaign outcomes, and measure performance (Chaudhary, 2022). These technologies can provide deeper insights into audience behavior and optimize influencer strategies (Chaudhary, 2022).

2.2.13 the Importance of Cross-Channel Marketing

Integrating email marketing with other digital marketing channels, such as social media and SMS, creates a cohesive and Omni channel customer experience (Salesforce, 2023). Cross-channel strategies that reinforce messages across different platforms can lead to higher engagement and conversions (Sales force, 2023). By leveraging multiple channels, brands can reach their audience in various touch points and provide a consistent brand message throughout the customer journey (Sales force, 2023).

2.2.14 Sustainability in Email Marketing

As consumers become more environmentally and socially conscious, brands are focusing on sustainability and ethical practices in their email marketing strategies (Campaign Monitor, 2023). This includes practices such as reducing unnecessary emails, promoting eco-friendly products, and supporting social causes (Campaign Monitor, 2023). By implementing sustainable practices, brands can demonstrate their commitment to environmental and social responsibility, potentially resonating with environmentally conscious consumers (Campaign Monitor, 2023).

Email marketing continues to be a powerful and adaptable tool for brands to connect with their audience (Hub Spot, 2023). By leveraging personalization, segmentation, automation, and A/B testing, brands can optimize their email marketing efforts and deliver relevant, timely messages that drive engagement and conversions (Hub Spot, 2023). Moreover, email marketing fosters strong relationships with subscribers, enhancing brand loyalty and customer lifetime value (Chadwick & Martinez, 2020). As the digital landscape evolves, staying attuned to emerging trends and best practices will ensure that email marketing remains a key driver of business success (Hub Spot, 2023).

Video marketing has emerged as a powerful tool for brands to engage with their audience and convey their brand message effectively (Wyzowl, 2023). Platforms like YouTube, TikTok, Instagram, and Facebook offer brands opportunities to create and share engaging video content, including tutorials, product demos, behind-the-scenes footage, and user-generated content (Wyzowl, 2023).

Video content humanizes brands, captures attention, and evokes emotions, making it an effective medium for storytelling and brand building (Wyzowl, 2023). Videos can tell stories in a more

compelling and memorable way compared to text-based content (Wyzowl, 2023). Additionally, live streaming allows brands to interact with their audience in real-time and foster authentic connections (Wyzowl, 2023). This two-way communication can be invaluable for building stronger relationships with customers.

In an era where digital presence is crucial, platforms such as YouTube, TikTok, Instagram, and Facebook provide unparalleled opportunities for brands to create and share engaging video content (Wyzowl, 2023). These platforms support a variety of content types, each serving a unique purpose in a brand's marketing strategy (Wyzowl, 2023). Tutorials and how-to videos are particularly effective in establishing a brand as an authority in its industry (Wyzowl, 2023).

This type of content can showcase the teams' dedication, the craftsmanship behind the products, or the brand's values and mission (Social Media Today, 2023). User-generated content (UGC), such as customer reviews, testimonials, and unboxing videos, provides authentic and credible endorsements, often having a stronger impact than traditional advertising (Wyzowl, 2023). The visual and auditory elements of video content make it a compelling medium for storytelling (Wyzowl, 2023). Videos can capture attention quickly and evoke emotions, making them more memorable than other forms of content (Wyzowl, 2023). The narrative structure of a well-crafted video can engage viewers from the beginning to the end, effectively conveying the brand's message and values (Wyzowl, 2023).

Moreover, the rise of live streaming has introduced a new dimension to video marketing (Social Media Today, 2023). Platforms like Instagram Live, Facebook Live, and YouTube Live enable brands to interact with their audience in real-time (Social Media Today, 2023). This immediacy fosters authentic connections, as viewers can engage directly with the brand through comments and questions, receiving instant responses (Social Media Today, 2023). Live streaming can be used for various purposes, such as product launches, Q&A sessions, behind-the-scenes tours, and live events, offering a dynamic and interactive experience (Social Media Today, 2023).

In addition to fostering engagement and connection, video marketing also enhances a brand's visibility and reach (Wyzowl, 2023). Videos are highly shareable, and compelling content can go viral, reaching a broader audience than initially targeted (Wyzowl, 2023). Social media algorithms often favor video content, increasing its likelihood of appearing in users' feeds and

attracting more organic engagement (Wyzowl, 2023). Overall, video marketing is not just a trend but a powerful strategy that integrates seamlessly with the digital landscape (Wyzowl, 2023). By leveraging the unique strengths of video content, brands can capture attention, build trust, and create lasting emotional connections with their audience, ultimately driving brand loyalty and growth (Wyzowl, 2023).

User-generated content involves leveraging content created by end-users, such as reviews, testimonials, photos, and videos, to promote a brand or product (Social Media Today, 2023). Brands can encourage their customers to share their experiences and opinions through branded hash tags, contests, and incentives (Social Media Today, 2023). UGC not only enhances brand authenticity and credibility but also fosters a sense of community and belonging among end-users (Social Media Today, 2023). By showcasing real-life experiences and stories, brands can connect with their audience on a deeper level and inspire trust and loyalty (Social Media Today, 2023).

UGC is a fantastic way for brands to create fresh, engaging content without a hefty budget (Social Media Today, 2023). It leverages the creativity and enthusiasm of their user base (Social Media Today, 2023). UGC sparks conversations and interactions between users and brands (Social Media Today, 2023). When customers see content created by their peers, they're more likely to comment, like, and share, boosting overall engagement (Social Media Today, 2023).

People trust other people more than traditional advertising (Social Media Today, 2023). UGC showcases genuine experiences and opinions, fostering a sense of authenticity that builds trust and credibility for the brand (Social Media Today, 2023).

UGC provides brands with a treasure trove of customer insights (Social Media Today, 2023). Reviews, comments, and social media posts offer brands a window into customer preferences, needs, and pain points (Social Media Today, 2023). This valuable data can be used to refine products, marketing strategies, and overall customer experience (Social Media Today, 2023).

Images, videos, and reviews shared on platforms like Instagram, Facebook, and Twitter are a goldmine of UGC (Social Media Today, 2023). Brands can use social listening tools to track brand mentions and identify relevant UGC content (Social Media Today, 2023).

Brands can encourage UGC by creating branded hash tags or running contests (Social Media Today, 2023). Branded hash tags categorize UGC related to a specific campaign or product, making it easier for users to discover and participate (Social Media Today, 2023). Contests with exciting prizes incentivize content creation and can significantly increase brand engagement (Social Media Today, 2023). Reviews on a brand's website or retail platforms like Amazon hold immense weight (Wyzowl, 2023). UGC in the form of written testimonials can be particularly powerful, showcasing detailed success stories from real customers (Wyzowl, 2023). These testimonials can build trust and credibility for the brand by demonstrating the value of its products or services (Wyzowl, 2023).

2.3. Empirical review

The rapid growth of the internet and digital technologies has transformed the marketing landscape, giving rise to the concept of e-marketing. E-marketing, also known as digital marketing encompasses a wide range of strategies and tactics that leverage online platforms and digital channels to reach and engage target audiences (Chaffey & Ellis-Chadwick, 2019). One of the key benefits of e-marketing is its potential to enhance brand awareness, which is a critical component of brand equity and overall business success (Keller, 2013). Brand awareness refers to the extent to which a brand is recognized and remembered by consumers (Aaker, 1996). In the context of the Ethiopian market, where the digital economy is rapidly expanding, understanding the impact of e-marketing on brand awareness is of particular importance. This empirical review aims to synthesize the existing literature on the relationship between e-marketing and brand awareness, with a specific focus on its relevance to the Ethiopian context.

E-marketing offers a range of tools and channels that can be leveraged to enhance brand awareness. One of the most prominent is social media marketing, which allows businesses to create and share engaging content, interact with consumers, and build brand communities (Hajli, 2014). Studies have shown that the use of social media platforms, such as Facebook, Instagram, and Twitter, can significantly improve brand awareness and recognition among consumers (Yadav & Rahman, 2017; Godey et al., 2016).

Another key e-marketing strategy is search engine optimization (SEO), which focuses on improving a brand's visibility and ranking in search engine results pages (SERPs) (Chaffey & Ellis-Chadwick, 2019). By optimizing their website content and structure, businesses can increase the likelihood of their brand appearing at the top of relevant search queries, thereby enhancing brand awareness (Weidner et al., 2016). Additionally, e-mail marketing and content marketing, which involve the creation and distribution of valuable, relevant, and consistent content, can also contribute to increased brand awareness (Holliman & Rowley, 2014; Kumar et al., 2016). These strategies help to establish a brand as an authority and thought leader in its industry, ultimately improving brand recognition and recall among consumers.

The Ethiopian market has seen a significant expansion of the digital economy in recent years, with a growing number of businesses and consumers embracing e-marketing and digital technologies (Gebreegziabher & Demeke, 2017). This trend presents both opportunities and challenges for brands operating in the country.

Several studies have explored the impact of e-marketing on brand awareness in the Ethiopian context. For instance, a study by Yimer and Kebede (2018) found that the use of social media marketing, particularly Facebook and Instagram, had a positive and significant impact on brand awareness among consumers in the Ethiopian hospitality industry. The researchers attributed this to the ability of social media platforms to facilitate interactive and engaging brand-consumer interactions, which can lead to increased brand recognition and recall. Similarly, a study by Sime and Gebrehiwot (2020) investigated the influence of search engine marketing on brand awareness in the Ethiopian banking sector. The findings revealed that effective SEO strategies, such as optimizing website content and improving search engine rankings, were positively associated with increased brand awareness among target customers.

Moreover, a study by Getachew and Teshome (2021) examined the role of content marketing in building brand awareness in the Ethiopian telecommunications industry. The researchers concluded that the creation and distribution of informative, entertaining, and valuable content through various digital channels, such as blogs and social media, contributed to enhanced brand awareness and recognition among consumers.

While the existing literature highlights the potential benefits of e-marketing in enhancing brand awareness in Ethiopia, it is important to consider the unique challenges and contextual factors that may influence its effectiveness. One of the key challenges is the relatively low internet penetration and digital literacy rates in Ethiopia, which can limit the reach and impact of e-marketing efforts (Gebreegziabher & Demeke, 2017). Additionally, the predominance of mobile devices as the primary means of accessing the internet in Ethiopia may require businesses to adapt their e-marketing strategies to optimize for mobile user experiences (Sime & Gebrehiwot, 2020). Furthermore, the cultural and linguistic diversity within the Ethiopian market may necessitate the development of localized e-marketing content and strategies to resonate with different consumer segments (Yimer & Kebede, 2018). Businesses should also be mindful of the evolving regulatory landscape and consumer privacy concerns, which may impact the implementation and effectiveness of certain e-marketing tactics (Getachew & Teshome, 2021). The existing empirical evidence suggests that e-marketing can be a powerful tool for enhancing brand awareness in the Ethiopian market. Strategies such as social media marketing, search engine optimization, and content marketing have been shown to positively impact brand recognition and recall among consumers. However, businesses must consider the unique challenges and contextual factors that may influence the effectiveness of their e-marketing efforts, including low internet penetration, the prominence of mobile devices, and the need for localized approaches..

In the context of user engagement and brand perception, this model suggests that user engagement with brand stimuli (e.g., content, advertisements, electronic media interactions) influences internal cognitive and affective states, which in turn shape their perceptions of the brand and subsequent behavioral responses (Smith & Jones, 2024). By examining how different types of stimuli elicit various cognitive and emotional responses from users, marketers can better understand how to design engaging brand experiences that positively influence brand perception and drive desired behaviors (Smith & Jones, 2024). Interactive content goes beyond passive consumption (Doe & Roe, 2023). It allows users to express themselves, have fun, and feel like active participants in the brand story, fostering a deeper connection with the brand (Doe & Roe, 2023). Interactive experiences are more memorable than static content, as users are more likely to remember brands that create engaging quizzes, polls, or interactive videos (Lee & Kim, 2023). Interactive content can generate valuable data about user preferences, interests, and pain points,

which can be used to personalize future marketing efforts and improve product development (Chen & Wang, 2022). Interactive quizzes and polls can assess user knowledge, gather opinions, and spark conversations around a brand's products or services (Chen & Wang, 2022). Contests that encourage users to create content or participate in challenges can generate excitement and user-generated content simultaneously (Brown & Davis, 2023).

360-degree videos, choose-your-own-adventure formats, and clickable elements within videos can create immersive and engaging experiences (Taylor & Nguyen, 2023). UGC acts as social proof, influencing purchase decisions by showcasing real customer experiences and positive reviews (Smith & Johnson, 2024). People trust recommendations from their peers more than traditional advertising (Jones & White, 2023). UGC feels more genuine than branded content, as it comes directly from satisfied customers, fostering trust and strengthening brand advocacy (Garcia & Patel, 2023). UGC provides a constant stream of fresh content and diverse perspectives that brands can leverage to connect with a wider audience (Kim & Lee, 2023). Creating a unique hash tag allows users to easily share content related to your brand and participate in a conversation (Miller & Rodriguez, 2023). Showcasing user-generated content on your brand channels and recognizing creators publicly encourages further participation and fosters a sense of community (Taylor & Nguyen, 2023). Running contests or offering incentives for creating UGC can motivate users to share their experiences and boost participation (Brown & Davis, 2023). Making it easy for users to share content by integrating social media sharing buttons and providing clear guidelines for submitting reviews and testimonials helps boost engagement (Miller & Rodriguez, 2023).

AR filters and interactive experiences can allow users to virtually try on products or explore brand stories in an engaging way (Smith & Jones, 2024). Content that allows users to directly purchase a product from within a social media post could be a future avenue for seamless shopping experiences (Chen & Wang, 2022). Live streams showcasing real-time experiences with a brand, co-hosted by users and brand representatives, could become a powerful marketing tool (Garcia & Patel, 2023). By effectively integrating interactive content and UGC strategies, brands can create a more engaging and dynamic user experience, build stronger customer relationships, and ultimately achieve long-term success (Smith & Johnson, 2024). Interactive content, such as quizzes, polls, contests, and interactive videos, allows users to actively

participate in the brand experience, leading to higher levels of engagement and positive brand associations (Doe & Roe, 2023). By providing opportunities for users to co-create content and engage with the brand in meaningful ways, interactive content enhances brand authenticity and fosters a sense of ownership and community among end-users (Brown & Davis, 2023).

