ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

FACTORS AFFECTING DIGITAL MARKETING PRACTICES THE CASE OF TREKKER'S SPOT TOUR AND EVENT ORGANIZING COMPANY PLC

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FACTORS AFFECTING DIGITAL MARKETING PRACTICES

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DECLARATION

I, **Frehiwot Ewnetu**, the undersigned, declare that this thesis entitled "**Factors Affecting Digital Marketing Practices the Case of Trekker's Spot Tour and Event Organizing Company PLC**" is my original work, prepared under the guidance of **Zemenu Aynadis (Ass. Prof.).** All sources of materials used for the thesis have been duly acknowledged. I further affirm that the thesis has not been submitted to any other higher learning institution, in part or in full, with the intention of acquiring a degree.

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ENDORSEMENT

This thesis titled as "**Factors Affecting Digital Marketing Practices the Case of Trekker's Spot Tour and Event Organizing Company PLC"** prepared with my supervision by the graduating student **Frehiwot Ewnetu** is submitted to St. Mary's University, School of Graduate Studies for examination by my approval as a university advisor.

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LIST OF ACRONYMS

B2C = Business-to-consumer

eWOM = Electronic word of mouth

ICT = Information communication technology

PPC = Pay per click

SMS = Short message service

SEO = Search engine optimization

SPSS = Software package for social science

SEM = Search engine marketing

VIF = Variance Inflation Factor

WAW = Website Activity Walk

WOM =Word of Mouth

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ABSTRACT

This research examined factors affecting digital marketing practices: the case of trekker's spot tour and event organizing company. As a response to the challenges of globalization, digital marketing emphasizes crucial qualities for businesses seeking efficiency and performance, and it is seen as an appealing alternative to traditional tactics. To achieve the objectives of this study explanatory research design was used. Data were collected through questionnaire from a sample of 384 customers that were selected using Convenience sampling method of Trekker's Spot tour and event organizing company. The data collected from the questionnaire were analyzed using descriptive statistics (mean, standard deviation), correlation, and multiple regression analysis. The results of this study indicate that, factors affecting digital marketing practices (brand awareness, eWOM and social media content marketing) have positive and significant relationship with digital marketing. The results also indicate that brand awareness, eWOM, and social media content marketing have positive and significant effect of lead generation on digital marketing. The aforementioned factors affecting digital marketing dimensions explained 69.7%.

Key Words: Digital marketing, Brand Awareness, eWOM, and Social Media Content Marketing

CHAPTER ONE

INTRODUCTION

The purpose of this study is to shed light on the factors affecting digital marketing practices at Trekker's Spot. The emphasis is on B2C (business-to-consumer) marketing, which targets individual as customers and address issues related with digital marketing. This introductory chapter gives a quick overview of the master thesis, including the work's context, research goals and objectives, methodological approach, and structural overview.

1.1 Background of the Study

Technology has changed the whole business sector and has become the key to any company's success. Many corporate companies may now be described as having successful marketing and better global sales due to the implementation of this innovation concept. In today's digitized corporate environment, driving innovation using digital technologies is becoming a streamlined formula for success. For example, online purchasing is more efficient than in shopping in a store, and digital marketing is more efficient than high-cost newspaper, television, and radio advertising (Business Vibes, 2015).

Digital marketing was once characterized as a projection of traditional marketing, including its tools and techniques, onto the Internet. However, the unique characteristics of the digital world and its application in marketing have aided the creation of new channels, formats, and languages, resulting in tools and strategies that would be inconceivable offline. Digital marketing has evolved into new phenomena that combine customization and mass distribution to achieve marketing objectives. Technological convergence and the proliferation of gadgets have opened up new ways of thinking about marketing on the Internet, pushing the limits of a new user-centered, more quantifiable, accessible, and interactive idea of digital marketing. (Teresa Piñeiro-Otero and Xabier Martínez-Rolán, 2016).

Individuals, organizations, and society as a whole have been transformed by the Internet. The qualities of the Internet have changed with time, and it has evolved into a more engaging platform than it was earlier. People are gradually becoming aware of the Internet's new communication possibilities. They are not only connecting to the Internet to discover information on various web pages, but also to participate in debates by sharing their thoughts, experiences, and other sorts of material. Social media refers to platforms that allow individuals to exchange information, knowledge, and ideas (Drury, 2008).

Consumers are turning away from conventional means of advertising, such as radio and television, according to Vollmer and Precourt (2008), and they are continually demanding more control over their media consumption. Consumers need on-demand and fast access to information at their leisure, and they are increasingly using various forms of social media to conduct their information searches and make purchase decisions. Vollmer and Precourt (2008, Vollmer and Precourt) People are also experiencing an expansion of internet-based messages communicated through various media, according to Mangold and Faulds (2009). These have acquired a substantial influence on several elements of customer behavior, such as awareness, information acquisition, buying behavior, views, and post-purchase communication.

According to recent surveys, over 2.3 billion (nearly two out of every three) of the estimated 3.5 billion daily word-of-mouth discussions make a reference to a brand, product, or service. Word of mouth is becoming more prevalent in digital social media, where it may go further and faster (Mangold and Faulds 2009). Marketers are becoming increasingly reliant on social media (Evans 2008). Consumers see social media as a more reliable source of product and service information than corporate-sponsored communications delivered through traditional aspects of the marketing mix (Foux, 2006).

Digital marketing is one of the most recent developments that have shown to be successful and efficient in delivering vital messages to a specific audience. In addition, some scholars in our nation have attempted to pay very little attention to digital marketing.

Lead is defined as a qualified prospect that has begun to show signs of purchasing intent (Miller J., 2014). The process of sparking and capturing interest in a product or service in order to establish a sales funnel is known as lead generation. It is the spark of a customer's interest in a company's goods or services. The acquisition of new consumers and the nurturing of current customers are the primary sources of expansion for most firms (KippBodnar,2011). Customers get information about goods and services via the internet, prompting marketers to make this a top focus in the firm. This means that business owners must devise internet marketing techniques in order to fill the sales funnel with qualified leads.

1.2 Background of the Organization (Trekker's Spot tour and event organizing company)

The company, Trekker's Spot Tours and Events, was founded in 2021 and is located in Addis Ababa, Ethiopia. Tourism and tourism-related event activities are the company's main focus. The company's main goal is to passionately serve its customers, inspiring, educating, entertaining, and realizing their adventure dreams; when people get together, it opens doors to shared experiences, discussion, and development, as well as seeking their complete satisfaction and providing high-quality touristic service while committing to social, cultural, and environmental issues.

The organization also organizes hiking and trekking excursions for both local and international tourists who want to learn more about Ethiopia. The company seeks fair and responsible profit—enough to keep the company financially healthy for the short and long term and to fairly remunerate employees for their work and effort—by keeping customers engaged, knowledgeable, and adventurous with the support of engaging and active team members.

The company's vision is to focus on an efficient and collaborative tourism and events business system that engages and gives all stockholders a sense of ownership, with a goal of 100,000 monthly visitors by 2030.

Trekker's Spot also sells sports and hiking equipment to its consumers, in addition to trekking, events, and tourism activities. In the digital era, all actions are carried out online. The current

corporate environment and the operation of markets are becoming increasingly digitalized, which is unsettling organizational development strategies and competitive norms. Digitalization affects the services and goods provided by businesses, as well as the interaction between suppliers and customers. Among the activities are promoting new events, offering athletic apparel, and even assisting customers in becoming well-informed about Ethiopia.

1.3 Statement of the problem

Thousands of start-up companies with novel concepts strive to break into the corporate sector every year. Some of them are well-known right away, while the majorities are still trying to establish themselves. Only 51% of new enterprises survive five years or longer (SBA Office of Advocacy, 2012 cited in Ripsas, S. et. al., 2018). Without a proper marketing strategy, start-ups will be unable to compete with established and lucrative businesses. One of the main reasons why new businesses fail is because they lack a comprehensive digital marketing strategy (Montgomery, 2018). According to CB Insights 2019, poor marketing may be responsible for up to 17% of failed start-ups.

It is suitable for businesses to use digital marketing tactics, as this is critical to the success of start-up businesses. They can assist in establishing successful engagement with their target audience by providing frequent updates on business activities and events at a reasonable cost (Insight success, 2018). By forming quality partnerships with members of online communities, start-ups may create their brand image through digital networks (Hajli et al., 2017). According to Ruggieri et al. (2018), start-ups in a variety of industries have shown tremendous development potential and the ability to provide value for their customers through creative goods and services delivered over digital networks. This makes it the ideal marketing platform for start-ups and small businesses with limited resources and funding. Digital marketing is also more efficient and results in better results. Montgomery (Montgomery, 2018).

Some small business owners are having trouble using social media marketing tactics for advertising, personnel recruiting, and communication in order to boost revenue (Schaupp & Belanger, 2014). The main business issue was that small retail business owners were having

trouble leveraging online marketing to improve client communication and enhance derivative sales. The specific challenge was that several small retail store owners lacked plans for using web marketing to boost their sales.

