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ASSESMENT OF DIGITAL MARKETING PRACTICES OF ETHIOPIAN AIRLINES

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ADDIS ABABA, ETHIOPIA

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DECLARATION

I, Kalkidan Tadesse, hereby declare that this thesis is my original work towards the achievement of master's degree in marketing management at Saint Marry University School of Graduate Studies. This work to the best of my knowledge contains no material previously published by another researcher or accepted of any other award of degree or masters.

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ENDORSEMENT

This thesis has been suggested to St. Marry University, school graduate studies for examination with my approval as a university adviser.

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APPROVAL OF BOARD OF EXAMINERS

As a member of board of examining of the final MA thesis open defense, we defense that we

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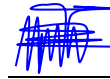Advisor   Signature and Date

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ABSTRACT

The research would begin by examining the current state of digital marketing in Ethiopian Airlines, including the company's overall digital marketing strategy and performance metrics. The study would also explore the effectiveness of different digital marketing tactics used by Ethiopian Airlines. For example, the impact of social media marketing on brand awareness and customer engagement were analysed and the effectiveness of email marketing campaigns in driving website traffic and sales were evaluated.

The selected digital marketing mediums were search engine optimization, e-mail marketing and social media marketing.

The research used causal research design and quantitative method. Since the populations was small total sampling method was used and the assessment was conducted giving questionnaires to all the members of IMC and digital sales team of Ethiopian airlines.

Collected data was analysed using Validity and Reliability test, Linearity analysis, Normality test, Correlation and Linear Regression.

Overall, research on digital marketing practices in Ethiopian Airlines would provide valuable insights into how a national airline in a developing country is leveraging digital channels to compete in a global market.

Key Words: Digital Marketing, Airlines, Ticket Sales, Search Engine Optimization, Email Marketing, Social Media Marketing

CHAPTER ONE

1. INTRODUCTION

1.1 Background of the Study

Nathan Research (2016) defines Digital Marketing as marketing that utilizes electronic devices such as personal computers, smartphones, cell phones, and game consoles to involve the stakeholders to be part of the process. Digital marketing techniques have the ability copying many marketing communications aspects and traditional media channels and, in so doing, they can extend the marketing mix. Digital campaigns are more specific and are an element of the marketing communication mix. However, the boundaries are blurred since digital technology is not only a way of communication, but it is also a technique of distribution. The flexibility provided by the technology implies that it is highly complex (Jobber & Ellis-Chadwick, 2013).

The aviation industry is highly competitive – if a business wants to succeed, they must get creative with their marketing efforts so that they can stand out from the crowd. In recent years this has meant leveraging digital solutions when it comes to connecting with customers and reaching potential travellers.

Digital marketing plays an essential role in the success of businesses today, and the airline industry is no exception. To assess digital marketing practices in an airline effectively, it is important to identify performance indicators that indicate whether the airline is achieving its goals. This could include metrics such as website traffic, conversion rates from ads, and mobile app usage, and result will be how many tickets are sold using the mentioned channels. Additionally, there should be an emphasis on understanding customer behaviours, preferences,

and interests. By analysing consumer data collected through online sources such as search engine optimization (SEO), online reviews, social media posts and surveys, airlines can better understand how customers interact with their brand to shape more effective digital marketing strategies.

Digital marketing practice in Ethiopian airlines refers to the use of digital channels and technologies to promote the airline's products and services, engage with customers, and drive revenue. This research analyses a range of tactics such as search engine optimization (SEO), social media marketing and email marketing.

One of the key components of digital marketing ET uses is search engine optimization (SEO). This involves optimizing the airline's website and content to rank higher in search engine results pages (SERPs) for relevant keywords and phrases. By improving its visibility in search results, ET can attract more traffic to its website and increase its chances of converting visitors into customers.

Social media marketing is also a critical component of digital marketing for Ethiopian airlines. By creating engaging content 4653

and building a strong social media presence, the airline can connect with customers on a more personal level and build brand loyalty. Social media platforms like Facebook, Twitter, Instagram, and LinkedIn are all popular channels for ET to engage with customers and promote its products and services.

Email marketing is another effective tactic for ET to reach out to customers and promote its offerings. By sending targeted emails to subscribers based on their interests and behaviours, ET can deliver personalized messages that resonate with their audience. Email campaigns can be

used to promote special offers, new routes or destinations, loyalty programs, and other initiatives.

2. Statement of the Problem

Our world has become more dynamic than ever thanks to the development of technology. There has been a huge impact on business, particularly marketing strategies. Trends are ever-changing, ranging from antiquated marketing strategies to fresh ideas wherein digital platforms are now crucial. Digital marketing was hailed as a revolutionary kind of advertising that gave companies fresh approaches to conducting business. Marketing efforts conducted through digital channels allowed marketers to speak with potential customers directly regardless of where they were located. Digital marketing has become vital for the airline business in order to meet customer demands and enhance relationships with customers. Digital marketing is used from the time a consumer begins looking for vacation destinations, making reservations on a computer or mobile device, through the time they board utilizing the corporate app as their mobile boarding pass. According to Henry (2012), the world is becoming increasingly digital, and internet shopping is gaining popularity. Airlines are therefore working to increase the contribution of their online sales to meet the demand of the existing and future market.

The airline industry is among the early adapters to conduct business electronically; accordingly. much has been changed within and across airlines distribution. The growing use of internet by travelers to buy airline services online shines a glaring light on challenges airlines face to distribute their services (Henry, 2012).

Ethiopian airlines have been in the airlines industry for the past 70 plus years expanding its

destinations throughout the globe. The airlines have been rewarded by its service quality and

perform in the industry maintaining its profit throughout its service years. Following the

Market moves and in act of the current industry challenges, Ethiopian airlines availed its website

with online booking web platform since October 2002.

Digital marketing is one of the marketing communication tools and it plays an important role in

today's competitive world by which organizations communicate with their customers, both

current and potential. Companies allocate a considerable part of their sources to digital marketing

(O'Quinn, Allen & Semenik 2009). Most researchers such as (Machleit; Wilson 1988, Lattin,

and Bucklin 1989 Aaker, 1991, Simonsen et al. 1994; Chandon 1995 Keller, 2005.

Karaağaoğlu and Çiçek (2019) conducted research to investigate the digital marketing strategies

of several national and international airline companies.

Ashley and Tuten (2015) noted that the emergence of social media has provided marketing

departments with multiple options for branding their products, such as advertising, posting brand

content, participating in social networks, and creating opportunities for customers to engage with

the brand. Stone and Woodcock (2013) stated that the primary aim of apps and other forms of

digital marketing content is to engage with users from any location and at any time, with the

intention of informing, entertaining, soliciting feedback on the product, or encouraging

engagement.

 Isabel et al.; Kassahun (2015) and Abdolahi (2011)) argued that digital advertising is useful.

Ethiopian Airlines competing with big airlines like Emirates airline, Qatar Airways, and Turkish

airlines, so that, needs to show the company's qualities, capacity, and the services through

different channels to be more competitive.

Therefore, the research on digital marketing practice in Ethiopian Airlines seeks to address the gap in knowledge regarding the airline's current state of digital marketing practices and provide recommendations for improving its effectiveness on ticket sales.

