ST. MARY'S UNIVERSITY

SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

THE   EFFECT OF MEDIA ADVERTISING ON CONSUMER CHOICE:
THE CASE OF 4-STAR HOTELS IN ADDIS ABABA

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Declaration

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Dr. Saleamlak Mola. All sources of materials used for the thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

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ENDORSEMENT

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

Advisor Name ----------------------------------- Sig. -------------- Date --------------

St. Mary's University, Addis Ababa May, 2022

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Acknowledgement

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Abbreviations and Acronyms

AIDA- Attention Interest Desire Action

NBE- National Bank of Ethiopia

SPSS- Statistical Package for Social Science

TV- Television

UNWTO - United Nations World Trade Organization

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Abstract

Currently, media is a means of persuading people to take a particular course of action, or to reach a point of view. This study is undertaken to investigate the effect of media advertising on consumer choice of 4-stars hotels in Addis Ababa city. This study has used descriptive design and mixed approach. The study gathered data from primary sources through questionnaire and interview. The target populations for the study were consumers of the 4-star hotels and marketing managers of the hotels in Addis Ababa City. The sample size for this study was 80 customers and 8 marketing managers of the hotels. The researcher has used both probability and non-probability sampling approach to select hotels, hotel marketing managers and customers. After the data was collected from participants, both descriptive and inferential statistical techniques were employed to analyze the data process with the help of SPSS version 26.0. Frequency, percentage, mean, standard deviation, correlation and regression analyze were the main data analysis methods employed in this study. The findings of the study indicated that social media advertising significantly affects the choice of customers of 4-star hotels. In term of usage, customers of 4-star hotels in Addis Ababa use mostly social media sources than TV channels and printed media to choose hotels and in terms of influences on decision making customers of 4-star hotels are most interested/influenced on social media sources to get information about the services and location of hotels in Addis Ababa. Relationship revealed that there is a positive effect and significant relationship between social media and consumer choice. Challenges that affect the medias for the choice of the hotels by consumer were test and explained. Based on the findings, it is recommended that the hotels should use more social media advertisements to attract consumers in to 4-star hotels in Addis Ababa and they have to reduce the challenges that affect social media usage.

Keywords: Advertisement, social media, Consumer choice.

CHAPTER ONE - INTRODUCTION

1.1. Background of the study

Advertising has the potential to influence every aspect of a business. As a communications tool, ads are used to reach a diverse mix of people affected by the products or services. These audiences can include not only customers, but also employees and investors. From employee management to customer relations, companies rely on effective advertisements to influence the success of business (Russell and Lane, 1993).

Adjuggler (2008) mentioned that advertising is one of the most popular kinds of marketing strategies. Companies can apply media advertising to promote product to their customers. Chamberlin (1933) argued that advertising affects demand because (i) it conveys information to consumers with regard to the existence of sellers and the prices and qualities of products in the marketplace and (ii) it alters consumers' wants or tastes. This led to the distinction between the "informative" and the "persuasive" effects of advertising in the economics literature (as surveyed. In this framework, advertising can affect each of these three stages: "awareness," "consideration," and, finally, "choice."

In the absence of advertising, consumers may not be aware of the product and its potential to satisfy their needs and desires. According to (Kotler and Keller ,2006) promotion consists of eight modes of advertising which are; personal selling, direct marketing, advertising, sales promotion and exhibitions, public relations and publicity, events and experience, interactive marketing, and word of mouth. Communication and information on a product or a service were the only focus of advertisement previously, but nowadays in addition to that advertising has to build brand image, shape brand loyalty and above all convince people to buy the product (Raju, 2012). Research by Tyagi and Arun, (2004), make a difference between middle age advertising and modern advertising and their research indicates that ancient commercials were about posters, brochures and less expensive though nowadays, commercial communication is about marketing mix, promotion mix, advertising budget as well, with consumer as the center of all interests, also this indicates how strategic and expensive is advertising today for a company. Thus, change consumer idea about a product and guide their choice is one of the huge challenges in competition between companies this decade and the coming decades.

The development of today's technology is increasingly rapid, people are difficult to separate from electronic devices, they are spoiled with various facilities in digital way, so that human activities have a more effective and efficient impact, in term of ease of information, cost and time (Fataron, 2019). This digital era emerged starting with the existence of the internet network, especially related to information technology (Wawan, 2 2017).

Currently, social media networks and websites like Face book, Twitter, Linkedin and many more are redefining the way people communicate and share their travel and touring experiences. As a result, more and more companies are turning to these platforms to gather information, keep their customers informed about their products and so much more (Chung and Buhalis, 2008). Social media has become a place where customers reach out for support. Many customers are aware of the power they hold if they openly complain to business about their visit or experience. That's why companies are hiring specialized social media and communication teams to deal with this side of business Dan Draper (2019). In Ethiopia, however, the hotel industry heavily depends on conventional media for communication and advertising. However, this is not considered adequate by international industry standards (UNWTO, 2005). As competition in the hotel industry, the fast rate of social media adoption makes the issue more important for the state.

1.2. Statement of Problem

The hotel industry is a part of the service industry. Hotels are extremely important for travelers all over the world. Choosing a hotel can be difficult for travelers at times because they must consider many factors in their minds, which can make it difficult for them to decide and select a hotel to stay at. (Mababa, 2018)

Hotels are definitely one of the fastest-growing sectors in the tourism industry, which is understandable given the importance of accommodation in the development of any country or region's tourism. Tourism and the hotel industry have always gone hand in hand, and the presence of enough hotels adds value and quite a few factors to the region's economy (Mababa, 2018).

In today's competitive and volatile environment all marketers communicate with their target markets through advertising (Mittal, S. and Pachauri, K.K. 2013). According to Mittal, S. and Pachauri, K.K. (2013), the way of their communication and the information contained in the advertising is not strong enough and pertinent enough to attract the attention of the consumers.

Since the information is too weak or too irrelevant, the advertising has no chance of having an effect on consumers' buying behavior of their products or services.

Advertising must be consistent enough so that it can be accepted and bring an effect on consumers' choice when judged against information previously processed and held in long – term storage (Schultz, E.D. and Tannenbaum, I. S. 1988).

In unstable global market the necessity to attract and retain consumers in the Hotel industry sector becomes especially topical. One of the perspective tools increasing economic effectiveness of the hotels is advertising. Peculiarities of advertising hotels products and services are determined by their uniqueness, namely by their "intangible" character and inseparable connection between the clients' trust and stability of hotels. The hotels' advertising effectiveness is the quality of information reporting to potential and existent consumers during advertising campaign aiming at forming the hotel's image and awareness of their services as well as at gaining certain economic result determined before and after the transmission of advertising message (Shakho, D. A. V and Panasenko, A. A. 2012). But it is difficult to assess and to know the effect of media advertising on the financial outcome that is gained whether due to advertising or due to other promotional activities.

There are various ads in Medias; TV, radio, papers and magazines yet, the significant inquiry for an advertiser is "do this multitude of media promotions emphatically impact the customers' purchasing conduct?" If media commercial isn't making any sure change in buyers' decision, every one of the assets, for example, cash, time and endeavors spent on media ad must be evaluated. Most business institutions do not assess the effect of their advertisement and can't empathize with the persons to whom the advertising is being directed; they do not know how the customers feel about their products or services and how important their products or services to their target market. Therefore, it is essential for a marketer to find out the extent to which the media advertisement influences in their consumer choice in the hotel Services (Mylonakis, J. 2008).

It is, therefore, considering these facts and its impact on the consumer behavior that it became the focus of the study to determine the effect of social media advertising on consumer choice   with the special emphasis on the 4-star hotels in Addis Ababa. Because social media became one of the most powerful sources for news updates through platforms like Twitter and Face book. As a result,

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in the business world, social media is used as a communication method for companies and it has changed the way companies communicate with the customers.

1.3. Research Question

This study was guided by the following research questions.

1. What is the perception of 4-star hotel consumers towards different advertising tools?
2. Which of the social media are frequently in use among customers of 4-star hotels?
3. What is the effect social media on consumer choice of 4-star hotels?
4. Which type of printed media advertising significantly effect on consumer choice of 4-star rated hotels?
5. What are the challenges that affect the usage of social media by customers of 4-star hotels?

1.4. Objective of Study

1.4.1. General Objective

The general objective of the study was analyzing the effect of 4-star hotels media advertising on their customer's service choice behaviors in Addis Ababa.

1.4.2. Specific Objectives

Specifically, the study has the following specific objectives;

- Assess the perception of 4-star hotels consumers towards different media advertising tools.
- Explore the type media advertising that are in use among customers of 4-star hotels.
- Test the effect of social media on consumer choice of 4-star hotels.
- To examine the effect of printed media on consumer choice of 4-star hotels.
- To examine the challenges that, affect the usage of social media by customers of 4-star hotels.

1.5. Significance of the Study

The study will initiate readers to know about the effect of media advertising on consumers 'choice related to business or financial services and the factors that make consumers respond to advertising. Stakeholders like shareholders, management staffs, employees, customers, government institutions, and investors will be benefit from the outcome of the study by having the

correct information and awareness about the effect of social media advertising on consumers' choice and the factors that influence consumers to respond to media advertising.

The implications of the study result will help 4-star hotels to take media advertising more seriously and adopt the right and effective media ads strategies to influence consumers' buying choice, and so as to give it a better exposure in the fast-growing competitive markets. It will also help the management staffs to cross-check whether they have effective media planning strategies or not, and to measure return on investment on media advertisement.

1.6. Scope of the Study

1.6.1. Geographical Scope
The study on the effect of media advertising on consumers' choice will limit to only on service firms, 4-star hotels in Addis Ababa City Administration which are located around bole sub-city, kirkos sub-city and nifas silk lafto sub-city. Due to time constrain and financial limitations and the hotels out of the city will exclude from the study since the diversity nature of the hotels customers make difficult to get enough information.

1.6.2. Conceptual Scope
The study focused on the effect of media advertising on consumers' choice were covered in the study since all other components of advertising, consumers' attitude and consumers' choice behavior like information search, evaluation of alternatives, purchase decisions and post purchase evaluations were not be research fearing that scope will become broader or not to be narrower in.

1.6.3. Methodological Scope
The study used mixed approaches including interview and questionnaire data gathering instruments. The analysis was delimited methodologically with regression assumptions such as multicollinearity and normality tests. The study failed to involve large sample size and it is not inclusive for all hotels.

1.7. Limitations of the study
Limitation of the study regards to sample size and composition of data that had been collected. The data collection is restricted and the sample size of numbers of participants is relatively small in representing the majority of population of Addis Ababa. Therefore, the result obtained from this

study does not reflect the entire population. Future research should consider larger sample sizes that could be more representative. Impulse Consumer Choice is a wide topic, which has thereby force to limit the research only on how it is affected by media advertisement.

1.8. Definitions of Term

In this section, the relevant concepts and terms are defined as either conceptual and/or operational.

1.8.1. Conceptual definitions

Advertising: Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor (Belch, 2012).

Consumer: a consumer is a person who identifies a need or desire, makes a purchase, and/ or desire, makes a purchase, and/or disposes of the product (Schifman, 2010).

Advertising media: various means (advertising vehicles) such as billboards, magazines, newspapers, radio, television, and internet by which promotional massages are communicated to the public using words, speech, and pictures Kotler (2000).

Hospitality industry - refers to Hotels, resorts and other accommodation service giving businesses.

1.8.2. Operational definitions

Guests - this term includes all travelers, customers and tourists that stay at 4-star hotels.

Lived Experiences - this term refers to physical experiences of hotel guests that they acquired by actually being present at hotels.

