



ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES

THE EFFECT OF SOCIAL MEDIA ON SALES VOLUM
PERFORMANCE
THE CASE OF AYAT REAL ESTATE S. Co. IN ADDIS ABABA

BY:
MAMUSHA CHERU

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ADDIS ABABA, ETHIOPI

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**BY
MAMUSHA CHERU
SGS/0284/2014A**

ADVISOR: YIBELTAL ASECHALEW (PhD.)

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ST. MARY'S UNIVERSITY
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Approved By Board Examiners

----- Dean, Graduate Studies	----- Signature & Date
----- Advisor	----- Signature & Date
----- External Examiner	----- Signature & Date
----- Internal Examiner	----- Signature & Date

Declaration

I, the undersigned, declare that this thesis “The Effect of social media on sales volume performance. The case of Ayat Real Estate S.co. in Addis Ababa is my original work, prepared under the guidance of Yibeltal Asechalew (PhD.) All sources of materials used for this thesis have been duly acknowledged. I further confirm that the thesis has not been submitted either in part or full to any other higher learning institution for the purpose of earning any degree.

Name: Mamusha Cheru Advisor’s Name: Yibeltal Asechalew (PhD.)

Signature

Signature

Date.....

Date.....

St, Mary’s University, Addis Ababa

June 2023

Endorsement

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

Yibeltal Asechalew (PhD.)

Advisor

Signature

St, Mary's University, Addis Ababa

June 2023

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List of Acronyms and Abbreviations

MIV	Media Impact Value
IT	Information Technology
WOM	Word of Mouth
SMMA	Social Media Marketing Agency
SPSSA	Statistical Package for Social Science
ANOVA	Analysis of Variance

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Abstract

The purpose of this study is to investigate the effect of social media performance on sales volume. the case of Ayat real estate companies in Addis Ababa. Real estate. it is an exchange of economic and social structure people and groups satisfy their needs and wishes by constructing, supplying and interchanging real estate products and services. The researcher found out various ways through which company employed sales promotion to raise sales volume of performance. The case of Ayat real estate. from the study, empirical data was gathered from 163 respondents using self-administered questionnaire and analyzed using correlation and regression analysis to examine the relationship between variables. The study also used mixed approach since both quantitative and qualitative data were gathered. The findings of the study revealed that all the independent variables influence the dependent variable, sales volume positively and significantly.

Based on the objective of the study, The findings from this study suggested that current levels of real estate marketing via these social networking sites engage users enough to hold their sufficiency threshold. Under social media here, the researcher considered five dimensions namely customization, interaction, trendiness, electronic word of mouth and trust. The research found that social media marketing activities positively affected customer purchase intention in the context of real estate industry. Electronic word of mouth, trust and interactivity had relatively the highest effect on purchase intention. Whereas, trendiness and customization had also positive and statistically significant effect but relatively lower impact on purchase intention. Finally, all the five proposed hypotheses were supported as all the five dimensions of social media marketing activities had statistically significant effect on the purchase intention. The marketers of the real estate companies should facilitate access for customers to share their positive word of mouth to their social media mates. Besides, it needs to post and share reliable and trustworthy information to the users. Further research could investigate how social media marketing activities influence other industries and also investigate other different consumer groups.

Key Words: Social media marketing activities, trendiness, customization, Computer pressure, Real estate, interaction and trust

CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

The rise of social media, marketing departments now have various options available to them for branding their products, such as advertising, publishing of brand content, participation in social networks and developing engagement opportunities for consumers to participate with the brand. According to Stone and Woodcock (2013), social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content sharing and collaboration. People use social media to stay in touch and interact with friends, family and vary communities. Business social application to make and promote their products and truck customer concerns.

The concept of social media started in 1997 and it enables user to upload a profile and make friends with other users. With this technological innovation many business and non-business developments have been achieved. (The complete history of social media then and now, small biztrends.com, 2013) Nowadays many kinds of social media developed from these Goog Twitter, Facebook, LinkedIn, YouTube are well developed and known. (The History of social media: Social Networking Evolution, small biztrends.com, 2013)

Social media facilitates the sharing of ideas and information through virtual networks. From Facebook and Instagram to Twitter and YouTube, social media covers a broad universe of apps and platforms that allow users to share months too, with 137 million new users joining social media since this time last content, interact online, and build communities. The global social media statistics detailed analysis by the team at kepios shows that there are 4.76 billion social media users around the world in January 2023, equating to 59.4 percent of the total global population. Social media user numbers have continued to grow over the past 12 year. that equates to annualized growth of 3 percent, at an average rate of more than 4 new users every single second. the latest figures indicate that well over 9 in 10 internet users now use social media each month (learn more about people's broader internet behaviors on our Global Digital Overview Page). For context, the latest data suggest that the number of social media users around the world now equates to almost 78 percent of the eligible global population. Data from GWI (Get with It)

reveals that the typical social media user actively uses or visits an average of 7.2 different social platforms each month, and spends an average of more than 2.5 hours per day using social media. ("Get with It" is the most common definition for GWI on Snapchat, WhatsApp, Facebook, Twitter, Instagram, TikTok.....)