1.3. Research questions

To achieve the research purposes and investigate the issues mentioned in the statement of the problem, the study would pose the following research questions.

What is the effect of Search Engine Optimization on ticket sales in Ethiopian Airlines?

What is the effect of Email Marketing on ticket sales in Ethiopian Airlines?

What is the effect of Social Media Marketing on ticket sales in Ethiopian Airlines?

1.4 Research Objectives

1.4.1. General objective

The general objective of this research is to provide actionable insights that can help the airline optimize its digital marketing efforts and ultimately achieve its business goals.

1.4.2. Specific objectives

To assess the effect of Search Engine Optimization on ticket sales in Ethiopian Airlines

To explore the effect of Email Marketing on ticket sales in Ethiopian Airlines

To assess the effect of Social Media Marketing on ticket sales in Ethiopian Airlines

1.5 Significance of the Study

Assessing current digital marketing practices allows Ethiopian Airlines to understand where its efforts are most effective and how it can improve upon them to gain an edge over their competitors. Additionally, by assessing its digital marketing practices Ethiopian Airlines can use these findings to better craft its strategies and tailor them for maximum efficiency. Finally, studying and assessing digital marketing practices can help higher level management of Ethiopian Airlines make informed decisions when it comes to digital strategies, thus allowing the company to maximize returns from investments in this area.

In addition, the study can be used as a baseline and serve as a secondary source of data for those who want to conduct further investigation on the matter.

1.6 Scope and Limitation of the Study

1.6.1 Scope of the Study

The scope of this study is solely focuses on the impacts of Ethiopian Airlines' digital marketing channels: Search Engine Optimization, Email Marketing, and Social Media Marketing. And we use Ticket sales as performance indicator. This ticket sales are the ones sold by means of one of the digital marketing mediums starting from July 2022 to December 2022 are considered in the target population for this study.

The study aims to investigate the various strategies and techniques used by the airline to promote its services online. The study would cover a wide range of topics related to digital marketing, including social media marketing, search engine optimization (SEO), email marketing.

The geographical scope of a research on digital marketing practices in Ethiopian Airlines would be limited to the country of Ethiopia. This is because Ethiopian Airlines is the national flag

carrier airline of Ethiopia and operates primarily within the country and international flights to its destinations.

1.6.2 Limitation of the Study

 This study is only able to assess the effect of digital marketing of only three channels and it only considers Ticket sales as a performance indicator in Ethiopian Airlines, the population size is only 48 because the department has only 48 employees.

1.7 Definition of Terms

Digital marketing - refers to the use of digital channels to market products and services to reach consumers. This type of marketing involves the use of websites, mobile devices, social media, search engines, and other similar channels.

Search Engine Optimization – it is focused on optimizing a website to get traffic from organic search results.

Email Marketing - digital marketing that delivers messages to an audience though electronic mail.

Social Media Marketing - the creation, publication and sharing of content by individuals such as blogs, images, and videos on social media.

1.8 Organization of the Study

The study is composed of five chapters.The first chapter deals with the Introduction that includes background of the study, statement of the problem, objectives, significance of the study, scope of the study, organization of the study and limitations of the study.Chapter two consists of Review of Related Literature.Chapter three dedicated to the Methodology of the study, describing design

of the research, the population is defined and the sample size with appropriate sampling method.Chapter four shows data analysis and interpretation.Finally, chapter five contains summary of findings with conclusions and recommendations based on the findings.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This second chapter deals with review of related literature in the area of digital marketing. A theoretical review is presented by discussing, digital marketing, three digital marketing channels namely Search Engine Optimization, Email marketing and Social Media Marketing.The chapter builds on theoretical definitions and empirical reviews of past studies that have been done, which helps to construct the conceptual framework.

2.1 Theoretical Review
2.1.1 Digital Marketing

In previous studies, various definitions of digital marketing have been found. One definition is marketing that utilizes electronic devices like personal computers, smartphones, cell phones, and game consoles to involve the stakeholders to be part of the procedure. Digital marketing strategies can replicate various elements of marketing communications and traditional media channels, which allows them to expand the marketing mix. Specific digital campaigns are included in the marketing communication mix.

According to Jobber and Ellis-Chadwick (2003), the distinction between communication and distribution has become blurred because digital technology is not just a tool for communication anymore, but also for distribution.

Howard (2011) stated that online buying not only provides convenience and enjoyment but also depends on several factors, such as product appearance, characteristics, and trust in online marketing. According to Bakshi and Surender Kumar Gupta (2015), e-marketing emerged in the 19th century to deliver goods and services to consumers through digital media. This approach has replaced traditional methods such as TV, radio, and newspaper advertisements, as net advertising and various American business journals have proven to be more efficient. With the significant increase in online advertising, organizations have started to allocate more resources to e-marketing as an alternative to traditional marketing. Krishnamurhy and Sin (2014) stated that the concepts of e-marketing have transformed consumers, society, and the business sector into data, social networking, and the education division.

Westerman et al. (2014) stated that the transformation of customer experience is the cornerstone of digital transformation. With the help of digital technologies, advertisers prepare numerous direct, online, and experiential campaigns to be closer to the customer. These campaigns include niche database advertising and award-winning card layouts, digital tape ads, pay as you go online, rich text ads, branded web sites, viral ads, branded social networks, in-game ads (advergames), interactive viral and entertainment ads, SMS texts, online blogs, retargeting, and e-mail. Digital marketing has been very important to meet customer needs and strengthen interaction with customers in the airline sector.

Digital marketing started to be used by the customer at the stages of booking with the mobile phone or the computer, at boarding process with the smartphone application of the airline company, flight process, baggage delivery, and even at accessing to hotel, car rental and at many more services of arrival. The preferences, travel habits, behaviors and many more data of the airline companies are stored in their flight, mile, score collection cards or systems. This data is

considered as the stages of customer relationship management and offers customized promotions.

According to Saunders, A. A. (2017) Airline companies collect the data of customer's call history, payment history, baggage delivery information, departure & arrival dates and times, sales made during flight & duty free, food preferences during flight, hotel booking and car rental, analyse this data and present customized products to target customers.

In addition to providing customized products, it is known that new technologies have a positive effect on improving marketing studies. Customers' preferences for travel can be analysed and if the search is made for a country, promotional or affordable flights to that country can be provided to the customer in different ways.

2.1.1.1 Social Media Marketing

Ozturk, A. (2013). Social media marketing is using social networks, online communities, blogs, wikis or other collaborative media for marketing, sales, and customer service purposes.

Companies can use more media such as Facebook, Instagram, YouTube, Twitter, LinkedIn and Flickr to provide more interaction with their customers. Through social media, companies can learn what their customers think about their brands, can promote their products to a wider range of potential customers and can increase brand awareness. However, there are also risks arising from the ability of the consumer to freely share ideas and experiences in social media marketing. Since this platform is an area that needs more attention in terms of control and management than other traditional marketing channels, it is of utmost importance for companies to manage professionally in terms of follow-up, content, services and feedback.

Today, the presence of a company in social media is a necessary channel for the company's promotion, information transmission and interaction with the customer. In the airline sector, a new concept called "Social Seating" developed.