1.4 Research question

The primary research question

1. How the perception of customers towards brand awareness, eWOM and social media content marketing affected by digital marketing practices?
2. What is the perception of customers towards digital marketing practices at Trekker's Spot Tours and Events?
3. How to examine the perception of brand awareness on digital marketing practices at Trekker's Spot Tours and Events?
4. How to investigate the effect of eWOM on digital marketing practices at Trekker's Spot Tours and Events?
5. What determine the effect of social media content marketing on digital marketing in Trekker's Spot Tours and Events?

1.5 Research objectives:

1.5.1 General Objective

- To identify factors affecting digital marketing practices in Trekker’s spot tour and event organizing company.

1.5.2 Specific Objective

The specific objectives of this study are: -

6. To measure the perception of customers towards brand awareness, eWOM and social media content marketing.
7. To assess the perception of customers towards digital marketing practices at Trekker's Spot Tours and Events.

8. To examine the perception of brand awareness on digital marketing practices at Trekker's Spot Tours and Events.
9. To investigate the effect of eWOM on digital marketing practices at Trekker's Spot Tours and Events.
10. To determine the effect of social media content marketing on digital marketing in Trekker's Spot Tours and Events.

1.6 Significance of the study

The research focuses first on, the benefits Trekker's Spot and other tourist and events businesses by assisting managers and owners in determining which digital marketing methods to employ and how to reach potential customers in order to maximize their digital marketing efforts. As a result, they can increase their sales, increase their revenue, and expand and become more competitive. Marketers will benefit from the study because they will learn how to integrate digital marketing into their existing traditional marketing strategies and how to implement digital marketing into their businesses. Further this study will resound to the benefit to industry players and also for researchers.

1.7 Scope and Limitation of the study

1.7.1 Scope of the study

The purpose of this research was to examine the factors affecting digital marketing practices at Trekker's Spot, a tour and event management firm in Addis Ababa. The scope of this study was delimited to Trekker's Spot Ethiopia's digital marketing strategy. The study had geographical, conceptual, and methodological delimitations.

- **Conceptual Scope**

Digital marketing is a broad term with many variables to consider. In this study, the researcher focuses on the social media content creation, brand awareness, and eWOM elements of the Digital Marketing platform. Other aspects such as search engines, television commercials, and other digital marketing channels are not included in this scope; therefore these excluded variables may have a direct or indirect impact on lead generation.

- **Geographical Scope**

Geographically, this study was conducted in Addis Ababa to meet the objectives of the study.

- **Methodological Scope**

The study employed a quantitative research strategy and included both primary and secondary data in its methodology. Survey research is a typical approach of gathering information about a population of interest, and it has been chosen. Using a questionnaire, which is a standard set of questions used to gather data from individuals and aid in the creation of a structured survey.

1.8 Limitation of the study

Limitations are a result of the study's conceptual framework and approach (Marshall & Rossman, 2016). Limitations are factors beyond the researcher's control that can lead to study flaws (Guetterman, 2015). The study's weaknesses were identified by the researcher in this study. This research was based on one organization called Trekker's Spot Tours and Events with an aim to examine the factors affecting digital marketing practices. Another limitation of this study is that it is limited to digital marketing only, rather than both offline and online marketing.

1.9 Organization of the study

The research is divided into five sections. Chapter one includes the background of the study, background of the organization, statement of the problem, objectives of the study, significance of the study, the scope of the study, limitations of the study, and organizational of the study. Chapter two includes a review of relevant related literature. In the second chapter, the theoretical and empirical foundations of the study were presented together with the conceptual framework. Chapter three encompasses research the research methodology consists of the research approach, research design, data type and source, and target population and sample size determination, sampling techniques, methods of data collection, constructs measurement, methods of data analysis, and ethical consideration. In chapter four, data analysis and presentation the results and discussion of the study will be presented in detail. The last chapter the summary of study's findings, conclusions, and recommendations summary of the findings based on the results under Chapter Four. The conclusions were drawn from the summary of the findings with practical recommendations at the end.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1 Theoretical literature review

This chapter examines the literature resulting from earlier research. Articles, journals, and books on digital marketing, lead generation, start-ups, brand awareness, social media content marketing and other topics were considered for the literature review. In this chapter, discussion about digital marketing, digital marketing tactics, and factors affecting digital marketing practices in the context of brand awareness, eWOM and social media content marketing covered.

2.1.1 Digital Marketing

We live in a world that is always changing and evolving. In an ever-changing world, technological growth plays a significant role. Almost everyone is connected to digital technologies in some way. Amblerand O'Reilly proposed a shift from traditional marketing to marketing employing new technologies on the Internet, particularly digital marketing. Customers may now quickly acquire a lot of information online before making buying selections in most circumstances. They have access to vendors all around the world and are always up to date on market prices.

It has been suggested that start-up organizations focus on digital marketing rather than traditional marketing, because digital marketing allows them to gain future customers and more efficiently target present customers (Taiminen & Karjaluoto, 2015). In addition, digital marketing strategies emphasize product image, brand familiarity, and brand loyalty (Krishnaprabha and Tarunika, 2020). These elements are critical for the success of every new business. Because digital channels provide two-way communication, businesses strive to develop digital partnerships with customers and collaborate with them to increase consumer engagement, awareness, and value creation (Krishnaprabha and Tarunika, 2020). Bresciani and Eppler (2010) believe that digital marketing has the potential to connect new businesses with customers and to make advertisements more broadly available.

Digital marketing is a game-changing platform that allows customers to have a complete shopping experience, from product information to customer service. To evaluate consumer preferences and behavior, digital marketing employs a combination of knowledge, customer engagement, and structured resources, allowing us to see new trends, examine new options, and make future predictions (Insight Success, 2020). Consumers are drawn to brands through digital platforms, and digital marketing encourages them to interact with them (Yasmin et al, 2015). Furthermore, digital marketing is beneficial to both new businesses and their clients, and it has an impact on revenue (Yasmin et al, 2015). Customers can assess company services based on their knowledge with them thanks to consumers' involvement in start-up products and services on multiple forums. The positive feedback provided by the satisfied customer attracts additional customers and improves the conversion rate. (2020, Insight Success) By establishing two-way interaction between brands and consumers, digital marketing provides a platform for active communication. This improves customer involvement and brand communication even further.

2.1.2 Digital Marketing Strategies

The growing success of organizations that integrate technology into their marketing plan emphasizes the necessity for a thorough examination of digital marketing tactics (Gibson, 2018). Companies that make a strategic shift to customer-centric marketing campaigns can participate in a new era of revolutionary marketing tactics that use digital marketing to meet their primary marketing requirements (Gibson, 2018). Regardless of market, scale, or nationality, digital marketing plays a significant role in every marketing plan. As a result, organizations are more than ever driven to use this kind of marketing in order to remain successful, which can ultimately provide great benefits at a minimal cost. Patrutiu-Baltes (Patrutiu-Baltes, 2016).

The following are some examples of popular digital marketing strategies: PPL advertising is an internet advertisement given by search engines and social media in which the advertised product or service shows when the consumer searches for phrases related to the advertisement. This service is based on the amount of individuals that click on the advertisement and can be tailored to a specific demographic or location (Barone, 2020).

Websites

Organizations establish websites to provide consumers with information and marketing. Websites have an impact on how customers perceive a company, therefore they should be developed using the most up-to-date software and high-quality visuals. Websites can be saved for the company and utilized to communicate with customers as well as provide support (Kolesar and Galbraith, 2000).

Content Marketing

Content marketing encompasses all marketing formats aimed at engaging customers through the creation and distribution of content. Blogs, eBooks, movies, and info graphics are commonly used to distribute the content. This method is used to enhance website traffic and brand awareness (Pulizzi and Barrett, 2009).

Email Marketing

Email marketing is the practice of sending adverts to groups of people via email. Email may improve the relationship between a firm and its customers, encouraging repeat business and client loyalty. It also aids in the acquisition of new clients for businesses. This enables for two-way interaction with customers (Adikesavan, 2014). The issue is that in 2014, email spam accounted for about 90% of all email traffic (Messaging, Malware and Mobile Anti-Abuse Working Group, 2014).

Social Media Marketing

The use of online social media technologies to promote goods, services, information, and ideas to people is known as social media marketing (Dahnil et al., 2014). These tools allow organizations to produce information and encourage social media users to collaborate (Dahnil et al., 2014). Globally, it is believed that there are 3.6 billion social media users (Number of social media users worldwide, Statista, 2020).

Affiliate Marketing

Affiliate marketing is when a company pays people based on their success in bringing in customers through their own marketing efforts. The affiliate will market the company and take on the cost of marketing. On each sale, they will be paid a commission. Brown (2009) and Duffy (2005) are two examples of this.