Modern Word-of-Mouth - this term refers to the online communication through which guests create by speaking with each other by using the internet and social media networks.

1.9. Organization of the Thesis

The paper was organized as follows: the first part includes; Introduction (background of the study, statement of the problem, objectives, significance of the study, scope and limitations of the study). The second part is theoretical review of literatures extracted from different books, articles and journals. The third part includes Research methodology, the fourth part is Data Discussions and Analyses, and finally Conclusions and Recommendations.

CHAPTER TWO - REVIEW OF RELATED LITERATURE

2.1. Theoretical Review

2.1.1. Advertising

Definitions of advertising are many and varied. It may be defined as a communication process, a marketing process, an economic and social process, a public relations process, or an information and persuasion process, depending on the point of view. Advertising is the non-personal communication of information, usually paid for and usually persuasive in nature, about products, services, or ideas by identified sponsors through various media (Bov'ee and Arens, 1989).

According to Kotler, & Armstrong (2003) advertising is any paid form of non-personal presentation and promotion of ideas, goods or service through mass media such as newspapers, magazine, television or radio by an identified sponsor. Advertising is the best-known and most widely discuss form of promotion. Marketers use advertising for its cost-effectiveness with large audience and it also create brand images and symbolic appeal for a company or brand. It has been established that customers are more likely to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits. Marketing management makes 5 main decisions when developed an advertising program (the 5M): What are the advertising objectives? (Mission), How much can be spent (money), what message should be used (media) and how should the result be evaluated (measurement).

According to Wijaya (2012) a modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising.

Advertising has been shown to initiate consumer search for information about a product category. A consumer with little information about the category cannot search efficiently, whereas a consumer with extensive information has little need to search. Advertising can increase consumers' objective and subjective knowledge (Newman &Staelin, 1973) and stimulate information search in new categories with low prior knowledge (Bettman& Park, 1980; Swasy&Rethans, 1986). The effect of advertising on search can also vary across stages in the purchase funnel. For example, Punj and Staelin (1983) showed that consumers with more product-specific knowledge search less after seeing an advertisement, while those with general category knowledge are more likely to search. Klein and Ford (2003) distinguished between online and offline search, finding that consumers' mix of time spent on online vs. offline search activities depends on the relative importance of attributes that can be reliably verified through online search.

Advertising has also been shown to affect the means of consumers' search for information. Consumers may search using broad or focused means. Focused search strategies are more likely when the consumer has greater uncertainty about differences between brands (Moorthy, Ratchford, &Talukdar, 1997) and when the consumer overestimates her current level of knowledge (Moorman, Diehl, Brinberg, & Kidwell, 2004). Whereas this literature has relied primarily on experimental evidence, the current paper estimates similar effects using field data.

A number of recent papers have shown that online searches data can help predict market outcomes, and therefore constitute important information that marketing managers need to track. For example, Kulkarni, Kannan, and Moe (2011) presented convincing evidence that online search data can improve forecasts of new product sales in the motion picture industry. Kulkarni, Ratchford, and Kannan (2012) showed that automobile purchasers who used the internet to search for their cars placed greater emphasis on product attribute ratings, while those who did not use the internet placed greater emphasis on summary recommendations. Hu, Du, and Damangir (2014) estimated a marketing mix model incorporating Google Trends data along with standard data like market shares, prices and advertising expenditures, finding that information about search volume enhanced model fit both in-sample and out of sample. Therefore, understanding the drivers of online search may help us to understand how search data can be used in forecasting new product sales and understanding purchaser characteristics.

Advertising is the use of paid-for space in a publication, for instance, or time on television, radio

or cinema, usually as a means of persuading people to take a particular course of action, or to reach a point of view. It may also be taken to include posters and other outdoor advertising (Wilmshurst, J. 1985)

2.1.2. Purpose of Advertising

Advertising is related and begins with a base of creating awareness and strengthening a company's position or image. It is advertising that makes the companies known. The second role is to create favorable climate for salespeople. In some instances, customers will order directly from the advertising, so the final purpose of advertising is to generate sales (Dwyer, F.R. and Tanner, J.F. 2002). In addition, they define mass media advertising as "non-personal, paid announcements by an identified sponsor to reach large audiences, create brand awareness, help position brands, and build brand images" (Dwyer, F.R. and Tanner, J.F. 2002).

Advertising is also a valuable tool for building company or brand equity as it is a powerful way to provide consumers with information as well as to influence their perceptions. Advertising can be used to create favorable and unique images and associations for a brand which can be very important for companies selling products or services that are difficult to differentiate on the basis of functional attributes. Companies selling their products and services to the consumer market generally rely heavily on advertising to communicate with their target audiences as do retailers and other local merchants. (Belch G.E. and Belch, M. A. 2009).

To create a demand for new products by explaining its utility, to announce a new product or service, to increase its sales by attracting new customers, to create brand preferences, to expand the market for new buyers, to assist the salesmen in their selling efforts, to warn the public against imitation of the product of the firm, to prepare ground for new products, barring new entrance, make special offers through sales promotion, to neutralize competitors advertising, and to enhance goodwill of the firm. Objective of any advertising is to communicate about the product and services to the prospective customers. General objectives of advertising are to inform the customers about the attributes and uses of the product (Helina Belay 2012).

In today's market the range of products and services is especially large, they are all impossible to remember or purchase. The main goal of advertising a certain product or service is to attract the customer's attention and analyze the impact of advertising on the customers' behavior, which is

determined by a number of cognitive, emotional and behavioral aspects. All the efforts to make an advertisement are centered on the sole aim of making it so effective and persuasive in a natural way so as to serve the motto of meeting the consumer psyche in a positive manner (Rai, 2013).

2.1.3. Classifications of Advertising

The nature and purpose of advertising differ from one industry to another and/or across situations. The targets of an organization's advertising efforts often vary, as do advertising's role and function in the marketing program. One advertiser may seek to generate immediate response or action from the customer; another may want to develop awareness or a positive image for its product or service over a longer period.

Marketers advertise to the consumer market with national and retail/local advertising, which may stimulate primary or selective demand. For business/professional markets, they use business-to-business, professional, and trade advertising (Belch & Belch, 1998).

National Advertising- is advertising done by large companies on a nationwide basis or in most regions of the country. Most of the ads for well-known companies and brands that are seen on prime-time TV or in other major national or regional media are examples of national advertising. The goals of national advertisers are to inform or remind consumers of the company or brand and its features, benefits, advantages, or uses and to create or reinforce its image so that consumers will be predisposed to purchase it (Belch G.E. and M. A. Belch. 1998).

Retail/Local Advertising- is advertising done by retailers or local merchants to encourage consumers to shop at a specific store, use a local service, or patronize a particular establishment. Retail or local advertising tends to emphasize specific patronage motives such as price, hours of operation, service, atmosphere, image, or merchandise assortment. Retailers are concerned with building store traffic, so their promotions often take the form of direct-action advertising designed to produce immediate store traffic and sales (Belch G.E. and Belch, M. A. 2009).

Primary- versus Selective-Demand Advertising

Primary-demand advertising is designed to stimulate demand for the general product class or entire industry. Selective-demand advertising focuses on creating demand for a specific company's brands. Most advertising for products and services is concerned with stimulating selective demand and emphasizes reasons for purchasing a particular brand (Sighn, N. Project Report 2009).

Business-to-Business Advertising- is advertising targeted at individuals who buy or influence the purchase of industrial goods or services for their companies. There are three basic categories of Business-to-Business advertising: Industrial advertising targeted at individuals in businesses who buy or influence the purchase of industrial goods or other services. Industrial goods are products that either become a physical part of another product (raw material or component parts), are used in manufacturing other goods (machinery), or are used to help a company conduct its business (e.g., office supplies, computers). Business services such as banks, insurance, travel services, and health care are also included in this category.

Professional Advertising-is advertising targeted to professionals such as doctors, lawyers, dentists, engineers, or professors to encourage them to use a company's product in their business operations. It might also be used to encourage professionals to recommend or specify the use of a company's product by end-users. Trade Advertising- is advertising targeted to marketing channel members such as wholesalers, distributors, and retailers. The goal is to encourage channel members to stock, promote, and resell the manufacturer's branded products to their customers (Belch G.E. and Belch. M. A., 1990).

2.1.4. Advertisings Models

The figure above describes the three stages through which a consumer passes through before making the decision to purchase a product namely cognitive, affective, and behavioral stage, in that order. The stages are described by using four models of advertising namely; AIDA model, Hierarchy of effects model, innovation-adoption model and Hierarchy of needs model. This study used the AIDA Model.

According to the AIDA (Attention-Interest-Desire-Action) Model developed by (Schramn, 1995), the decision by a consumer to purchase a particular product begins when the product catches his or her attention. This is followed by developing an interest for that product which is followed by the desire for that product to fulfil his or her needs. Thereafter, the consumer decided to take action, which is to purchase the product

Advertising means that, it is a potent vehicle which includes imagination, creativity, concepts, ideas and innovation to promote new products and remind about changes in the old one. Advertising simply means selling but for this one need a creativity of mind with the work of beauty

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and art. Advertising has been a subject discussed over centuries ago, mostly in the 20th and 21st centuries whether advertising increases prices or lower prices one of the most controversial issues.

The figure below describes various models of advertising;

Stages	AIDA Model	Hierarchy-of-Effects Model	Innovation-Adoption Model	Communications Model
Cognitive Stage	Attention	Awareness ↓ Knowledge	Awareness	Exposure ↓ Reception ↓ Cognitive response
Affective Stage	Interest ↓ Desire	Liking ↓ Preference ↓ Conviction	Interest ↓ Evaluation	Attitude ↓ Intention
Behavior Stage	Action	Purchase	Trial ↓ Adoption	Behavior

Source: (Schramn, 1995)

Figure 1: Advertisings Models

2.1.5. Types of Media Advertising

Advertisers develop and place advertisements for many reasons. Some of the most basic types of advertising are based on functional goals, that is, on what the advertiser is trying to accomplish. The functional goals for advertising include primary and selective demand stimulation, direct and delayed response advertising, and corporate advertising (O'Guinn,C.T, Allen, C.T. and Semenik. R.J. 2000). There exist various media which can be effectively used for advertising.

2.1.5.1.Print Media Advertising

Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than

two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (O'Guinn,C.T, Allen, C.T. and Semenik. R.J. 2000)

2.1.5.2.Outdoor advertising

It has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5,000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003). Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance, a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Omcreddy, 2010).

2.1.5.3.Broadcast Advertising

Television, radio and the internet. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media; however, the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still

remember and enjoy the popular radio jingles (Merugu, N.M 2009).