The group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user generated content” (The History of social media: Social Networking Evolution, small biztrends.com 2013), Here are the essential headlines for digital adoption and use in Ethiopia in early 2023.

*There were 20.86 million internet users in Ethiopia at the start of 2023, when internet penetration stood at 16.7 percent.

*Ethiopia was home to 6.40 million social media users in January 2023, equating to 353.1 percent of the total population.

* A total of 66.80 million cellular Mobile connection were active in Ethiopia in early 2023, with this figure equivalent to 53.5 percent of the total population. (datareportal.com/reports/digital-2023-ethiopia).

Social media comes in many forms and the eight most popular are: Blogs, Micro blogs, Social Networks, Media-Sharing Sites, Social Bookmarking and selection

Sites, analysis Sites, forum and effective Worlds (Saravana kumar and Sugantha lakshmi, 2012).

With the rise of social media, a new form of marketing has developed in recent years. Social media is becoming increasingly attractive for companies from various industries including the real estate one. Marketing real estate today requires marketing strategies that adapt to modern times and customer interests. Presenting properties only on traditional real estate portals may no longer be sufficient to meet all customer demands, which led the author to consider what role social media plays in today’s real estate marketing.

This research-based thesis aimed to study what the effect of social media performance volume in the case of Ayat real estate. The goal was to provide more insight and a deeper understanding of the effectiveness of social media in real estate marketing.

Social media has changed the way we communicate today. It is in our best interest to be informed about all of the new possibilities to manage our online reputation. Marketing with social media increases sales activity since customers can be easily attracted on social media marketing. Users will be active on social media; it breaks the business internal traffic and one can get different audience based on different channels.

Social media marketing is having a tremendous effect on business and market as business growth and performance are taking place with vital and high rate. Social media helps in developing business tactics. It's platform shows an opportunity for business to take the attention of the customers. Social Media has got improved customer insight benefits, better customer services, cost efficient, and connectivity and so on...Social media marketing increases the conversation rate of the market and facilitates the brand awareness situation. (E-marketing, the essential guide to marketing in digital world 5th edition pp217)

Sales include “operations and activities involved in promoting and selling goods or services. A key sales function is following up with the leads generated by a marketing department. Successful businesses usually develop a structured hand off process so that each marketing qualified lead receives appropriate and timely follow-up from a sales team member. Modern sales focus on relationship building to help and create trust between a buyer and seller. Effective sales persons can understand the needs of the buyer and develop a persuasive message to help differentiate the company's product or the business activities. Real estate is considered real property that includes land and anything permanently attached to it or built on it, whether natural or man-made.

Social media marketing is the demand of the new age with the increase of internet usage .this idea has become influential, the countries which have an edge in technology are already capitalizing on this idea and nowadays the social marketing media works better than other media to communicate something to the society . real estate industries are having good results using social sites exert their marketing communications although internet usage is increasing in Ethiopia.

1.2 Background of Real Estate Market.

Ayat Real Estate, a fully Ethiopian owned and managed company, has made tens of hundreds of Ethiopians and Ethiopian diasporas, at home and abroad, proud homeowners in their native country. Envisages to put roof over the heads of thousands more in the years ahead. In the previous years, Ayat Real Estate has handed over more than 7,000 residential homes, 1,000 commercial outlets and created job opportunities for more than 15,000 Ethiopians. Ayat Real Estate is a shareholder's company that was created in 1997 and is one of the pioneering Ethiopian companies in this sector Real estate is one of the most profitable, high-demand areas in Ethiopia.

the value of loans collateralized by real estate. This increase may lead to a decline in the perceived risk of real estate lending. Consequently, an increase in real estate prices will increase the supply of credit to the real estate industry, which in turn, will lead to further increases in real estate prices (Herring & Wachter, 2002, p. 2).