Airline companies can now free their customers to choose their companions who share social media profiles. These social networks are welcomed intensely for those who want to experience this reference in the airline sector, but also brings the risks of discrimination on issues such as race and gender in terms of the Social Seating concept. (Dany, 2016).

2.1.1.2 Email Marketing

Schar Dickinger & Murphy (2005) stated that Email marketing is one of the digital marketing techniques initially- used, and it involves providing customized or targeted messages to specific individuals at the proper time. With the emails, businesses can send emails that meet the user's need.

E-mail marketing is one of the effective ways of getting new customers, increasing the loyalty of the existing customer, increasing brand awareness, communicating campaigns, catching hints about the customer through the forms that are requested to be filled, and promotion.

The marketing research trends bring out the facilities used by the companies email for promoting and marketing their products and services could increase an incredible number of customers as it motivates their buying decisions and intentions towards these products and services (Tran & Strutton, 2020). The useful commercial information provided at the companies' websites and social media platforms as well the reviews of the previous customers also support the marketing efforts and encourage the potential future consumers to try the reviewed products which are stated by E-WOM (Tran & Strutton, 2020). This also would trigger the consumers' buying

decisions due to the majority of the individuals looking for a product and service, which is contributed to satisfy their outstanding different needs. The involvement within the digital marketing channels as a means of marketing communication strategy provide a great opportunity for the business to leave a positive effect on the consumers through the diversity of the marketing activities (Alomari, Maqableh Salah, Alshaketheep, & Abu Jray, 2020).

2.1.1.3 Search Engine Optimization

SEO is the practice of structuring content, so it ranks high in organic search results, which are the unpaid content listings on a results page. The key aspects of SEO include the following:

It is based on the limited knowledge of the secret ranking factors, also known as signals, that search engines like Google use. SEO methods are constantly changing to keep pace with the evolving algorithms search engines use. SEO-driven results rank directly below paid searches.

Successful SEO relies on creating useful, authoritative, and trusted content. SEO practitioners take steps such as: increasing the number of external webpages linking to a page, also known as backlinks, identifying, and adding relevant keywords to content; expanding trust signals based on website security, cumulative site traffic and user engagement; and ensuring the website provides a good user experience (UX).

2.1.1.4 Online Sales 2.1.1.5 Mobile Optimization

Online marketing communication has become essential in the last decade, as information and communication technologies has spread among the general public, as a result of both accessibility and lower cost (Perju-Mitran, Budacia, 2015). Yoon and Yoon (2006) concluded that more and more airlines are currently expanding their ability to sell tickets online. reducing the operating costs of airlines and boosting revenue.

2.1.1.5 Mobile Optimization

Murphy, J. (2005). Diffusion and success factors of mobile marketing. Electronic Commerce Research and Applications stated that, Mobile optimization is of utmost significance for an airline's digital marketing practices. In today's digital age, where smartphones and tablets have become an integral part of people's lives, having a mobile-optimized website and marketing strategy is crucial for any business, including airlines. This is particularly true for the airline industry, which heavily relies on online bookings and customer engagement.

Mobile optimization refers to the process of designing and adapting a website or digital content to ensure optimal user experience on mobile devices. It involves creating responsive web designs that automatically adjust to different screen sizes and resolutions, optimizing page load times, and ensuring that all features and functionalities are easily accessible on mobile devices

One of the primary reasons why mobile optimization is significant for an airline's digital marketing practices is the increasing number of users accessing the internet through mobile devices. According to Statista, as of 2021, over 54% of global website traffic comes from mobile devices. This trend is expected to continue growing in the coming years. Therefore, airlines need to cater to this large segment of mobile users by providing them with a seamless and user-friendly experience.

Improved User Experience: Mobile optimization plays a crucial role in enhancing the user experience for customers visiting an airline's website or using their mobile app. A well-optimized mobile platform allows users to easily navigate through different sections, search for flights, check-in online, manage bookings, and access other essential features. By providing a smooth and hassle-free experience, airlines can increase customer satisfaction and loyalty.

Increased Conversion Rates: Mobile optimization directly impacts conversion rates for airlines. When users have a positive experience on a mobile platform, they are more likely to complete their bookings or make purchases. On the other hand, if a website is not optimized for mobile devices and offers a poor user experience, potential customers may abandon their booking process or switch to a competitor's site. By investing in mobile optimization, airlines can significantly improve their conversion rates and generate more revenue.

Competitive Advantage: In a highly competitive industry like aviation, having a mobile-optimized digital marketing strategy can provide airlines with a significant competitive advantage. Airlines that prioritize mobile optimization can attract and retain more customers, especially the tech-savvy younger generation who heavily rely on their smartphones for travel-related activities. By offering a seamless mobile experience, airlines can differentiate themselves from competitors and position themselves as industry leaders in terms of technology and customer experience.

Improved Search Engine Rankings: Mobile optimization is not only important for user experience but also for search engine optimization (SEO). Search engines like Google prioritize mobile-friendly websites in their search results, giving them higher rankings. This means that airlines with well-optimized mobile platforms are more likely to appear at the top of search engine results pages (SERPs), increasing their visibility and organic traffic. Higher visibility leads to more potential customers discovering the airline's website and ultimately booking flights.

Social Media Engagement: Mobile optimization is also crucial for an airline's social media marketing efforts. With most social media users accessing platforms through mobile devices, it is essential for airlines to ensure that their website and landing pages are optimized for mobile

viewing. This allows users who click on social media ads or posts to have a seamless transition from the social media platform to the airline's website, increasing the chances of conversions and engagement.

In conclusion, mobile optimization is of immense significance for an airline's digital marketing practices. It improves user experience, increases conversion rates, provides a competitive advantage, boosts search engine rankings, and enhances social media engagement. Airlines that prioritize mobile optimization can effectively cater to the growing number of mobile users and stay ahead in the highly competitive aviation industry.

2.2 Empirical Review

To formulate the problem scientifically, and to point out the importance of undertaking this study, it is essential to present a brief review of research undertaking in this area.To mention some:

As more and more marketing processes are digitised, traditional marketing strategies are being revolutionised (Caliskan, Ozen&Ozturkoglu, 2020). In today's fast-paced technology world, consumers' tastes and expectations are always shifting, making it challenging for businesses to stay ahead of the competition (Vidili, 2020). To increase digital sales in a sustainable way and highlight them as a competitive advantage, strategic sales decisions must be made. This highlights the growing significance of customer-centric sales methods in the modern business environment (Zhu & Gao, 2019)

Digital marketing is able to reach new customers and provide personalized communication to the customers, hence increasing awareness and sales (Jain, 2014; Jagongo & Kinyua, 2016).

Yasmin, Tasneem and Fatema (2015) conducted a study on the impact of various forms of digital marketing on a firm's sales. The study used primary data examining a sample of 150 companies and 50 managers who were selected randomly to determine digital marketing effectiveness. The study results indicated that there is a positive relationship between digital marketing and sales increase. It also indicated that all digital marketing elements such as online advertising, search engine optimization, email marketing, and social media have positive effect on firm's sales.

Jain (2014) did a study on how social media marketing has an impact on businesses in India. The study results indicated that small and medium enterprises can achieve the following through digital marketing: create leads and drive sales, reach new customer groups, improve brand awareness, drive customer engagements, gain customer insights, and improve productivity.