Generally speaking, **broadcast advertising is radio, television, and Internet advertising**. The commercials aired on radio and televisions an essential part of broadcast advertising. The broadcast media like radio and television reaches a wider audience as opposed to the print media. The radio and television commercials fall under the category of mass marketing as the national as well as global audience can be reached through it. The role of broadcast advertising is to persuade consumers about the benefits of the product. It is considered as a very effective medium of advertising. The cost of advertising on this channel depends on the time of the commercial and the specific time at which it is aired. For example, the cost of an ad in the premium slot will be greater than in any other slot (Management Study Guide, 2013).
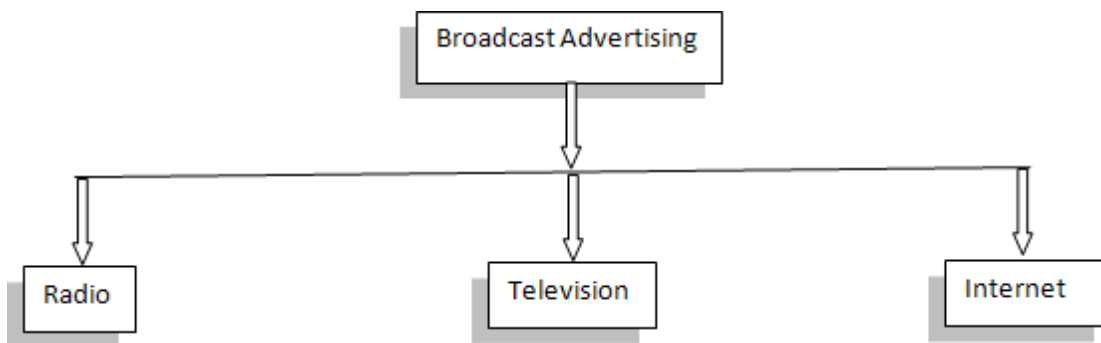
Figure 2: Broadcast Advertising (Management Study Guide, 2013)

A radio ad must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be taken keeping in mind the type of audience and the type of commercial (Management Study Guide, 2013).

The television advertising is usually considered the advertising for the corporate giant, though even the small businesses can benefit from it. A strong audio and video combination is a must for the success of the commercial. But it is also important that the audio and video should function well without each other. For example, if a person is not viewing the TV but just listening to it, s/he should get the idea and vice versa (Nartey, G. K. 2010).

Internet or online advertising uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing and so on. Online advertising has its benefits, one of them being immediate publishing of the commercial and the availability of the commercial to a global audience. But along with the benefits come the disadvantages too. These days, advertisers put distracting flashing banners or send across email spam messages to the people on a mass scale. This can annoy the consumers and even the real ads might get ignored in the process. Therefore, ethics in advertising is very important for it to be successful. Whatever the mode of advertising broadcast advertising is an inherent part of any advertising campaign these days (Tailor, W. (2013).

2.1.5.4.Word-of-Mouth

Word of mouth is still a strong marketing tool among consumers However,T.V ads remain the most influential tool in influencing the Y-Generation to buy a product and 50% of the generation cited internet ads as the most often avoided. Word-of-mouth marketing still reigns supreme, even among Generation-Y. A recent study by SITEL found that only 28.7% of Generation-Y makes purchasing decisions based on what friends "like" on their social networks. Some 44.3% of Generation-Y makes decisions based on word-of-mouth. Generation- Y consumers inform their friends, peers, colleagues, and family members about brands they care about.

One measure of the success of a viral marketing campaign is the amount of word-of-mouth generated by the campaign. 50% of word-of-mouth conversations referring to a brand include a reference to a traditional form of media advertising. Based on analysis of word-of-mouth conversations, the most influential media is television and the second most influential media is the Internet (Keller.2007). Therefore, traditional and online advertising cannot be ignored in companies' efforts to reach consumers. However, word-of-mouth is especially crucial when attempting to reach the more sceptical and connected college-aged consumers (Lamb *et.al.*2008). One of the most powerful tools that social networks offer is access to credible word-of-mouth information about company products and services.

Word of mouth is considered to be the most effective form of product-related consumer contact due to its credibility which stems from the fact that the consumer, not the marketer, is in control (Keller.2007). Research on the influence of word of mouth found that nearly 50% of those who

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are recipients of word-of-mouth information about a product or service plan to share that information with others and 50% also plan to make a purchase decision based on that information (Keller.2007). Online word of mouth is expected to play an even greater role in the purchasing behaviors of the 15-24 age groups. This generation is more engaged in online communication than are other age groups. For example, in selecting entertainment, 48% of the 13-24 year-old age groups is influenced by online word of mouth (Riegner, 2007).

2.1.6. Customers Perception on Media Advertisements

"The process of marketing communication (promotion) takes consumers through three stages of responses: perception, attitude and behavior stages". Perception is "the process by which people select, organize and interpret information to form a meaningful picture of the world" (Kolter&Armstrong, 1994). The process of perception consists of three elements which are exposure, attention and interpretation within four steps: begin with receiving information from outside, selecting information, organizing information and end with interpreting (Kotler, 2003).

1) Receiving information (Exposure): Marketing stimuli includes a diverse amount of variables that affect or expose to the consumer's perception for instance the nature of product, its physical attributes, the brand name, the package design and the advertisements. Therefore, marketers often use tremendous attention-getting devices to accomplish maximum contrast and thus attract consumer's attention.

2) Selecting information (Attention): Individuals will perceive information differently in accordance with their needs, expectations and past experiences. These help people assign meanings to the stimuli and distinguish products that will offer particular benefit to them. This perceptual step is facilitated by schema which is the set of knowledge and beliefs held by human being. A schema provides a filtering procedure for an individual who concentrates to only a small amount of the original stimuli.

3) Organizing information: This process is how the ones organize information in physical configuration; therefore, they can interpret into a coherent picture.

4) Interpreting information (Interpretation): The consumer will interpret the chosen stimuli once the selection and organization processes have been completed. This process is also uniquely individual because it serves as a basis of consumer's expectation and previous experiences (Schiffman et.al.2000).

It is essential for marketers to understand the nature of perception in order to communicate their messages efficiently to consumers. Because the way people perceive and interpret may vary depending on their perspective.

The most popular social media tools are hotel rating systems, blogs, forums, podcasting and wikis. Hotel rating systems are one of the first tourism collaborative tools. They give the opportunity for customers to give a mark for services provided during their stay in a hotel; so that other future consumers can make a decision about the hotels they will sleep in and find the best offer (Xiang & Gretzel, 2010). Blogs are online diaries with a weak degree of community feeling: readers can write and add comments. They encourage customers to give their opinions and to share their experiences, pictures and trips. It is also a good chance for companies especially service provides like hotels-which create blogs- to increase the modern word-of- mouth about their products, services or brands (Gretzel, 2007).

Forums are also an important social media tool. They enable a gathering of opinions around a topic or a common interest, developed through discussions. Podcasts make it possible to save a programme automatically, corresponding to the consumer's interest. As an example, Portugal official tourism website offers podcasting to internet users and potential tourists, in order to make them discover the destination through audio and video files (Mack, et al, 2008). Wikis enable internet users to add content to a website. The best and most famous example is Wikipedia, where readers can also become editors. Other similar tools are RSS which stands for Really Simple Syndication, a file which allows the user to get updated information what he or she is the most interested in (Gretzel, 2007).

The RSS system gives a direct and quick access to the needed information, without looking for it. For example, the travel agency Expedia set up RSS service for his customers, who receive directly all the information concerning, destinations and promotions they are interested in. This trend, however, was totally revolutionized with the emergence of more interactive networking sites like Facebook and Twitter, hence the term social media (Vermeulen, & Seegers, 2009).

According to Vermeulen & Seegers (2009, p.18), the consumers' saturation with traditional push advertising campaigns have boosted the development of alternative marketing. ***Alternative marketing is about assisting the consumer in his daily life without saturating his environment or disturbing his private life".*** One of the most popular forms of alternative marketing is the buzz

marketing, which can be defined as ***"capturing attention of consumers and the media to the point where talking about your brand becomes entertaining, fascinating and newsworthy"*** Buzzmarketing, (2007, P.16).

The website Buzzmarketing.com (2007) points out that all companies must remember word-of-mouth is the oldest form of communication and marketing. Nowadays, the majority of marketing campaigns adopt push strategies, that is to say companies advertise some products and consumers are stimulated by this advertising and buy the product. Buzz marketing, a form of "stimulated word of mouth" Jespen (2006, p.30) is following a pull strategy, encouraging people to talk about a product, a brand or a company.

Therefore, the buying process is not only a one-way process: consumers also need the point of view of other consumers to make a decision and get the best offer (Culturebuzz, 2007). A good example of a buzz marketing strategy in the travel and tourism industry is the advertising campaign launched by Nouvelles Frontieres. As described by Culturebuzz (2007), three humorist movies encourage internet users to talk about the campaign and the company. This contributes to increase the modern word-of-mouth about the company and to improve its image. To sum up, Culturebuzz (2007) defines the buzz marketing as a way of creating modern word-of-mouth, setting up conditions and tools needed for a general information transmission. It is through the internet and its millions of users that the modern word-of-mouth has become a serious matter giving the opportunity to increase the perception about a product, a brand or a company, as pointed out by Gretzel (2007).

To understand how tourism companies can set up new and appropriate marketing strategies, it is important to explain the reasons for the development of alternative marketing in general as well as in the travel and tourism industry.

A first reason is the decline of the traditional marketing and advertising. As explained by Vermeulen & Seegers (2009) consumers are less and less sensitive to traditional advertising and are developing a form of resistance to it. According to a study conducted by the authors, 65% of consumers have the feeling to be harassed by advertising and 60% of the respondents have a more negative opinion about push marketing and advertising than just a few years ago. Moreover, the development of this new form of marketing is also due to the need for a "shared emotion". In other words, consumers and also human beings are expecting more than just a personalized offer; they

also need to share something with other consumers. This will contribute to reinforce and develop their identity.

Furthermore, this need for a shared emotion or shared interests with a specific community explains the development of tribal marketing, which seeks at supporting the link between customers helping them to share their passions (De Valck et al, 2009). According to White (2010), it is thanks to the expansion of the internet that marketing has become viral, giving the opportunity to Internet users to share their emotions and develop a community feeling for common passions or interests and therefore encourage the modern word-of-mouth around a product, a company or a brand.

Therefore, tourists definitely need information and advice before their trips from people who already experienced a place. According to Jespen (2006), as advertising from companies is not always reliable, they prefer to ask to their friends and family. Tourists are more likely to trust someone having no commercial interests in sharing information or their travel experiences (Chung & Buhalis, 2008). This explains the development of spontaneous word of mouth and buzzes marketing in the tourism and travel industry (Jespen, 2006).

2.2. Social media and its impact on businesses in general

Social media has somehow changed the information process: the traditional communication pattern from the business to the consumer seems to be less and less popular. Current customers want to have direct contact with other customers to know more about the real experiences they did at a specific destination or with a company. In effect, consumers have become active contributors of the web (Ibid, 2006).

Similarly, it was also argued in as early as 2006 by Jepsen, that social media has started replacing traditional sources of information. And it was later supported when it was described as in Inputs-Processing-Response models that social media might influence the buying behavior process (Fisher and Reuber, 2008). The importance of this phenomenon was highlighted furthermore by De Valck, et al (2009) who suggested that virtual communities are becoming important networks of consumer knowledge that influence consumer behavior.

Today, social media enjoys a significant rise in their popularity among internet users. Facebook claims that its active users reached more than 750 million worldwide, spending more than 700 billion minutes per month (Facebook, 2011); Twitter hosts 175 million users who on an average

week post one billion tweets (Twitter, 2011); YouTube users view daily over 3 billion videos (YouTube, 2011); and it is estimated that there are over 170 million blogs worldwide (BlogPulse, 2011).

In 2006, Jepsen predicted that social media impacts in travel will be tremendous. In the same year, it was found that 82% of US online consumers have checked online reviews, blogs and other online feedback for their travel related purchasing decisions (eMarketer, 2008). And in recent years, due to developments in Information and Communication Technologies in the form of easy internet access, social media has dramatically changed how consumers plan and consume travel related products (Buhalis & Law, 2008). Today, TripAdvisor, serves more than 50 million users per month who seek advice about their travel plans and hosts a similar number in travel reviews and opinions (TripAdvisor, 2011).