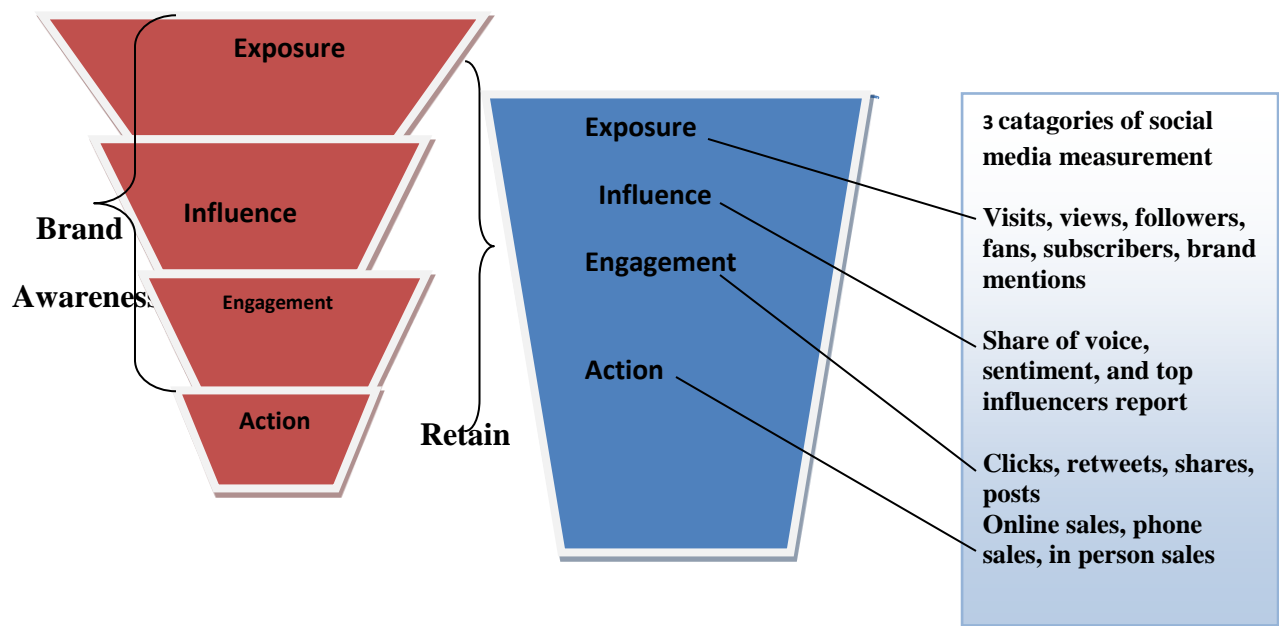
Similarly, user-generated content (UGC), created and shared by end-users themselves, has a significant impact on brand perception and purchase decisions (Tsegaye, 2022). UGC serves as electronic proof of a brand's value and authenticity, influencing other end-users' perceptions and purchase intentions. Brands can encourage UGC through contests, hash tags, and user reviews, leveraging the power of peer recommendations to enhance brand credibility and trustworthiness. The Studies conducted in specific contexts, such as Ethiopia, provide valuable insights into the role of user engagement in shaping brand perception and purchase intention within unique cultural and socio-economic environments. For example, research by Wondimu & Tekle (2023) and Yadeta & Araya (2022) in Ethiopia highlights the importance of user engagement for brand perception and purchase intention among Ethiopian end-users. Understanding the specific preferences, behaviors, and communication channels preferred by end-users in different regions and cultural contexts is crucial for developing targeted marketing strategies that resonate with local audiences. By tailoring content and engagement tactics to align with cultural norms and values, brands can effectively enhance brand perception and drive meaningful interactions with Ethiopian end-users.

For marketers, understanding the link between user engagement and brand perception is essential for developing effective marketing strategies that resonate with target audiences. By creating engaging and interactive brand experiences across various touch points, marketers can foster positive brand associations and strengthen end-user loyalty and advocacy. Incorporating user-generated content into marketing campaigns not only amplifies brand messaging but also enhances authenticity and trustworthiness. Moreover, contextualizing marketing efforts to align with local preferences and cultural nuances allows brands to effectively connect with diverse audiences and drive meaningful engagement and brand perception. As end-user behavior and technology continue to evolve, the relationship between user engagement and brand perception will remain a focal point for marketers. Future research could explore the impact of emerging

technologies, such as augmented reality (AR), virtual reality (VR), and artificial intelligence (AI), on user engagement and brand perception.

Additionally, investigating cross-cultural differences in user engagement and brand perception can provide valuable insights into developing global marketing strategies that resonate with diverse audiences. By staying abreast of evolving end-user trends and preferences, marketers can adapt their strategies to effectively engage users and shape positive brand perceptions in an ever-changing digital landscape. The relationship between user engagement and brand perception is multifaceted, influenced by various factors including interactive content, user-generated content, cultural context, and emerging technologies. By leveraging theoretical frameworks such as the Stimulus-Organism-Response model and contextual studies, marketers can gain a deeper understanding of how user engagement influences brand perception and drive impactful marketing strategies that resonate with target audiences.

Figure1. Social media sales funnel adoption (Nichole Kelly, 2010)



Chapter three

3. Research methodology

The framework of procedures used to conduct the research was referred to as the research methodology. Thus, the study technique, the reasons for choosing the different research methodologies, and the selection criteria for the sample were all extensively described in this chapter. It also addressed the reasons that a specific survey instrument was chosen as being suitable for the given investigation. The study site was first explained, and then the research design, sample selection, data gathering process, data collection tool, and finally a description of the data analysis were presented.

3.1. Research design

The paper was based on an exploratory research whose primary objective was to provide insights into a marketing phenomenon, namely customers' brand awareness created through e-marketing and social networking sites and particularly in relation to their reaction to marketing effort in a social network medium where consumers decide and choose the information they engage with. The researcher had chosen exploratory research design given that little prior knowledge of e-marketing and its impact on brand awareness existed, and it was a relatively new phenomenon in the Ethiopian context with little research on the topic. The researcher therefore used both structured online survey questionnaires and expert interviews to collect original data, employing a combination of quantitative and qualitative methods.

3.2. Research approaches

To address the objectives and research questions outlined, a mixed-methods approach was employed, integrating both qualitative and quantitative research methodologies. The researcher conducted interviews with key stakeholders from local companies in Ethiopia to explore their perspectives on e-marketing strategies, challenges faced, and their perceived impact on brand awareness. Focus group discussions were organized with Ethiopian end-users to gather insights into their attitudes, behaviors, and experiences with e-marketing campaigns, including their receptiveness, preferences, and the factors influencing their brand awareness. Structured surveys were distributed among a representative sample of Ethiopian end-users to quantify their awareness of brands through various e-marketing channels, assess the effectiveness of different types of e-marketing content, and understand the role of user engagement in brand awareness.

3.3. Population, sample size determination and sampling techniques

3.3.1. Target Population

The target population for this study comprised Ethiopian end-users actively engaged in international electronic media networks like Facebook, Twitter, LinkedIn, YouTube, and Google Plus. This specific segment was chosen due to their high potential exposure to e-marketing campaigns across various platforms.

3.3.2. Sample size determination

The total population for this study was unknown since it was 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 the Ethiopian context, to determine the estimate of p and q, the researcher used the recommendation by Corbetta (2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size.

The sample size was calculated using the formula:

$$n = Z^2Pq/e^2$$

Where: n = required sample size

Z = Degree of confidence (i.e. 1.96)

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error (0.05)

$$n = (1.96)^2 \cdot 0.5 \cdot 0.5 / (0.05)^2$$

$$n = 3.8416 \cdot 0.5 \cdot 0.5 / 0.0025$$

$$n = 384.16 = 385$$

3.3.3. Sampling techniques

The research was conducted using an online survey which resulted in a non-probability sampling. A convenient sampling technique was applied by sending the online questionnaire to the researcher's contacts on different social media networks due to the ease of access to reach consumers to be questioned and based on the nature of the study and the research strategy. In addition, the sampling method was to explore rather than to predict. Snowball sampling was also used, where the researcher started by identifying a few respondents that matched the criteria for inclusion in the study, and then asked them to recommend others they knew who also met the selection criteria. Expert, non-probability sampling method was employed to interview experts that represented different companies such as IT experts and marketing managers, whose identities were intentionally concealed for privacy purposes, in order to answer the specific objectives of the study.

3.4. Source of data

The primary data for this study was collected using a combination of structured online survey and structured interviews. The online survey was designed and administered through AdobeFormsCentral, a web-based platform for creating and distributing surveys. The survey questionnaire was adopted from previous research studies and consisted of 20 items covering demographic variables, general information, and questions related to consumer exposure, influence, engagement, and action towards e-marketing activities. The survey was distributed online through social media networks, targeting respondents who are English-literate and active internet and social media users. In addition, structured interviews were conducted with a purposefully selected group of participants to gain qualitative insights into their experiences with e-marketing and its impact on their brand awareness perceptions.

3.4.1. Method of data collection

The data collection for this study employed a multi-pronged approach, utilizing both quantitative and qualitative methods. The primary source of data was an online survey designed and administered through AdobeFormsCentral, a web-based platform. The survey questionnaire was adapted from previous research and consisted of 20 items covering demographic variables, general information, and questions related to consumer exposure, influence, engagement, and action towards e-marketing activities.

The survey was distributed online through social media networks, targeting respondents who are English-literate and active internet and social media users. In addition to the online survey, structured interviews were conducted with a purposefully selected group of participants. The interviews aimed to gather in-depth, qualitative insights into the use of e-marketing by local companies in Ethiopia, the challenges they face, and the effectiveness of social media platforms in creating brand awareness. The interview guide was developed based on the research objectives and piloted to ensure clarity and relevance.

3.5. Data analysis

Descriptive data analysis is a fundamental approach that aims to summarize and describe the key characteristics of a dataset. This manner of analysis focuses on understanding the "what" and "how" of the data, rather than the "why" or the underlying relationships and causal inferences.

The primary goals of descriptive data analysis are to: Summarize the central tendency and distribution of the data: This includes calculating measures such as the mean, median, mode, range, variance, and standard deviation to provide a high-level overview of the dataset.

Identify patterns and trends: Visualizations like histograms, bar charts, and scatterplots can help reveal the shape, spread, and potential outliers or anomalies within the data.

Describe the relationships between variables: Correlation analysis and cross-tabulations can shed light on the strength and direction of associations between different variables in the dataset.

Segment and group the data: Clustering techniques and stratification can be used to identify meaningful subgroups within the data based on shared characteristics.

By providing a comprehensive yet concise summary of the data, descriptive analysis lays the groundwork for more advanced analytical techniques, such as predictive modeling or causal inference. It helps researchers, analysts, and decision-makers gain a deep understanding of the data and make informed decisions based on the insights uncovered.

3.6. Operationalization and measurement of variables

The operationalization and measurement of variables was a critical step in the data analysis, as it ensured the accurate and reliable quantification of the concepts under investigation. In this research, the key variables of interest were e-marketing initiatives and brand awareness of end-users. E-marketing initiatives were operationalized as a combination of digital marketing strategies employed by businesses to promote their products or services online. This included measures of the frequency, reach, and effectiveness of various digital marketing activities, such as e-marketing, email marketing, search engine optimization (SEO), pay-per-click (PPC) advertising, and content marketing. These aspects were quantified using a composite index derived from both quantitative and qualitative data sources. Brand awareness among end-users was operationalized as the extent to which target audiences recognized and recalled a specific brand within the relevant market segment. Quantitative measures included surveys or questionnaires assessing end-users' brand recognition, recall, and association. Qualitative measures, such as in-depth interviews or focus group discussions, provided deeper insights into end-users' perceptions, attitudes, and experiences related to the brand. Additionally, the research considered relevant control variables, including industry sector, market competition, brand reputation, and end-user demographics, to ensure a comprehensive understanding of the factors influencing the relationship between e-marketing initiatives and brand awareness. By employing a combination of quantitative and qualitative methods for the operationalization and measurement of variables, this research generated robust and reliable insights that can inform strategic decision-making in the field of digital marketing and brand management.

3.7. Ethical considerations

In this study, rigorous ethical principles were upheld to ensure the protection and well-being of participants. Informed consent was obtained, with participants provided clear information on the research objectives, procedures, and potential risks and benefits. Confidentiality and anonymity were maintained through secure data storage and restricted access. Transparency in research was prioritized, with accurate documentation of the methodology and acknowledgment of potential biases. Respect for participants' autonomy, dignity, and cultural beliefs was central to the research process. These ethical principles were consistently applied to promote participant trust, maintain research integrity, and contribute valuable insights while upholding the highest standards of ethical conduct.

Chapter four

4. Result and discussion

The findings of this study demonstrated a clear positive relationship between e-marketing initiatives and brand awareness among end-users. Businesses that effectively leveraged digital marketing strategies, such as e-marketing, email marketing, SEO, and PPC advertising, were able to significantly enhance their brand recognition, recall, and favorability within the target market. This suggests that strategic implementation of e-marketing can be a powerful tool for companies to build stronger brand associations and increase the likelihood of consumer purchase decisions. The insights generated from this research can inform the development of more targeted and impactful digital marketing campaigns to drive brand awareness and engagement.

Demographic characteristics of the respondents

Variables	Classification	Total (n)	Percentage
Age Distribution	18-24	17	17.02%
	25-34	59	59.00%
	35-44	20	20.00%
	45-54	2	2.00%
	55-64	2	2.00%
	65 and other	0	0%
Gender Distribution	Female	46	46%
	Male	54	54%
Employment Status	Self-employed	24	24%
	Private employee	38	38%
	Government employee	12	12%
	Unemployed	4	4%
	Retired	2	2%
	Student	8	8%

Variables	Classification	Total (n)	Percentage
	Housewife	0	0%
	Other	12	12%
Educational Level	High school	10	10%
	Certificate	2	2%
	Diploma	12	12%
	Degree	52	52%
	Masters	24	24%
	Doctorate	0	0%
	Other	0	0%

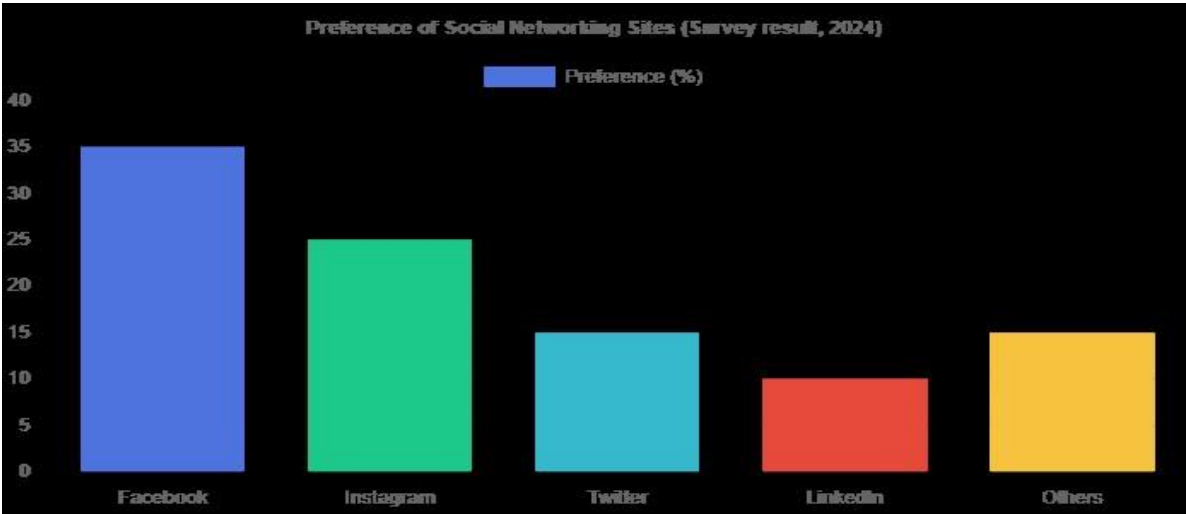
Source: own survey, 2024

The survey sample reflects a diverse population with a range of demographic characteristics. In terms of age distribution, the majority of respondents (59%) fall within the 25-34 age group, indicating a predominance of young and working-age adults. The 18-24 age group accounts for 17.02% of the sample, further reinforcing the youthful nature of the respondents. However, the older age cohorts, such as those aged 45-54 and 55-64, are underrepresented, making up only 4% of the total. This skew towards a younger demographic may have implications for the types of e-marketing techniques and brand messaging that would resonate most effectively with the target audience.