Njau and Karugu (2014) did a study to determine how e-marketing has an impact on the performance of Kenyan manufacturing industry. In particular, the study sought to analyse how email marketing, online marketing, search engine marketing, and blog marketing had an impact on the performance. A survey was conducted for the study and the study findings indicated their email marketing, online marketing, search engine marketing, and blog marketing as digital marketing techniques had a significant influence on business performance.

2.4 Conceptual Framework and Hypothesis

2.4.1 Conceptual Framework

Conceptual model helps to visualize ideas and allow to clearly illustrate how thing are related. For this study, conceptual models will be served to depict causal relationships, which were operationalized, tested, and verified (Jonker & Pennink, 2010

Independent Variable		Dependent Variable
Search Engine Optimization	H1	Ticket Sales
Email Marketing	H2	
Social Media Marketing	H3	
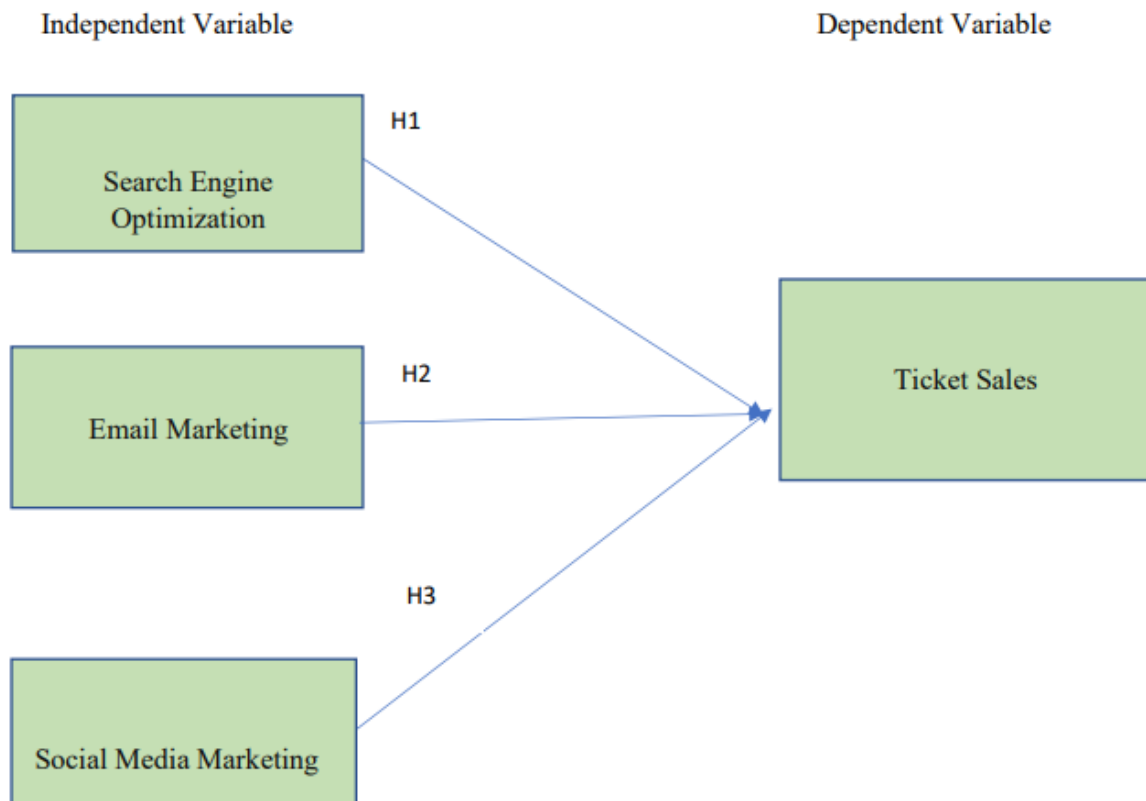
2.4.2 Hypothesis

The following hypotheses were developed and derived from the above literature and theoretical review:

H1 – There is a significant impact Searching Engine Optimization on ticket sales.

H2 – There is a significant impact of Email Marketing on ticket sales.

H3 – There is a significant impact of Social Media Marketing on ticket sales.

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 Description of the Study Area

This study focuses on assessing the digital marketing practices of Ethiopian airlines on ticket sales.

3.2 Research Approach

In terms of data usage, the research designs are dividing in to qualitative, quantitative, and mixed research design. Quantitative research design uses the data express in terms of numbers and used closed ended questions and Quantitative research design is an approach for testing objective theories by examining the relationship among variables, testing hypothesis but qualitative research design use the data in word rather than express in number and use open ended questioners. In addition to this quantitative research design are important to show the regression correlations, but qualitative research design is only for describe the variables of the study (Creswell (2014)). Based on the above data this study uses quantitative research design to test the hypothesis to show the correlation of the variables. The research is quantitative, and data would be collected using closed-ended questioners.

3.3 Research Design

Causal research aims to investigate causal relationships and therefore always involves one or more independent variables (or hypothesized causes) and their relationships with one or multiple dependent variables. Causal relationships can be tested using statistical and econometric methods. However, in many cases conclusions about causality are stronger if they can be based on designed experiments. Experiments typically include one or more experimental conditions

and a control condition. (Harmen Oppewal, 2010). Causal study used to explain the relationship between the variables of Search engine optimization, Email marketing, social media, and ticket sales.

3.4 Data type and source

Data collection is the act of assembling and gathering the need of information in the context of our objective of study. This study will use primary data that will collect from Integrated Marketing Communications and Digitals team by questionnaire.

3.5 Population, Sample-Size, Sampling Technique and Data collection instrument

According to the definition by Dattalo (2008) a population is a theoretically specified collection group of elements. In this paper, the researcher chose Ethiopian Airlines employees working under Integrated Marketing Communications and Digital Sales As the population size becomes smaller than 300, you might as well survey everyone in the population so, this research used total population sampling. According to (Sugiyono, 2007: 124), the total sampling is a technique to collect the data which is the total number sample is similar with the total population.

 The researcher selected all the population became the sample of this study. Thus, the total of population became the representative students and filled the questionnaires.

The sample size N becomes 48. Questionnaires were given for 48 members of Ethiopian airlines Integrated Marketing Communication and digital sales team.

3.6 Method of Data Analysis

This research paper uses a questionnaire to collect data and a quantitative analysis method to convert the data into information. The quantitative analysis technique helps to convert data in to meaningful charts, graphs, and statistics. Currently because of the advancement of computer technology, data analysis can be carried out by computer software's such as SPSS, Excel, Google drive form etc. Saunders, Lewis, and Thornhill (2009, p.416) explains before data. collection the researcher should consider the type, format, and coding of data. Moreover, there should be a mechanism to check for errors. The researcher chose SPSS version 20.

3.8 Ethical Consideration

The researcher follows the below rules to ensure the issues of ethicality in the research process.

At the beginning of the data collection all responsible sections were communicated well about the objectives and significance of the study, and all the information or data they provide is exclusively used for research purpose and will be kept confidential.

Responsible sections were reassured that all data they provide would be treated confidentially and anonymously with no personal data published. No unnecessary data either financial or personal information will be extracted from the source systems and databases. All works of other authors referred in any part of this research are acknowledged.