Viral Marketing

Viral marketing seeks to make individuals spread product information with their peers by utilizing current social networks. Some items or services are easier to promote with viral marketing since they may be seen or advertised as part of the message. The reason for this was that every e-mail sent contained a promotional message for the service. There are numerous ways to improve viral marketing's efficiency. According to a study, regular interaction reduces the risk of infection. It also demonstrates that incentivizing customers to suggest a product or service by offering exorbitant rewards can backfire, as the links' reputation may be jeopardized. Depending on the type and price, the usefulness of recommendations and product reviews varies.

Blogs

A blog is a website that features written content about a certain topic. Most blogs allow readers to leave comments on individual posts. Blogs can help you with your marketing plan in a variety of ways. Blogs can help you boost your search engine marketing visibility on sites like Google and Yahoo. They also have a direct two-way communication system that allows you to speak with customers directly. They're also another way to get your brand in front of customers (Wright, 2006).

Blogs can help a firm stand out from the competition since they allow the blogger to convey a narrative multiple times. They also assist in the development of long-term personal ties with customers, which can foster confidence and enable the organization to explore niche markets. They are an excellent public relations instrument (Wright, 2006).

2.1.3 Brand Awareness

Brand awareness is the first dimension that distinguishes brand knowledge. It has to do with the strength of the brand node or trace in the consumer's memory, as evidenced by their ability to recognize the brand in a variety of situations (Rossiter and Percy, 1987). To put it another way, how well do brand identities fulfill their purpose? Brand name awareness, in particular, refers to the possibility of a brand name coming to mind and the ease with which it does so.

For three primary reasons, brand awareness is vital in customer decision-making. First and foremost, shoppers must consider the brand while considering a product category. Raising brand awareness enhances the chances of the brand being included in the contemplation set (Keller 1993), a select group of brands that are seriously considered for purchase. Second, even if there are no other brand associations, brand awareness can influence decisions regarding brands in the consideration set. Consumers, for example, have been proven to follow a choice rule of only buying well-known brands. Even in the absence of a well-formed attitude, a minimum level of brand awareness may be adequate for product choice in low-involvement decision settings (Park and Lessig,1981).

Brands are more than just labels and emblems. They represent the customer's expectations and feelings about the product and its outcomes, allowing brands to truly exist in the minds of their customers (Kotler et al., 2013). As a result, good and profitable brands have a high level of market confidence, implying that customers have a large comparative impact on the brand. According to Keller (2003), brand awareness is linked to the power of a product connection or memory trace as expressed in customers' ability to remember or identify a brand under diverse conditions, and brand awareness is the most important marketing goal (Bîja and Balas, 2014).

Building brand awareness requires the use of digital media marketing. Digital marketing, enabled by digital technology, raises customer awareness through unique consumer experiences and interactions (Kannan and Li, 2017). By combining the network and marketing placement, a significant online brand can be built (Teixeira et al., 2018). Digital marketing is noted for its transformative impact on businesses and significant influence on brand-consumer relationships, since it allows firms to communicate with customers at any time and from anywhere (Makrides,

A. et al., 2020). By facilitating networking, interaction, and community growth, digital marketing platforms such as social media marketing assist start-up enterprises in enhancing their brand value (Karamian et al., 2015). The campaign to assist startup companies' brands can be done in a very influential way by using digital marketing (Insight Success, 2020). Brand names may have a huge impact on buyers because to digital marketing. According to Bhati and Verma (2018), initiatives to construct brands must be aligned with emerging technology and a framework for designing and implementing digital brand image must be developed. Start-ups can utilize digital marketing to build relationships with current customers, impact their personal perceptions of the brand, share their own awareness, and interact with and from future customers (Krishnaprabha and Tarunika, 2020).

SMS marketing, mobile commerce marketing, video marketing, and e-commerce marketing are some more types of digital marketing.

2.1.4. eWOM

Electronic word-of-mouth, or eWOM, is today's new kind of online WOM communication (Yang, 2017). With the rise of online platforms, this kind of communication has become one of the most significant information sources on the Internet (Abubakar and Ilkan, 2016), for example, in the tourism business (Sotiriadis and Van Zyl, 2013). Because of the influence they enable consumers to exert on each other (Jalilvand and Samiei, 2012) by allowing them to obtain or share information about companies, products, or brands (Gómez-Suárez et al., 2017), these new forms of communication have led to changes in consumer behavior (Cantallops and Salvi, 2014; Gómez-Suárez et al., 2017).

Litvin et al. (2008) presented one of the more extensive definitions of eWOM, defining it as "any informal communication via the Internet aimed to consumers and connected to the usage or qualities of goods or services or the sellers thereof." This technique has the advantage of being accessible to all customers, who can use internet platforms to share their thoughts and opinions with other users. Consumers now look to online comments (eWOM) for information on a

product or service, when they once relied on word of mouth from friends and family (Nieto et al., 2014).

Electronic word of mouth also has an advantage over conventional word of mouth in that it allows organizations to try to understand what motivates customers to share their opinions online and to assess the impact of those remarks on others (Cantallops and Salvi, 2014). Consumers' use of technology to share their opinions about products or services (eWOM) can, however, become a liability for businesses because it becomes a factor they have no control over (Yang, 2017). To combat this, companies are attempting to acquire more influence over their customers' online reviews by developing virtual places on their own websites where customers can post comments and share their thoughts on the company's products and services (Vallejo et al., 2015).

2.1.5 Social media Content Marketing:

It is critical for businesses to have effective content marketing in order to entice more customers to visit their page, keep up with the latest news, and eventually purchase again. Kilgour, Sasser, and Larke (2015) define content marketing as the active activity of consumers in sharing and participating in media spaces that are of interest to them. As a result, the primary goal of content marketing is to disseminate valuable and consistent material to the target audience in order to promote profitable consumer action. Content marketing, according to Baer (2013), is a tool used by businesses to educate, teach, or entertain customers or prospects by attracting attention or influencing behavior that leads to leads, sales, or advocacy.

Customers and prospects use social media to engage with one another and, on occasion, with businesses. There are numerous social media marketing channels that company professionals can use to promote their brands.

2.1.6 Lead generation

A qualified prospect who is beginning to show purchase behavior counted as a lead (Miller J., 2014). The marketing practice of sparking and attracting interest in a product or service in order to establish a sales funnel is known as lead generation. It is critical for any business to develop

connections with customers and earn their confidence in order to attract new customers and encourage existing ones to return.

Lead generation, according to Rothman, is a marketing strategy for stimulating and capturing interest in a company's product or service offers. Lead generation assists organizations in identifying new consumers, generating more leads, and converting those leads into sales. As a result, expand the company's sales pipeline and improve revenue, as well as expand the firm in a variety of other ways. Lead generation is a popular approach for generating demand and assisting marketing campaigns in reaching and being heard by target audiences across various digital channels.

Marketing, as well as the purchase process and cold calls, have all altered dramatically in recent years. In today's multichannel world of social media and smart devices, advertisements in print magazines are no longer sufficient. In order to build their business, organizations must now reach out to clients through various digital marketing platforms such as social media, websites, search engines, and more. Being a faceless corporation is no longer a viable option. Modern customers want to learn about brands and their operations and interact with them as if they were friends. Instead than focusing on finding customers, modern businesses should concentrate on being found. (Rothman 2014, pp. 9–12) The first step in starting a lead generation campaign for any business is to identify the company's leads, and not just any leads, but good leads. Companies must first determine who their buyers are in order to define leads. Segmentation based on demographics (gender, title, age, etc.) and firmographics (business size, location, industry, etc.). Because it's critical to know where buyers are in the buying process, every business should have a lead generation program in place.

It is the beginning of a consumer's interest in a company's products or services. The primary means of expansion for most firms is the ongoing acquisition of new consumers, as well as the nurturing of existing ones (KippBodnar, 2011). Customers gather information about goods and services via the internet, thus marketers make this a priority in the business. This means that business owners must establish internet marketing tactics to fill the sales funnel with qualified

leads and weed out 'jokers.' Successful lead creation, like any other marketing activity, necessitates time spent refining which channels are most effective in generating quality leads.

The term "digital lead generation" refers to the process of recruiting or producing leads and new prospects via digital platforms' various sales channels. Businesses have changed and evolved as technology and information have advanced, as have their procedures and execution. Previously disjointed disciplines have now joined together to readily complete and simplify one outstanding job.

2.1.7 Start-ups

The phrase "start-up" is becoming increasingly popular, yet it is often misunderstood (Savey, et al., 2020), as experts have different interpretations of the term (Mazzarol, 2015). The phrase "start-up" has developed over time, with entities ranging from small local businesses to large tech firms declaring themselves as such (Cook. S, 2020). A start-up can be defined in a variety of ways. It can be characterized as a business started by one or more founders with the goal of creating and selling a new product or service (Investopedia, 2020). According to Laari-Salmela, et al., (2017), a startup is a company that has been in operation for less than ten years. According to Gruber (2004)'s comprehensive literature study, there are a few characteristics of start-ups. The "newness" of the firm, which is still in its early stages of development, is the first and most mentioned attribute. A second aspect is the "smallness" of such businesses. The third component is environmental volatility, which manifests itself in buyer and profit insecurity (Cited in Ergeer and Sigfridsson 2018). As a result, a start-up can be characterized as a new and modest business that was established to market innovative items with little resources.