Direct marketing has always been possible using newspapers, flyers, and other forms of advertising, but today the Internet offers a cheaper and potentially more effective platform to facilitate direct (by owner) marketing. The real estate also studies how sellers sort themselves into these two-sided markets to examine the importance of coordination and crowding out in determining network size. The real estate sector which has been one of the fastest-growing sectors of the Ethiopian economy and is contributing a large amount to the country's GDP. Luxury Ethiopian homes provide as a buyer have valid reasons to choose to live in richness rather than regular homes.

There is no doubt that the housing market is a fruitful business for many investors and businesspeople. Market is basically a creative corporate activity involving the planning and execution of the conception, pricing, promotion, and distribution of ideas, products and services in an exchange that not only satisfy customers' current needs but also anticipates and creates their future needs at profit (Philip K. 2010).

Real estate marketing is an exchange of economic and social structure people and groups satisfy their needs and wishes by constructing supplying and interchanging real estate products and real estate services (Knirsch, 2000).

- Residential real estate - aims to meet the needs of homeowners and families. Residential real estate involves property for sale in Ethiopia for private use, usually to give Ethiopian homes for families. Families come in all shapes and sizes, as do householders (single family real estate, condominium, apartment flat, villa house)
- Commercial real estate on the other hand can include office buildings, ware houses and retail store buildings.
- Industrial real estate-refers to land and buildings that are used by industrial businesses for activities such as factories, mechanical productions, research and development, construction, transportation, logistics, and warehousing.

residential houses (Real estate) got the idea of purchasing the houses from electronics and print medias, sales persons or from social medias the majority of home buyers go online for their search for their future home The real estate has a fundamental significance to both business and individual (Yusuf, 2009).

1.3 Statement of the Problem

social media is becoming progressively attractive from various industries including the real estate marketing requires to modern and customer interests, the real estate marketing has been heating up in Addis Ababa. Attracting capital because of the rapid urbanization and serious housing problems, these buyers will pass through a learning process, first developing beliefs about the product, then attitudes, and then making a thoughtful purchase choice (Philip K. 2010).

Housing affordability is becoming a point of concern in Addis Ababa presenting properties only in traditional real estate portals may no longer be sufficient to meet all customer demands, in the competitive environment Ayat real estate want to attract the customers by using on best way of social media. it results a good achievement on having a relationship with their customer.

The empirical part consisted of mixed research using social media in the real estate marketing were identified as building and strengthen on the relation between potential existing customer and the real estate company. Ayat real estate social media posts do have an impact but it is more related to inspiration. because of this there a very popular plate form in the current situation and nowadays business has also turned a blind eye to social media, especially in the real estate industries.

1.4. Research Questions

The study targets to outline on the effect of social media performance on sales volume in the case of Ayat real estate. Thus, the research question (RQ) of this thesis tried to answer the following research questions:

1. What is the overall objective role of social media on the real estate sales volume?
2. As per the information of the data, what social media channels are most influential on sales volume performance in real estate?
3. What is the effect of information technology infrastructures on sales volume in Ayat real estate?
4. To what extent Ayat real estate follow the principle of social media?
5. What is the relation of real estate market effectiveness on customer satisfaction?

1.5 Objective of the Study

1.5.1 General Objectives

The main objective of the study is to investigate the effect of social media on sales volume performance in the case of Ayat real estate.

1.5.2 Specific Objectives

- To analyze the role of social media on sales performance in the real estate.
- To determine the types of social media channels that influence sales volume performance.
- To determine the real estate advantages using on social media for the purpose of B2C.
- To determine capability technological information infrastructures on sales volume performance in Ayat real estate?

1.6 Significance of the Study

The study, therefore, attempts to contribute from the literature by investigating the effect of social media on the real estate of Ayat customer intentions. Last but not least, the study will be notably contributed to other studies made in different companies in the sector of showing the factor of the media that will have a significant and will make positive relation with customer. The research found the social media marketing activities positively affected customer intention in the context

of the real estate industry. ewom, trust, interactivity, had relatively the highest effect on sales volume. Social media for real estate is an essential tool for promoting, listings, generating, leads and building a long-lasting brand. it also helps agents' nature existing ones and cultivate a network of industry professionals.

The output of this study will help managers of the real estate companies to understand the changing needs of consumers as well as how digital marketing in terms of online promotion so as to address those needs. If the digital marketing is used appropriately to meet the needs of consumers, it will be effective in attracting and retaining customers, hence achieving higher business performance.

1.7 Scope of the Study

Geographical Scope

Geographically the scope of the study targeted to the concerned, that the place where living in the common area called Ayat real estate.