3.9 Validity and Reliability Test

Validity and reliability of the measures need will be assessed before using the instrument of data collection (Hair et al., 2003). Validity concerns whether an instrument can accurately measure, while reliability pertains to consistency in measurement.

The material validity of the study was assured by testing a variety of data sources, including previous research and expert interviews and this helps to improve and update the model and interventions. The study arranged the questionnaire according to the systematic goals to ensure construct validity which are the contributions for the accuracy of the questions. Serkam (2015) indicated that Cronbach Alpha should be greater than 0.70 to create a consistent scale and he stated clearly that any scale with a Cronbach Alpha less than 0.70 should be eliminated.

Construct	Number of Items	Cronbach's alpha
Search Engine Optimization	4	0.828
Email Marketing	4	0.930
Social Media Marketing	4	0.708

Source: Own Survey (2023)

Reliability Statistics for Search Engine Marketing construct is 0.828 which is greater than 0.70, we can accept it as being reliable.

Reliability Statistics for Email Marketing construct is 0.930 which is greater than 0.70, we can accept it as being reliable.

Reliability Statistics for Social Media Marketing construct is 0.708 which is greater than 0.70, we can accept it as being reliable.

4. CHAPTER FOUR

4.1 DATA PRESENTATION AND ANALYSIS

The chapter is presentation of collected data from employees under IMC and Digital Sales division in Ethiopian Airlines through questionnaire. Data analysis was a critical study by which we extract information from data that we have collected. It we designed to provide with a strategy for investigating statistical questions. analysis of the data is conducted through the use of SPSS version 20.

4.2 Response Rate

A total of 48 questionnaires were distributed in IMC and Digital Sales division in Addis Ababa and the response rate is indicated in the below table.

Table 4.1 Response rate

Items	Response Rate Number	Percentage
Sample Size	48	100%
Collected	48	100%

From the above table, out of 48 distributed questionnaires 48 (100%) were collected properly. Moreover, from all the collected questionnaires were filled properly.

4.3 Descriptive Analysis

Descriptive analysis was used to describe and demonstrate the data that have been collected from questionnaire in terms of frequency, percentage results generated by SPSS version 20.0 by using quantitative analysis techniques while inferential analysis has been used to explore the

relationship between variables by using inferential statistics particularly spearman correlation, and regression coefficient and Cronbach's Alpha to test internal reliability of various items.

4.3.1 Description of Respondents Profile

The demographic factors used in this research are Gender, Age, Experience, and Education.

Table 4.2 Distribution of counts for variables

Variable	Categories	Frequency	Percent
Gender	Male	35	72.9%
	Female	13	27.1%
Age	21-30 Years Old	45	93.8%
	31-40 Years Old	3	6.3%
	41-50 Years Old	0	0
	Above 50 Years Old	0	0
Experience	0-5 Years	39	81.2%
	5-10 Years	9	18.8%
	10-15 Years	0	0
	Above 15 Years	0	0
Education	Degree	44	91.7%
	Masters	4	8.3%
	PHD	0	0

Source: Own Survey (2023)

Table 4.2 shows distribution of counts for attributes categories for different characteristics. 72.9% of the employees are Males and 27.1% are Females, the employees age between 21 – 30 years which covers 93.8%. Most of the employees have first degree which 39 and it is 91.7%, 81.2% of the employees have between 0-5 years' experience and 18.8% of them has 5-10 years' experience.

4.4 Reliability Test

The material validity of the study was assured by testing a variety of data sources, including previous research and expert interviews and this helps to improve and update the model and interventions. The study arranged the questionnaire according to the systematic goals to ensure construct validity which are the contributions for the accuracy of the questions. Serkam (2015) indicated that Cronbach Alpha should be greater than 0.70 to create a consistent scale and he stated clearly that any scale with a Cronbach Alpha less than 0.70 should be eliminated.

Construct	Number of Items	Cronbach's alpha
Search Engine Optimization	4	0.828
Email Marketing	4	0.930
Social Media Marketing	4	0.708

Source: Own Survey (2023)

Reliability Statistics for Search Engine Marketing construct is 0.828 which is greater than 0.70, we can accept it as being reliable. Reliability Statistics for Email Marketing construct is 0.930 which is greater than 0.70, we can accept it as being reliable. Reliability Statistics for Social Media Marketing construct is 0.708 which is greater than 0.70, we can accept it as being reliable.

4.5 Linearity Test

Linearity test aims to determine the relationship between independent and dependent variables is linear or not. The linearity test is a requirement in the correlation and linear regression analysis.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TicketSales * SearchEngineOptimization	Between Groups	(Combined)	17.813	8	2.227	10.716	.000
		Linearity	15.552	1	15.552	74.848	.000
		Deviation from Linearity	2.261	7	.323	1.554	.178
	Within Groups		8.104	39	.208		
	Total		25.917	47			

Source: Own Survey (2023)

Based on the ANOVA output table, value sig. Deviation from linearity of 0.178 is greater than 0.05, it can be concluded that there is a linear relationship between the Search Engine Optimization with Ticket Sales.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TicketSales * EmailMarketing	Between Groups	(Combined)	25.634	8	3.204	13.372	.000
		Linearity	23.310	1	23.310	97.280	.000
		Deviation from Linearity	2.323	7	.332	1.385	.239
	Within Groups		9.345	39	.240		
	Total		34.979	47			

Source: Own Survey (2023)

Based on the ANOVA output table, value sig. Deviation from linearity of 0.239 is greater than 0.05, it can be concluded that there is a linear relationship between the Email Marketing with Ticket Sales.

ANOVA Table

			Sum of Squares	df	Mean Square	F	Sig.
TicketSales * SocialMediaMarketing	Between Groups	(Combined)	27.701	8	3.463	14.822	.000
		Linearity	25.214	1	25.214	107.928	.000
		Deviation from Linearity	2.488	7	.355	1.521	.189
	Within Groups		9.111	39	.234		
	Total		36.813	47			

Source: Own Survey (2023)

Based on the ANOVA output table, value sig. Deviation from linearity of 0.189 is greater than 0.05, it can be concluded that there is a linear relationship between the Social Media Marketing with Ticket Sales.

4.6 Normality Test

Normality of data is one of it as the independent variables in the analysis are normally distributed. According to Brooks (2008) if the residuals are normally distributed, the histogram should be bell shaped and thus this study implemented graphical methods to test the normality of data. It can be seen that the distribution is normal as shown in the histogram.