Hence, it is no wonder that many organizations are monitoring blogs and Tweets, and others are pushing out news and promotional messages through social media channels. Social media allows for a level of conversation in ways never before possible presenting enormous opportunities for research, brand building and the creation of brand followers (Kaplan & Haenlein, 2010). The value of social media is that users are highly engaged and want to be heard. So, by listening to them and approaching them from their own point of view, it is possible to have a positive impact on beliefs and perceptions (Fischer & Reuber, 2011). So what is the impact of social media on travel?

2.2.1. Concept of Consumers' Buying Behavior

Consumer is one who consumes the product or goods and services. The aim of marketing is to meet and satisfy target customers' needs and wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market (Sonkusare, G. 2013).

Consumer is a person who buys or uses things (goods) or services. Marketers are the persons who provide these services. The most challenging questions for marketers are why buyers do what they do (or do not do). Such knowledge is critical for marketers, since having a strong understanding of buyer's behavior will shed light on what is important for the consumer and also suggest the important influences on consumer decision-making. Factors affecting consumers' buying

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decisions are extremely complex. It is deeply rooted in psychology with dashes of sociology thrown in just to make things more interesting. It explains the influences on the consumer from groups such as family, friends and society in general. Consumers' buying behavior result from deeply held values and attitudes, their perception of the world, their place in it, from common sense, from impulse or just plain take. Consumers mainly face two types of purchase decisions: 'New Purchase' these purchases are very difficult to be made by consumer due to lack of confidence in decision-making; and 'Repurchase'— consumer feels confident in making these decisions since they have previous experience in purchasing the product (Patwardhan, et.al. 2010) . Consumer behavior can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services.
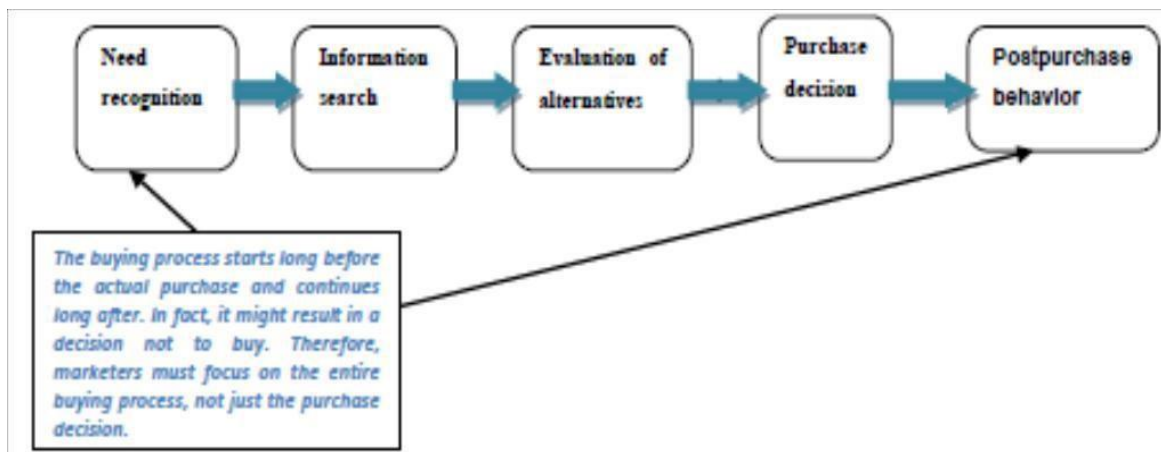
Figure 3:Consumer Buying Decision Process (Kotler et al. 2000)

- **Need recognition -** The first stage of the buyer decision process, in which the consumer recognizes a problem or need. The need can be triggered by *internal stimuli* when one of the person's normal needs—for example, hunger or thirst—rises to a level high enough to become a drive. A need can also be triggered by *external stimuli (*Furaiji, F. et.al.2012).

- **Information search -** The stage of the buyer decision process in which the consumer is aroused to search for more information; the consumer may simply have heightened attention or may go into an active information search. An interested consumer may or may not search for more information. If the consumer's drive is strong and a satisfying product

is near at hand, he or she is likely to buy it then.

- If not, the 28 consumers may store the need in memory or undertake an **information search** related to the need. Consumers can obtain information from any of several sources. These include *personal sources* (family, friends, neighbors, acquaintances), *commercial sources* (advertising, salespeople, dealer Web sites, packaging, displays), *public sources* (mass media, consumer rating organizations, Internet searches), and *experiential sources* (handling, examining, using the product). The relative influence of these information sources varies with the product and the buyer. Generally, the consumer receives the most information about a product from commercial sources—those controlled by the marketer (Yakon and Jablonsk 2012). The most effective sources, however, tend to be personal. Commercial sources normally *inform* the buyer, but personal sources *legitimize* or *evaluate* products for the buyer. As more information is obtained, the consumer's awareness and knowledge of the available brands and features increase. In your car information search, you may learn about the several brands available. The information might also help you to drop certain brands from consideration. A company must design its marketing mix to make prospects aware of and knowledgeable about its brand. It should carefully identify consumers' sources of information and the importance of each source (Jakštien, S.et.al. 2008).

- **Alternative evaluation -** The stage of the buyer decision process in which the consumer uses information to evaluate alternative brands in the choice. Marketers need to know about **alternative evaluation**, that is, how the consumer processes information to arrive at brand choices. Unfortunately, consumers do not use a simple and single evaluation process in all buying situations. Instead, several evaluation processes are at work (Schiffman, L.G. and Kanuk, L.L. 2004).

The consumer arrives at attitudes toward different brands through some evaluation procedure. How consumers go about evaluating purchase alternatives depends on the individual consumer and the specific buying situation. In some cases, consumers use careful calculations and logical thinking. At other times, the same consumers do little or no evaluating; instead they buy on impulse and rely on intuition. Sometimes consumers make buying decisions on their own; sometimes they turn to friends, online reviews, or salespeople for buying advice. Marketers should study buyers too.

2.2.2. Factors that Influence Consumers' Behavior

The many factors that affect acquisition, usage, and disposition decisions can be classified into four broad domains the psychological core, the process of making decisions, the consumer's culture, and consumer behavior outcomes. To make decisions that affect outcomes like buying new products, consumers must first engage in processes described in the psychological core. They need to be motivated, able, and have the opportunity to be exposed to, perceive, and attend to information. They need to think about this information, develop attitudes about it, and form memories. The cultural environment also affects what motivates consumers, how they process information, and the kinds of decisions they make. Age, sex, social class, ethnicity, families, friends, and other factors affect consumer values and lifestyles and, in turn, influence the decisions that consumers make and how and why they make them (Hoyer and Macinnis,.2010).

Two broad factors influence the consumers' choice. The first is the individual consumer whose needs, perceptions of brand characteristics, and attitudes toward alternatives influence brand choice. In addition, the consumers' demographics, lifestyle, and personality characteristics influence brand choice. The second factor that influence on consumer buying decision is the environment. The consumers' purchasing environment is represented by culture (the norms and values of society), by subcultures (a part of society with distinct norms and values in certain respects), and by face – to - face groups (friends, family members, and reference groups). Marketing organizations are also part of the consumers' environment since these organizations provide the offerings that satisfy consumer needs (Assael, H. 2001).

2.3. Empirical Literature review

Source	Study/Purpose	Major Finding
Wossenyelesh Demiss (2021)	Effect Of social media on Impulse Buying Behavior in Ethiopia: The Case of Selected Customers in Addis Ababa	The results of the analysis showed that social media have a positive and significant relationship impact on Impulsive Buying Behavior of customers. Therefore, marketers should

		understand the importance of social media for encouraging the impulsive buying of consumers.
Netsanet Degisso (2018)	The Effect of Media Advertising on Customer Bank Preference in The Case of Commercial Bank of Ethiopian North Addis Ababa Selected Branch	The results of the study revealed that media ads were (print media, Radio, television & online ads) messages have significant effect on customer bank preference. The findings showed that print media and TV advertising has the most powerful influence on CBE customer bank preference due to the combinations of audio-visual presentations and accessibility Online media ads has less significant on the customer bank preference.
Hamelmal Solomon (2022)	The Effect of Media Advertising on Consumer Buying Behavior: The Case of Top Water Company	The econometric findings indicate that variables such as sex, education, income, print media, outdoor media, and broadcast media have a positive and significant association with customer buying behavior. However, one variable (occupation)

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		has found to be negatively related with customer buying behavior and another variable (age) was found statistically insignificant.
Tsion Simegne (2020)	The Effect of Advertising on Brand Preference: The Case of Sofi Malt	The result message (source) factors and media used have strong influence on brand preference, with beta value 0163. and 0.308 respectively, which is significant at 0.000 that means, they have positive and significant effect on consumers brand preferences of Sofi Malt.
Michael (2012)	Impact of Media on Consumers' Brand Preference" A Study on Carbonated Beverage Market with Reference to Coca-Cola	The finding shows that brand preference exists in the carbonated beverage Market and the media efforts affect consumer preferences and their brand choice. The research conducted by taking three main variables, namely Information, communication, and comprehension. This research revealed that the variable information has

		high influence in advertisement in consumers brand preference. Here the variable information is measured by three dimensions; they are attractiveness, attention, and awareness, these three dimensions' account for about 56% of respondents that are highly influenced by information in advertisement (Vivekananthan, 2010).

2.4. A Conceptual Framework

Based on the above detailed literature reviews the conceptual framework was developed which included media advertising and media ad messages, that influence customers' choice. There are two variables in this research study, which are dependent variable and independent variables. For dependent variables, it is customer brand choice of hotel service in Addis Ababa. For independent variables, it is the various factors such as social media advertisement. (T.V., Print media, Social network, Internet advertisement and Word-of-mouth) and other factors are Gender, age, income between customers choice.

Independent variables

Media Advertising

- Television
- Printed Media
- Social Media
- Word of mouth

Dependent variables
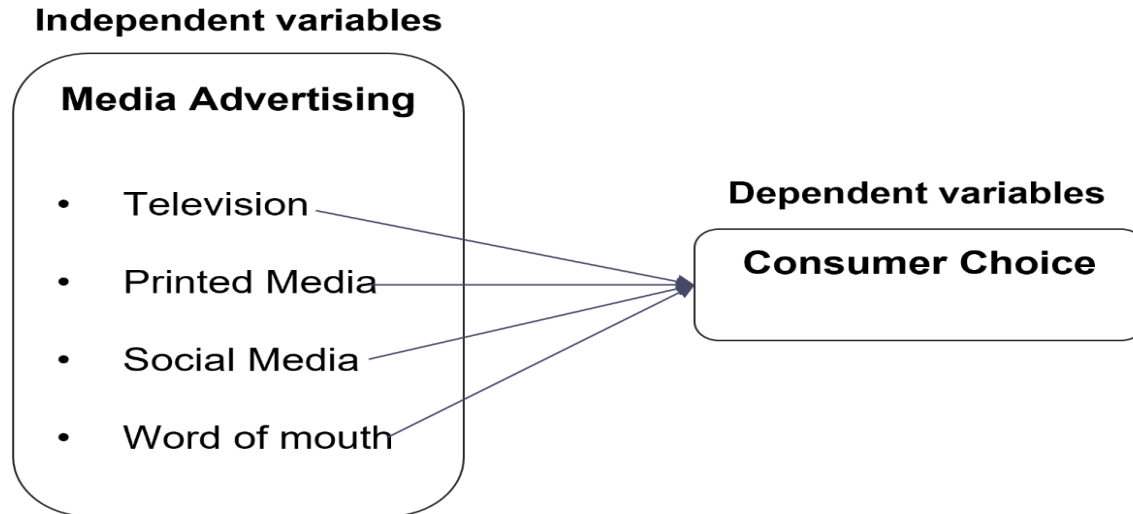
Consumer Choice

Figure 4:Relationship between Media and Consumer choice

2.5. Research Hypothesis

The study developed the following research hypothesis based on the objectives and literature reviewed.