Conceptual Scope

Under conceptual scope of the study, I am looking for a social media pressure, digital activity and infrastructures, and on sales performance volume. The major decision is creating advertising and social media movement setting an objective, creating the advertising messages, developing the media plan and evaluating sales volume effectiveness. The result can be measured from two different aspects, one is from its communication effect and the other is from its sales effects. In measuring the communication effects of social media performance, awareness and exposure on amount of website traffic or site visits, number of searches for brand keyword terms, video and content views, number of followers, and subscriber also can answer the position of performance statues. Accordingly, this study specifically focuses on the effectiveness of social media on sales volume. The study was limited to the previous year's residential homes and commercial outlets customers in Ayat real estate.

1.7.1 Methodological scope

The scope of the study insights geographically within Addis Ababa, the capital city of Ethiopia conceptually despite other significant factors. It tries to investigate how the real estate sales volume of customer is affected by social media marketing activities (interaction, trendiness, customization, word of mouth, and trust). Methodologically, it comprises social media only the residential real estate house buyers in Addis Ababa targeted respondents using both qualitative and quotatives mixed method.

A combination of this mixed approach applied which can be increase scientific rigor and provide a new sight beyond either approach alone .in the examined effect of social media sales volume on the real estate market.

1.8 Limitations of the Study

the experiences and opinions from realtors regarding the use of social media in marketing real estate management and employees of Ayat as well as questionnaires prepared for the residential real estate buyers and lives in it, the study has demonstrated the impact of social media marketing on purchase intention, the study still presents some limitations. First, one limitation is that the current study only based on cross-sectional data. Consequently, longitudinal studies would be adequate for a new understanding. Second, other factors influencing purchase intention could be included to refine the model and further understanding of social media marketing's influence on purchase intention variable. Third, caution should be noted in generalizing the results for other industries. Consequently, it is recommended that empirical research in various industries is needed to further understand social media marketing in the various contexts. Finally, only social media users from Addis Ababa were recruited for the study, therefore generalizations for the entire population of social media users are inappropriate. Therefore, research with various regions would be a value for having a better understanding in social media users.

1.9 Definition of Key Terms

Here is definition of some terms used in this research paper of social medias. Social media is a term for websites and applications which focus on interaction, content sharing, collaborating, and communicating with a community through a specific input. Facebook, Instagram, or Twitter are examples for platforms that are part of social media. (Hartshorne 2019.)

The social web is focused on social structures and interaction over the web. The term itself covers web-based applications that support the exchange of information, the building of relationships and the communication in a social context for people. (Jessen 2011.)

Social media refers to the means of interactions among people in which they create, share, and/or exchange information and ideas in virtual communities and networks. It describes the strategies and tactics that are used to apply the different networks.

Social Media Advertising: is personal communication channels that carry messages without personal contact or feedback they include there are many advertising „media“ such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides) Armstrong and Kotler (2003).

It's an important foundation in your inbound marketing strategy, inbound sales strategy, and in your overall business strategy. even the product development will be built on top of this foundation. the foundation of search marketing is built on keywords, conducting and implementing keyword research is highly effective on social media as well.

And search marketers are very much aware that conducting constant keyword research and keyword analysis is extremely important in order to achieve success with organic and paid search advertising. So regardless of whether your target audience is present on Facebook, Instagram, LinkedIn or Twitter, your social media marketing efforts should begin with determining which social media keywords your target audience is using.

YouTube

YouTube was created in February 2005 as a video sharing website on which users can upload, view and share videos as an informative and inspirational to others across the globe. The company uses Adobe Flash Video and HTML5 technology to display a wide variety of user generated video content. YouTube acts as a platform for distributing contents by creators and advertisers as well. Over 3 billion videos are viewed every day and there are more than 400 million views per day on mobile devices. It is estimated that more than 800 million people visit YouTube every month to watch and share contents. (youtube.com, 2011) Just as the saying goes a picture is worth a thousand words.

Face book

is a free social networking Web platform that promotes and facilitates interaction between friends, family, colleague, customized profile, privacy and security, photo album management and chat.

(<https://www.techtarget.com/whatis/definition/Facebook>)

Twitte

is a social networking and micro blogging online service that allows users to send and receive text-based messages or posts of up to 140 characters called "tweets."

-has been used to inform people about various TV events such as the Oscars, media impact value (MIV) Video Music Awards, etc. Because of this, Twitter is sometimes called the virtual watercooler or social television and used as the means for direct communication among social groups and organizations. (<https://www.techopedia.com/definition/4957/twitter>).

It will be achieved. Social media marketing involves more than just setting up a Facebook profile or occasionally posting photos on Instagram for example. The focus relies or depends as mentioned on strategies. (Bernecker 2020.)