Source: Own Survey (2023)
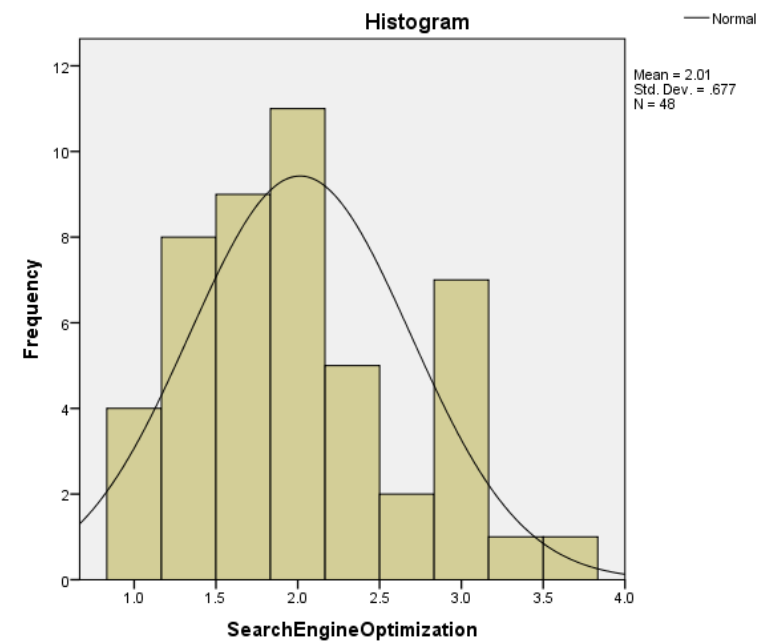
Source: Own Survey (2023)
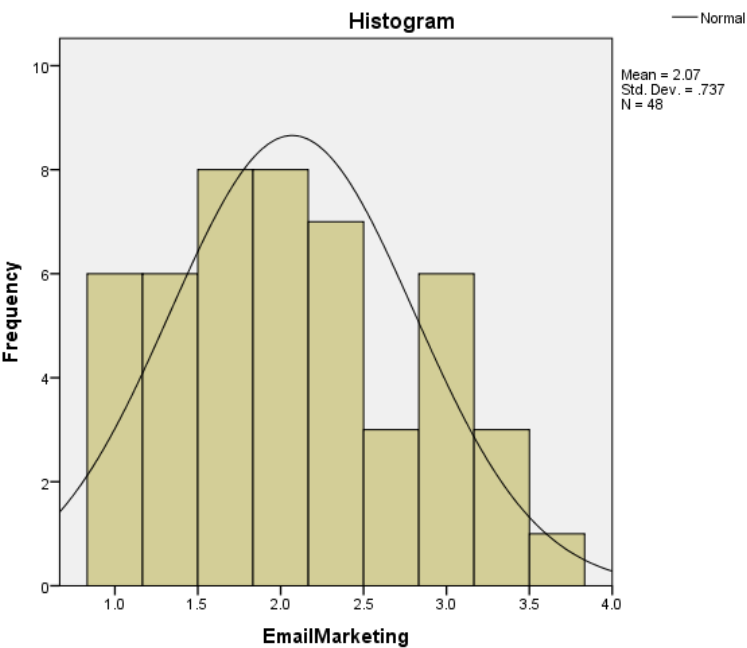
Source: Own Survey (2023)
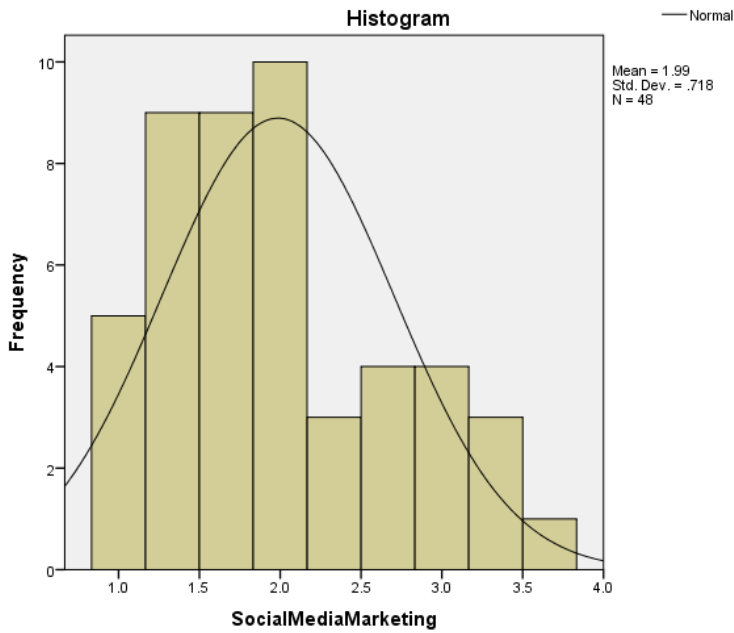
Source: Own Survey (2023)

4.7 Assessment on Digital Marketing Mediums

The questionnaire data describes how each variable is assessed by employees by giving the

suggested point starting from 1 for Strongly Agree up to 5 for Strongly disagree.

		Frequency	Percent	Mean
	Strongly Agree	14	29.2	2.06
	Agree	21	43.8	
Valid	Neutral	9	18.8	
	Disagree	4	8.3	
	Total	48	100.0	

Source: Own Survey (2023)

From the above table 29.2% of the respondents Strongly agree, 43.8% of respondents Agree, 18.8% of respondents are neutral, 8.3% of respondents Disagree and none of the respondents Strongly disagree on email marketing has reached intended customers per your target. And it has a mean value of 2.06.

		Frequency	Percent	Mean
Valid	Strongly Agree	11	22.9	2.04
	Agree	24	50.0	
	Neutral	13	27.1	
	Total	48	100.0	

Source: Own Survey (2023)

From the above table 22.9% of the respondents Strongly agree, 50% of respondents Agree, 27.1% of respondents are neutral, none of the respondents responded with Disagree and Strongly disagree on email marketing open rate from customers per your target. And it has a mean value of 2.04.

		Frequency	Percent	Mean
Valid	Strongly Agree	14	29.2	2.10
	Agree	16	33.3	
	Neutral	17	35.4	
	Disagree	1	2.1	
	Total	48	100.0	

Source: Own Survey (2023)

From the above table 29.2% of the respondents Strongly agree, 33.33% of respondents Agree, 35.4% of respondents are neutral, 2.1% of the respondents disagree and none of the respondents Strongly disagree on email marketing click through rate is per your target. And it has a mean value of 2.10.

		Frequency	Percent	Mean
Valid	Strongly Agree	15	31.3	1.96
	Agree	22	45.8	
	Neutral	9	18.8	
	Disagree	2	4.2	
	Total	48	100.0	

Source: Own Survey (2023)

From the above table 31.3% of the respondents Strongly agree, 45.8% of respondents Agree, 18.8% of respondents are neutral, 4.2% of the respondents disagree and none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target. And it has a mean value of 1.96.

		Frequency	Percent	Mean
Valid	Strongly Agree	14	29.2	2.06
	Agree	20	41.7	
	Neutral	13	27.1	
	Disagree	1	2.1	
	Total	48	100.0	

Source: Own Survey (2023)

From the above table 29.2% of the respondents Strongly agree, 41.7% of respondents Agree, 27.1% of respondents are neutral, 2.1% of the respondents disagree and none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target. And it has a mean value of 2.06.

		Frequency	Percent	Mean
Valid	Strongly Agree	14	29.2	2.02
	Agree	23	47.9	
	Neutral	7	14.6	
	Disagree	4	8.3	
	Total	48	100.0	

Source: Own Survey (2023)

From the above table 29.2% of the respondents Strongly agree, 47.9% of respondents Agree, 14.9% of respondents are neutral, 8.3% of the respondents disagree and none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target. And it has a mean value of 2.02.