Because start-ups are relatively new businesses, they must advertise their brands strategically. They should make the most of their limited resources by employing innovative and unconventional methods to get traction (Haereid and Indregrd, 2015). The economic aspects of marketing, such as social media marketing, email, and word-of-mouth (WOM), must be prioritized by start-ups. As a result, instead of the 4 Ps (product, price, place, promotion) or 7 Ps (product, price, place, promotion, process, people, and physical proof) of traditional marketing, they must focus on the 4Is: information, identification, innovation, and interaction (Stokes, 2000).

2.1.7.1 Relationship between Digital marketing and start-ups

Digital technology innovation is both a great motivator and a very hazardous issue for start-ups (Mazzarol, 2015). The promise stems from start-ups' determination to take advantage of emerging technology that was previously only available to large corporations and use it to succeed in worldwide markets (Mele, 2013). However, there is a problem with start-ups losing money by not utilizing resources and being less innovative in mostly digital and internet marketplaces (Mazzarol. 2015).

Small businesses have minimal resources. As a result, they've been innovative in their marketing techniques to reach out to a diverse range of customers. This is where digital marketing comes in useful for start-ups because it is far less expensive than traditional marketing. Internet commercials can be made for a few hundred dollars, whereas television commercials might cost thousands of dollars. Social media, blogs, and viral marketing are examples of digital marketing channels that can be utilized to reach a wide audience.

Start-ups can use digital marketing to acquire new target groups and build relationships with them. Using various platforms, digital marketing also assists in engaging with potential clients. According to HMA (2018), some of the benefits of digital marketing for startups include: increased visibility, increased online conversion rates Reduce their marketing budget, generate leads, increase sales, build brand awareness, improve online conversion rates, influence purchasing decisions, and track their return on investment.

2.1.7.2 Effects of digital marketing in start-ups

Small and medium-sized businesses, as well as fresh start-ups, can benefit greatly from digital marketing (Insight Success, 2020). Startups can use digital media to build a strong online presence and promote themselves. Today, digital advertising is critical for startups, since it has evolved into a type of successful business strategy (Chaffey, 2020). That is the most efficient technique to reach out to the general audience by displaying services and goods in the most effective way possible (Insight Success, 2020). Digital marketing is at the heart of start-up success, and it's the most cost-effective approach to cut marketing costs without reducing product and service exposure (Chaffey, 2020).

Effective awareness and integration of the best digital marketing tactics and patterns has the ability to ensure start-ups and established businesses' competitive, comprehensive, and profitable success (Insight Success, 2020). The conversion of developed material to subscribers determines a company's performance. The conversion rate is the most important indicator of market performance. High conversion rates are often attributed to digital marketing. To get a high conversion rate, most entrepreneurs prefer digital marketing solutions (Jain, 2014; Jagongo and Kinyua, 2016).

Digital marketing may entice potential customers and provide them with personalized interactions, thereby increasing knowledge and sales and contributing to the company's growth (Jain, 2014; Jagongo and Kinyua, 2016). New consumer acquisitions, brand development, brand awareness, ways to generate revenue, increased customer experience and engagement, and cost-effective international exposure are all benefits of a digital marketing strategy. (Insight Success, 2020).

2.2 Theoretical foundation of the study

Acquire, Convert, Retain and Grow Theory

To attract new clients, businesses should embrace digital marketing. This theory offers suggestions for how to find clients through online techniques. Clients may be grouped in business groups or social media communities. Then, need these new customers to become paying clients by using company's products and services. In terms of digital marketing, a "conversion" is when a customer completes the action by doing what set as a goal for. If an online consumer fulfills target of selling 100 things in a month, that conversion is recorded.

The next step is to keep these clients around for future purchases. They will be added to company’s database, and you will employ internet selling methods to re-contact them at predetermined intervals. Finally, this strengthens the connections with these clients. To promote additional sales, this will entail sending out sporadic discounts, notices, and other things. Small firm like Trekker’s spot can increase profitability by utilizing this theoretical foundation for

online business. The research framework of this research is based on acquire, convert, retain and grow theory.

2.3 Empirical Literature

Website Activity Walk, a tool based on activity theory for early website usability assessment, was presented by Bertelsen and Godsk (2004). (WAW). WAW is an attempt, according to the authors, to provide a low-cost and successful tool for early, formative usability inspection based on activity theory. They also saw an increasing trend of interest in using activity theory as a technique for understanding computer applications in context. Few studies on search engine optimization have been undertaken internationally. We might presume that this is the first study in Jordan, and possibly the Arab world, to address this topic. The majority of the studies focused on search engines in general (Ramaraj, 2013), search engine advertising (Jafarzadeh, 2011), and search engine optimization in education (Jafarzadeh, 2011). (Gandour and Regolini 2011). As a result, studies that link SEO to online advertising are considered extremely unusual.

Evans (2007) looked into the most common methods for getting a web page to rank well in Google. The findings of a study of 50 highly optimized web pages generated as part of a Search Engine Optimization competition are presented in this paper. The research examines the most popular tactics for ranking first in this competition, including PageRank, the number of pages, the number of in-links, domain age, and the use of third-party sites like directories and social bookmarking sites. For comparison, a separate study is conducted on 50 non-optimized web pages. The study delves into the strategies employed by effective Search Engine Optimizers to ensure that a page ranks highly in Google.

Madleák (2015) looked at the most effective Internet marketing methods for increasing the number of visitors to a company's website. Google Analytics is used for website traffic analysis. The degree of reliance between visitors' streams at personal and official company websites is determined using the Facebook Insights tool and correlation analysis. The study's findings reveal a strong link between business and personal website traffic, as well as a strong link between social network competitiveness and business website traffic. According to the researchers, the construction of a primary website should be accompanied by other activities such as social

networking, frequent website updates, and the creation of secondary websites that are linked to the major website.

2.4 Conceptual Framework of the Study

The dependent variable is lead generation, while the independent variable is digital marketing (brand awareness, eWOM and social media content creation). The relationships between these variables are substantiated by a review of the literature.

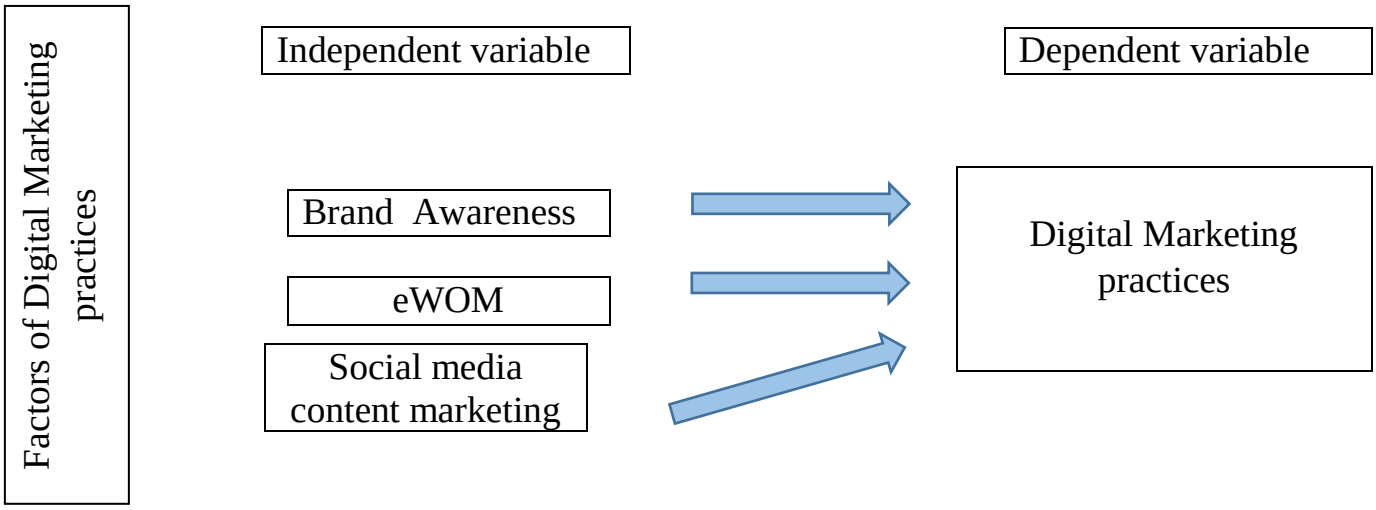


Fig.1 conceptual framework between the independent and dependent variable

2.5 Research Hypothesis

H1: Brand awareness has a strategically significant and positively effect on digital marketing practices

H2: eWOM has a strategically significant and positively effect on digital marketing practices

H3: Social media content marketing has a strategically significant and positively effect on digital marketing practices

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

This chapter explains the technique and instruments employed, as well as the data analysis approach and the problems encountered during the inquiry.