Real Estate

Real estate is the property, land, buildings, air rights above the land and underground rights below the land. The term real estate means real, or physical, property. "Real" comes from the Latin root "res", or things. Others say it's from the Latin word rex, meaning "royal," since kings used to own all land in their kingdoms. These are the four types of real estate in Ethiopia: Residential, Commercial, industrial and land.

Instagram

Instagram is not only a tool for individuals, but also for businesses. The photo-sharing app offers companies the opportunity to start a free business account to promote their brand and products. Companies with business accounts have access to free engagement and impression metrics allows users to edit and upload photos and short videos through a mobile app. Users can add a caption to each of their posts and use hashtags and location-based geotags to index these posts and make them searchable by other users within the app.

(<https://www.techtarget.com/searchcio/definition/Instagram>)

LinkedIn

It Is a social media networking site designed for the business community professionals, managers and etc. (The use of social media and its impacts on consumer behavior: the Context of Holiday travel John N. Fotis. A thesis submitted in partial fulfillment of the requirements of Bournemouth University for the degree of Doctor of Philosophy 2015.)

LinkedIn started in 2002, but was officially launched on May 5, 2003. Many professionals have joined LinkedIn in recent years to share knowledge and insight in more than one million LinkedIn groups. The company operates the world's largest professional network on the internet with more than 135 million members in over 200 countries and territories. It is estimated that more than 2 million companies have LinkedIn Company Pages. There are 14 languages currently available: French, Germany, Italian, Japanese, Korean, Portuguese, Romanian, Russian, Spanish, Swedish, English and Turkish. (linkedin.com, 2011)

Web 2.0

Web 2.0 is the business revolution in the computer industry caused by the move to the internet as a platform, and an attempt to understand the rules for success on that new platform. (Tim O'Reilly2006/ and Media Live International in 2004.)

IT Infrastructure capability

Information technology infrastructure is defined broadly as a set of information technology (IT) components that are the foundation of an IT service; typically, physical components (computer and networking hardware and facilities), but also various software and network components. (Jessica Braojos-Gomez, Jose Benitez-Amado, Francisco Javier Lloréns Montes 2015.)

Social Computer Pressure

Social computer pressure is conformity with non-human agents exert social influence mainly via Informational (i.e., beliefs that group is more capable than participant) rather than normative (i.e., worries about being rejected by the group) influence, given that task type modulated the degree to which participants conformed to group opinions. (Under Pressure: Examining Social Conformity with Computer and Robot Groups Human Factors the Journal of the Human Factors and Ergonomics Society July 2018)

Innovation Management (Web design)

Design management is a field of inquiry that uses internet design strategy to control a creative process, support a culture of creativity, and build a structure and organization for design. The objective of design management is to develop and maintain an efficient business environment in which an organization can achieve its sales strategy and increase market share through design. (Digital Marketing That Drives Result, 10 Ideas for Creating Innovative and Unique Web Designs)

Marketing Management

Marketing management is the process used to determine what products or services may be of interest to customers and the strategy to use in sales, communications and business development (Principles of marketing / Philip Kotler, Gary Armstrong. 7th ed., c1996.).

1.10 Organization of the Study

This thesis is categorized into five main chapters. The first chapter refers introduction of the study which includes the background, the problem statement, the research objectives, hypotheses, significance and scope of the study. The second chapter focuses on literature review. It contains relevant theories, conceptual and empirical discussions leading to identification of research gaps and the conceptual framework. The third chapter presents the research design, target population, sampling methods, sample size, data collection instruments to be used as well as method of data analysis and presentation. The fourth chapter presents demographic characteristics, descriptive and inferential statistics analysis, findings and their interpretations. The last chapter consists summary of major findings, conclusions and recommendations of the research study.

The last chapter comprised three sections: the summary of the major findings, conclusions of the study, and the recommendations. Reference and annex were provided in the final part of the paper.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Theoretical Review

2.1.1 Definition and Scope

Social media and real estate marketing are two terms that are very often associated with each other these days. But what does social media, real estate and real estate marketing mean and how exactly are these terms associated to each other? The following chapter presents the theoretical elements of this thesis and theories that support the research. It discusses how social media, real estate and real estate marketing can be defined what different fundamentals are part of each term.

Figure 2.1: Below presents the main concepts of the study.

This subchapter takes a deeper look into the existing types of real estate and the current Ethiopian real estate market. Both terms combined, social media and real estate, are part of the real estate marketing which explained more in detail in the last part of *the theoretical framework*. *This subchapter is divided into three parts: The marketing strategies and challenges real estate marketing and the real estate marketing specifically on social media performance.*



Figure 2.1: The relationship between the main concepts

The theoretical framework comprises the whole of media language, representation, industries and audiences, which includes the theories associated with each area i.e., those listed above studied in relation to the in-depth studies.