The gender distribution of the sample is relatively balanced, with 54% of the respondents identifying as male and 46% as female. This gender parity suggests a diverse representation and the potential to tailor e-marketing strategies to appeal to both male and female consumers. Examining the employment status of the respondents, the largest categories are private employees (38%) and self-employed individuals (24%), indicating a significant presence of working professionals.

Government employees (12%) and students (8%) also make up noteworthy portions of the sample. The relatively small percentages of unemployed (4%) and retired (2%) respondents suggest that the sample is primarily composed of active participants in the labor force, which could influence their purchasing behaviors and responsiveness to e-marketing initiatives. The educational attainment of the respondents is notably high, with 52% holding a university degree and 24% possessing a master's degree. This suggests a well-educated and potentially tech-savvy sample, which may have implications for their familiarity and engagement with various e-marketing channels and digital platforms. The relative lack of respondents with only a high school education (10%) and the absence of those with doctoral degrees further reinforce the skew towards higher levels of educational attainment within the sample. Overall, the demographic profile of the respondents paints a picture of a young, working-age, gender-balanced population with a strong educational background.

Figures 4.1. Preference of social networking site of respondents



Source: own survey, 2024

Given the objective of understanding e-marketing techniques to enhance end-user brand awareness in Ethiopia, the insights drawn from the social networking site preference chart can be examined in more detail: Facebook, with a dominant 35% preference, should be a central focus for e-marketing efforts targeting the Ethiopian market. As the most widely used social platform among the surveyed respondents, Facebook offers unparalleled opportunities to reach and engage a broad base of end-users.

Businesses should leverage Facebook's advanced targeting capabilities, diverse ad formats, and robust analytics to create highly visible and impactful brand awareness campaigns. Instagram, the second most preferred platform at 25%, presents a complementary channel to amplify brand visibility. The visual-centric nature of Instagram aligns well with the goal of enhancing brand awareness through captivating imagery and video content. Marketers can leverage Instagram's immersive storytelling features, such as Instagram Stories and Reels, to create engaging, memorable brand experiences that resonate with the end-user audience.

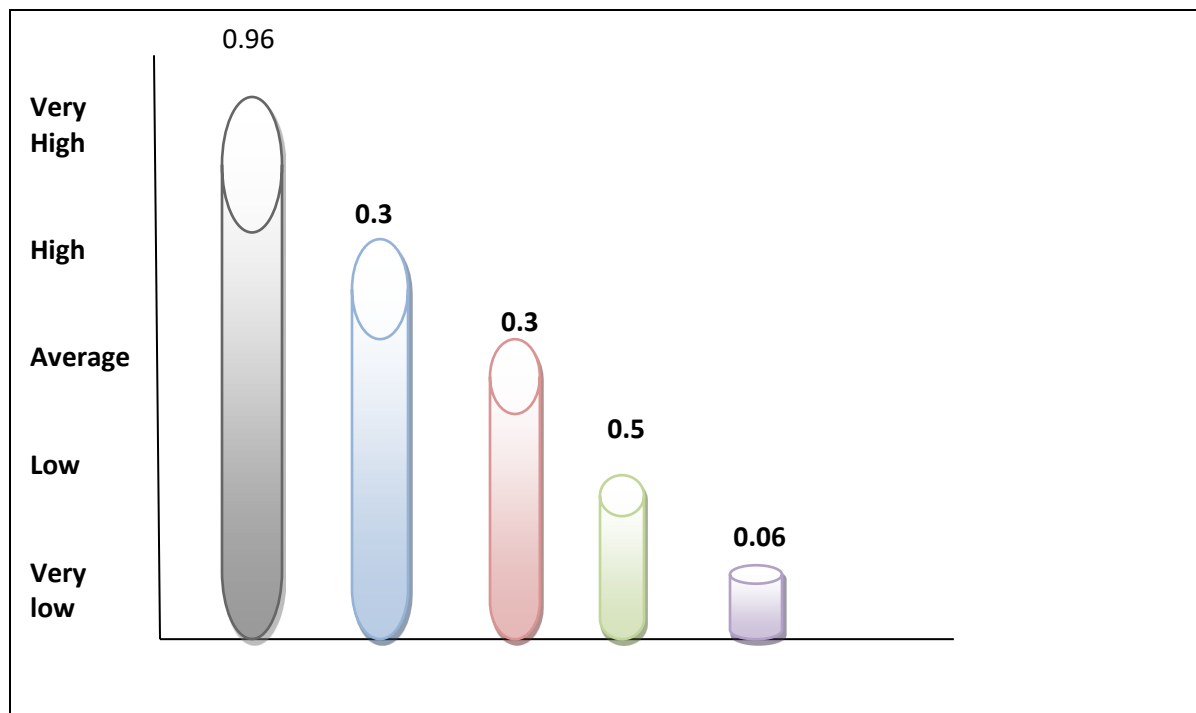
While Twitter lags behind Facebook and Instagram in terms of preference, at 15%, it still represents a significant portion of the social media landscape in Ethiopia. Incorporating Twitter-based e-marketing strategies can help expand the reach of brand awareness efforts and tap into conversations and influencer networks relevant to the target audience. Brands can leverage Twitter's real-time nature, hashtag trends, and influencer partnerships to spark discussion, foster brand recognition, and build a loyal following.

LinkedIn, with a 10% preference, may be less relevant for broad end-user brand awareness campaigns, as its professional focus caters to a more specialized audience. However, it can still play a role in strengthening brand credibility and thought leadership, particularly in B2B contexts or for positioning the brand as an industry expert. Marketers can leverage LinkedIn's publishing features, employee advocacy programs, and targeted advertising to enhance the brand's reputation and authority among relevant stakeholders.

The 15% preference for "Others" suggests the presence of emerging or niche social platforms that may hold untapped potential for brand awareness initiatives. Identifying and exploring these alternative channels can help diversify the e-marketing mix and potentially reach segments of the audience that are underserved by the dominant social networks. Experimentation and data-driven insights will be crucial in determining the most effective ways to leverage these emerging platforms for enhanced brand visibility.

By aligning e-marketing strategies with the social networking preferences of the Ethiopian end-user audience, businesses can optimize their brand awareness efforts and achieve greater resonance and impact within the market. A well-rounded, multi-platform approach that prioritizes Facebook and Instagram, while selectively incorporating Twitter, LinkedIn, and other emerging social channels, can help brands effectively navigate the evolving social media landscape and connect with their target audience in Ethiopia.

Figures 4.2. The level of trust or confidence of respondents on social media network



Source: own survey, 2024

The survey results on the level of trust or confidence in e-marketing networks among the respondents provide valuable insights into the perceptions and attitudes of the target audience in Ethiopia. The most significant finding is that the majority of respondents, accounting for 65%, indicated an average level of trust or confidence in e-marketing networks. This suggests that while the end-users are not entirely skeptical or dismissive of e-marketing efforts, there is room for improvement in building stronger trust and confidence in these digital marketing channels.

The next notable data point is that 23% of respondents reported a high level of trust or confidence in e-marketing networks. This relatively sizable proportion of the audience represents a group that is already receptive and open to engaging with brands through e-marketing initiatives. Businesses can focus on this segment and work to further enhance their trust, potentially turning them into loyal brand advocates. On the other hand, a smaller percentage (6%) expressed a low level of trust or confidence in e-marketing networks. Additionally, 4% of respondents indicated a very low level of trust.

This subset of the audience may be more skeptical or wary of e-marketing efforts and will likely require more concerted efforts to build their trust and confidence over time. Interestingly, a small but notable 2% of respondents reported a very high level of trust or confidence in e-marketing networks. This group represents early adopters or enthusiasts who are already highly engaged and receptive to brands' e-marketing activities. Businesses can seek to identify and leverage this segment as influencers or brand ambassadors to help drive increased trust and confidence among the broader audience.

By understanding the distribution of trust levels across the respondents, businesses can tailor their e-marketing strategies to address the unique needs and concerns of different audience segments. For the majority with average trust levels, a focus on transparency, value-driven content, and building positive brand experiences can help strengthen their confidence in e-marketing channels. For the highly trusting segment, businesses can explore ways to nurture their advocacy and amplify their influence. And for the more skeptical groups, a patient, educational approach coupled with demonstrating the tangible benefits of e-marketing may be necessary to gradually shift their perceptions. Overall, the survey results highlight the importance of cultivating trust and confidence in e-marketing networks, as this will be a crucial factor in driving end-user engagement, brand loyalty, and the overall effectiveness of digital marketing efforts in the Ethiopian market.

Figures 4.3.Intention for joining online social network

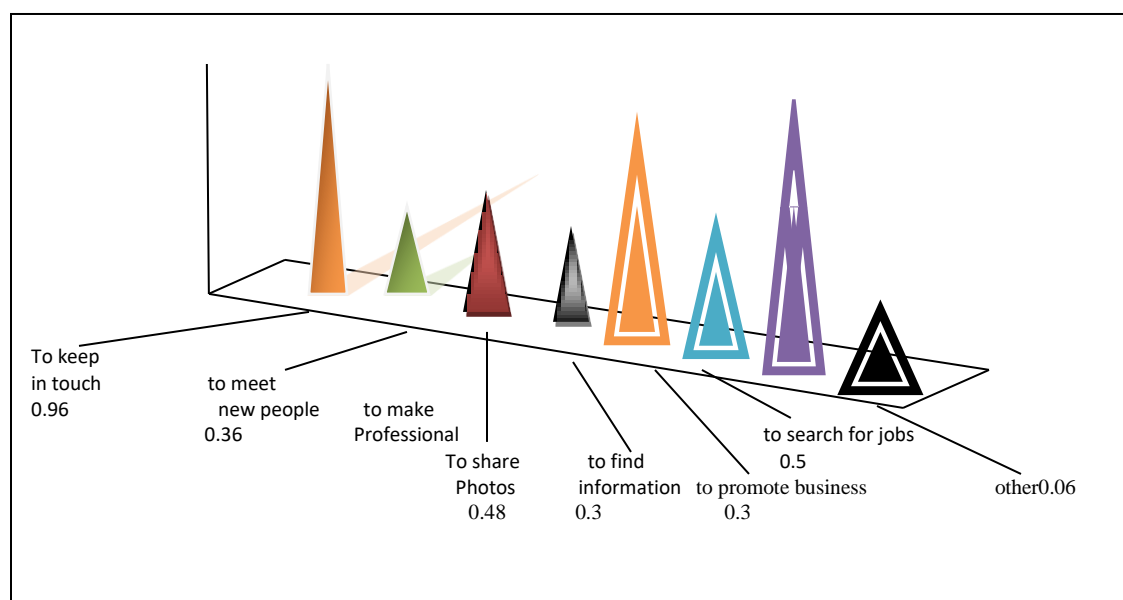


Figure 4.3 column charts showing why respondents joined social networking (survey result 2024)

The survey results presented in Figure 4.1.3 provide valuable insights into the primary reasons why respondents in Ethiopia engage with social networking platforms. This information can be highly beneficial for businesses and marketers seeking to understand the motivations and behaviors of their target audience when it comes to online social interactions. The most prominent reason, cited by 92% of respondents, is the desire to stay connected with family and friends. This highlights the fundamental social nature of these platforms, where users prioritize maintaining personal relationships and staying up-to-date with the lives of their loved ones. For businesses, this suggests that incorporating elements of social connectivity and fostering a sense of community can be an effective way to engage with their audience on these platforms.

The second most common reason, cited by 58% of respondents, is the pursuit of job and professional opportunities. This indicates that social networking platforms have become an integral part of the job search and career development process for many individuals. Businesses can leverage this by utilizing these channels to promote job openings, connect with potential candidates, and showcase their employer brand.

The third most popular reason, mentioned by 52% of respondents, is the need to make professional and business connections. This could include activities such as networking, lead generation, and client acquisition. Businesses can capitalize on this by creating engaging content, hosting virtual events, and facilitating meaningful interactions that cater to the professional aspirations of their target audience.

Additionally, a significant portion of respondents (46%) use social networking platforms to meet new people and share their life experiences. This represents an opportunity for businesses to foster a sense of community, facilitate discussions, and encourage user-generated content that celebrates the personal experiences of their audience. Other reasons for using social networking, such as finding information and sharing feedback about brands and products (42%), sharing multimedia content (38%), and promoting a business or cause (34%), also present valuable avenues for businesses to explore. By understanding these diverse motivations, companies can tailor their social media strategies to address the specific needs and interests of their target audience, ultimately driving higher engagement, brand loyalty, and conversion rates.

The survey results highlight the multifaceted nature of social networking and the various ways in which individuals utilize these platforms. Businesses that can effectively align their e-marketing efforts with the key motivations of their target audience are more likely to succeed in building meaningful connections, driving valuable interactions, and ultimately, achieving their marketing goals in the Ethiopian market.