Quantitative methods were employed to acquire primary data from customers of Trekker's spot and secondary sources in the chosen research design. By changing and controlling some variables in the study, the author was able to collect experimental data. The campaign's initial set-up will be discussed, as the methodology relied on weekly improvements to answer the RQ.

3.1 Research Design

Research design, according to Kothari (2000), is the blueprint for data collection, measurement, and analysis. The purpose of this study is to look into the factors affecting digital marketing practices at Trekker's Spot Tours and Events organizing company. This study combines descriptive and explanatory research methods. Explanatory research is used to determine the nature of cause-and-effect linkages, while descriptive research was used to describe the situation or, more commonly, categorical descriptions. It does not answer inquiries regarding how, when, or why the qualities developed; instead, it answers "what" queries.

Explanatory research helps researchers in obtaining a comprehensive understanding of a certain problem. This can help them understand a topic more deeply. Researchers can comprehend the cause of a phenomenon, or hypothesis, and anticipate future occurrences by performing explanatory study. Furthermore, by explaining a phenomenon, explanatory research fills a gap in the study process. This is done in order to gain a better grasp of the issue. The survey research method was utilized in the study since it was the most effective in answering the study's questions and objectives. In survey research, just a section of the population is studied, and the results are intended to be extrapolated to the entire population. According to Donald H. McBurney (2009), a survey is defined as the use of questionnaires and sampling methodologies to determine public opinion or individual characteristics.

3.2 Research Approach

The goal of this study is to answer questions concerning digital marketing practices. A quantitative research approach is used in the research. It entails gathering and transforming data into numerical form in order to perform statistical computations and make conclusions. According to Bryman and Bell (2011:149) quantitative analysis is defined as a research method that uses numerical data and measuring methodologies to explore, analyze, and answer research objectives. Because it permits the study to investigate the impact of digital marketing on lead generation in the example of Trekker's spot tour and event organizing company.

3.3 Population, Sampling Technique and Sample Size

3.3.1 Target Population

The total number of entities in which the researcher is interested is referred to as the target population; it can be a collection of people, objects, or events from which the researcher seeks to draw conclusions. The study's target populations were Trekker's spot customers in Addis Ababa.

3.3.2. Sampling Size

When the population size is unknown and past studies to assess the variability of an estimate across all feasible samples are unavailable, the sample size is determined for the list favorable scenario p = q = 0.5. (Corbetta, 2003). With the study title here in Ethiopia, to find the estimate of p and q, since the total population is unknown and previous studies are not available. In estimating the sample size, the researcher followed Corbetta's (2003) recommendations for computing the standard deviation, 95 percent confidence interval, and 5% sampling error. The Topman formula is used to calculate the sample size for this investigation, as shown below (Dillon, 1993).

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

Where:

n = required sample size

Z = Degree of confidence (i.e., $1.96)^2$

P = Probability of positive response (0.5)

Q = Probability of negative response (0.5)

E = Tolerable error $(0.05)^2$

$$n = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2}$$

$$n = \frac{3.8416 \times 0.5 \times 0.5}{0.0025}$$

n = 384

3.3.3 Sampling Techniques

According to Dörnyei (2007), convenience sampling is a type of non-probability or nonrandom sampling in which members of the target population are chosen for the study if they meet certain practical criteria, such as geographical proximity, availability at a specific time, easy accessibility, or willingness to volunteer. "Captive audiences, such as students at the researcher's own university, are great examples of convenience sampling," Dörnyei continues. The obvious downside of convenience sampling, according to Mackey and Gass (2005), is that it is likely to be skewed. This study uses convenience sampling technique**.**

3.3.4 Data Collection

Quantitative data will be gathered through social media reporting. Data collection is the systematic process of gathering and evaluating information on variables of interest in order to answer research questions and assess outcomes (Christopher F. Voehl, 2014). The data for the study was gathered through structured questionnaires. There are two types of questions in the poll: closed-ended and open-ended. Closed-ended questions will be answered using a Likert scale. Closed-ended questions were utilized in this study to discover how many small businesses used various marketing tactics to create leads, as well as the relationship between digital marketing and lead generation. Secondary data was acquired from relevant books, articles, journals, and other sources that could help with the inquiry.

3.4 Data type and source

In order to understand the target consumer, the research used both primary and secondary sources of data. The primary data was acquired via an questionnaire and a paper questionnaire that allowed respondents to respond to the questioner in any way they wanted. Secondary information was acquired from many articles, correspondence, and company articles, as well as a blog, website, and published pieces.

3.5 Data collection instrument

The researcher conducted a pilot test after drafting the research questionnaire. Employees from the Marketing department were chosen at random to complete the questionnaire and provide feedback if they encountered any difficulties. They filled out the questionnaire and sent in their feedback, which was used to correct several inaccuracies. Finally, the questionnaires were distributed and filled up by Trekker's customers.

3.6 Data analyzing techniques

The information gathered was transformed and processed into useful information and statements. As a result, advertising to evaluate, process, and understand data based on its type. The data was analyzed and presented using the Statistical Package for Social Science (SPSS) software version 20 using statistical procedures such as descriptive analysis (mean and standard deviation), correlation, and multiple regression analysis.

Quantitative and qualitative data were incorporated in this study, with the latter being more prominent. The information is precise and accurate. The degrees of relationship between the numerous variables analyzed and historical data are communicated via numbers. A type of descriptive data is qualitative data. Instead of numbers, the study relies on descriptions and other descriptive data. This type of information is utilized to state facts and express degrees in words. The data is difficult to record or comprehend because it is not mathematical or quantifiable. The data cannot simply be joined together to produce larger results (Langer, 2006). The information gathered from questionnaires and papers was edited, classified, tabulated, and translated into frequencies. To summarize and present demographic data, descriptive analysis uses frequencies,

percentages, averages, and standard deviations. The Pearson correlation coefficient was also used to show how the independent and dependent variables are interdependent.

According to Duncan and Dennis (2004), the correlation coefficient might range from -1 to +1. A perfect negative correlation has a value of -1, while a perfect positive correlation has a value of +1. A correlation value of 0 indicates that there is no relationship. The correlation coefficient results can be interpreted as follows.

(-1.00 to -0.8] very Strong	Negative	[0.0 to 0.2) very Low	Positive
(-0.8 to -0.6] Strong		[0.2 to 0.4) Low	
(-0.6 to -0.4] Medium		[0.4 to 0.6) Medium	
(-0.4 to -0.2] Low		[0.6 to 0.8) Substantial	
(0.0 to -0.2) Very Low		[0.8 to 1.00) very Strong	

A. **Descriptive research:** To give a concise picture of the data, the descriptive statistical results are presented as frequency distributions and percentages. This is accomplished by a summary of statistics that includes the means and standard deviations for each variable in this study.

B. **Pearson Correlation Analysis:** When there are two quantitative variables, Pearson Correlation Analysis is utilized. There could be a positive linear link between the variables, a negative linear relationship between the variables, or no linear relationship between the variables in this study, according to the research hypotheses. Pearson's correlation coefficient is used to determine the correlations between dependent variables and factors in digital marketing (Brand awareness, eWOM and social media content marketing).

C. **Multiple Regression Analysis:** Multiple regression analysis was used to investigate the digital marketing of Trekker’s spot tour and event organizing company, including brand awareness, eWOM and social media content creation

Model Specification

$$Y=B0+B1X1+B2X2+B3X3+ B4X4e$$

Where

Y= Digital marketing

B0, B1, B2, B3, and B3are parameters

X1= Brand awareness

X2= eWOM

X3= social media content creation

e = error term

3.7 Reliability and Validity of data collection instrument

Validity

The extent to which data gathering methods accurately measure what they were intended to measure is characterized as validity (Saunders et. al., 2009). Validity examines whether the findings are truly about what they claim to be about. To ensure the study's validity, a variety of measures were employed. To verify the validity of the results, data were first obtained from credible sources, from respondents with more expertise with digital media; survey questions were created based on a literature study and frame of reference. This study and related literature use a question adapted from previous researches in regards to digital marketing and consumer buying behavior. The legitimacy of the instruments was further ensured through proper detection by an advisor.

Reliability

The degree to which an instrument measures in the same way each time under the same conditions is referred to as reliability. Internal consistency and a high degree of homogeneity between questionnaire statements are achieved through reliability. Hunger and Polit (1985). Different approaches, such as test-retest reliability, internal consistency reliability, and equivalent forms reliability, can be used to calculate dependability. We used the internal consistency reliability approach to examine questionnaire reliability in this study. We may measure the correlation between each item in the questionnaire using this way. Furthermore, we

do not need to conduct several tests or create two equivalent forms. Likert scale questionnaires employ the cronbach alpha (α) approach to examine the convergent and discriminate validity of the notions, (Malhotra& Birks, 2007).

3.8 Ethical Consideration

All of the research participants in this study were provided enough information about the study's purpose and their willingness and consent were gained shortly before surveys were issued. Respondents were told that they had entire flexibility to complete the surveys or withdraw from the study at any moment and that their participation or non-participation would have no negative consequences. Furthermore, no information was edited or altered; as a result, data were presented exactly as they were collected, and the reference list comprised all of the literatures retrieved for this study.