H1: Social media advertising significantly and positively affects the choice of consumer of 4-star hotels in Addis Ababa city administration.

H2: Printed media has a statically significant positive effect on consumer choice of 4-star hotels in Addis Ababa city.

H3: Word -of- Mouth of communication has statically significant negative effect on consumer choice.

CHAPTER THREE - RESEARCH METHODOLOGY

This chapter discusses the processes and techniques used in carrying out the study. It also gives a description of the respondents including information on the study population, the number of respondents and how they were selected. It also provides an outline of research design and the instruments for data collection. The methods adopted in the administration of the research instrument, data collection procedure, data analysis and measures used to ensure validity of the instrument used.

3.1. Research Design

Designing a study helps the researcher to plan and implement the study in a way that help the researcher to obtain intended results, thus increasing the chances of obtaining information that could be associated with the real situation (Burns & Grove, 2001). Research design is the overall guideline of research procedures. In this research, descriptive research design and Cross-sectional field survey method were used. In the cross-sectional field survey, independent and dependent variables are measured at the same point in time. Kothari (2004) explains descriptive research as a situation or condition at hand, it is one in which information is collected without changing operating environment.

3.2. Research Method Adopted

Depending on the research problem carried out, research method can be qualitative, quantitative or mixed. Creswell (2009) defined quantitative research as a formal, objective and systematic process in which numerical data are utilized to obtain information. Mmuya (2007) stated that qualitative research is an investigative methodology that is grounded in a philosophical position that focuses on making sense of the social world through a process involving how it is experienced, understood and interpreted. The qualitative method takes a theoretical and methodological focus on complex relations between personal and social meanings, individual and cultural practices and the material environment or context. Whereas, mixed research is characterized as the combination of both qualitative and quantitative research approaches. Therefore, this study used mixed approach.

The primary criterion that should be considered for selecting an approach is the research problem in view of that, quantitative approach is best if the problem is identifying factors that influence

an outcome, the utility of intervention, or understanding the best predictors of outcomes. This approach is also best to test a theory or explanation. A quantitative approach is investigatory approach and primarily use postpositive claims for developing knowledge (i.e., cause and effect thinking, reduction to specific variables and questions, use of measurement and observation, and the test of the theories. Conversely, a qualitative approach is preferable if a concept or phenomenon needs to be understood. Qualitative approach is exploratory, so that it is preferable when the researcher does not know the essential variables to examine (Creswell, 2003).

In this research in order to address the research questions, the researcher used a quantitative research approach. Well designed and implemented quantitative research has the merit of being able to make generalizations, for a broader population, based on findings from the sample. To enhance the generalization of findings, quantitative research methods follow, at least theoretically, standardized procedures in sample selection, instrument design, implementation and analysis. This standardization in turn increases the replicability of procedures and the reliability of findings and also can mitigate the impact of interviewer (if administered through direct interviews) and interviewee biases (Wollela, 2008: p. 71). So, the rationale behind using this approach is quantitative approach helps the researcher to prevent bias in gathering and presenting research data. Quantitative data collection procedures create epistemological postulations that reality is objective and unitary, which can only be realized by means of transcending individual perspective. This phenomenon in turn should be discussed or explained by means of data analysis gathered through objective forms of measurement. The quantitative data gathering methods are useful especially when a study needs to measure the cause-and-effect relationships evident between pre-selected and discrete variables.

3.3. Population and Sampling Design

Hair, et al (2010) states target population as a specified group of people or object for which questions can be asked or observed to collect required data structures and information. To collect the data about advertising of the company, the researcher has targeted consumers of the products of the 4-Star Hotels. The target populations for the study are consumers of 4-star hotels products which are found in Addis Ababa City. The total population of the study is 4-star hotels working in Addis Ababa and their customers. According to EZEGA Business Guide, there are thirty-four (34) 4-stars hotel are working in Addis Ababa by the year 2019/20. The sampling frame for

drawing sample included those 4-stars hotels having at least ten years working experience in Addis Ababa (i.e. from 2009 to 2019). Based on this, there are sixteen (16) 4-star hotels having at least ten years' experience.

Among them the researcher focused on half of (50%) of ten years experienced 4-stars hotels which are eight (8) by using convenience sampling method. This is because of factors such as the availability of time and resources, homogeneity of the target population, the accuracy required and the aim of the research. Convenience sampling method was used to select hotels based on their voluntariness for the research requirements. Therefore, by taking sample from the sample frame matrix for the frame is 10*8 that includes 80 respondents. That's because the hotels have an average 100 hotel rooms, 10% their guests involved conducting a self-administered questionnaire which means10 guests from each hotel were participated. A simple random sampling technique was applied to determine 80 hotel guests from selected 4 stars hotels. Purposively selected marketing managers of selected 4-stars hotels were involved in the structured interviews.

3.4. Sampling Method

Alreck & Settle (2005) noted that the choice of sample size is made after considering statistical precision, practical issues and availability of resources. Samples that are selected on a random basis are considered as a representative of the population. According to Malhotra & Peterson (2006), there is no a single and precise way to determine the size of sample; hence there are a number of inadequacies for deciding on sample size. The larger the sampling size of a research, the more accurate the data generated. The researcher will use non-probability sampling approach, specifically convenient sampling technique by using those customers available in a certain specific time and place.

The sampled 4-stars hotels were listed below.

Table 1: Participants of the study

	Category	Number of employees	Sample size of customers
1	Ambassador Hotel	221	10
2	The HUB Hotel	120	10
3	Azzeman Hotel	146	10
4	Mado Hotel	138	10
5	Friendship International Hotel	133	10

6	Nega Bonger Hotel	125	10
7	Ramada Addis Hotel	125	10
8	Jupiter International Hotel	112	10
	Total	1376	80

Source: own survey, 2022

3.5. Sources of Data and Data Collection Techniques

The study was analyzed based on the data collected from primary sources through questionnaire and interview. Although this is supported by both theoretical and empirical literatures, the researcher used primary data to achieve aforementioned objectives and to answer research questions. Primary data was collected from selected consumers of the product.

The study used questionnaire as a quantitative data collection instrument that helps to cover larger target groups than the interview, gives the quality and chance of no response. The questionnaire was prepared using 5 Point Likert-Scale approaches (i.e., from "Strongly Disagree to Strongly Agree"). According to Creswell (2007), open-ended questionnaires are appropriate when the objective is to discover opinions and attitudes. Accordingly, respondents were asked to indicate their level of agreement on 5-point Likert scale with the following ratings; Strongly Disagree (1), Disagree (2), neutral (3), Agree (4) and Strongly Agree (5) for ordinal scale measurement and to generate data suitable for quantitative analysis.

The secondary data was obtained through document analysis to supplement the primary data along with a number of related books, journals and articles on advertising and customer brand loyalty.

3.6. Data Analysis Techniques

After the data was collected from respondents, both descriptive and inferential statistical techniques were employed to analyze the data. The data was analyzed using Statistical Package for Social Sciences (SPSS) version 26.0. The statistical tools will be aligned with the objectives of the study. Descriptive analysis is presented by using statistical tools mainly frequencies, percentages, mean and standard deviation to summarize the responses. On the other hand, to provide conclusions from samples, inferential statistics such as correlation and multiple regressions were used to analyze data.

3.7. Validity and Reliability

To ensure data quality, pilot study was conducted on 4-star hotels and their customers other than the participants of the main study. The purpose of the pilot test is to ensure the internal validity and consistency of data gathering instruments. Appropriate data analysis methods were used to maintain the reliability of the data. The validity of the instruments through pre-test and the data for the main study were tested using Cronbach's Alpha validity test.

The researcher used content validity to assess how well a set of scale items matches the relevant content domain of the construct being measured. Thus, a number of different steps were taken to confirm the validity of the study, as follows:

1. Data were collected from those target population respondents who have a good understanding and experience in the study area.
2. Survey questions were prepared based on previous empirical research reviews as well as conceptual questions related to organizational service delivery practice.

Conducting the pilot study outside the customers of 4-stars hotels which is the case study area has enabled the researcher to overcome the response bias. The reliabilities of the variables (data) were checked using Cronbach's alpha test mainly to ensure that they are reliable indicators of the constructs. In addition to the reliability tests, to maintain the validity of data, the result of the study was analyzed using appropriate methods and interpreted accordingly.

Different authors accept different values of reliability test in order to achieve internal reliability. Most of the researchers such as George and Mallery (2003) provide the following rules of while interpreting reliability coefficients as: $\alpha \geq 0.9$ -Excellent, $\alpha \geq 0.8$ - Good, $\alpha \geq 0.7$ - acceptable, $\alpha \geq 0.6$ Questionable, $\alpha \geq 0.5$ -Poor and $\alpha \leq 0.5$ – Unacceptable. The Cronbach's alpha reliability test result of the pilot study and the main study result were summarized below. These values confirmed that the validity of the result was acceptable.

Table 2: Reliability test of each item

No	ITEMS	Alpha value
1	How often do you use the social media for gathering information about the hotel?	.877
2	How frequently TV channels, word of mouth and printed media sources to get information about hotels?	.776

3	To what extent has the information from social media websites influenced your decision on choice of 4-star hotels?	.704
4	Which type of social media you used frequently to get information about 4-star hotels?	.848
5	I trust Word-of-mouth information mostly to choose a beer that influence my decisions	.813
6	The information I get from brokers and agents affected my choice.	.803
7	I trust television channel (visual transmission) information mostly to choose the hotels.	.806
8	I trust newspapers mostly to choose the hotels.	.805
9	I trust magazines mostly to choose the hotels.	.804
10	I trust internet networked sources or online advertisement mostly to choose a hotel.	.799
11	I get information from websites of hotels.	.800
12	I used audio-video media and you tube to get information about hotels.	.798
13	I trust Google to choose hotels.	.808
14	I used face book and telegram to get information about hotels.	.786
15	I used twitter to get information about hotels.	.784
16	I used websites of Addis Ababa tourism office and Ethiopian tourism agency.	.784
17	Lack of getting **free applications** on hotel services is a challenge for social media usage and the choice of customers.	.784
18	**Internet access** and **connections** is a challenge for using social media.	.780
19	Failure to **trust** on social media networks is a challenge for social media usage.	.770
20	Lack of frequently getting **addresses of hotels** is a challenge to use social media to choose the hotels.	.770
21	**Connectedness**: Integration of online resources and people through sharing and making use of links about hotels.	.771
22	Consumer's **conversation** to social media is a challenge to choose hotels.	.805
23	I prefer 4 stars and above hotels via social media advertisements for my stay in Addis Ababa, Ethiopia.	.772
24	I am interested in the service quality of 4 stars and above hotels via social media advertisements.	.776
25	I know the services and locations of 4-stars hotels via social media advertisements.	.776
26	Social media advertisement helped me to choose 4 stars and above hotels for my stay.	.772
27	Social media advertisement are trust worth to choose 4 stars and above hotels.	.779
28	Social media affected my choice of 4 stars hotels.	.778
29	Social media sources provided me great opportunity to choose 4 stars hotels.	.785
30	Total reliability value	.796

The Cronbach's alpha value of all items was acceptable.

Table 3: Reliability test results

No	Variables	Alpha value of main study result	Number of items
1	Effect of social media	0.861	12
2	Challenges of social media usage	0.886	6
3	Customer choice	0.915	7

Source: own survey and SPSS output

Therefore, all values are acceptable and insured the internal consistency of the data gathering tools.