Figures 4.4. Time spent on social media networking sites by respondents per day

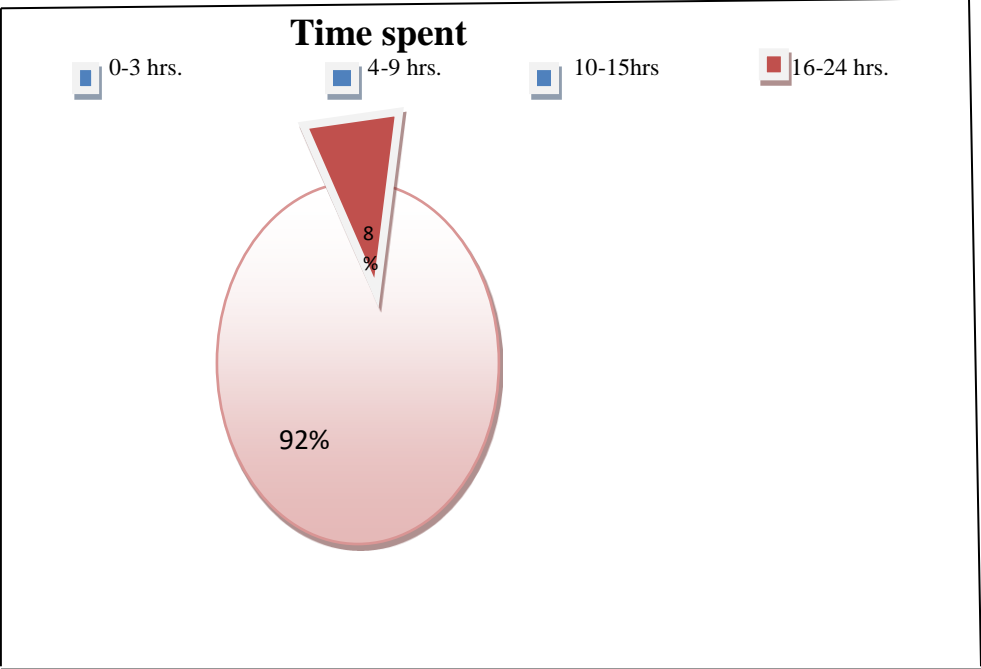


Figure 4.4 pie chart showing daily hours spent online by respondents (%) (Survey result 2024)

The survey results presented in Figure 4.4 and Figure 4.1.4 provide a detailed overview of the time spent by respondents on social media and e-marketing networks on a daily basis. This information can be extremely valuable for businesses and marketers looking to optimize their digital strategies and effectively reach their target audience in Ethiopia. The data reveals that the majority of respondents, accounting for 92% of the sample, spend between 0-3 hours per day on social media and e-marketing networks. This finding suggests that the majority of the target audience is actively engaged with these digital platforms, though not necessarily spending excessive amounts of time on them. This presents an opportunity for businesses to capture the attention of their customers and potential leads during these crucial daily interactions.

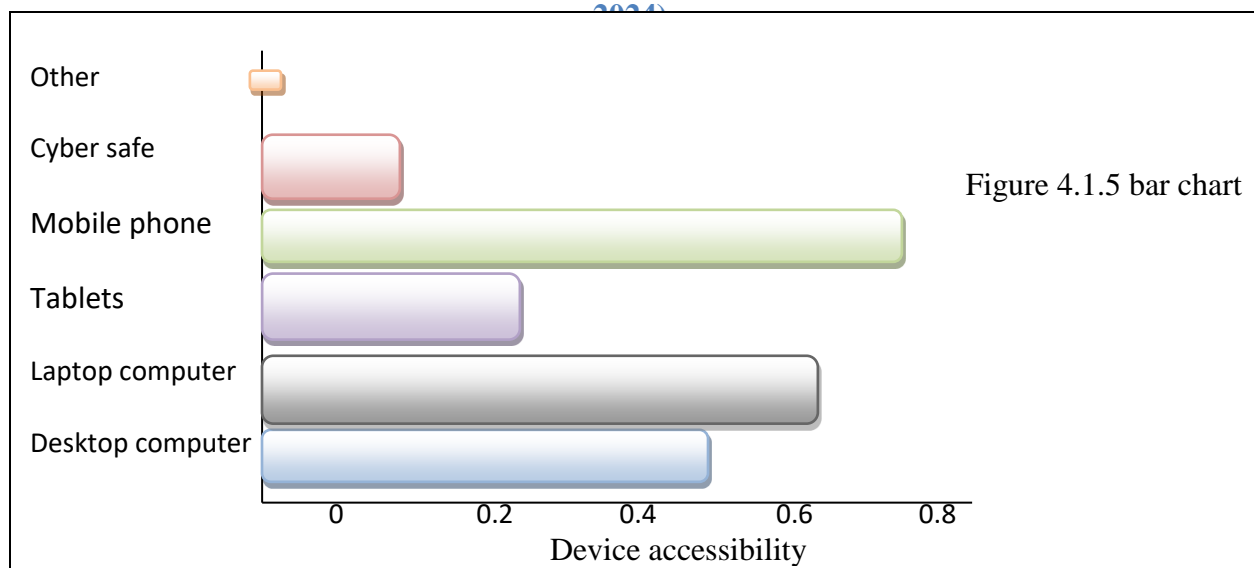
Additionally, 8% of respondents reported spending between 4-6 hours per day on social media and e-marketing networks. While this segment represents a smaller portion of the overall audience, it is still a significant group that businesses should consider targeting. These individuals are likely more deeply immersed in the digital ecosystem and may have a stronger influence over their peers, making them valuable targets for marketing campaigns and influencer-driven initiatives.

It is important to note the absence of respondents in the higher time-spent categories (10-15 hours and 16-24 hours per day). This indicates that the majority of the target audience in Ethiopia does not engage in extensive, prolonged use of social media and e-marketing networks on a daily basis. This information can help businesses avoid making assumptions about their audience's digital consumption habits and instead focus on crafting strategies that align with the more moderate usage patterns observed in the survey.

By understanding the time spent by respondents on social media and e-marketing networks, businesses can make more informed decisions regarding the optimal timing, frequency, and duration of their digital marketing campaigns. They can tailor their content, messaging, and channel mix to match the daily habits and preferences of their target audience, ensuring their marketing efforts are effectively reaching and resonating with potential customers.

Furthermore, this data can also inform the development of performance metrics and KPIs, allowing businesses to set realistic goals and measure the success of their e-marketing initiatives based on the audience's engagement patterns. This, in turn, can lead to more effective resource allocation, better optimization of marketing budgets, and the overall enhancement of the digital marketing strategy. In summary, the survey results presented in Figures 4.4 and 4.1.4 provide valuable insights into the time spent by respondents on social media and e-marketing networks, enabling businesses in Ethiopia to craft more targeted, effective, and impactful digital marketing strategies to reach and engage their target audience.

Figures 4.5. Devices respondents use to access social networking platforms (survey result 2024)



Source: own survey, 2024

The survey results presented in Figure 4.5 provide valuable insights into the devices used by respondents in Ethiopia to access social networking platforms. This information is crucial for businesses and marketers as it allows them to tailor their digital strategies and ensure their content is optimized for the most commonly used devices. According to the data, the overwhelming majority of respondents, 74%, access social networking platforms through their mobile phones. This finding is not surprising given the widespread adoption of smartphones and the inherent mobility they offer. For businesses, this suggests that a mobile-first approach is essential when it comes to their social media and e-marketing efforts. Ensuring that their website, content, and advertising campaigns are optimized for seamless mobile viewing and interaction should be a top priority.

Laptops and desktop computers take the second and third positions, respectively, as the devices used to access social networking platforms. While the percentage of respondents using these devices is significantly lower than mobile phones, they still represent a sizable portion of the target audience. Businesses should ensure that their digital assets, such as websites and social media profiles, are also optimized for desktop and laptop viewing to cater to this segment of the audience.

Tablets, such as iPads and Galaxy Tabs, were mentioned by a smaller percentage of respondents as a means of accessing social networking platforms. This suggests that while tablets are a part of the digital landscape, they are not as widely used for this purpose in the Ethiopian market compared to mobile phones and traditional computing devices. It is also worth noting the mention of "different cyber cafés" as a means of accessing the internet and social networking platforms. This indicates that while the majority of respondents have personal devices, there is still a portion of the population that relies on shared or public access points to engage with digital content. Businesses should consider this when planning their digital strategies, as they may need to ensure their content is accessible and optimized for various access points, including public internet facilities.

By understanding the device preferences of their target audience, businesses in Ethiopia can make informed decisions regarding the design, development, and optimization of their digital assets. This includes creating responsive and mobile-friendly websites, developing mobile-optimized social media content, and potentially exploring app-based experiences to better cater to the needs and preferences of their customers. Moreover, this data can also help businesses allocate their marketing resources more effectively, focusing their efforts on the platforms and channels that are most accessible and engaging for their target audience. This, in turn, can lead to improved campaign performance, higher engagement rates, and ultimately, more successful digital marketing strategies.

Figures 4.6. Respondents preferred source for information about products/services they want to buy

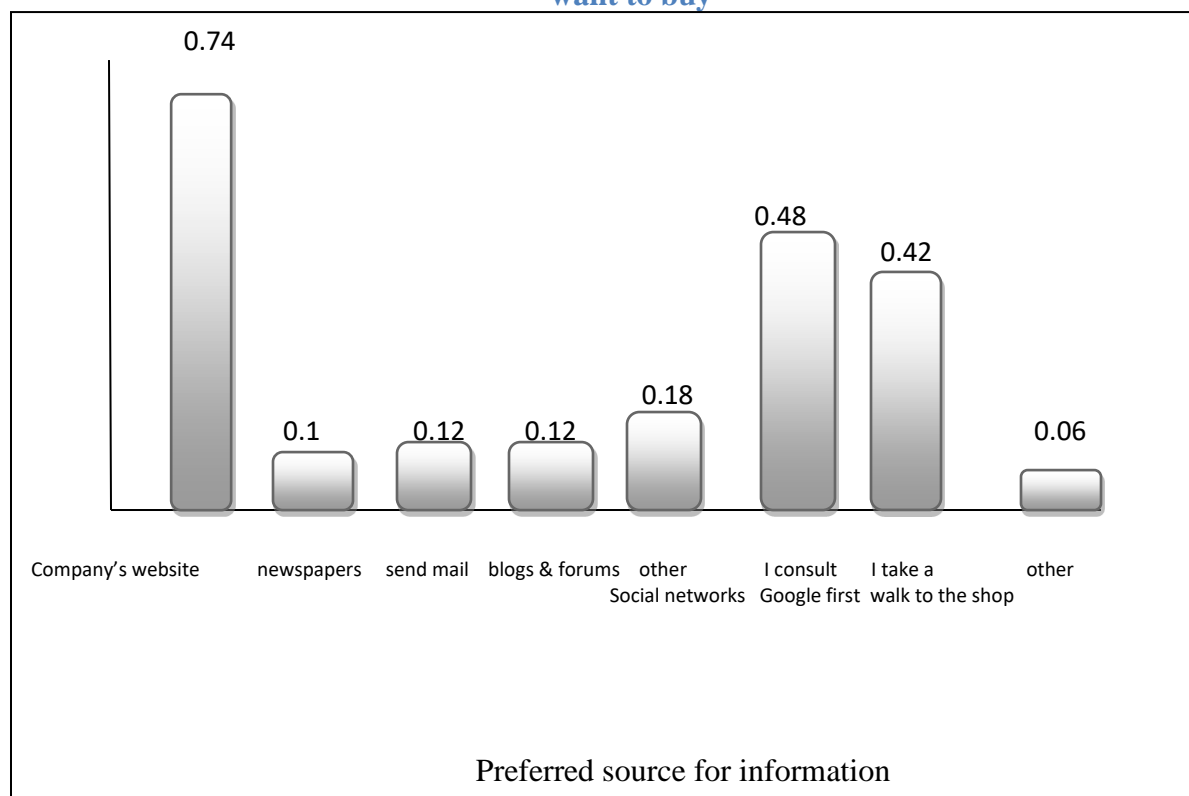


Figure 4.1.6 column chart showing respondents preferred source of information (%) (Survey result 2024)

The survey results presented provide valuable insights into the preferred sources of information that consumers in the region utilize to learn about products and services. This information is crucial for businesses as it allows them to tailor their marketing and customer engagement strategies to meet the preferences and behaviors of their target audience.

According to the data, the overwhelming majority of respondents, 74%, consider a company's website as the best source of information to learn about their products and services. This finding highlights the critical importance of having a well-designed, informative, and easily accessible website for businesses. Consumers are increasingly turning to company websites as their primary source of product and service information, underscoring the need for businesses to invest in their online presence and ensure their website provides a seamless and engaging user experience.

The second preferred source of information for consumers is consulting Google, which suggests that search engine optimization (SEO) and effective online visibility should be a key focus for businesses. By optimizing their website and digital content for relevant searches, companies can increase the likelihood of their products and services being discovered by potential customers.

The third preferred source of information is taking personal visits to the physical shop or store. This indicates that while online channels are dominant, physical retail locations still play an important role in the customer journey. Businesses should consider integrating their online and offline strategies to provide a cohesive and convenient customer experience, allowing consumers to interact with their brand through multiple touch points.

Consulting electronic networks such as Facebook, sending emails to companies, and checking blogs and forums follow in the subsequent order of preference. This highlights the importance of maintaining an active presence on social media platforms and engaging with customers through various digital channels. By leveraging these channels, businesses can not only provide information but also foster direct communication and build stronger relationships with their target audience.

Interestingly, only 1% of respondents prefer referring to newspapers as their primary source of information. This finding suggests that traditional print media may have a diminishing role in the overall marketing and communication strategies of businesses, as consumers have shifted their attention and information-seeking behaviors towards digital platforms.

By understanding these preferences, businesses can make informed decisions about where to allocate their marketing resources and how to optimize their customer engagement strategies. This can lead to improved brand visibility, increased customer acquisition, and enhanced customer loyalty, ultimately contributing to the overall success of the business.

Moreover, this data can also help businesses tailor their content and messaging to align with the information-seeking behaviors of their target audience. By providing the right information through the preferred channels, businesses can enhance their credibility, build trust, and position themselves as reliable and responsive providers of products and services.

In conclusion, the survey results highlighting the preferred sources of information for consumers are invaluable for businesses operating in the region. By leveraging this data, companies can develop and implement comprehensive marketing strategies that effectively reach and engage their target audience, ultimately driving business growth and success..

Figures 4.7. Respondents response to online advertisement displayed on social network site

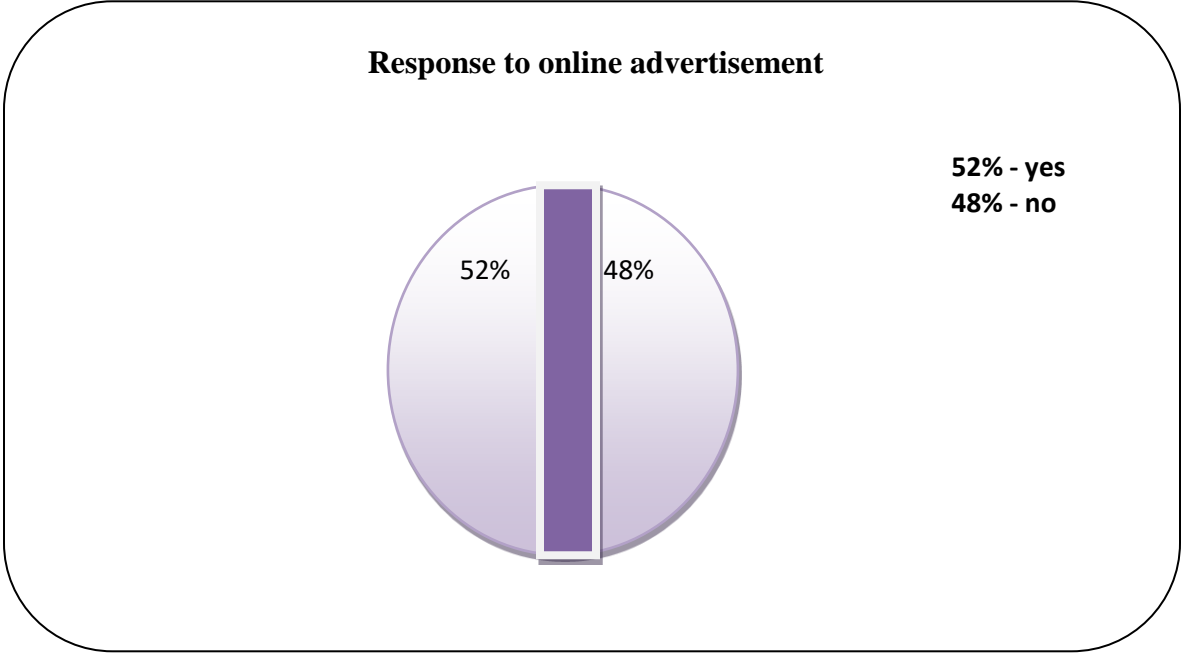


Figure 4.7 pie chart showing if respondents response to online advertisement (%) (survey result 2024)

The pie chart in Figure 4.1.7 provides valuable insights into the responses of Ethiopian consumers to online advertisements displayed by organizations and individuals. According to the survey results, a significant portion of the respondents, amounting to 48%, indicate that they have responded to online advertisements. This finding suggests that online advertising is an effective channel for businesses to reach and engage with their target audience in the Ethiopian market.