Connectivity is among the most significant benefits of social media. It can link with every user at any time, everywhere. The Information at once can be addressed globally through social media and its, making it simple for people to interact with one another. It results a global relationship.

Social media is a collective term for websites and applications that focus on communication, community-based input, interaction, content-sharing and collaboration. People use social media to stay in touch and interact with friends, family and various communities. (<https://www.techtargget.com/whatis/definition/social-media>).

Social media has evolved into the most prominent and vital virtual showground, where the platform is utilized not only for social networking but also as a powerful tool for digitally promoting your business and products.

It is vital to use **social media** to reach, raising, and interact with your target audience regardless of their location. In 2022, social media marketing is expected to do wonders. SMM is predicted to be the most successful approach to contact social media consumers, with over two billion users. Social media marketing is a critical component of **digital marketing**, and it involves advertising products and services using social media. Because of the strong visibility of the product or service on social media, the scope of SMM is expected to expand. By distributing material on appropriate channels, social media channels are the finest approach to market the goods or services.

(https://in.linkedin.com/company/rankofy?trk=article-ssr-frontend-pulse_publisher-author-card)

One of the key advantages of social media for businesses is that it enables you to interact with your customers. Going through the tweets and Facebook updates that are posted by your customer base gives us insight into what they need. This is useful for helping your company formulate marketing strategies that address their needs.

Social media for business - Creating and developing a website is important for any business. Along with having a website, a business organization need to expand online outreach to social media platforms. Social networking sites are essential for maintaining a competitive edge. Companies

that do not have active social media accounts risk missing out on many marketing opportunities. One of the key advantages of social media for businesses is that it enables to interact with customers. Going through such social medias updates that are posted by your customer base gives your insight into what they need. This is useful for helping your company formulate marketing strategies that address their needs.

Improve Responsiveness-social media eases the process of providing and receiving feedback. If your customers have concerns or problems with what your business offers, they can let you know in a timely manner. Social media gives customers a convenient and accessible way to express what they feel and gives companies a chance to respond. With such platforms, businesses are able to view complaints and assure their customers that their problems will be dealt with.

Competition - If your competitors are already using social media accounts for marketing and engaging their customers, you need to ensure that you are keeping up with the digital marketing strategies that are being implemented. In the competitive world of business, more and more companies are capitalizing on the benefits of social media. In order for you to be able to boost online traffic to your site and increase sales, you need to stay ahead of the competition while providing your customers with the best products and services.

Effective Marketing - The social networking nature of platforms such as LinkedIn and Twitter generate interest among followers who are more responsive to them than a blatant marketing approach. You can use social media creatively to advertise your products and services without making your customers feel like they are overwhelmed by your marketing campaigns.

Advertisements strategically placed within informative posts are an effective way to spread the word about your business. Social media spreads awareness about your business while giving you the chance to constantly remind them about the products and services that you offer.

Affordability - Managing your social media accounts is a cost-effective way to promote your business by using affordable social media marketing campaigns that strengthen your company's online visibility. Social media does not require an wide-ranging budget, which makes it fair according to the businesses that are competing with well-known brands.

Social Environment - a social networking forum efficiently creates a social environment for you and your customers. Such a forum enables you to acquire important feedback regarding your

business. Social media serves the purpose of making it easier for consumers to find out and distribute information about different brands, products and services. A significant percentage of customers that relies on the internet to search for products have discovered specific companies through social media. If the opinions and reactions of your consumers matter to you, going social is necessary.

Informative – is informative and gives you access to what your competition is up to as well as what customers are posting online about products and services. This gives you better insight into the market and various factors that affect your industry.

Social Media for Business Growth - A significant amount of social media activity is carried out through mobile devices. Make sure that your social media strategy is compatible with mobile devices to guarantee a worthwhile user experience. Social media sites continue to gain popularity at a rapid rate and it is important for small and growing businesses to use them to advertise and market what they offer. (By David Wicks Published Nov. 15, 2015)

2.1.2. Theories and Models

The phenomena into an appropriate theoretical context that better describes the complex and dynamic relationships inherent in social media will help enhance our understanding of it.