		Frequency	Percent	Mean
Valid	Strongly Agree	13	27.1	1.96
	Agree	24	50.0	
	Neutral	11	22.9	
	Total	48	100.0	

Source: Own Survey (2023)

From the above table 27.1% of the respondents Strongly agree, 50% of respondents Agree, 22.9% of respondents are neutral, none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target. And it has a mean value of 1.96.

		Frequency	Percent	Mean
Valid	Strongly Agree	17	35.4	1.98
	Agree	16	33.3	
	Neutral	14	29.2	
	Disagree	1	2.1	
	Total	48	100.0	

Source: Own Survey (2023)

From the above table 35.4% of the respondents Strongly agree, 33.3% of respondents Agree, 29.2% of respondents are neutral, 2.1 of respondents disagree, none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target. And it has a mean value of 1.98.

4.8 Correlation Analysis

Correlation coefficient is a very useful means to summarize the relationship between two variables with a single number that falls between -1 and +1 (Field, 2005). According to guidelines suggested by Field (2005) to interpret the strength of relationship between variables, the correlation coefficient(r) is as follows: if the correlation coefficient falls between 0.01 to 0.29, it is weak; 0.3 to 0.49 is moderate; and >0.5 is strong relationship existed between variables. With the objectives to explore the relationship between the independent and dependant

variables, a correlation analysis with Bivariate Pearson's correlation coefficient with a two tailed test of statistical significance at the level of 95% confidence and significance < 0.05 was conducted over all the research variables. The results of the test are disused below under each hypothesis of the research.

4.9 Hypothesis Testing

H1 – There is a positive impact of Searching Engine Optimization on ticket sales.

Table 4.11 Correlations between Search Engine Optimization and Ticket sales

		Search Engine Optimization	I have reached my ticket sales target using Search Engine Optimization
Search Engine Optimization	Pearson Correlation	1	.775**
	Sig. (2-tailed)		.000
	N	48	48
I have reached my ticket sales target using Search Engine Optimization	Pearson Correlation	.775**	1
	Sig. (2-tailed)	.000	
	N	48	48

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

Source: Own Survey (2023)

As shown in table 4.11, Pearson's correlation exhibits that Search Engine Optimization has a positive impact on ticket sales. This hypothesis is accepted.

H2 – There is a positive impact of Email Marketing on ticket sales.

Table 4.12 Correlations between Email Marketing and Ticket sales

		Email Marketing	I have reached my ticket sales target using Email Marketing
Email Marketing	Pearson Correlation	1	.816**
	Sig. (2-tailed)		.000
	N	48	48
I have reached my ticket sales target using Email Marketing	Pearson Correlation	.816**	1
	Sig. (2-tailed)	.000	
	N	48	48

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

Source: Own Survey (2023)

As shown in table 4.12, Pearson's correlation exhibits that Email Marketing has a positive

impact on ticket sales. This hypothesis is accepted.

H3 – There is a positive impact of Social Media Marketing on ticket sales.

Table 4.13 Correlations between Social Media Marketing and Ticket Sales

		Social Media Marketing	I have reached my ticket sales target using Social Media Marketing
Social Media Marketing	Pearson Correlation	1	.828**
	Sig. (2-tailed)		.000
	N	48	48
I have reached my ticket sales target using Social Media Marketing	Pearson Correlation	.828**	1
	Sig. (2-tailed)	.000	
	N	48	48

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

Source: Own Survey (2023)

As shown in table 4.13, Pearson's correlation exhibits that Email Marketing has a positive impact on ticket sales. This hypothesis is accepted.

Summary of Hypothesis Testing

As it is seen on the above, the entire independent variables have positive impact on the dependent variable.

4.10 Linear Regression

Correlations are very useful research tools, but they tell us nothing about the predictive power of variables (Field, 2005). To support the correlation tools, a regression analysis was implemented. A regression analysis was used to further investigate the relative importance of the independent variables in predicting the dependant variable.

Linear Regression for Hypothesis 1 – There is a positive impact of Search Engine Optimization on ticket sales.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775[a]	.600	.591	.475

a. Predictors: (Constant), SearchEngineOptimization

b. Dependent Variable: TicketSales

Source: Own Survey (2023)

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	15.552	1	15.552	69.025	.000[b]
	Residual	10.364	46	.225		
	Total	25.917	47			

a. Dependent Variable: TicketSales

b. Predictors: (Constant), SearchEngineOptimization

Source: Own Survey (2023)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.331	.217		1.524	.134
	SearchEngineOptimization	.850	.102	.775	8.308	.000

a. Dependent Variable: TicketSales

Source: Own Survey (2023)

Regression Result for Hypothesis 1

According to the regression result, the R-square value of .600 indicated that 60% of the variation of ticket sales can be accounted for the change in the first independent variable i.e., search engine optimization.

Linear Regression for Hypothesis 2 – There is a positive impact of Email Marketing on ticket sales.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816^a	.666	.659	.504

a. Predictors: (Constant), EmailMarketing

b. Dependent Variable: TicketSales

Source: Own Survey (2023)

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.310	1	23.310	91.894	.000b
	Residual	11.669	46	.254		
	Total	34.979	47			

a. Dependent Variable: TicketSales

b. Predictors: (Constant), EmailMarketing

Source: Own Survey (2023)

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.002	.219		.011	.991
	EmailMarketing	.955	.100	.816	9.586	.000

a. Dependent Variable: TicketSales

Source: Own Survey (2023)

Regression Result for Hypothesis 2

According to the regression result, the R-square value of .666 indicated that 66.6% of the variation of ticket sales can be accounted for the change in the first independent variable i.e., email marketing.

Linear Regression for Hypothesis 3 – There is a positive impact of Social Media Marketing on ticket sales.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.828ᵃ	.685	.678	.502

a. Predictors: (Constant), SocialMediaMarketing

Source: Own Survey (2023)

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	25.214	1	25.214	99.997	.000ᵇ
	Residual	11.599	46	.252		
	Total	36.813	47			

a. Dependent Variable: TicketSales

b. Predictors: (Constant), SocialMediaMarketing

Source: Own Survey (2023)

Coefficientsᵃ

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.036	.215		.166	.869
	SocialMediaMarketing	1.020	.102	.828	10.000	.000

a. Dependent Variable: TicketSales

Source: Own Survey (2023)

Regression Result for Hypothesis 3

According to the regression result, the R-square value of .685 indicated that 68.5% of the variation of ticket sales can be accounted for the change in the first independent variable i.e., social media marketing.

SUMMARY OF FINDINGS, CONCLUSIONS & RECOMMENDATIONS

In this final chapter the study put forward the conclusion and recommendation. The conclusion of the overall survey is presented, and the recommendations are forwarded based on the study finding.

5.1 Summary of Findings

The main objective of this study is to assess the digital marketing practices of Ethiopian Airlines. This study used quantitative research approach and due to the purpose of descriptive, the target populations of the study were employees working under integrated marketing communication and digital sales. This study used primary data as a resource of information. Based on the research objective, English version questionnaires were prepared. 50 employees were selected using hypergeometric sampling technique, out of there 48 employees were chosen and questionnaires were distributed, and 48 (100%) questionnaires were collected.