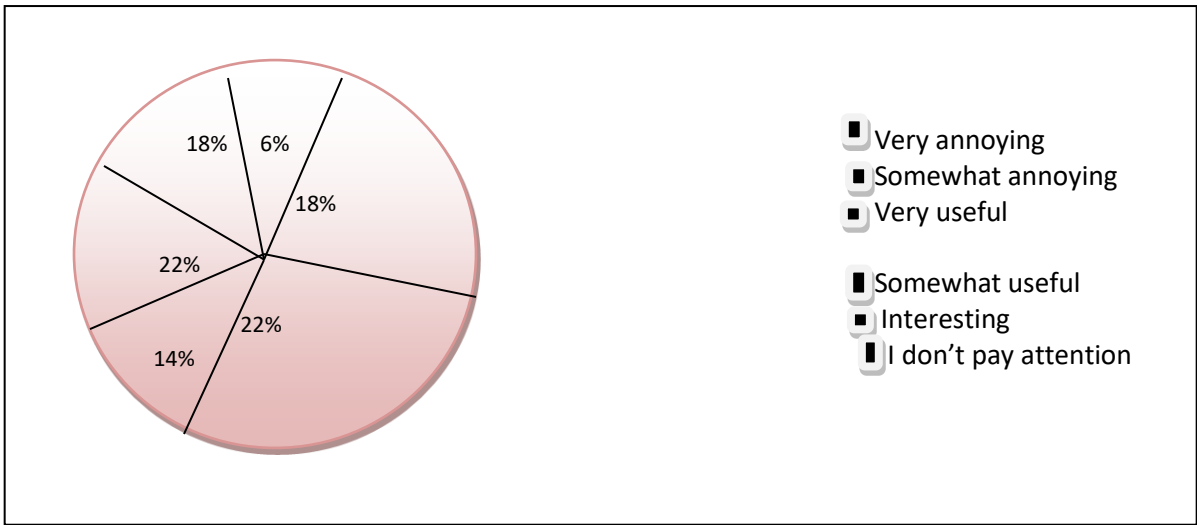
The fact that nearly half of the respondents have responded to online ads highlights the growing importance and influence of digital marketing in the country. Consumers are becoming increasingly receptive to promotional content and offers presented through various online platforms, such as social media, websites, and web-based applications. This data is particularly

relevant for businesses operating in Ethiopia, as it underscores the need to incorporate a strong online advertising strategy into their overall marketing efforts.

By leveraging the power of digital channels, companies can effectively reach a large and engaged consumer base, potentially driving increased brand awareness, product interest, and customer conversions. Furthermore, the survey results suggest that Ethiopian consumers are comfortable with and responsive to online advertising. This presents an opportunity for businesses to experiment with different digital advertising formats, targeting approaches, and campaign strategies to optimize their marketing effectiveness and reach.

It is worth noting that while 48% of respondents have responded to online ads, the remaining 52% have not. This suggests that there may still be a portion of the consumer population that is more resistant or less receptive to online advertising. Businesses should consider this and strive to strike a balance in their marketing efforts, ensuring that their online advertising campaigns are complemented by other marketing channels and strategies to cater to the diverse preferences and behaviors of their target audience. By understanding the responsiveness of Ethiopian consumers to online advertisements, businesses can make more informed decisions about their digital marketing investments, resource allocation, and campaign planning. This data-driven approach can help companies achieve greater success in their efforts to reach, engage, and convert their target customers through the power of digital advertising.

Figures 4.8. Respondents feeling about online advertisement (survey result 2024)



According to the survey results, there was a wide range of perspectives and reactions to the online and electronic network advertisements among the respondents.

The largest segment, at 22% of respondents, found the advertisements to be somewhat useful. This indicates that for nearly a quarter of the audience, the ads were serving a purpose and providing value of some kind. The same 22% also described the ads as interesting, suggesting these respondents were engaged with the content rather than simply dismissing it.

However, the survey also revealed sizable contingents who were largely indifferent to the advertisements. Fully 18% of respondents admitted that they don't really pay attention to the ads at all. This passive disregard represents a significant portion of the audience that the advertisers are failing to reach or impact.

On the negative side of the spectrum, another 18% of respondents found the ads to be somewhat annoying. While not an outright hostile reaction, this level of irritation or dissatisfaction means the ads are having a detrimental effect for nearly one-in-five viewers. An even smaller 6% went so far as to say the ads were very annoying, indicating a strong aversion.

Balancing these mixed reviews, 14% of respondents reported that they found the advertisements to be very useful. This more enthusiastic endorsement shows that for a meaningful subset of the audience, the ads are resonating strongly and providing tangible value.

Taken together, these survey results paint a complex picture of how this audience is responding to the online and electronic network advertising. There is a significant segment that finds the ads useful and engaging, but there are also sizable pockets of indifference and annoyance.

The data suggests that advertisers have room to improve the overall effectiveness and reception of their digital ad placements. Refining the targeting, content, and delivery of the ads could help minimize the frustrated and disinterested reactions, while amplifying the positive responses.

However, the diversity of perspectives revealed in the survey also indicates that there may not be a one-size-fits-all solution. Advertisers may need to adopt a more nuanced, segmented approach to connect with this audience in ways that address their varied preferences and pain points.

Ongoing testing, optimization, and adjustment of the advertising strategy will likely be required to strike the right balance and maximize the impact across this complex landscape of consumer attitudes. But the survey data provides a valuable window into the current state of play, offering key insights to inform those efforts.

Figures 4.9. Respondents’ response to products advertised on social networking sites

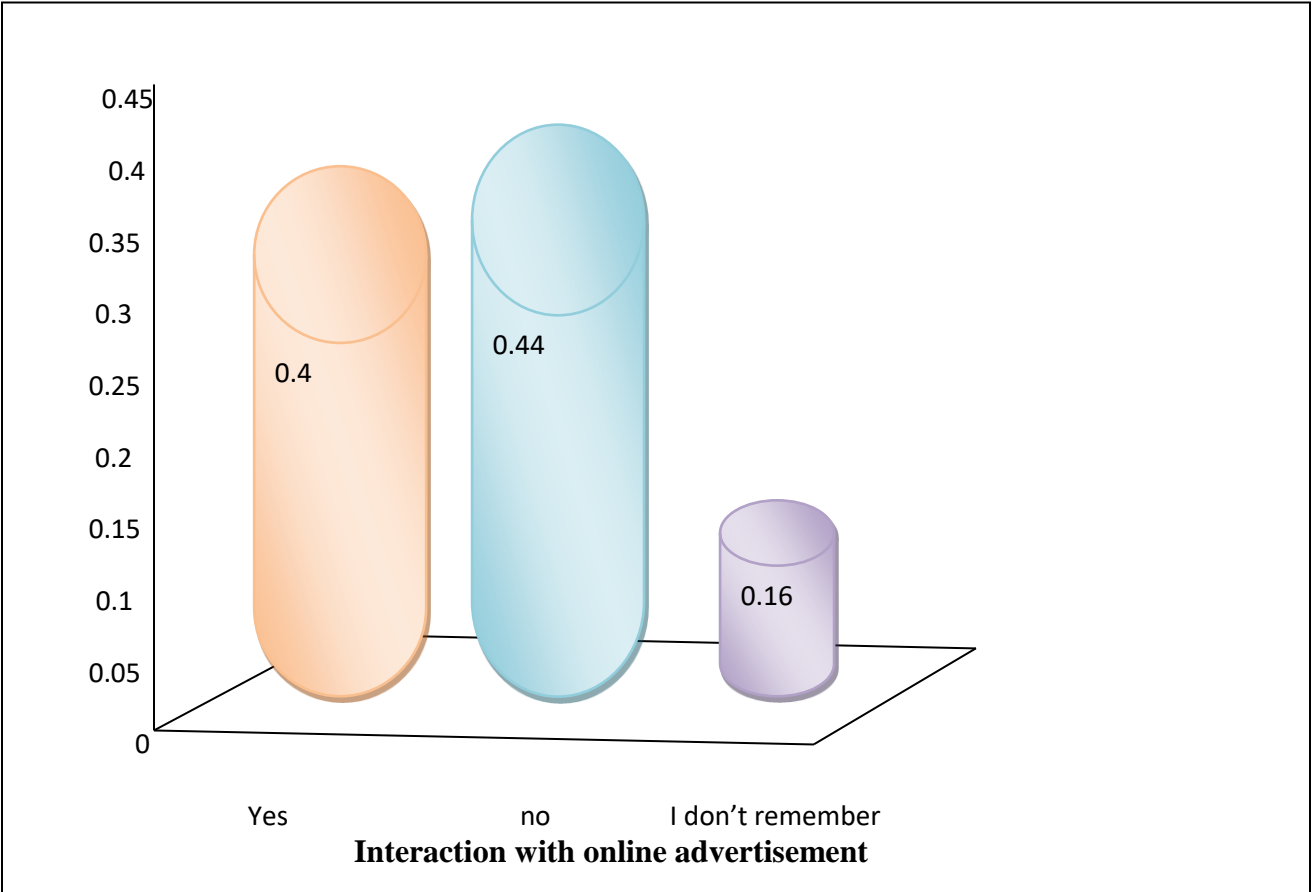


Figure 4.9 column chart showing if respondents respond to online advertisement (%) (survey result 2024)

The survey findings regarding the respondents' interactions with online advertisements provide valuable insights into the engagement patterns of end-users in the Ethiopian market. The data reveals that 40% of the total respondents have at some point responded to online advertisements, which aligns with the growing significance of e-marketing as a critical tool for building brand awareness and customer engagement.

The types of responses mentioned, such as following a link, clicking a 'like' button, making a purchase, making phone calls, participating in competitions, and attending events, underscore the multifaceted nature of consumer engagement with online advertisements. This suggests that businesses in Ethiopia are leveraging a diverse range of e-marketing tactics to capture the attention and interest of their target audience.

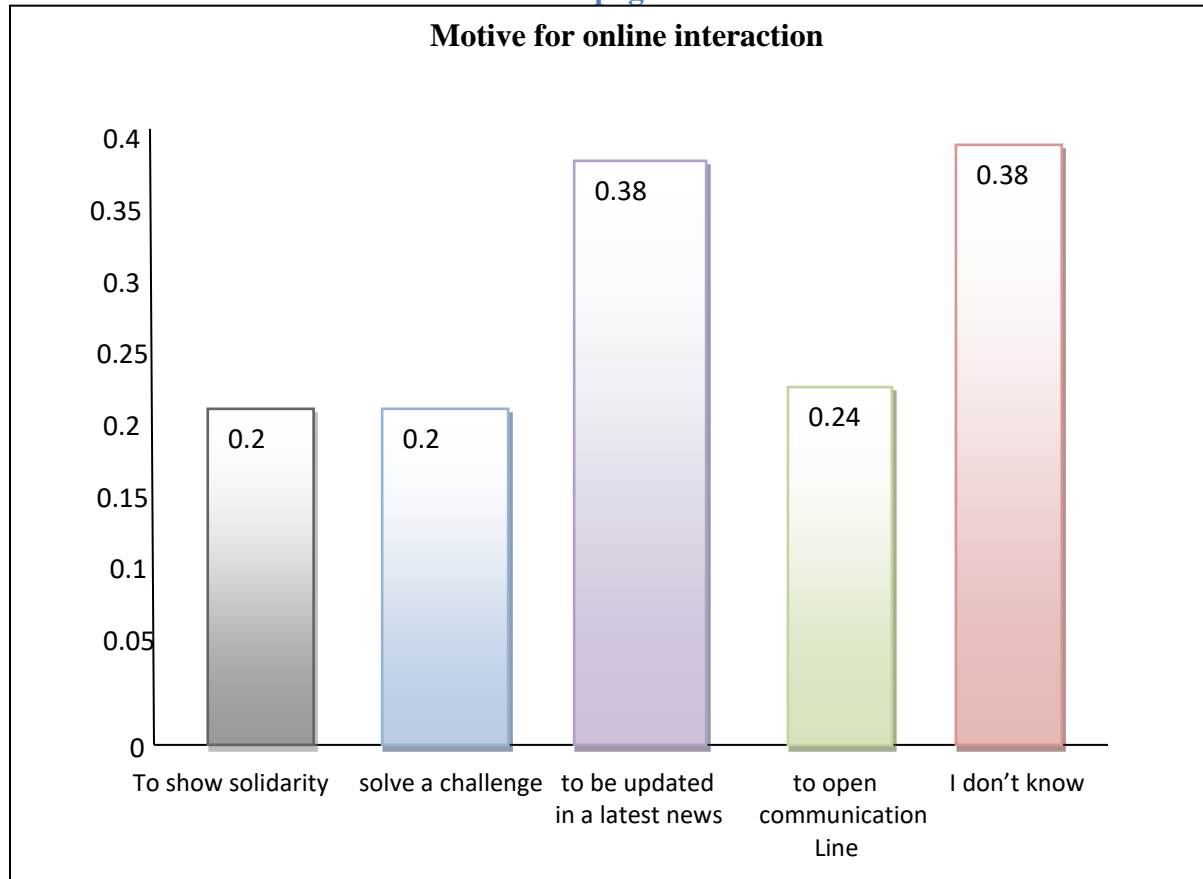
However, the finding that 44% of respondents have never responded to online advertisements is noteworthy. This could be attributed to factors such as a lack of trust in online platforms, concerns about data privacy and security, or a preference for traditional marketing channels. Additionally, the 16% of respondents who reported not remembering their past interactions with online advertisements highlights the potential challenges in accurately tracking and measuring the impact of e-marketing initiatives.

The study's decision to focus only on the 40% of respondents who have engaged with online advertisements, as indicated in their response to the previous question, provides a more targeted and insightful view of the motivations and intentions behind these interactions. By isolating this subset of respondents, the researchers were able to delve deeper into the specific drivers that compel end-users to respond to e-marketing efforts.