This section reviews major theoretical frameworks which may be applicable to the study and understanding of social media. One can separate these theories into three schools: micro-theories deal with those frameworks studying the dynamics of contribution of information online and communication of individual social actors; macro-theories are those theories looking at the structure and dynamics of social actors and social media content through global or abstract views; pseudo-theories include the recent conceptual frameworks in marketing and social media proposed mostly by non-academics. Pseudo-theories may make sense intuitively, but have yet to be tested empirically and rigorously with scientific methods. All schools of theories and frameworks might contribute to our understanding of the nature of social media, why people contribute, how they form relationships, and how one can discover the opinion leaders and valuable social media content. Place the phenomena into an appropriate theoretical context that better describes the complex and dynamic relationships inherent in social media will help enhance our understanding of it. Different from the one-way model of communication in most mass media,

social media represents two-way communication between consumers and the materialization of the communication content. As the digital version of word-of-mouth, social media represents the solidification, storage, and retrieval of the word-of-mouth content online. However, the large-scale, anonymous, ephemeral nature of the Internet induces new ways of capturing, analyzing, interpreting, and managing social media content (Dellarocas 2003). In-depth theoretical and behavioral understanding of this content might be crucial for making sense of this media.

I. Micro-Theories –

a. Word of Mouth/Psychological Ownership Theory and Perceived Control

-Historically, tourism researchers have found that advice from friends and relatives is the most frequently obtained and influential source of information used by consumers in their travel decision making (Crotts 1999; Perdue 1993). The information communicated by friends and relatives is interpreted to be more trustworthy, honest, and trustworthy than that generated from marketers, since the communicators are not compensated for the referral. Advancements in the Internet and Web 2.0 technologies now allow consumers to access personally meaningful critiques not only from friends and relatives but from strangers (e.g. travel blogs, which continue to grow in popularity). As an illustration, TripAdvisor, currently purports over 40 million reviews attracting over 50 million unique users each month (Dépêches 2010).

Asatryan and Oh (2008) applied Psychological Ownership Theory in explaining why former guests are motivated to offer WOM feedbacks. On one level, some customers develop feelings of connections with firms they are loyal to that manifest into a sense of ownership, as evidenced by the ‘mine’, ‘my’, ‘our’ language they use in their reviews. In such circumstances, one would assume that a loyal guest would provide positive feedback to others, directing their negative feedback to management (Mattila 2001). However, where no such loyalty exists, the motive to write either a negative or positive review may be a desire to control or influence the business indirectly by communicating with its future potential customers. Loyal consumers' motives in posting positive reviews on travel blogs are attempts to reward firms; the motives of non-loyal customers are based on the satisfaction of being helpful to other consumers. According to Pierce, Kostova, and Dirks (2003), the desire by the consumer to control through such communications may result in feelings of efficacy, intrinsic pleasure, and extrinsic satisfaction in providing such advice to others.

These propositions point to strategies in which a firm can leverage customer feedback and social media for a firm's strategic benefit. On one hand, firms should enhance the perception of psychological ownership and control among their customer base through loyalty and guest feedback and service recovery programs; they should keep more negative evaluations internal and positive feedback external. On the other hand, firms that do not emphasize customer loyalty or guest feedback should expect customers to both reward and punish their performance through social media.

b. Social Exchange Theory was originated from sociology studies exploring exchange between individuals or small groups (Emerson 1976). The theory mainly uses cost-benefit framework and comparison of alternatives to explain how human beings communicate with each other, how they form relationships and bonds, and how communities are formed through communication exchanges (Homans 1958). The theory states that individuals engage in behaviors they find rewarding and avoid behaviors that have too high a cost. In other words, all social behavior is based on each actor's subjective assessment of the cost-benefit of contributing to a social exchange. They communicate or exchange with each other contingent on reciprocal actions from the other communicating party (Emerson 1976). The mutual reinforcement could be analyzed through a microeconomic framework, though many times the rewards are not monetary but social, such as opportunity, prestige, conformity, or acceptance (Emerson 1976). The theory was arguably best summarized by Homans (1958, p. 606) when he wrote social behavior is an exchange of goods, material goods but also non-material ones, such as the symbols of approval or prestige. Persons that give much to others try to get much from them, and persons that get much from others are under pressure to give much to them. This process of influence tends to work out at equilibrium to a balance in the exchanges. For a person in an exchange, what he gives may be a cost to him, just as what he gets may be a reward, and his behavior changes less as the difference of the two, profit, tends to a maximum. Hence, the reasons why people engage in a social exchange have been posited as a) an expected gain in reputation and influence on others; b) an anticipated reciprocity on the part of others; c) altruism; and d) direct reward. Given that participation in the social media is not compensated, the first three reasons appear to have particular relevance to why people participate in social media.