The ethical considerations that were should be addressed during the study process are discussed in this section.

- Respondents' willingness to participate in the study is guaranteed.
- Participants gave their informed consent to take part in the study.
- Offensive, discriminatory, or other unwanted terms were avoided when creating the Questionnaire.
- The privacy and confidentiality of respondents were kept.
- Adequate levels of confidentiality for research data were ensured.
- The research is objective and self-contained.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

Introduction

This chapter discusses the study's findings based on the research design used in this study, in compliance with the research questions and research objectives. In this regard, the chapter explains the respondents' response rate, the instrument used in this study to determine descriptive statistics for all of the variables, and the results of the estimated parameters of the correlation and regression analysis; the relationship between the independent and dependent variables as determined by the sign and value of the regression model parameters is presented and discussed.

Table 4.1: Response Rate

Questionnaires		
	Respondents	**Percentage**
Number of Distributed Questionnaires	384	100%
Number of Returned Questionnaires	354	91%

Source: SPSS Result

4.1 Descriptive statistics

Descriptive analysis is a collection of processes for methodically acquiring quantitative data and gathering, measuring, categorizing, calculating, describing, synthesizing, analyzing, and interpreting it.

4.1.1 Demographic Characteristics

Demographic analysis of the respondents was done in order to describe the characteristics of the respondents in more details. To make it more specific, this part of the study analyzes the respondents sex, age and occupation.

Table 4.2: Respondents Profile

		Frequency	Percent
Gender	Female	211	59.6%
	Male	143	40.4%
	Total	354	100.0%
Age	18-25years	100	28.2%
	26-30years	154	43.5%
	31-40 year	61	17.2%
	41-65 year	39	11.0%
	Total	354	100.0%
Occupation	Government employee	89	25.1%
	Private Employee	122	34.5%
	Self-employed	74	20.9%
	Student	69	19.5%
	Total	354	100.0%

Source; Own survey, 2022

Table 4.2 shows that 211 of the respondents were female, representing for 59.6% of the total respondents, while 143 were male, representing for 40.4% of the total respondents. Females outnumber males in Trekker's spot customers, implying that females were the majority in the survey.

In relation to respondents' ages, the highest percentage of respondents were between the ages of 26 and 30, representing for 43.5%, followed by the ages of 18 and 25, representing for 28.2%.

As far as the occupation of respondents is concerned, the results also indicated that the majority of respondents (34.5 %) were private employees, while 25.1 % were government employees, 20.9 % were self-employed, and 19.5 % were students.

4.1.2 Descriptive Statistics for determinates of digital marketing

Descriptive analysis is used to obtain existing facts regarding the customer's level of agreement on factors affecting digital marketing practices in Trekker's Spot tour and event organizing company using three indicators of digital marketing factors, namely brand awareness, Social Media contents marketing, and eWOM,. The respondents' perspectives on the independent and dependent variables are presented in this section. On a five-point Likert scale (1=Strongly Disagree to 5=Strongly Agree), respondents were asked to indicate how much they agreed or disagreed with statements about the variables under investigation.

The square root of standard deviation represents variance, and it is used to identify variations between variables. As a result, the standard deviation is a measurement of how well the data is represented by the mean. Small standard deviation means, the data points are close to the mean (compared to the value of the mean itself). In this situation, a higher standard deviation (compared to the mean) implies that the data points are spread out from the mean (i.e. the mean isn't a good representation of the data) (Andy, 2010). Similarly, a high standard deviation indicates that the data is dispersed, implying that customers have a wide range of opinions, whereas a low standard deviation indicates that customers have a narrow range of opinions.

4.1.2.1 Descriptive Statistics on Brand Awareness

Brand awareness is one of the dimensions of digital marketing. A sequence of three statements were given to respondents to rate their level of agreement. The purpose of the questions is to determine the level of brand awareness among Trekker's spot tour and event-planning firm. The table below shows the percentage of respondents who agree with their digital marketing based on brand awareness.

According to Upgade and Shende (2012), mean score measurement can be used while interpreting the data; and if Mean Score is 3.50-4.49, implies that the responses of the respondents is agree. Accordingly, in this analysis, the mean or the average response of the respondents about the degree of agreement they had about the brand awareness was perceived to

have a mean of 3.922 on a 5-point scale. This shows that the respondents agree about the activities of brand awareness creation. Since, the obtained result of mean (3.922) is supported by Upgade and Shende (2012) i.e., value 3.50-4.49, implies that the responses of the respondents are agreed. In this case, low standard deviation indicates that the data points are not distant from the mean (i.e. the mean is an accurate representative of the data). Hence, low standard deviation means that the data are not wide feast, which means that customers scored low deviation means that customers express close opinion. Therefore, the brand awareness deviation is below 1. Thus, it is possible to conclude that the respondent's perception is homogenous.

Descriptive Statistics

4.3: Summary of response for Brand Awareness

	N	Mean	Std. Deviation
I can easily recall the features of the brand of Trekker's spot I use.	354	3.5480	.49839
Whenever I think about hiking activities and events, this brand comes to my mind first.	354	3.7316	.75178
I can recognize the brand of Trekker's spot easily.	354	4.4887	.58898
Aggregate mean of Brand Awareness	185	3.7255	0.9608

4.1.2.2 Descriptive Statistics on eWOM of Trekker's spot

Respondents were asked to rate their level of agreement with six Likert scale items. The questions are intended to look into the customers' electrifying word of mouth in Trekker's spot tour and event planning company. The amount of agreement of respondents with their digital marketing based on electric word of mouth is shown in the table below.

According to Upgade and Shende (2012), mean score measurement can be used while interpreting the data; and if Mean Score is 3.50-4.49, implies that the responses of the

respondents is agree. Accordingly, in this analysis, the mean or the average response of the respondents about the degree of agreement they had about the eWOM was perceived to have a mean of 3.273 on a 5-point scale. This shows that the respondents disagree about the activities of eWOM creation. But, the obtained result of mean (3.273) is not supported by Upgade and Shende (2012) i.e., value 3.50-4.49, implies that the responses of the respondents disagreed. In this case, low standard deviation indicates that the data points are not distant from the mean (i.e. the mean is an accurate representative of the data). Hence, low standard deviation means that the data are not wide feast, which means that customers scored low deviation means that customers express close opinion. Therefore, the eWOM deviation is above 1. Thus, it is possible to conclude that the respondent's perception is heterogeneous.

4.4: Summary of response for electric word of mouth

Descriptive Statistics

	N	Mean	Std. Deviation
I check Trekker's spot website every time.	354	2.8898	.75778
I feel Trekker's spot actively updated their Website page.	354	2.9689	.77251
I feel close to the brand through their Website page.	354	3.2147	.93057
I think Trekker's spot Website page is attractive.	354	3.1921	.93248
I think Trekker's spot website page is more related to our cultural	354	3.2316	2.00354
I think Trekker's spot is active in digital media than other competitive brands.	354	4.1384	.75312
Aggregate mean of eWOM	185	3.1617	1.204

Source: Research data (2022)

4.1.2.3 Descriptive Statistics on Social Media contents marketing

Respondents were asked to score their level of agreement using a five Likert scale questions. The questions are intended to assess the content marketing level at Trekker's spot tour and event organizing company. The respondent's level of agreement with their digital marketing based on content marketing is shown in the table below.

Based on the data, the average response to the degree of consistency of content marketing is predicted to be 4.04 on a 5-point scale. The majority of responders clearly do not support content marketing. Upgade and Shende (2012) do not agree with the obtained result of mean (4.04), i.e., value 2.50-3.49, implying that the respondents' responses are on average in agreement.

4.5: Summary of response for Social Media contents marketing

Descriptive Statistics

	N	Mean	Std. Deviation
Trekker's spot Social Media page keeps me update on the brand campaign activity.	354	4.3475	.63035
I am able to recognize Trekker's spot brand from other competitive brand.	354	4.1384	.75312
Information sharing is possible on social media of Trekker's spot page.	354	3.8898	.60382
I say positive and favorable things to others about Trekker's spot through social media.	354	3.6299	.95882

I follow social media of Trekker's spot, because the visual and videos posted are in grate quality	354	4.2345	.64210
Aggregate mean of social media content marketing	185	3.281	.012

Source: Research data (2022)

4.1.2.5 Descriptive Statistics on Digital Marketing

Series of three Likert scale items were presented to respondents to rate their level of agreement with each statement. The questions are designed to examine the level of lead generation of the customers in Trekker's spot tour and event organizing company.

The average response to the degree of consistency of lead generation is expected to be 3.88 on a 5-point scale based on the data. Lead generation is opposed by the majority of respondents. Upgade and Shende (2012) disagree with the mean (3.88), i.e., value 2.50-3.49, implying that the respondents' responses are on average in agreement. Therefore, the lead generation deviation is below 1. Thus, it is possible to conclude that the respondent's perception is homogenous.