3.8. Ethical Consideration

The researcher respected ethical considerations of confidentiality and privacy throughout the research process. A letter of cooperation was given from the university to the hotels and written guarantee was given to respondents that their names is not be revealed in the questionnaire and the research report. The respondents were given privileges of not writing their name and no respondents were forced to fill the questionnaire unwillingly and without making the actual purpose of carrying out the research clear to him/her. The researcher informed the respondents that the study was conducted purely to fulfill an academic requirement and for no other reason. Respondents did not write their names on the questionnaires, and the questionnaires were kept confidential. In this case, the respondents' information was kept confidential. Only voluntary respondents were participated in the survey. Participants will be informed that the data collected from them will be used only for academic purpose. Moreover, the participants were given a verbal and written description of the study and were informed to consent before the survey. Also, the researcher applies anonymous citations and referencing styles properly.

CHAPTER FOUR - RESULT AND DISCUSSION

4.1. Introduction

This chapter deals with presentation and analysis of the data which have been obtained through questionnaire and interview that involves the effect of media advertisements in customers' choice of 4-stars hotels in Addis Ababa. This chapter presents the main body of the paper. To achieve each specific objective of the study, data obtained from the survey are analyzed using different methods of analysis.

To achieve its objectives, the study was guided by the following research questions.

1. What is the perception of 4-star hotel consumers towards different advertising tools?
2. Which of the social networks are frequently in use among customers of 4-star hotels?
3. What is the effect social media on consumer choice of 4-star hotels?
4. Which type of printed media advertising significantly effect on consumer choice of 4-star rated hotels?
5. What are the challenges that affect the usage of social media by customers of 4-star hotels?

Descriptive statistics such as mean, standard deviation and percentage and inferential statistics such as correlation and regression were used to analyze data. The organized data was analyzed, interpreted and discussed in the next sections.

4.2. The Data Presentation

As it was already mentioned in the research methodology part, questionnaire is used as primary data collection method. The data was collected from customers of 4-star hotels in Addis Ababa from March-May 2022.

Out of 80 questionnaires distributed to the respondents a total of 76 were collected which accounted 95.0% of response rate. Among the questionnaires distributed, 4(5.0%) of the respondents fail to return the questionnaire whereas 1(1.25%) of them returned incomplete copy of the questionnaires. With the demand of increasing the representativeness of the sample for the total population, the uncollected and incomplete questionnaires were replaced from the questionnaires distributed as a contingency.

Table 4: Response rate of participants

	4-stars hotels	Target Respondents (customers)	Complete Responses	Response Rate (%)
1	Ambassador Hotel	10	10	100%
2	The HUB Hotel	10	10	100%
3	Azzeman Hotel	10	9	90%
4	Mado Hotel	10	10	100%
5	Friendship International Hotel	10	10	100%
6	Nega Bonger Hotel	10	8	80%
7	Ramada Addis Hotel	10	8	80%
8	Jupiter International Hotel	10	10	100%
	Total	80	80	93.75%

Source: survey result of the researcher

Therefore, the analysis was made based on the complete responses of 75 respondent customers which accounted about 93.75% of total participants.

4.3. Analysis of Demographic Characteristics of Respondents

This section deals with the analysis of demographic characteristics of the sample respondents including sex, age, marital status, academic qualification, monthly income and nationality of respondents.

Table 5: Demographic information of participants

No.	Demographic Profile	Item	Frequency	Percent
1	Gender	Female	37	49.3%
		Male	38	50.7 %
		Total	75	100.0 %
2	Age	Below 30 years	11	14.7%
		30-40 years	26	34.7%
		Above 40 years	38	50.7%
		Total	75	100.0 %
3	Education	Diploma and below	3	4.0%
		Bachelor Degree	56	74.7%
		Master's Degree and above	16	21.3%
		Total	150	100.0%

The above table depicted that from the total of 75 respondents, 37 (49.3%) of them were males, and the rest 38 (50.7%) were females. From this data, it can easily be inferred that the consumers of 4-star hotel in Addis Ababa city with respect to sex is similar.

As indicated on the above table, 14.7% respondents were in the age category of below 30 years, 34.7% were between 30 and 40 years and 50.7% were above 40 years age group. From this, one may deduce that the majority of guests of 4-star hotels in Addis Ababa city are above 40 years.

Regarding to the educational level of 4 star hotel customers of Addis Ababa city, 4% were diploma and below holders, 74.7% were Bachelor degree holders and 21.3% were Masters degree and above holders. Most of the participants were Bachelor degree holders.

Table 6: Background information of participants

No.	Demographic profile	Items	Frequency	Percent
4	Nationality	African	18	24%
		Asian	27	36%
		European	24	32%
		American	6	8%
		Total	75	100%
5	Average monthly income	10000-20000 ETB	23	30.7%
		Above 20000 ETB	52	69.3%
		Total	75	100%
6	Marital status	Single	17	22.7
		Married	58	77.3
		Total	75	100%

In line with nationality of participant guests, 24% were from Africa, 36% were from Asia, 32% were from Europe and 8% were from Americans. Here, one can conclude that most guests were Asians and Europeans.

With regard to respondent's marital status, 17(22.7%) of them were single, whereas the remaining 58 (77.3%) of them are. Most customers of 4 stars hotel customers were married.

As it is shown on table 5, 23 (30.7%) have a monthly income of Birr 10000 up to 20000 and the rest 69.3% customers have an average monthly income of above 20000 Birr. This shows that most of the consumers of 4-star hotels do have the ability to purchase the service offered by the company as there average income is above 20000 Birr.

4.4. Analysis of Descriptive Data

In this study four sources of information such as TV channels (visual transmission), printed media (magazine, newspaper, banners, and posters), word of mouth (oral communication) and social media (internet, twitter, Google, face book) were identified as a means of choice of hotels by customers. To check the influence of these media on the choice of customers, the data was collected from 4-stars hotels consumers and the data was analyzed using descriptive analysis techniques such as mean, frequency and percentage.

4.4.1. Media Usage

The responses of participants on the rate of social media usage among customers of 4-star hotels in Addis Ababa were analyzed as follow.

Table 7: The extent of media usage

No.	Items	Alternatives	Frequency	Percent
7	How often do you use the social media for gathering information about the hotel?	Always	39	52.0
		Sometimes	33	44.0
		Rarely	3	4.0
		Never	0	0
8	How frequently use TV channels, word of mouth and printed media sources to get information about hotels?	Always	24	32.0
		Sometimes	30	40.0
		Rarely	18	24.0
		Never	3	4.0

As shown from the above table with regard to use of social media sources for gathering information about the hotels, 52% customer always use social media sources, 44% customers sometimes use social media sources and 4% rarely use social media sources. Majority of the respondent 4-stars hotel customers use social media sources for gathering information about hotels they want.

From the eighth item, customers were asked as how frequently use TV channel and printed media sources to get information about hotels? The responses indicated that 32% customers always use TV channel and printed media sources, 40% sometimes use TV channel and printed media sources, 24% rarely use TV channel and printed media sources and 4% never use TV channel and printed media sources to get information about hotels.

From the above table, it can be summarized that customers of 4-star hotels in Addis Ababa use

mostly social media sources than TV channels and printed media to choose hotels for their stay.

4.4.2. Media influences on decision making

In this point, respondents were asked to rate the extent of influence social media had on their decision-making process and the analysis was presented below.

Table 8: The degree of media channel usage and influences on the choice of hotels

No.	Items	Alternatives	F	%
9	To what extent has the information from social media websites influenced your decision on choice of 4-star hotels?	Little	3	4.0
		Moderate	27	36.0
		Very much	45	60.0
10	Which type of social media you used frequently to get information about 4-star hotels?	TV	3	4.0
		Social networks (Face book, Google, Internet Websites, Twitter, you tube,…)	66	88.0
		Printed media (Magazines, news papers)	3	4.0
		Word of mouth	3	4.0
	Total		75	100

The result at table 7 displays about the extent to which the information from social media websites has influenced their decision on choice of 4-star hotels. The responses indicated that 4% customers had little decision, 36% moderately decided and the rest 60 % highly decided on their choice of hotels due to social media advertisements. Most of the guests had moderate to high decision to choose hotels with the information they obtain from social media.

With regard to respondents' choice of media, table 7 depicted that more share of the respondents 66 (88%) of the respondents prefer social media sources such as websites, Google, Twitter etc. Whereas 3(4%) of them show their preference on TV channels, 3 (4 %) prefer word of mouth, and 3 (4%) prefer printed media such as magazine, newspaper, etc to get information about hotels. The analysis indicates that customers of 4-star hotels are most interested on social media sources to get information about the services and location of hotels in Addis Ababa.

This section showed the analyzed data which was collected from the sample respondents regarding to the media of advertisement which influence their choice. In order to do so four

major sources of advertisements were identified: these are word of mouth (the passing of information from person to person by oral communication), Television (visual transmission), Printed medias (newspaper, magazine, banner, poster, bill board), and the social media (Internet). The summary of results was given below.

Table 9: Type of media usage for advertising hotel services

No.	Media type	N	Mean	Standard deviation
1	Word of mouth	75	1.79	.63
2	Television	75	2.16	.84
3	Printed media	75	2.89	1.03
4	Social media	75	3.52	.64

The above summary table indicated that by comparing the mean scores, consumers used primarily social media (mean = 3.52), followed by printed media and television with little use of word of mouth. This result confirmed that social media is highly used source of information for the preference of star rated hotels by consumers.

4.5. Effect of medias on Customers' choice

4.5.1. Relationship between media types and customer choice

To find the relationship between media types used and the hotel choice of customers, Pearson's correlation coefficient was employed with the help of SPSS version 26.0 software. The purpose of this test is to examine the magnitude and direction of relationship existed between media types (TV channels, social media, word of mouth and printed media) and the choice of star rated hotels by customers. The correlation is given below.

The scales of the items for the variables were valued as strongly disagree (1), disagree (2), neutral (3), agree (4) and strongly agree (5). The analysis and interpretation of correlation was made by the suggestions Kothari, C. (2008). According to Kothari C. (2008:138) with respect to the direction of correlation, positive correlation coefficient indicates direct relationship between variables, and negative correlation coefficient indicates the relation is reverse. Based on correlation value of Kothari (2008), the magnitude or strength or degree of the relationship is determined as very low relationship (below 0.19), low (0.20-0.39), moderate or medium (0.40-0.59), high (0.60-

0.79) and very high or strong relationship (0.80-1.00). The correlation was based on the assumption of 95% confidence interval and it was calculated using SPSS version 26.0.

Table 10: Relationship between media type and customer choice

Variables		Media types			
Customer choice of hotels		Social Media	Printed media	TV	Word of mouth
	Pearson correlation	.508**	.316*	.262	.128
	Sig. (2-tailed)	.002	.019	.069	.275
	N	75	75	75	75

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

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

From the above table the correlation between social media usage and customer's choice was r = 0.508, sig. (two-tailed) value = 0.002, (p<0.01). This value indicated that there was statistically significant correlation between social media usage and customer's choice. Since the correlation value was positive, the relationship occurred between the two variables was strong and direct relationship. That is, social media usage is directly linked with the choice of hotels for guests.

The magnitude of relationship in percentage was also determined by $r^2 \times 100 = 25.81\%$. That is, the relationship between the two variables was 25.81%. The double Astrix (**) confirmed that even the relationship was significant at 99% confidence interval or 1% level of precision. This implies that social media advertising significantly affected the choice of consumers.