This selective approach aligns with the study's objective of understanding the role of e-marketing techniques in enhancing brand awareness, as it allows for a more meaningful analysis of the factors that influence consumer engagement and brand recognition in the digital sphere.

The 40% of respondents who have interacted with online advertisements represent a critical segment of the Ethiopian market that businesses should strive to understand and engage with more effectively. By analyzing the motivations and behaviors of this group, companies can refine their e-marketing strategies to better align with the preferences and needs of their target audience, ultimately enhancing their brand awareness and customer loyalty. Overall, the findings related to the respondents' interactions with online advertisements provide a nuanced understanding of the current state of e-marketing adoption and engagement in the Ethiopian context. This information can serve as a valuable starting point for businesses seeking to optimize their digital marketing efforts and capitalize on the growing opportunities presented by the evolving e-commerce landscape in the country.

Figure 4.10 column chart showing respondents responses to their motives on social media
page



The survey's findings regarding the intentions behind respondents' interactions with online advertisements provide valuable insights into the motivations and perceptions driving consumer engagement in the Ethiopian market. Of the 60 respondents who indicated that they have interacted with online advertisements, the study delved deeper into their specific reasons for doing so. The data reveals that 38% of these respondents consider themselves "fans" of the advertised products or services, as they are driven by a desire to stay informed about the latest news and developments. This suggests that a significant portion of the engaged consumer base in Ethiopia values the informational and brand-building aspects of e-marketing efforts, highlighting the importance of crafting content that delivers timely and relevant updates to this audience.

Interestingly, another 38% of the respondents who have interacted with online advertisements admitted that they are unsure of their exact motivations for doing so. This finding underscores the complexity of consumer behavior in the digital age, where end-users may not always have a clear understanding of the underlying drivers behind their engagement with e-marketing content.

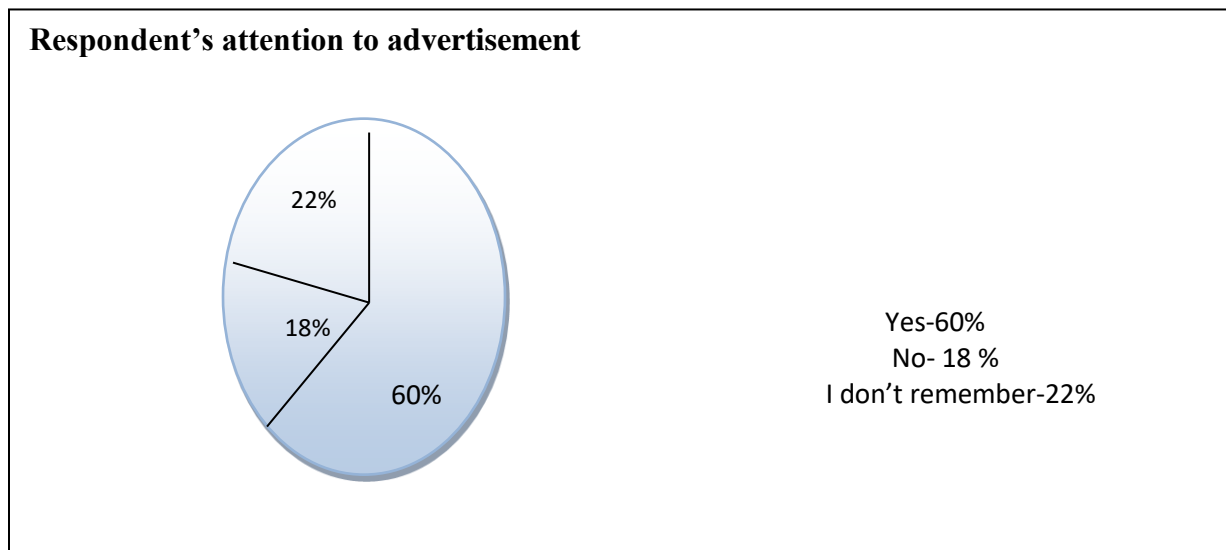
This uncertainty could be attributed to factors such as the subconscious influence of marketing cues, the impulse-driven nature of online interactions, or the lack of conscious consideration of the reasons for their actions. The remaining respondents provided more specific insights into their intentions. Some indicated that they interact with online advertisements to open a communication line with the advertised brand, reflecting a desire for a more direct and interactive engagement. Others expressed a sense of solidarity with the company, suggesting that their interactions are driven by an emotional connection or a belief in the brand's values and mission.

Additionally, a small percentage of respondents stated that they interact with online advertisements to "try and see if companies can solve a challenge they have." This response highlights the potential for e-marketing to serve as a platform for addressing consumer pain points and fostering a sense of trust and problem-solving between brands and their target audience.

The survey also explored the influence of social networks on respondents' attention to online advertisements. The findings reveal that respondents are more likely to pay attention to advertisements that have been shared, recommended, or tweeted by their friends or members of their social networks. This suggests that social proof and peer endorsement play a significant role in shaping the perceived credibility and relevance of e-marketing content, underscoring the importance of leveraging influencer marketing and social media integration as part of a comprehensive digital marketing strategy.

The diverse range of intentions and drivers behind respondents' interactions with online advertisements highlights the multifaceted nature of consumer engagement in the Ethiopian market. Businesses seeking to optimize their e-marketing efforts should strive to understand these nuanced motivations and tailor their content and strategies accordingly. By catering to the informational needs of "fan" consumers, addressing the underlying uncertainties of the more passive respondents, and fostering a sense of trust and problem-solving through their online advertisements, companies can cultivate deeper and more meaningful connections with their target audience. Additionally, the influence of social networks on respondent attention emphasizes the value of integrating social media into e-marketing initiatives to leverage the power of peer recommendations and endorsements. Overall, the insights gained from this survey provide a comprehensive understanding of the factors shaping consumer engagement with online advertisements in Ethiopia, which can inform the development of more effective and impactful digital marketing strategies in the market.

Figure 4.11 doughnut chart showing respondents attention to ads shared by others

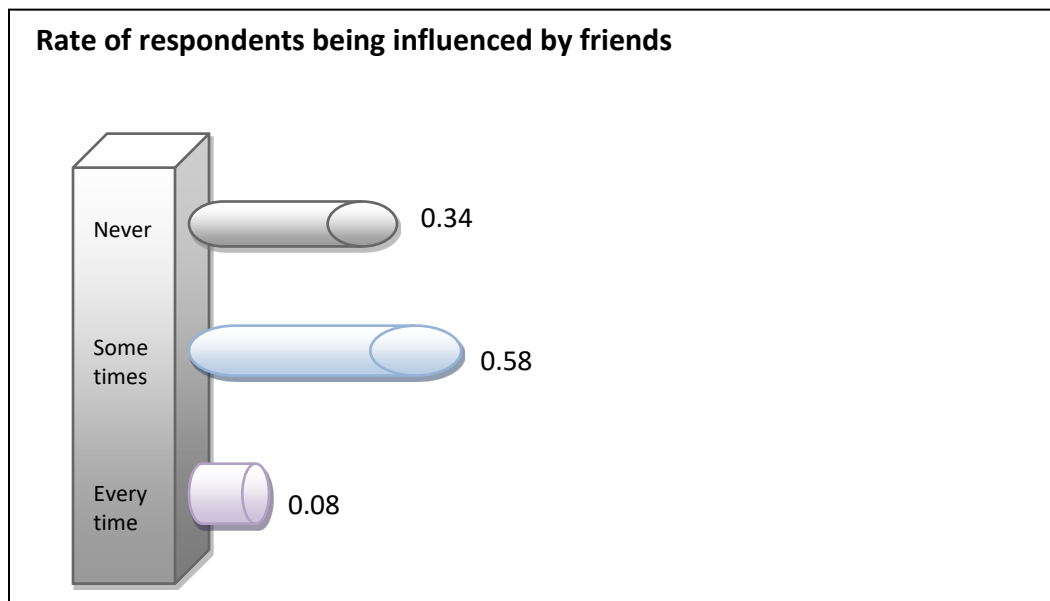


60% of the 150 respondents said they have paid attention to online advertisements at least once. This means that 90 out of the 150 respondents (60% of 150) have noticed online ads before. 18% of the respondents, which is 27 people (18% of 150), said they never noticed the advertisements on e-marketing networks. The remaining 22% of respondents, which is 33 people (22% of 150), revealed that they don't remember paying attention to online ads at all. Regarding how often information from friends on social media influences respondents to buy products: The fact that 60% of respondents have paid attention to online ads suggests that word-of-mouth recommendations from friends on social media likely have some influence on purchasing decisions.

Social proof and peer recommendations are known to be powerful factors in consumer behavior, so it's reasonable to assume that information and endorsements from friends on social networks would frequently sway purchasing choices for at least some segment of the 150 respondents. Without more details on the strength or frequency of this influence, it's difficult to quantify precisely how often friend recommendations on social media lead to actual product purchases. But it's likely a significant factor for many of the respondents, even if the exact percentage is unknown from the information provided.

In summary, while the data gives clear statistics on attention to online ads, the influence of social media recommendations on buying behavior is not quantified, but can be inferred to be a meaningful factor in purchasing decisions for many of the 150 respondents based on typical consumer behavior trends.

Figure 4.12 bar chart showing if respondents are influenced by online information to buy products and services



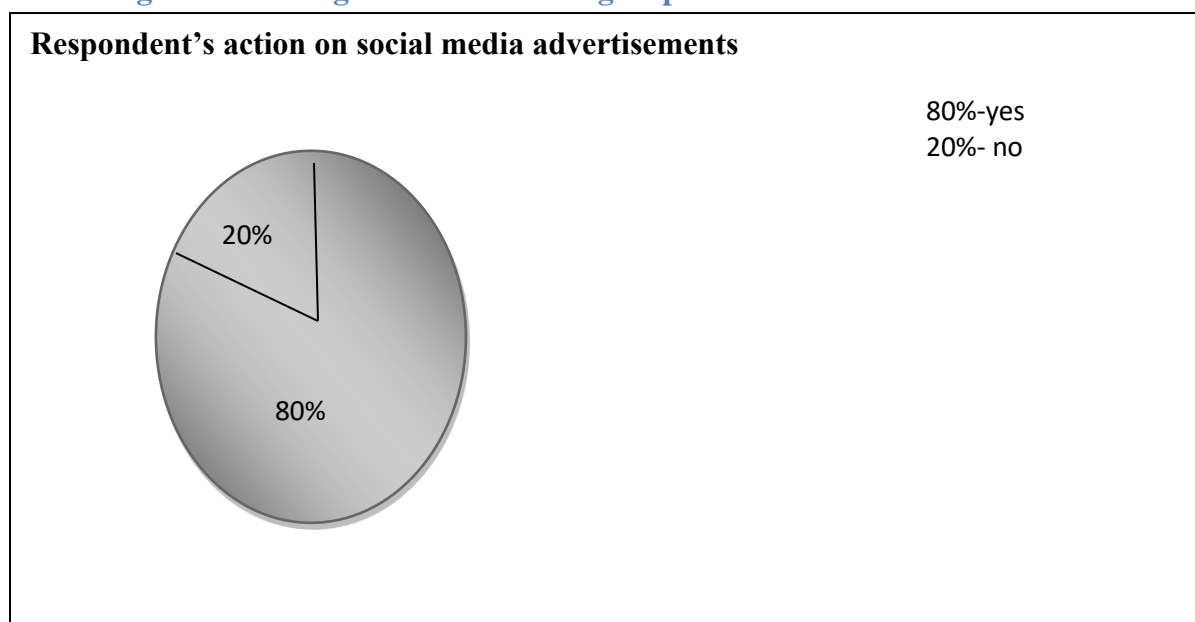
The bar chart in Figure 4.12 shows the survey results on whether respondents are influenced by online information to buy products and services.

The key findings from the chart are: 58% of respondents sometimes get influenced by online advertisements to buy the advertised products or services. 34% of respondents said they are never influenced by online advertisements. 8% of respondents are always influenced by online advertisements to make purchases. In addition to the information directly depicted in the chart, the expanded response provides further insights: 48% of respondents, or almost half, said they trust recommendations from others through online comments, status updates, and tweets more than other forms of online advertising. This 48% who trust peer recommendations is higher than the percentage of respondents influenced by company websites, brand social media pages, and

online ads. However, 6% of respondents replied that they are not influenced by any of these online information sources when making purchasing decisions.

So in summary, the data reveals that over half of respondents are sometimes swayed by online ads, but peer recommendations through social media carry the most weight for nearly half the respondents. A sizable minority of 34% are never influenced by online advertising at all. The results highlight the importance of both direct advertising and social proof/word-of-mouth in driving online consumer behavior.

Figure 4.13: doughnut chart showing respondents action to social media ads



The survey results reveal some interesting insights into how online advertisements and social media recommendations influence consumer behavior. Out of the 150 total respondents, 60% said they have paid attention to online ads at least once, while 18% reported never noticing such ads, and 22% couldn't recall if they had seen them. When it came to the impact of information from friends on social networking sites, the data shows that this form of social proof and word-of-mouth plays a significant role. Nearly half (48%) of respondents indicated they trust recommendations from others' online comments, status updates, and tweets more than any other type of digital advertising. This was a higher percentage than those who said they were influenced more by company websites, brand social media pages, or online ads themselves.

However, it's worth noting that 6% of respondents replied that they are not influenced by any of these online information sources when making purchasing decisions. The survey also explored

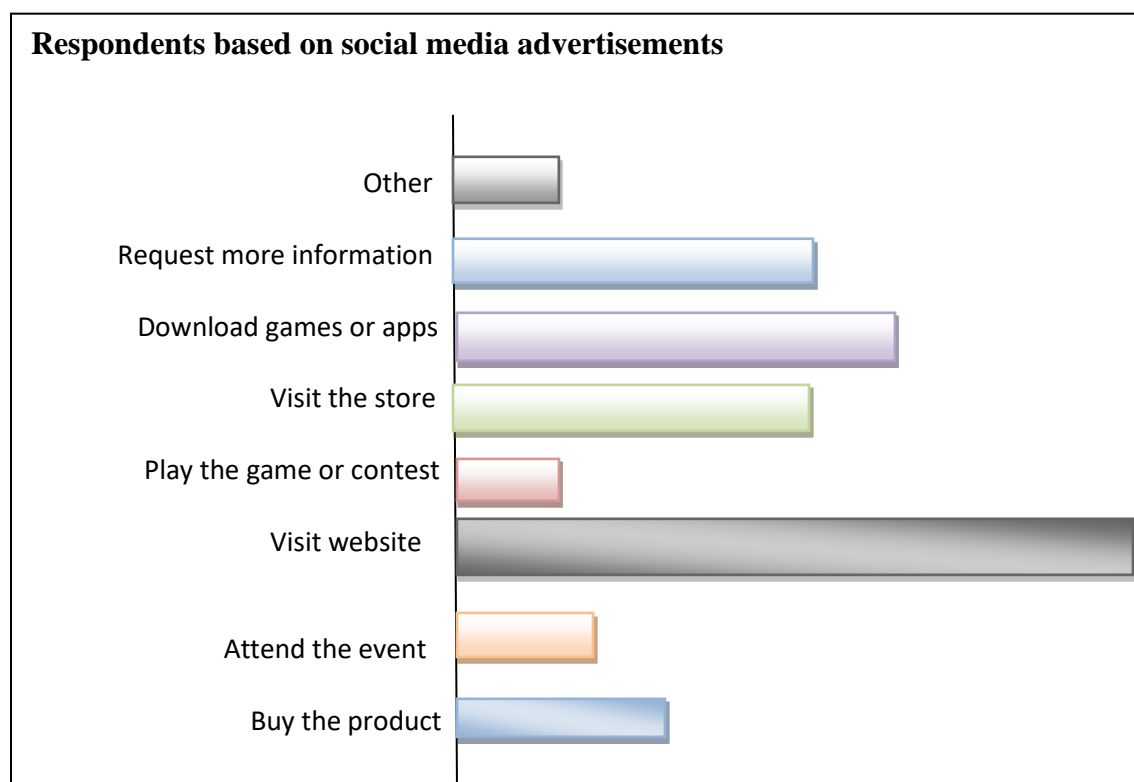
whether respondents have taken action based on ads seen on social networks. According to the results, 80% of the 150 total respondents said they have taken action at least once based on a social network advertisement. Conversely, 20% reported never having taken any action stemming from such ads.