4.5: Summary of response for Digital Marketing

Descriptive Statistics

	N	Mean	Std. Deviation
Even if another tour and event organizing companies' providers have the same level of service as the service from Trekker's spot, I would prefer to use Trekker's spot Services.	354	4.1469	.79367

Even if tour and event organizing companies' have the same level of Price as Trekker's spot, I would prefer to use Trekker's spot.	354	4.0254	.81552
Even if another tour and event organizing companies' is willing to accept me with the same tier status as Trekker's spot, I would prefer to use Trekker's spot.	354	3.4718	.64798
Aggregate mean of digital marketing practices	185	3.1415	1.175

Source: Research data (2022)

4.2 Inferential Analysis

4.2.1 Correlation Analysis of the Study Variables

The primary goal of correlation analysis is to determine whether two variables have a meaningful relationship (Field, 2005). It's a term for describing the intensity and direction of a two-variable linear relationship. Pearson correlation (also known as Pearson Correlation Coefficient) is a statistical method for examining the relationship between independent and dependent variables in a study. Pearson product-moment correlation coefficient (r) values typically range from -1 to +1. The sign indicates whether there is a positive (as one variable increases, the other increases as well) or negative (as one variable decreases, the other decreases) association (as one variable increase, other decrease). A coefficient(r) of +1 implies a perfect positive association, while -1 suggests a negative relationship, according to Field (2005). Values of r=0.1 to.29 suggest a weak association, r=0.3 to.449 a medium relationship, and r=0.5 to 1.0 a high relationship. The following two tables show the findings of a correlation analysis between digital marketing elements and digital marketing.

4.6: Correlation Analysis

Correlations

		1	2	3	4
Brand awareness	Pearson Correlation	1	-.155**	.079	.025
	Sig. (2-tailed)		.004	.138	.634
	N	354	354	354	354
eWOM	Pearson Correlation	-.155**	1	-.009	-.026
	Sig. (2-tailed)	.004		.864	.620
	N	354	354	354	354
Social Media Content Marketing	Pearson Correlation	.079	-.009	1	.283**
	Sig. (2-tailed)	.138	.864		.000
	N	354	354	354	354
Digital Marketing	Pearson Correlation	.025	-.026	.283**	1
	Sig. (2-tailed)	.634	.620	.000	
	N	354	354	354	354

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

Pearson correlation study revealed a .025 correlation between brand awareness and digital marketing, implying that brand awareness and digital marketing have a positive relationship. Pearson correlation study revealed a -.026 correlation between eWOM and digital marketing, implying that eWOM and digital marketing have a negative relationship. Pearson correlation research revealed a.283 connection between Social Media Content Marketing and digital marketing, indicating a positive relationship between Social Media Content Marketing and digital marketing.

4.2.2 Parametric Statistical Assumptions

The test is necessary because if the data violates the basic assumption test, the result after the data has been processed may be misleading or biased Lind (2012). The examination is known as the Fundamental Assumption Test, and it consists of four tests: normality, multicollinearity, linearity, and homoscedasticity tests Lind (2012).

4.2.2.1 Multi Collinearity

Multicollinearity occurs when the independent variables are significantly connected in a way that has an unfavorable impact on the regression analysis results. When predictor variables are highly correlated, they share essentially the same information, and together, they can explain a lot of the dependent variable, but they may not add considerably to the model separately, according to Robert 49 (2006). As a result, multicollinearity reduces the predictive ability of any particular independent variable by the extent to which it is connected with the other independent variables. Beyan (2014) To verify for multicollinearity, Tolerance and Variance Inflation Factor (VIF) values were calculated, and the results are shown in table 4.7 below. The Tolerance number indicates the percentage of variance in the predictor that cannot be explained by the other predictors, meaning that very small values show predictive power sharing or overlap. Mr. Robert (2006).

4.7: Multicollinearity Test

Model		Collinearity Statistics	
		Tolerance	VIF
	Brand Awareness	.970	1.031
	eWOM	.976	1.025
	Social media content marketing	.994	1.006

Source: Research data (2022)

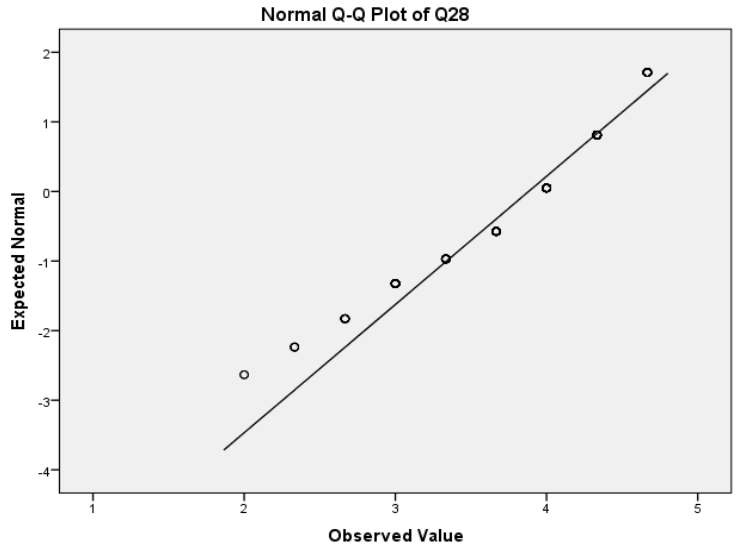
Correlations between the variables in the model are used to check for multicollinearity. Tabachnick and Fidell show that independent factors have at least some link with the dependent variable (2001). All of the scales (brand awareness, eWOM and social media content marketing) are not significantly correlated with one another since the VIF values were less than 10 and Tolerance values were greater than 0.1.

4.2.2.2 Assessment of Autocorrelation (Durbin-Watson)

It is a test for correlation error or a test for correlation between variables residuals. In short, this option is important for testing whether the assumption of independent error is tenable/reasonable. The test statistics can vary between 0 and 4 with a value of 2 meaning that the residuals are uncorrelated. A value greater than 2 indicated a negative correlation between adjacent residuals and a value below 2 indicates positive correlation. The size of Durbin-Watson statistics depends on the number of predictors in the model and the number of observations. Field (2009) suggests that the value less than 1 or greater than 3 are definitely a cause for concern; however, values closer 50 to 2 may still be problematic depending on your sample and model. In addition, Garson (2012) Durbin Watson should be between 1.5 and 2.5 for independent observations. The value closer to 2 is acceptable Field (2009). Therefore, the Durbin-Watson result has scored 1.687 and it is possible to say acceptable result or fulfill the testing assumption requirement.

4.2.2.3 Linearity Test

Correlations between the variables in the model are used to assess multicollinearity. Tabachnick and Fidell show that independent factors have a relationship with the dependent variable (2001). In this scenario, all of the measures (brand awareness, eWOM, and social media content marketing) have a strong correlation with digital marketing.



4.2.2.4 Normality Test

The researchers employed two methods to assess normality: visually (Normal Probability Plot) and statistically (Normal Probability Plot) (Skewness and Kurtosis). It is hoped that points in the Normal Probability Plot will lay in a substantially straight diagonal line from bottom left to top right. This would indicate that there are no significant departures from the norm. The results follow a normal distribution. In terms of numbers, the examination of normalcy in data analysis started with looking at the skewness and kurtosis values of the digital marketing and digital marketing components. Anomaly distributed data is defined as skewness and kurtosis values larger than 1 and less than -1 (Guarino, Gamst, Meyers, and Gamst, 2008).

Table 4.8: Table Summary of Skewness and Kurtosis Statistics

		Brand A.	eWOM	Social Media contents marketing (Facebook, Instagram, Telegram)	Digital marketing
N	Valid	354	354	354	354
	Missing	0	0	0	0
Skewness		-.712	-.270	-.121	-.225
Std. Error Skewness		.130	.130	.130	.130
Kurtosis		.674	-.596	-.617	-.773
Std. Error Kurtosis		.259	.259	.259	.259

Source: Research data (2022)

The Skewness and Kurtosis values for the factors of digital marketing elements, namely brand awareness, eWOM and social media content marketing were in the range of +1, indicating that the data for these elements is normally distributed. Skewness and Kurtosis values The usual rule for kurtosis is that if it is larger than +1, the distribution is too peaked. Similarly, a kurtosis of less than –1 implies an excessively flat distribution. Non normal distributions are those with skewness and/or kurtosis that surpass certain limits." (Hair et al., p. 61, 2017).

4.2.3 Multiple Regression Analysis

Multiple regression analysis was chosen because it aids in the prediction of a dependent variable's linear connection. The dependent variable is regressed, and the independent variables are regressed or, to demonstrate how these variables influence each other's relationships. Before understanding the table, the consequences of different coefficient and R-square values are briefly explored.

Coefficient value: It depicts if the variables have a negative or positive impact. If the coefficient value is positive, it means that the independent variable has a positive effect on the dependent variable. If the sign is negative, it denotes a negative effect.