Similarly, printed media usage is significantly correlated with the choice of customers for hotels next to social media (r = 0.316, sig. value = 0.19, p<0.05). The degree of relationship is 9.98%. However, TV channels and word of mouth did not show statistically significant relationship with the choice of customers to get services of star rated hotels.

4.5.2. Multicollinearity Test

Multicollinearity assumption of regression indicates the existing correlation among independent variables (media types). It also suggests that there exists atleast some relationship between dependent and independent variables. The independent variables should not be too highly correlated. According to Taba Chnick and Fidell (2007), if the correlation between independent

variables is too high ($r \geq 0.9$), it is better to omit one of the independent variables; and retain all independent variables if the correlation between them is not too high ($r < 0.9$).

Taba Chnick and Fidell (2007) suggested that collinearity diagnosis can be tested by Tolerance and Variance Inflation Factor (VIF) values. Tolerance is an indicator of how much of the variability of the specified independent variable is explained by other independent variables in the model. Taba Chnick and Fidell (2007) suggested that multicollinearity assumption is not violated or accepted if Tolerance value greater than 0.1 or VIF value is less than 10 or corelation between independent variables is less than 0.9. the Tolerance and VIF values were summarized below.

Table 11: Tolerance and VIF Value

Variable	Tolerance	VIF
Lack of getting free applications on hotel	.659	1.517
Internet access and connections	.773	1.294
Lack of frequently getting printed media such as newspapers and	.525	1.905
Connectedness:	.529	1.892
Consumer's conversation to social media	.955	1.047

Sourec: SPSS output

All tolerance values are above 0.1 and all VIF values are less than 10. Here the multicollinearity of independent variables is checked by the Variance Inflation Factor (VIF) values and tolerance values. Therefore, the correlation among the independent variables is low and there exists low collinearity diagnosis. This test indicates that the assumption of Multicollinearity is not violated and all independent variables are retained.

4.5.3. Normality Test

Multiple regression analysis is sensitive to outlires (very high or very low values). Hence, to test the normal distribution of the data, the scores were plotted. Normal distribution of scores describes symmetrical curve which has the greatest frequency of scores lie in the center (middle) of the curve. The normal distribution of scores is tested by the graphical method such as histograms and straight lines. That is a straight line through points and symmetrical histogram suggested the normality of data.
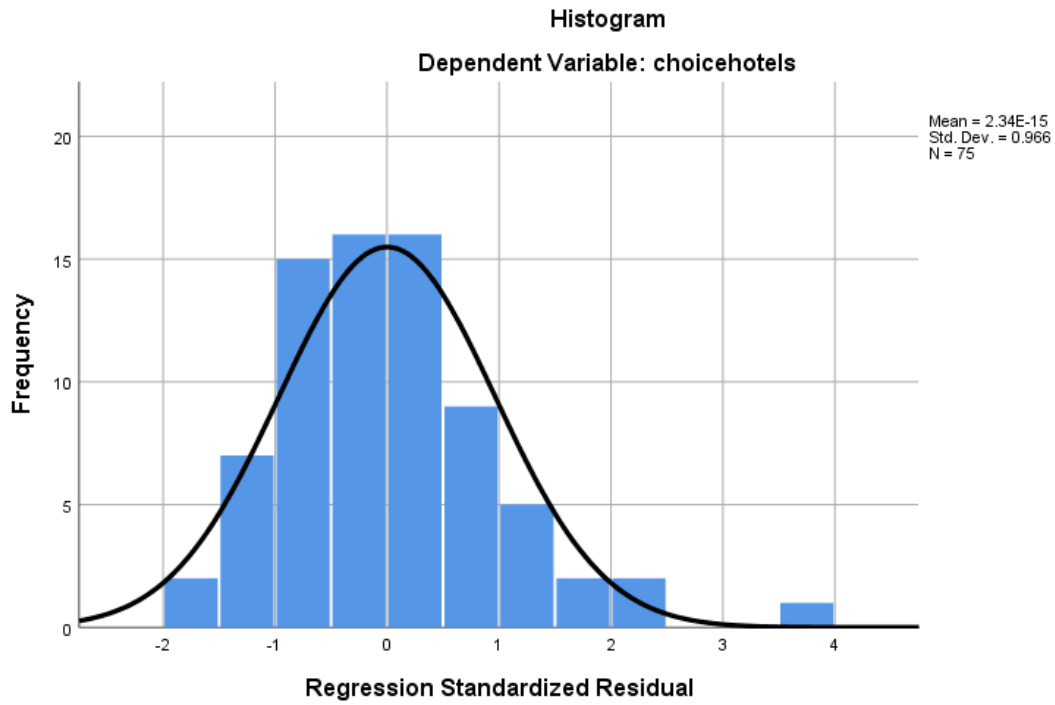
Figure 5: Normality Test of Scores by Histogram
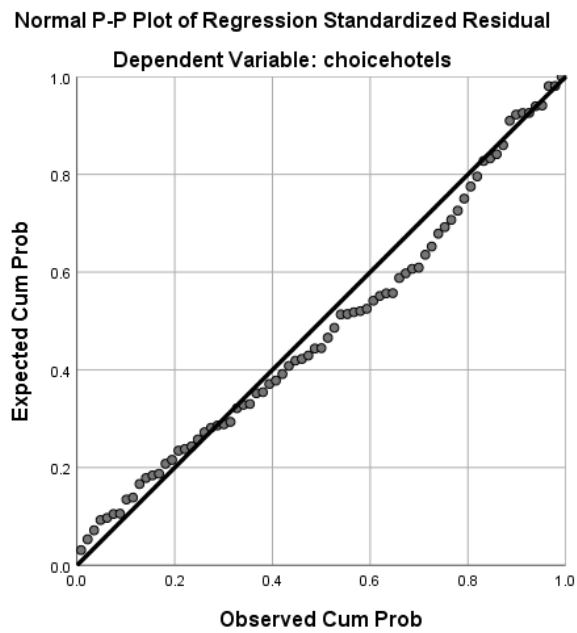
Figure 6: Normality Test of Scores by Straight line

As shown from figure 6, all points or scores approximately lie in a straight diagonal line as seen from left bottom to right top. This plot suggests that there is no major deviation from normality and it assures the normality distribution assumption of data (Taba Chnick and Fidell, 2007).

Scatterplot
Dependent Variable: choicehotels
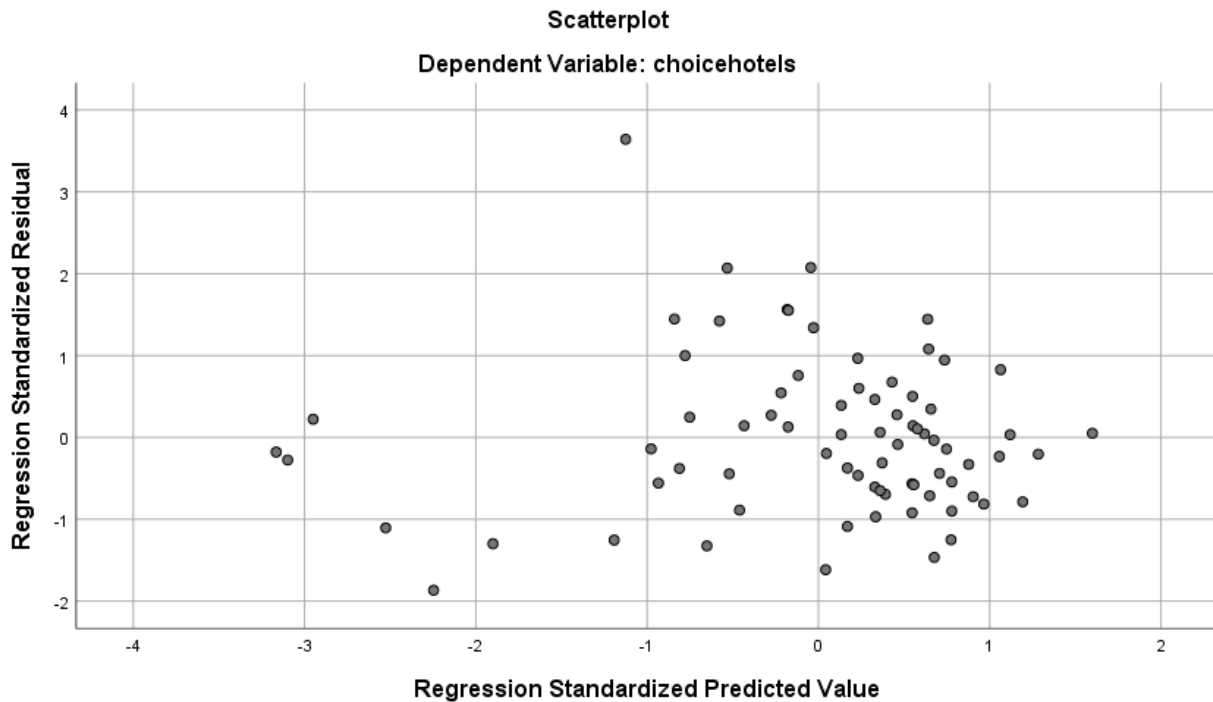
The plots above indicates that there are no more extreme values that can affect the normality of data. The values are scattered as neighborhood to each other. The histogram is symmetrical and the curve is closely straight line. Therefore, the data can be considered as normal distribution.

4.6. Regression Analysis

To estimate the effect of social media usage on the choice of hotels by customers, linear regression analysis was performed. The objective of regression analysis is to determine the contribution of the independent variable (social media components) to the predicted variable (choice of customers) by the consumers of 4-stars hotels in Addis Ababa. The result of regression was presented below.

Table 12: Effect of Advertising media on customer choice (Analysis of ANOVA)

Model	Df	Sum of Squares	Mean Square	R	R^2	F	Sig.
Regression	4	1.679	.420	.416	.173	.857	.0494
Residuals	70	34.306	.490				
Total	74	35.985					

a. Dependent Variable: choice of hotels

b. Predictors: (Constant), social media, Word of mouth, printed media, Television

Source: own survey and SPSS output, 2022

As displayed in table 10 above, the independent variable indicates that $F(4, 74) = 0.857$, Sig. value = 0.494 ($p<0.05$), which explains the combination of these independent variables (components of media advertisement) significantly predict the dependent variable (choice of star rated hotels). From the analysis, it was shown that the correlation coefficient (R) value 0.416 indicates that there is a moderate linear correlation among variables. The combination of Television, word of mouth, social media and printed media contributed about 17.3% (R^2*100) of choice of hotels by customers in Addis Ababa city.

Table 13: Regression analysis on Advertising media (model summary of simple regression)

Variables	Regression coefficient (B)	Std. Error	Beta (B) value	T	Sig.
Constant	4.653	.590		7.885	.000
Word of mouth	.019	.137	.018	-1.534	.630
TV	.024	.105	.025	.039	.969
Printed media	.057	.080	.085	-.714	.0478
Social media	.211	.130	.189	-.148	.038

a. Dependent Variable: choice of hotels

Source: own survey and SPSS output, 2022

The Beta value shows that the highest and significant contributor to the choice of hotels by customers is social media advertisement (B = 0.189, t = -1.48, sig. value $p<0.05$). Therefore, among the advertising media for hotel services considered in this study, the dominant contributor for the choice of star rated hotels by consumers is social media advertisement followed by printed media advertisement.