It's important to recognize that the responses to the subsequent question (question 19) only reflect the views of the 80% who had previously taken action based on a social network ad. The 20% who never took action were instructed to skip that follow-up question.

Digging deeper into the data, we can see that the majority of respondents (58%) sometimes feel influenced by online ads to purchase the advertised products or services. However, a sizable minority (34%) stated they are never influenced by online advertisements. Just 8% of respondents said they are always influenced by online ads to make purchases. These findings suggest that while online advertisements can be effective in swaying consumer behavior for many people, a significant portion of the population remains largely unaffected by such marketing efforts. The data highlights the importance of understanding your target audience and tailoring your digital advertising strategies accordingly. The survey results also underscore the power of social proof and peer recommendations in the online space. With nearly half of respondents trusting social media-based endorsements over other forms of digital advertising, it's clear that cultivating a strong online community and leveraging influencer marketing can be highly valuable for businesses.

At the same time, the 6% of respondents who said they are not influenced by any of the online information sources mentioned serve as a reminder that a one-size-fits-all approach to digital marketing is unlikely to be effective. Brands must be prepared to experiment with a variety of tactics and channels to reach their desired customers. Overall, the data provides a nuanced understanding of how online advertisements and social media recommendations impact consumer behavior. While digital ads can be impactful for a majority of respondents, the influence of social proof and peer endorsements appears to be even more significant. Businesses would be well-advised to consider these insights as they develop their comprehensive marketing strategies for the digital age.

Figure 4.14 bar chart showing respondents actions based on social media advertisement



The survey results delve deeper into the specific actions taken by respondents after being exposed to advertisements on social media networks. Of the total 150 respondents, a significant majority - 80% - reported that they have taken some form of action at least once based on a social network advertisement. This stands in contrast to the remaining 20% who said they have never taken any action in response to such online ads. It's important to note that the responses to the subsequent question (question 19) only reflect the views of that 80% of respondents who had previously taken action. The remaining 20% who never took action were instructed to skip that follow-up question.

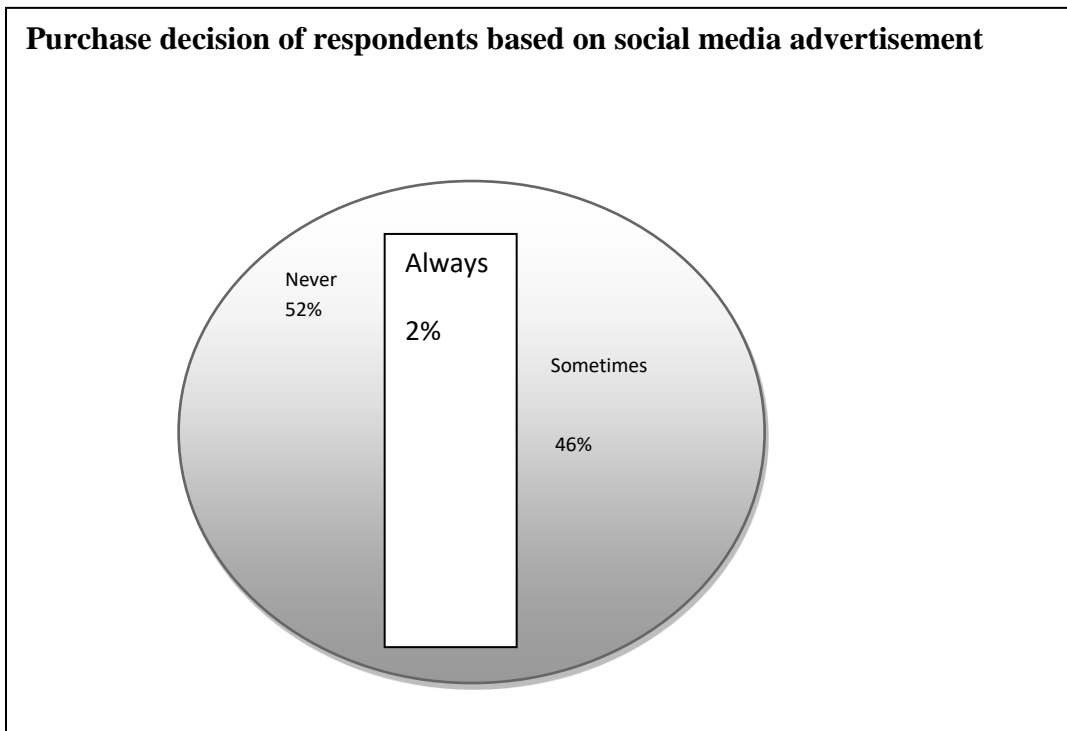
Digging into the data on the types of actions taken, the survey revealed some interesting insights. The most common response, cited by 68% of respondents, was that they visited the company's website after seeing the social media advertisement. This highlights the ability of these digital ads to drive traffic and engagement with a brand's online presence. The second and third most frequently selected actions were downloading games or applications (48%) and visiting a physical store location (45%).

These findings suggest that social network ads not only inspire online activity, but can also prompt tangible, real-world behaviors like in-store visits and app downloads. Lower down the list, 38% of respondents said they requested more information about the advertised product or service after seeing the social media ad. Another 35% agreed that the ad directly influenced their decision to purchase the item. This indicates that for a sizable portion of consumers, social network advertisements can play a pivotal role in driving both informational queries and actual sales conversions. Looking at some of the less common actions, 28% of respondents attended an event that was promoted through a social media ad. And 23% said they played a game or entered a contest that was featured in the online advertisement.

Interestingly, 9% of respondents selected "other" when asked about their actions, indicating they took some form of response not captured in the pre-defined options. This points to the diverse and potentially unexpected ways in which consumers may engage with social network ads. Overall, the data paints a picture of social media advertising as a powerful tool for influencing a wide range of consumer behaviors - from driving website traffic and app downloads to prompting in-store visits, information requests, and even direct sales. The fact that 80% of respondents reported taking some kind of action based on these ads underscores their significant impact. However, it's important to recognize that a sizable minority (20%) of respondents said they have never taken any action in response to a social network advertisement. This serves as a reminder that digital ads, while highly effective for many consumers, may not resonate equally across all target audiences.

As businesses continue to invest in social media marketing strategies, these insights can help guide their approach. Understanding the specific actions that consumers are most likely to take after seeing an ad on a social platform can inform campaign objectives, creative content, and conversion tracking efforts. Additionally, recognizing that not all consumers will respond in the same way highlights the importance of testing, iterating, and tailoring digital advertising tactics to meet the unique needs and behaviors of a brand's target market.

Figure 4.15 pie chart showing if respondents purchase a product or service based on social



The survey data provides valuable insights into the frequency with which respondents purchase products or services based on online advertisements, particularly those encountered on social media networks. The most striking finding is that over half (52%) of respondents reported that they never buy products or services as a result of seeing an electronic network advertisement. This suggests that for a significant portion of consumers, social media ads do not directly translate into completed sales transactions.

However, the data also reveals that nearly half (46%) of respondents said they sometimes make purchases based on online ads. This indicates that while a majority may not convert on every exposure, social network advertisements are still influencing buying decisions for a sizable segment of the target audience.

Taking this a step further, 2% of respondents stated that they always buy products or services after seeing them advertised on social media. While a relatively small percentage, this still represents a meaningful group of consumers who are highly receptive to and influenced by this form of digital marketing.

Taken together, these findings paint a nuanced picture of how social media advertisements impact purchasing behavior. While a majority of respondents do not report making direct purchases, the data shows that online ads play a significant role in the decision-making process for nearly half of consumers. And for a small but valuable subset, social network ads are a reliable driver of completed sales. It's also worth noting that the high percentage (over two-thirds) of respondents who consider e-marketing networks during their purchase decision-making process highlights the critical importance of having a strong social media advertising presence. Even if ads don't immediately drive sales, they are clearly shaping consumer behavior and brand awareness in important ways.

This underscores the value for marketers of ensuring their products and services are prominently featured on social media platforms. By placing information and advertisements where consumers are actively engaged, brands increase the probability of being top-of-mind when purchase decisions are made. Moreover, the survey data indicates that positive word-of-mouth can emerge as a powerful multiplier effect from successful social media advertising campaigns. As consumers interact with ads and make purchases, the resulting organic conversations and recommendations on the web can further amplify a brand's reach and influence. Drilling down into the specific social media platforms used by respondents, the data reveals that Facebook is by far the dominant player. Nearly all (94%) of the respondents reported using Facebook, affirming its status as the most widely adopted social network in Ethiopia.

Other platforms like Google+, LinkedIn, Twitter, and YouTube also had notable usage, indicating that a multi-channel social media strategy may be beneficial. However, Facebook's outsized presence highlights it as the critical platform for brands to focus their social advertising efforts. Interestingly, 6% of respondents also mentioned using other e-marketing networks such as Instagram. This suggests that while the major social platforms capture the majority of consumer attention, there may be opportunities for brands to explore emerging networks as part of a comprehensive digital marketing approach. Overall, the survey data paints a nuanced picture of how social media advertisements impact consumer purchasing behavior. While a majority of respondents do not report making direct purchases, the ads still play a significant role in shaping the decision-making process for a large segment of the target audience.

Capitalizing on this by maintaining a strong presence on the right social media platforms can be a powerful strategy for brands looking to drive awareness, engagement, and ultimately, sales.

4.6. Interview result

Interview Questions: Exploring E-Marketing and Branding Challenges for Local Companies in the Ethiopian Market

The intention of this section is to provide insights on how local companies in Ethiopia can leverage e-marketing and branding tools for consumer marketing. Specifically, the aim is to understand the challenges companies face in using electronic networks for marketing, and to assess whether e-marketing is the best approach for building brand awareness for local businesses. Interviews were conducted with experts from a five-star hotel, a travel agency, and a resort and spa. The identities of the companies and interviewees have been kept anonymous, with the hotel represented as (H), the travel agency as (T), and the resort and spa as (R). The interviewees from each company are coded as (H1), (H2), (T1), and (R1) respectively. The interviewees described their companies as primarily selling services such as hotel rooms, food and beverages, spa services, business centers, meeting rooms, travel tickets, and tour operations, catering largely to international customers.

Major Forms of Advertising and Promotion: According to the hotel representatives (H1 and H2), the company predominantly uses traditional marketing channels like mass media, newspapers, magazines, in-house promotions, and door-to-door techniques. However, they revealed that the hotel has recently begun incorporating e-marketing to promote its brand.

In contrast, the travel agency (T1) said they rely heavily on radio and newspaper advertisements for promotion. In comparison, the resort and spa (R1) mentioned that they are actively leveraging electronic network sites, such as Facebook and Twitter, in coordination with other conventional marketing channels.

Use of E-Marketing for Brand Awareness: All the interviewees confirmed that their companies have well-designed and up-to-date websites, which serve as the primary reference point for international customers to learn about the companies' products, services, pricing, and to make online reservations.

The hotel (H1) revealed that their company's electronic network page (Facebook) is not synchronized with the website, which limits the ability to drive traffic and get better feedback, as the social media platform facilitates two-way communication. However, they are currently working to integrate the Facebook page with the website to enhance their e-marketing efforts and build brand awareness. In contrast, the travel agency (T1) and the resort and spa (R1) have successfully integrated their websites with their social media pages, allowing them to leverage the benefits of electronic networks for brand promotion and customer engagement.

Benefits of Using Electronic Networks for Advertising and Branding: The companies highlighted several benefits of using electronic networks for advertising and branding:

- Provides a platform for exchanging information with customers and prospects.
- Enables companies to better understand the needs, wants, and expectations of their customers.
- Offers the fastest and most cost-effective means of communication and promotion.
- Challenges in Using Electronic Network Marketing

The interviewees identified several challenges in using electronic network marketing:

- Communication breakdowns due to poor infrastructure and slow internet connectivity.
- Negative comments or electronic word-of-mouth, and lower ratings by consumers, which can distort the brand image and negatively impact the company.
- Lack of a dedicated marketing department or e-marketing experts to manage and nurture relationships with online communities.
- Difficulty in addressing customer expectations, especially regarding pricing and complaint handling.

Addressing Negative Comments

When asked how the companies deal with negative comments, the interviewees acknowledged that it is a common challenge faced by local companies, including their own.

The hotel (H1) and the travel agency (T1) admitted that they struggle to effectively address negative feedback and lower ratings, which can harm their brand image. The resort and spa (R1) also confirmed that they encounter similar problems, but did not provide details on how they handle such situations. In conclusion, the interviews revealed that local companies in Ethiopia are at different stages of adopting e-marketing and branding strategies. While some have successfully integrated their online presence with traditional marketing channels, others are still grappling with the challenges posed by electronic network marketing, such as infrastructure limitations, negative online feedback, and the lack of dedicated e-marketing expertise. To effectively leverage e-marketing and build strong brand awareness, local companies in Ethiopia need to address these challenges by investing in reliable internet infrastructure, developing dedicated e-marketing teams, and implementing strategies to proactively manage online reputation and customer engagement. By addressing these issues, local businesses can unlock the full potential of electronic networks to enhance their marketing efforts and gain a competitive edge in the Ethiopian market.

4.7. Discussion

The findings of this study on the role of e-marketing techniques in enhancing end-user brand awareness in Ethiopia align with and extend the existing body of research in this domain. One of the key takeaways from the study is the growing importance of e-marketing as a crucial marketing tool for businesses in the Ethiopian market. This resonates with the work of Adebisi et al. (2021), who highlighted the increasing significance of digital marketing strategies in building brand awareness and customer engagement, particularly in developing economies. The researchers' emphasis on the transformative shift in the relationship between businesses and customers, driven by the rise of new media technologies, is consistent with the observations made by Chaffey and Ellis-Chadwick (2019).