R-square: R-square is the coefficient of determination, and it describes how much variation in the dependent variable is caused by digital marketing factors.

Constant: The intercept is essentially the constant. As a result, the value of the constant cannot be ignored, yet it has no direct or indirect impact on the outcome. It simply shows that even if the independent variable has no value, the dependent variable will have some value.

Probability: Probability and t-statistics are two terms that describe the same thing. It is possible to take both of them or simply one of them because the consequences will be comparable in general.

Table 4.9: Model summary

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	. 835[a]	. 697	.693	.41566	.697	163.739	4	350	1.687

Source: Research data (2022)

This table shows the variation of variables used in the analysis. R-square, which is the coefficient of variation, tells us how much variation is taking place in digital marketing (dependent variable) due to brand awareness, eWOM and social media content marketing (independent variables). When the table is analyzed, it is seen that the value of R-square shows a 69.7% change taking place in digital marketing due to brand awareness, eWOM, and social media content marketing. By referring to this analysis, the regression equation for the digital marketing of Trekker's spot is algebraically formulated as:

Statistical equation as per Model :(Y= β0+ β1X1+ β2X2+β3X3+ β4X4+E….)

(Y=.662+.757X1+.355X2+.152X3+…

Table 4.11: Regression Coefficients

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
	(Constant)	.662	.168		3.954	.000		
1.	Brand awareness	.056	.077	.757	9.458	. 000	.166	6.013
2.	eWOM	.303	.073	.355	4.879	.000	.185	5.397
3.	Social media content marketing	.166	.040	.152	4.209	.000	.812	1.231

Source: research data (2022)

In this study, among the three independent variables one independent variables show significant values whereas, the rest two independent variable show insignificant values of > .05, indicating that the one independent variable making a significant unique contribution to digital marketing. The larger value of Beta coefficient that an independent variable has brings the more supports to the independent variable as the more important determinant in predicting the dependent variable. Hence, social media content marketing has a statistically significant positive effect on digital marketing (P < 0.05). This indicated that the biggest unique contribution to digital marketing has made by social media content marketing.

10.2.4 Discussion

Marketing on customer satisfaction through brand image in Jordan and the results suggest that social media marketing has a statistically significant impact on customer satisfaction. The impact of social media on customer satisfaction and retention in the banking industry; views of clients

and managers in south Africa was investigated by Rootman and Cupp (undated). Statistical investigation revealed substantial connections between customers happiness and both benefits and trustworthy material, as well as customer satisfaction and retention. Contrary to the findings of (Clark, 2014), content marketing is the use of compelling material to build relationships with potential clients and customers.

This study discovered a notable and advantageous impact of brand awareness on digital marketing. The outcome conflicts with the conclusions of with some reasons, brand awareness are crucial to customer decision-making. It's critical that customers associate the brand with the product category. Raising brand awareness makes it more likely that the product will be among the select group of brands that are seriously considered for purchase (Keller, 1993). Even if there are essentially no other brand associations, brand awareness might influence choices regarding brands in the consideration set. It has been demonstrated that consumers embrace the rule to only purchase well-known, reputable products.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

This chapter reviews the problem of the research and concludes the findings with regard to the objectives of the study, followed by recommendations.

Summary of Findings

All of the three determine factors brand awareness, eWOM and social medium content marketing positively affects digital marketing according to the regression results.

The findings show that brand awareness significantly explains 75.7% of the variation in digital marketing. Therefore H1: there is significant effect of brand awareness significantly on digital marketing is supported and concludes that brand awareness has a positive and significant effect on digital marketing.

The findings show that eWOM significantly explains 35.5% of the variation in digital marketing. Therefore H2: there is significant effect of eWOM on digital marketing is accepted and concludes that eWOM has significant effect on digital marketing.

The findings show that social media content marketing significantly explains 15.2% of the variation in digital marketing. Therefore H3: there is significant effect of social media content marketing on digital marketing is accepted and concludes that social media content marketing has significant effect on digital marketing.

5.1 Conclusion

As a result, the following conclusions were formed based on the summary of findings in the analysis:

- The descriptive statistics analysis revealed that the majority of the participants agreed. As a result, Trekker's digital marketing dimension was successful in satisfying existing consumers while also having the ability to attract new clients.

- According to the findings of the correlation analysis study, brand awareness, eWOM and social media content marketing are the most essential elements for lead generation through digital marketing,

- For the majority of the companies in the research, using the Internet and digital channels is critical.

5.2 Recommendation

To function correctly, any technology-based firm need sufficient infrastructure.

- As a result, Trekker’s spot must upgrade its technological infrastructure in order to properly use the digital marketing system and compete with comparable companies to get more qualified leads and to get profitable return of investment.

- By utilizing digital marketing, companies like Trekker’s spot may save cost and streamline their operations. Customers may also benefit from the use of the digital marketing system to get updated information.

- As a result, it is strongly advised that the company, in partnership with its local and international stakeholders, seek to raise customer knowledge of the value of adopting a digital marketing system.

- Because the internet infrastructure is the backbone of digital marketing, internet providers should concentrate on enhancing it. Because demand for digital marketing is increasing, internet service providers should seek to improve their coverage across the country.

- According to the findings of the study, Trekker's spot tour and event organizing company should place a greater emphasis on brand awareness and eWOM in order to gain a competitive advantage and generate more qualified leads over competitors and continue working on social media content creation, as this study discovered that social media content creation is one of the most important sources of information for customers and a way to attract qualified customers.

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Annex I

QUESTIONNAIRE

St. Mary's University

Post Graduate Studies

Department of Marketing Management

Questionnaire to be filled by customers

Dear Respondents

This questioner is created as part of an academic endeavor to gather data for a thesis paper titled "The Impact of Digital Marketing on Lead Generation" in partial fulfillment of the requirements for the degree of masters of marketing management at St.Mary University. This questioner's information will be kept secret and will not be used for any other reason. As a result, I respectfully request that respondents provide complete and accurate information. Respondents to the following question should have some expertise of digital marketing and be Trekker's Spot tour and event organizing company customers.

Thank You in Advance for Your Cooperation!

Direction

- There is no need to write your name or other identity.
- Your response will be kept confidential and will be used only for academic purpose.
- Please respond to the item in the questionnaire by putting a tick mark (√) inside the box.

PART1: General information of Respondents

Q1) Gender (Sex):

1 Male

2 Female

Q2) Indicate your age groups.

- 18-25years
- 26-30years
- 31-40 year
- 41-65 year

Q3) Occupation

- Government employee
- Private Employee
- Self-employed
- Student

Part 2: Digital Marketing and Lead generation question forms

Q4) From the following Digital marketing plat form which one are you familiar with?

- Social Media
- Advertisement on TV and Radio
- Email marketing
- Website promotion

Q5) Which of the following Digital marketing media platforms do you use?

- Social media Advertisement
- Pay per click (on another web site ads)
- Others

Q6) How often do you use Digital marketing/social media?

- Every day
- Once every three days
- Once every week

□ Once every two weeks

□ Never

Q7) How likely are you to recommend Trekker's spot to family, friends, or colleagues?

□ Extremely unlikely

□ Somewhat unlikely

□ Neutral

□ Somewhat likely

□ Extremely likely

Part 3: Lead generation of consumers towards tour and event organizing question

Using the scale below, please indicate your responses to each of the item that follows, by marking (√) against the number that best describe your answers.

1= Strongly disagree, 2=Disagree 3= neutral, 4=Agree 5=strongly agree

Description	1	2	3	4	5
Brand Awareness					
Q8) I can recognize the brand of Trekker's spot easily.					
Q9) Whenever I think about hiking activities and events, this brand comes to my mind first.					
Q10) I can easily recall the features of the brand of Trekker's spot I use.					
Website of Trekker's spot/eWOM					
Q11) I check Trekker's spot website every time.					
Q12) I feel Trekker's spot actively updated their Website page.					
Q13) I feel close to the brand through their Website page.					

Q14) I think Trekker's spot Website page is attractive.					
Q15) I think Trekker's spot website page is more related to our cultural					
Q16) I think Trekker's spot is active in digital media than other competitive brands.					
Social Media contents marketing (Facebook, Instagram, Telegram)					
Q17) Trekker's spot Social Media page keeps me update on the brand campaign activity.					
Q18) I am able to recognize Trekker's spot brand from other competitive brand by the contents they are posted					
Q19) Information sharing is possible on social media of Trekker's spot page.					
Q20) I say positive and favorable things to others about Trekker's spot through social media.					
Q21) I follow social media of Trekker's spot, because the visual, contents and videos posted are in grate quality					
Digital Marketing					
Q22) Even if another tour and event organizing companies' providers have the same level of service as the service from Trekker's spot, I					

would prefer to use Trekker's spot Services.					
Q23) Even if tour and event organizing companies' have the same level of Price as Trekker's spot, I would prefer to use Trekker's spot.					
Q24) Even if another tour and event organizing companies' is willing to accept me with the same tier status as Trekker's spot, I would prefer to use Trekker's spot.					

Thank you for your Cooperation!!