4.7. Hypothesis Test

Hypothesis	Result (Accepted/Rejected)
H1: Social media advertising significantly and positively affects the choice of consumer of 4-star hotels in Addis Ababa city administration.	Accepted
H2: Printed media has a statically significant positive effect on consumer choice of 4-star hotels in Addis Ababa city.	Accepted
H3: Word -of- Mouth of communication has statically significant negative effect on consumer choice.	Accepted

4.8. Challenges that affect the usage of social media by customer

What are the challenges of using social media advertising for the choice of hotels by customers? There are numerous factors that affect the usage of social media advertising by the consumers of star rated hotels. Some of the proposed challenges in this study were related to free applications for information distribution, connection access, trust of guests, and connectedness and conversation problems through social media.

Table 14: Challenges of Social Media Usage

No.	Challenges	N	Mean	Standard deviation	Rank
1	Lack of getting free applications social medias	75	3.67	1.018	4th
2	Internet access and connection problems	75	3.57	1.016	5th
3	Lack of trust on social media	75	3.73	1.008	3rd
4	Lack of getting hotel address in social media	75	3.77	1.008	2nd
5	Connectedness	75	3.81	1.062	1st
6	Customers' conversation problem of to social media	75	3.24	.913	6th

As presented at the above table, by comparing the mean scores of each assumed variables, one can understand that since all mean values are above the average cutoff point of the scale (3), lack of getting free applications social medias, Internet access and connection problems, lack of trust

on social media, lack of getting hotel address in social media, connectedness and customers' conversation problem of to social media are challenges for effective usage of social media.

The challenges of social media usage are orderly connectedness, hotel adress; trust in social media, free applications, and internet access and consumer conversation. Among them, connectedness (Integration of online resources and people through sharing and making use of links about hotels) has the highest mean and it is therefore the major challenge for social media usage by consumers (mean = 3.81).

4.9. The Analysis of Interview Results

Interview was conducted with eight four-star hotels marketing managers. Regarding to their view to social media, all marketing managers of the hotels proved that hotels disseminate services, facilities and their locations through social media such as Google, Face book, Twitter channels and Telegram channels. They agreed that consumers are visited the hotels more of by getting information from social media. The hotels are working to forward their exact services so as to increase trust of customers on social media.

The hotel manager of Mado Hotel stressed oh his interview

> "Consumers consider the internet and social media as important information sources especially for the planning of their hotels service. The social media advertising affects the choice of hotels for new customers. Thus, social media influences the preference of customers in the hotel industry".

In line with the trends and challenges of social media, the address of hotel, more illustration of services of hotels, frequently advertisement of hotel services, limited social media channels and sharing of channels for more people across our locality are some of the challenges that affects the usage of social media.

All of the marketing managers of selected 4-stars hotels in Addis Ababa were agreed that social media and printed media are the most important tools for promotion of hotel industry. However, social media is simple, easy and access almost everywhere to get information about hotels. That is why social media affects the choice of customers in hotel services.

4.10. Discussion of the Result

The analysis of data related to social media usage and its impacts on the choice of consumers in star rated hotels. In hotel service advertisement, various sources of information such as TV channels, printed media, word of mouth and social media were used by customers. The result of the study indicated that customers of 4-star hotels in Addis Ababa use mostly social media sources than other sources to choose hotels for their stay. Relating this issue, Ducoffe (1996) found that Internet advertising was perceived to be informative, entertaining, useful, valuable, and important.

Concerning to the influence of social media on consumer choice of 4-star hotels, Most of the guests had moderate to high decision to choose hotels with the information they obtain from social media. The correlation between social media usage and customer's choice was 0.508, $p<0.01$. This value indicated that there was statistically significant correlation between social media usage and customer's choice. That is, social media usage is directly linked with the choice of hotels for guests and influences their decisions. The relationship between social media usage and customer choice in percentage is 25.81%. It was supported by marketing managers of selected 4-stars hotels.

From the regression analysis, the sources of information (TV, social media, printed media and word of mouth) together affects 17.3% choice of hotels by customers in Addis Ababa city ($F(4, 74) = 0.857$, $p<0.05$). Among these advertising mechanisms, social media advertisement significantly and highly influences the choices of customers (Beta value = 0.189, $p<0.05$). Supporting this finding, Vijaya and Kothari (2014) indicated that social media, predominantly the internet, has apparently become an indispensable source of information today. But, the result of this study is contradicted to the study of Keller, E. (2007) which stated that the most influential media is television and the second most influential media is the Internet. It is reverse finding.

In line with the challenges of social media usage, connectedness, lack of getting hotel address, lack of trust in social media, lack of getting free applications, and limited internet access and consumer conversation are the challenges that affect the usage of social media. Connectedness (Integration of online resources and people through sharing and making use of links about hotels) is the major challenge for social media usage by consumers.

CHAPTER FIVE - CONCLUSIONS AND RECOMMENDATIONS

In this section, the conclusions of study result and possible recommendations were suggested by the researcher.

5.1. Conclusions

The main reason that initiates the idea of this study was the highly growing media advertisement campaign undertaken by hotel industry to increase a highest share in the ever growing and competitive market.

This research was conducted in Addis Ababa city with the prime intent of investigating the effect of media advertisement on consumer choice in the case of 4-star hotels. More specifically, the researcher tried to identify effect of media advertisements in choice of customers and provided the following conclusions.

From the analysis, it was found that among the different modes or sources of media in which companies can use to advertise their services and products, advertising the hotel through social media is found to capable of attracting and bringing high trust level about the service quality among consumers of the hotels.

Regarding the influence of advertisement on hotel industry services for customers' choice of the hotels, findings of this study indicated that customers of the hotels used social media sources to get hotels in Addis Ababa city. This assertion confirmed us social media advertisement has high effect on the choice of customers of star rated hotels.

It is also found that social media advertising mode has a positive and significant influence on the decision of customers for hotel choice.

From the study findings, it can be concluded that connectedness to social media channels, lack of getting free applications, lack of trust on social media advertisement mode, limited access of connections and hotel address are some of the challenges that affect the usage of social media by customers of hotel.

5.2. Recommendations

Based on the conclusions drawn above, the following possible recommendations were suggested by the researcher.

Advertising is a valuable tool for building company or brand equity as it is a powerful way to providing consumers with information as well as to influence their perceptions. All the efforts to make an advertisement are centered on the sole aim of making it so effective and well recognized. So, industries and service centers need to carefully select the media, type information and nature of their audience while advertising their product or service. This study suggested for 4-stars hotels to create appropriate marketing communication and advertisements besides the right media choice. Following the findings above, the following recommendation were forwarded.

- Social media advertisement has high influence in making customers' choice decisions in hotel industries. Therefore, the hotels should use more social media advertisements to attract consumers in to 4-star hotels in Addis Ababa.
- The researcher recommended for 4-star hotels to minimize the challenges that affect the usage of social media by such as drafting a free application for advertising hotel services, increase connectedness of social media through sharing, and advertise real hotel services to improve trust on social media usage.

Further studies have to be conducted on the effect of social media and other sources of advertisement by including all-star rated hotels.

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ANNEX I

ST MARY UNIVERSITY

SCHOOL OF GRADUATE STUDIES

Dear Sir/Madam;

Request for Participation in a Research Study

I am a Postgraduate student at St. Mary's university. As partial fulfillment for the Masters of degree in Marketing Management, I am conducting research on "The effects of media advertising on consumer choice in the case of 4-star hotels in Addis Ababa". Therefore, I would appreciate if you could spare a few minutes of your time to answer the following questions on your experience regarding the hotels. All the information provided will be purely used for academic purposes and your identity will be treated with utmost confidentiality.

Your assistance will be highly appreciated and thank you in advance.

Yours faithfully!

Part A: Demographic Information of respondents

A. Respondent's Profile

1. Gender ------------------

2. Age --------------

3. Marital Status: **Single** ☐ **Married** ☐

4. Academic qualification A. Diploma and below   B. Degree   C. Masters and above D. Other

5. Monthly Average Income

   ☐ < 5000 birr   ☐ Between 10001-20000 birr

   ☐ Between 5000-10000 birr ☐ >20000 birr

6. Nationality of customers A. African B. Asian C. European D. Americans E. Others

Part B: Social Media Usage

7. How often do you use the social media for gathering information about the hotel?

A. Always   B. Sometimes   C. Rarely   D. Never

8. How frequently TV channels, word of mouth and printed media sources to get information about hotels?

A. Always   B. Sometimes   C. Rarely   D. Never

9. To what extent has the information from social media websites influenced your decision on choice of 4-star hotels?

   A. Little   B. Moderate   C. Very much

10. Which type of social media you used frequently to get information about 4-star hotels?

         A. TV channels

         B. Social networks (Internet, Google, Face book, Twitter, you tube,…)

         C. Printed media (Magazines, newspapers)

         D. Word of mouth

         E. If any other, please specify, -----------------

Part C: Effect of media on Decision Making Process

Please rate these questions based on your opinion using the following agreement values.

1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree

No.	Effect of social media on consumer choice	1	2	3	4	5
	Word of mouth					
11	I trust Word-of-mouth information mostly to choose a beer that influence my decisions *(Word-of-Mouth is the passing of information*					

	from person to person by oral communication).					
12	The information I get from brokers and agents affected my choice.					
	Television Channels					
13	I trust television channel (visual transmission) information mostly to choose the hotels.					
	Printed media					
14	I trust newspapers mostly to choose the hotels.					
15	I trust magazines mostly to choose the hotels.					
	Social Media					
16	I trust internet networked sources or online advertisement mostly to choose a hotel.					
17	I get information from websites of hotels.					
18	I used websites of Addis Ababa tourism office and Ethiopian tourism agency.					
19	I trust Google to choose hotels.					
20	I used face book and telegram to get information about hotels.					
21	I used twitter to get information about hotels.					
22	I used audio-video media and you tube to get information about hotels.					

Part D: Challenges of Social Media Advertisement Usage by customers

Use the following agreement scale to show challenges of social media advertisement usage on the services of hotels by customers.

1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree

No.	Challenges of social media advertisement Usage by consumer	1	2	3	4	5
23	Lack of getting **free applications** on hotel services is a challenge for social media usage and the choice of customers.					
24	**Internet access** and **connections** is a challenge for using social media.					
25	Failure to **trust** on social media networks is a challenge for social media usage.					

No		1	2	3	4	5
26	Lack of frequently getting **addresses of hotels** is a challenge to use social media to choose the hotels.					
27	**Connectedness**: Integration of online resources and people through sharing and making use of links about hotels.					
28	Consumer's **conversation** to social media is a challenge to choose hotels.					

Developed by the researcher

Part E: Consumer choice of 4 stars hotels

Use the following agreement scale to show challenges of social media advertisement usage on the services of hotels by customers.

1= Strongly Disagree, 2= Disagree, 3= Neutral, 4= Agree, and 5= Strongly Agree

No	Choice of hotels	1	2	3	4	5
29	I prefer 4 stars and above hotels via social media advertisements for my stay in Addis Ababa, Ethiopia.					
30	I am interested in the service quality of 4 stars and above hotels via social media advertisements.					
31	I know the services and locations of 4-stars hotels via social media advertisements.					
32	Social media advertisement helped me to choose 4 stars and above hotels for my stay.					
33	Social media advertisement are trust worth to choose 4 stars and above hotels.					
34	Social media affected my choice of 4 stars hotels.					
35	Social media sources provided me great opportunity to choose 4 stars hotels.					

Source: Developed by the researcher

ANNEX II

Interview Guidelines

The interviews questions to 4-star hotels marketing managers

1. What is your view of social media?
2. How do you see the effect of social media advertisement on hotel industry?
3. Do your customers influenced by social media to choose hotels Service?
4. What are the trend and problems emerging in development of social media?

Thank you for your time!