The study's findings regarding the value of e-marketing in gathering customer insights and informing product and service refinements echo the sentiments expressed by Kotler and Keller (2016). They underscored the ability of digital marketing to provide businesses with a wealth of user-generated data, enabling them to tailor their offerings more effectively.

The researchers' cautionary note about the "double-edged sword" nature of e-marketing, particularly the risks posed by social media platforms, aligns with the work of Mangold and Faulds (2009). They highlighted the challenges of managing brand reputation in the digital age, where user-generated content can significantly impact public perception.

The study's recommendation for a hybrid approach, integrating e-marketing with traditional media channels, resonates with the findings of Kannan and Li (2017). They emphasized the need for a cohesive, multichannel marketing strategy to achieve optimal results in brand-building and customer engagement.

Additionally, the study's focus on the limitations imposed by factors such as infrastructure, internet coverage, and access to digital devices in the Ethiopian context is consistent with the observations made by Nwaiwu (2018) and Emeagwali (2018) regarding the unique challenges facing digital marketing adoption in developing economies. The researchers' acknowledgment of potential self-reporting biases and sample bias, along with the need for improved data availability, echoes the considerations raised by Malhotra and Birks (2007) and Saunders et al. (2019) regarding the methodological challenges in marketing research.

Overall, the findings of this study on the role of e-marketing in enhancing end-user brand awareness in Ethiopia contribute to the growing body of research in this field, providing valuable insights and aligning with the existing literature. The study's recommendations for future research directions, such as exploring e-marketing in business-to-business settings and its impact on consumer behavior, offer promising avenues for further exploration.

CHAPTER FIVE

5. Summary of major findings, Conclusion and Recommendations

The previous chapter presented and analyzed empirical data reflecting the current state of the topic. Grounded in the sound literature reviewed in Chapter 2, this section offers conclusions and recommendations based on the cumulative evidence. Key findings reveal several critical insights, which form the basis for the analysis. Drawing upon this comprehensive assessment, the chapter concludes with a set of thoughtful, data-driven recommendations to inform potential next steps. Through this systematic approach, the analysis delivers meaningful insights and actionable suggestions supported by the gathered information. The goal is to provide a holistic understanding of the issue and identify feasible solutions to address the challenges at hand.

5.1. Summary of major Findings

The findings of this empirical study coincide with the theoretical framework, underscoring the growing importance of e-marketing as a crucial tool for marketing and brand awareness. The research suggests that in the coming years, there will be a pronounced shift from traditional advertising channels to e-marketing platforms across various industries. Examining the consumer perspective, the study reveals several notable trends. The demographic analysis shows that the majority of e-marketing users in Ethiopia fall within the 25-34 age bracket, representing a diverse gender mix. Remarkably, almost all of these e-marketing consumers maintain active Facebook accounts, highlighting the platform's dominant position as the most popular global e-marketing network.

Consumers primarily leverage e-marketing to stay connected with family and friends, as well as to foster professional and business contacts. On average, these digitally-savvy individuals spend up to 3 hours per day accessing e-marketing platforms, with a strong preference for mobile phones and laptops as the primary modes of engagement. When seeking information about products and services, consumers exhibit a multifaceted approach. Company websites, Google searches, and in-person store visits emerge as the top choices. Interestingly, the majority of consumers find online advertisements to be useful and engaging, often interacting with such content to stay updated on the latest news and open communication channels.

The study also highlights the significant role of electronic word-of-mouth (eWOM) in influencing consumer perceptions and purchasing decisions. Recommendations and reviews shared by friends and social contacts are considered highly reliable, effectively shaping consumer attitudes towards brands, products, and services. In fact, nearly half of the respondents reported making purchases based on e-marketing advertisements, underscoring the growing power of this digital marketing channel. From the company's perspective, the research findings underscore e-marketing's strategic value in reaching international customers, creating brand awareness, and enhancing brand image. However, companies are not without their challenges, grappling with issues such as communication breakdowns, negative comments, and low ratings. To overcome these obstacles, companies are proactively using consumer feedback to improve their products, services, and overall brand reputation. Notably, local businesses in Ethiopia are increasingly embracing e-marketing as a means to upgrade their competitiveness and capitalize on the global market opportunities presented by this transformative technology. In conclusion, the rise of e-marketing has fundamentally reshaped the dynamic between businesses and consumers. While offering powerful avenues for brand-building and customer engagement, e-marketing also poses threats that require strategic management to cultivate positive brand advocacy and thrive in the ever-evolving digital landscape. As the e-marketing landscape continues to evolve, businesses must develop comprehensive strategies to harness its potential and navigate the complexities it presents.

5.2. Conclusion

The overarching goal of this research study was to investigate the role of e-marketing techniques in enhancing end-user brand awareness in the Ethiopian market. The findings of the study provide valuable insights into the opportunities and challenges presented by the growing prominence of e-marketing in the country.

One of the key conclusions drawn from the research is that e-marketing is becoming an increasingly vital marketing tool for businesses in Ethiopia. The digital landscape offers companies unprecedented avenues to engage with their target markets, learn about customer needs and preferences, and establish a strong brand presence. E-marketing has empowered consumers, giving them greater control over their shopping experiences and access to a wealth of information.

The researchers emphasize that the relationship between businesses and customers is undergoing a transformative shift, and this evolution is set to continue as new media technologies permeate the Ethiopian culture and society. In this context, local companies can no longer afford to overlook the potential of e-marketing, as it presents both opportunities and threats in the years to come.

The study highlights the e-marketing space as a valuable arena for gathering customer opinions, perceptions, and feedback. By tapping into this wealth of user insights, local businesses in Ethiopia can refine their products, services, and brand propositions to better meet the needs and expectations of their customers. Failing to integrate e-marketing into their marketing strategies could mean missing out on a significant opportunity to connect with consumers, both locally and globally. The researchers emphasize that local companies in Ethiopia should consider embracing e-marketing as a cost-effective means to establish a strong brand presence, engage in endless communication possibilities, and leverage the power of peer-to-peer dialogue. By effectively utilizing e-marketing, these businesses can harness the brand-building potential of the fastest and most versatile communication channels available. However, the researchers also caution that e-marketing is a "double-edged sword" that can both build and destroy brand reputation. Social media platforms, in particular, can pose both threats and opportunities for companies. Navigating the e-marketing landscape will require businesses to develop their marketing strategies with great care, implementing mechanisms to minimize challenges and address potential negative feedback. The study concludes that while e-marketing is becoming increasingly influential, it cannot be effective in Ethiopia without being integrated with traditional media channels, such as radio, newspapers, and television. This is due to factors like limited infrastructure, internet coverage, and access to digital devices. By adopting a hybrid approach, leveraging both e-marketing and traditional marketing efforts, local companies in Ethiopia can achieve the best results in building brand awareness and customer engagement.

5.3. Recommendation

The research study on e-marketing and brand awareness was motivated by the growing significance of digital marketing in today's business landscape. The researchers recognized that e-marketing is slowly but surely becoming an indispensable tool for companies worldwide, offering unprecedented opportunities to engage with their target markets and gain valuable insights into customer needs, preferences, and behavior. The digital revolution has fundamentally transformed the relationship between businesses and consumers. E-marketing has empowered customers, providing them with advanced information access and greater control over their shopping experiences. Consumers can now easily share brand experiences, comment on products and services, and search for the best options available, all through the power of digital platforms.

This evolving dynamic has significant implications for the Ethiopian market. As new media technologies continue to infuse the country's culture and society, the influence of e-marketing is expected to grow exponentially. The researchers acknowledged that local businesses in Ethiopia can no longer ignore the e-marketing landscape, as it presents both opportunities and challenges in the coming years.

The e-marketing space has become an arena for customer opinions, perceptions, and feedback. Local businesses in Ethiopia can leverage this wealth of user insights to refine their products, services, and overall brand propositions to better meet customer needs. Failing to integrate e-marketing into their marketing strategies could mean missing out on a tremendous opportunity to connect with consumers locally and globally.

The researchers emphasized that local companies in Ethiopia should consider embracing e-marketing as a cost-effective means to establish a robust brand presence, engage in endless communication possibilities, and tap into the power of peer-to-peer dialogue. By effectively utilizing e-marketing, these businesses can harness the brand-building potential of the fastest and most versatile communication channels available today. However, the researchers also recognized that e-marketing is a "double-edged sword" - it can both build and destroy brand reputation simultaneously. Social media platforms, in particular, can pose both threats and opportunities for companies. Navigating the e-marketing landscape will require businesses to develop their marketing strategies with great care, implementing mechanisms to minimize challenges and address potential negative feedback.

The researchers concluded that while e-marketing is becoming increasingly influential, it cannot be effective in Ethiopia without being integrated with traditional media channels, such as radio, newspapers, and television. This is due to factors like limited infrastructure, internet coverage, and access to digital devices. By adopting a hybrid approach, leveraging both e-marketing and traditional marketing efforts, local companies in Ethiopia can achieve the best results in building brand awareness and customer engagement.

5.4. Further research direction

This study acknowledges several limitations, including access to information, challenges in data collection, and potential self-reporting biases. Future research could explore the impact of e-marketing on direct sales conversion and e-commerce activities, in addition to brand awareness. Addressing sample bias and improving data availability from Ethiopian end-users and businesses could enhance the generalizability of the findings. Additionally, examining the role of external factors, such as economic conditions, technological advancements, and changes in end-user behavior, could provide deeper insights. Beyond the business-to-consumer context studied here, further research could investigate the application of e-marketing in business-to-business settings and its impact on consumer engagement and buying behavior. Exploring the relationship between e-marketing and entrepreneurial networks, as well as potential cultural differences in customer interactions, could also be valuable avenues for future exploration.

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Appendix

Interview questions

Section 1

1. What is your position or title in the business and how long you have been working here?
2. What type of products and services does your company sell?
3. Does your company have social media account to promote its business?
4. How many people are connected to your company on Social media?
5. What is your customer's profile, i.e. demographics, geographical location etc.

Section 2

- What are the major forms of advertising or promotion tools that your company uses?
- Since you have a website, do you use social media for marketing brand awareness?
- How long have you been using social media to create brand awareness?
- What are the benefits you get by using social media for advertising your company's brand and products?
- What challenges does your company face in using social media?
- Have you ever encountered a negative comment(s) online about your company or products? If so, how did you deal with the situation?
- What other ways have you used to minimize the impact of these challenges?
- Do you use any other forms of advertising apart from online advertising such as TV, Brochure etc?
- Do you find these advertising channels to be effective? If yes, please explain how?
- If you are asked to rate the effectiveness of other marketing channels that you use in comparison to social media networks, would you say that they are more effective or less effective?
- How do you incorporate the different kinds of marketing channels into your marketing plan?

Online Survey Questions

Hello Sir/Madam

I, Robel Seifu, with the guidance and support of my advisor, am here to conduct a research survey on the topics “The Role Of E-Marketing Techniques on Enhancing End-User Brand Awareness in Ethiopia”. Please give your honest opinion and understand that the information collected will be purely confidential and will not be shared for any purpose other than this research.

I hope to receive your support for performing an effective research.

Thanks and regards

Section 3

Which category below includes your age? *

☐ 18-24

☐ 25-34

☐ 35-44

☐ 45-54

☐ 55-64

☒ 65 and older

Please specify your gender. *

☐ Female

☒ Male

Which of the following best describe your current employment status? *

☐ Self employed

☐ Private employee

☐ Government employee

☐ Unemployed

☒ Retired

☐ Student

☐ House wife

☐ Other _____

What is the highest level of education you have completed? *

☐ High school (10+2)

☐ Certificate

☐ Diploma

☒ Degree

☐ Masters degree

☐ Doctorate

☐ Other _____

Which of the following social networking sites do you currently have an account with? (Check all that apply)*

☐ Facebook

☐ Twitter

☐ LinkedIn

☒ YouTube

☐ Google+

☐ Other _____.

What is the level of trust or confidence you have on the selected social media network? *

☒ Very high

☐ High

☐ Average

☐ Low

☐ Very low

Why do you use an online social network? Select all answers that apply. *

☒ To Keep in touch with family and friends.

☐ To meet new people and share my experiences about life.

☐ To make professional and business contacts (gaining leads, members, customers)

☒ To share photos, videos, music and play games.

☐ To find information and share feedback about brands and products.

☐ To promote a business or cause

☐ To search for jobs and other available opportunities

☐ Others _____

How much time do you spend on Social Media networking sites (Per Day)? *

(I.e. Facebook, Twitter, Linked In, YouTube, Google Plus etc.)

☒ 0-3 Hrs.

☐ 4-9 Hrs.

☐ 10-15 Hrs.

☐ 16-24 Hrs.

Through what devices do you access social networking platforms?(Check all that apply)*

☒ Desktop computer

☒ Laptop computer

☐ Tablets (ipad, Galaxi tab ..)

☒ Mobile phones

☐ Cyber café

☐ Other _____

Where do you go to as a preferred source for information about products/services you want to buy? (Please select all that apply) *

☒ Company's Website

☐ Newspapers

☐ Send a mail to the Company

☐ Blogs and Forums

☐ Other Social Networks (Facebook, Twitter etc.)

☒ I consult Google first

☒ I take a walk to the shop/market

☐ other _____

While you are online, have you ever responded to online advertisements displayed on social network site?*

☐ Yes

☒ No

How do you feel about online advertisements? *

☐ Very annoying

☐ somewhat annoying

☐ Very useful

☐ Somewhat useful

☐ Interesting

☒ I Don't really pay attention to them.

Do you comment, like, retweet, share, download or replay to product advertised on social network sites? (Please respond Q14 if only your answer is 'Yes') *

☐ Yes

☒ No

☐ I don't remember

Why do you like, retweet, share, download or replay to products advertised on Social networks?

(Please select all that apply)

☐ To show solidarity (unity)

☐ To try and see if they can solve a challenge you have (customer satisfaction)

☐ To be updated in latest news

☐ To open communication line

☐ I Don't Know

Have you ever paid attention for an advertisement that is twitted, shared or recommended to you by a friend or member of the social network? *

☒ Yes

☐ No

☐ I don't remember

How often does the information you get from a friend about the product on various socialnetworking sites influence you to buy the product? *

☐ Every time

☒ Sometimes

☐ Never

Which has more influence on your perception of people, product and places online?*

☐ Online advertisements

☐ Company/brand social pages

☒ Recommendation of others (forums, status updates, tweets)

☐ Company websites

☐ They all don't matter

Have you ever taken any action based on an online advertisement on a social network? (If your response is 'No' please disregard question 19) *

☐ Yes

☒ No

What actions, if any, have you taken? (Please select all that apply)

☐ Buy the product

☐ Attend the event

☐ Visit websites

☐ Play the game/contest

☐ Visit the store

☐ Download games or applications

☐ Request more information

☐ other _____

How often do you purchase a product or service based on an advertisement on a social networking site? *

☐ Always

☐ Sometimes

☒ Never