Based on result of descriptive statistics the findings revealed that the total respondents, the dominant group is male population with 72.9% and those who are in the age group of 21-30 made-up 93.8%, majority of the respondents have an experience of 0-5 years and most of the respondents are first degree holders. 14 (29.2%) of the respondents Strongly agree, 21 (43.8%) of respondents Agree, 9 (18.8%) of respondents are neutral, 4 (8.3%) of respondents Disagree and none of the respondents Strongly disagree on email marketing has reached intended customers per your target. 11 (22.9%) of the respondents Strongly agree, 24 (50%) of respondents Agree, 13 (27.1%) of respondents are neutral, none of the respondents responded with Disagree and Strongly disagree on email marketing open rate from customers per your target. 14 (29.2%) of

the respondents Strongly agree, 16 (33.33%) of respondents Agree, 17 (35.4%) of respondents are neutral, 1 (2.1%) of the respondents disagree and none of the respondents Strongly disagree on email marketing click through rate is per your target.15 (31.3%) of the respondents Strongly agree, 22 (45.8%) of respondents Agree, 3 (18.8%) of respondents are neutral, 2 (4.2%) of the respondents disagree and none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target.14 (29.2%) of the respondents Strongly agree, 20 (41.7%) of respondents Agree, 13 (27.1%) of respondents are neutral, 1 (2.1%) of the respondents disagree and none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target. 13 (29.2%) of the respondents Strongly agree, 24 (47.9%) of respondents Agree, 11 (14.9%) of respondents are neutral, 11 (8.3%) of the respondents disagree and none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target. 17 (27.1%) of the respondents Strongly agree, 24 (50%) of respondents Agree, 11 (22.9%) of respondents are neutral, none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target. 17 (35.4%) of the respondents Strongly agree, 16 (33.3%) of respondents Agree, 14 (29.2%) of respondents are neutral, 1 (2.1) of respondents disagree, none of the respondents Strongly disagree on Search Engine Optimization reached intended customers is per your target

The major findings of the data are listed below.

- First, there is a positive impact of Search Engine Optimization on ticket sales. And it is supported by the analysis done using questionnaire.

- Second, there is a positive impact of Email Marketing on ticket sales. And it is supported by the analysis done using questionnaire.

- Third, there is a positive impact of Social Media Marketing on ticket sales. And it is supported by the analysis done using questionnaire.

- Finally, out of the three digital marketing mediums, social media marketing has the most positive impact on ticket sales.

5.2 Conclusion

In conclusion, this research has explored the digital marketing practices of an airline and highlighted the various strategies and techniques employed in this domain. The findings indicate that digital marketing plays a crucial role in the success of airlines by enhancing brand visibility, customer engagement, and revenue generation.

Firstly, it was observed that airlines utilize social media platforms extensively to connect with their target audience. Platforms such as Facebook, Twitter, Instagram, and LinkedIn are used to share updates on flight schedules, promotional offers, and travel tips. By leveraging these platforms effectively, airlines can build a strong online presence and engage with customers in real-time. Additionally, social media advertising allows airlines to reach a wider audience and target specific demographics based on their travel preferences.

Secondly, search engine optimization (SEO) is another vital aspect of digital marketing for airlines. By optimizing their website content and structure, airlines can improve their organic search rankings on search engines like Google. This enables potential customers to find the airline's website easily when searching for flight options or related information. Moreover, implementing effective SEO strategies helps airlines stay ahead of competitors and increase website traffic.

Furthermore, email marketing remains a powerful tool for airlines to communicate with their existing customer base and nurture leads. Through personalized email campaigns, airlines can send targeted offers, loyalty program updates, and travel recommendations to customers who have shown interest in their services. Email marketing automation also allows airlines to send timely messages based on customer behaviour or specific triggers, thereby enhancing customer engagement and driving conversions.

Moreover, the research revealed that airlines are increasingly investing in influencer marketing to promote their brand and services. Collaborating with popular travel bloggers or influencers allows airlines to tap into their large follower base and leverage their credibility. Influencers can create engaging content featuring the airline's offerings, which can significantly impact brand awareness and attract new customers.

Additionally, the study highlighted the importance of mobile optimization in digital marketing for airlines. With the increasing use of smartphones, airlines need to ensure that their websites and booking platforms are mobile-friendly. This enables customers to easily access flight information, make bookings, and manage their travel plans on the go. Mobile apps also provide an opportunity for airlines to offer personalized experiences, such as mobile check-in and in-flight entertainment options.

In conclusion, digital marketing practices have become integral for airlines to stay competitive in the modern era. By utilizing social media platforms, implementing effective SEO strategies, leveraging email marketing, collaborating with influencers, and optimizing for mobile devices, airlines can enhance their brand visibility, engage with customers, and drive revenue growth.

5.3 Recommendations

According to the conclusions made in the above section, it can be recommended that social media marketing has a positive impact on ticket sales of Ethiopian Airlines. Although the impact is positive, there Ethiopian Airlines Integrated Marketing Communication and Digital Sales management needs to do a better job on the below.

- Email Marketing reach to customers

- Search Engine Optimization reach to customers.

- Social Media Marketing reach to customers

The researcher believes that this study reveals small portion of a big pool. Since the research only considers three mediums, it would be best for future researchers to investigate the other mediums with more resources.

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Questionnaires to be filled by Employees of Ethiopian Airlines IMC and Digital Sales

Dear respondents: The purpose of this questionnaire is to carry out research for the partial fulfilment of master's degree in marketing management. The title of the study is "Assessment of digital marketing practices" and its general objective is to assess the digital marketing practices has a positive impact on ticket sales in the case of Ethiopian Airlines. We have chosen three digital marketing mediums named Email Marketing, Search Engine Optimization and Social Media Marketing.

Hence, I would deeply appreciate it if you would take some minute from your precious time to complete the questionnaire. Any information you present will be kept utterly confidential and will be used only for academic purposes. Your cooperation and prompt response will be highly appreciated.

Part – I – Demographic Variables

1. **Gender**

Male	Female

2. **Age**

21-30 years old	31-40 years old	41-50 years old	Above 50 years

3. Education Level

1st Degree	Master's Degree	PHD

4. Experience level

0-5 years	5-10 years	10-15 years	Above 15 years

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Email marketing reached intended customers per your target					
2	Email marketing open rate from customers is per your target					
3	Email marketing click-through rate is per your target					

1. Please choose the most appropriate answers regarding Email Marketing for each statement by putting "√" for your choice in the box provided.

2. Please choose the most appropriate answers regarding Search Engine Optimization for each statement by putting "√" for your choice in the box provided.

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Search Engine Optimization generated reached intended customers per your target					
2	Search Engine Optimization generated Conversion rate from customers is per your target					
3	Search Engine Optimization generated click-through rate is per your target					

3. Please choose the most appropriate answers regarding Social Media Marketing Optimization for each statement by putting "√" for your choice in the box provided.

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Social Media marketing reached intended customers per your target					
2	Social Media marketing conversion rate is per your target					
3	Social Media marketing conversion rate is per your target					

4. Please choose the most appropriate answers regarding Ticket Sales for each statement by putting "√" for your choice in the box provided.

No	Statement	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	I have reached my ticket sales target using Email marketing					
2	I have reached my ticket sales target using Search Engine Optimization					
3	I have reached my ticket sales target using Social Media marketing					