C. social penetration

A theory - explains how human exchange forms relationships (Altman and Taylor 1973). However, the latter focuses more on the individual and dyadic levels while the former could explain behavior at aggregated and organizational levels. Social exchange theory states that human beings form close relationships through self-disclosure. Using an analogy of peeling of the layers in an onion, one must disclose him or herself through the continuing process of expose one's inner self and identity. It starts with public, visible, and superficial information, such as gender, clothing preferences, and ethnicity; slowly, as the relationship progresses, one starts to share his or her feelings; in the deepest level, one will expose his or her goals, ambition, and beliefs (Altman et al. 1981).

II. Macro-Theories

a. Social Network Analysis - Social network theory views the community of individuals as connected actors, and uses mathematical models to study its structure, development, and evolution (Wasserman and Faust 1994). Social network analysis treats individual actors in a community as nodes; the communications between those actors are deemed as ties, edges, links, or connections. Social networks can form in many levels, from individual people, to families, communities, and nations. Those ties could be communication frequency, friendship, kinship, financial exchange, sexual relationships, or common interests or beliefs. Together they form a complex graph structure. Mathematical calculation on many indices could be performed including the following:

Betweenness: the extent of a node lying between other nodes;

Centrality: how connected is a node to the network;

Closeness: how one node is near all other nodes in the network;

Density: all the ties in a network in proportion to all the possible ties; Structural hole: the node which connects other nodes. Those nodes are disconnected without the first node. These measurements determine the importance and structural positions of individual actors, and the characteristics of the partial or whole networks.

Traditional social network analysis views individuals or organizations as nodes in the network, and the communication between them as edges. However, social media content is exactly the appearance and solidification of the chatter, comments, or reviews. The current development of multi-dimensional social network framework is crucial in studying the interaction between social

actors and information artifacts (Contractor 2009). By treating social media content as nodes, one can perform mathematical calculation on those information artifacts, such as what are the important pieces shared by many people, how one can connect users through artifacts, where are the structure holes of social media by connecting which, the network could be more tightly integrated.

B. McLuhan's Media Theory

McLuhan is a Canadian philosopher and educator, the author of the famous quote "the media is the message" (McLuhan 1995). He argued that the media itself, rather the actual content of the media, will transform people and society. The actual messages people are communicating won't be any different on the new media; the interactivity and frequency of new communication pattern will change our behavior forever. Thus, the media's effects on society are much greater than the content of the media. He separates media into "cool" media and "hot" media. The former one requires a viewer to exert much effort and participation in understanding the content, such as television, seminars, or cartoons; the latter refers to those media that enhance one sense, so the viewers do not need to exert much effort, such as films, radio, and photography (McLuhan 1995)

III. Pseudo-theories

Social media landscape is fast changing due to the low cost of innovation in the era of open-source movement. The disconnect of academia from the industry and the slow process of formal publishing cycle poses a challenge for researchers in academic institutions. Many social media and online marketing agencies actually are more innovative and ahead of the curve of social media for marketing purposes. This section views two frameworks trying to make sense of social media landscape.

Carlene Li and Jeremiah Owyang from Altimeter Group are the major contributors to the social graphics framework (JOwyang 2010). They argued that instead of studying the demographic, geographic, or psychographic profiles of your customers, businesses also need to develop social strategy termed social graphics. Marketers and managers need to ask the following questions: which websites are my customers on? What are my customers' social behaviors online? What social information or people do my customers rely on? What is my customers' social influence? The answers to these questions could separate your customers into layers of engagements: from curating, producing, commenting, sharing, to watching. The businesses then need to separate

their customers into these layers and provide tools and platforms to facilitate their social interaction

2.2 Empirical Literature Review

Review of literature is a written overview of major writings and other sources on a selected topic. This provides a critical review of miscellaneous studies, researches, books, scholarly articles, blogs and all other sources related with social media marketing.

1. Brendan James Keegan and Jennifer Rowley (2017) contributes to knowledge regarding social media marketing strategy by developing a stage model of SMM evaluation and uncovering the challenges in this process. The research paper has developed a Social Media Marketing Evaluation framework. This framework has the following six stages: setting evaluation objectives, identifying key performance indicators (KPIs), identifying metrics, data collection and analysis, report generation and management decision making. Moreover, the paper also identifies and discusses challenges associated with each stage of the framework with a view to better understanding decision making associated with social media strategies. Two key challenges depicted by the study are the agency-client relationship and the available social analytics tools.
2. Ates Bayazit Hayta (2013) in their research paper “A study on the effects of social media on young consumers' buying behaviors” determines the effects of social media networks on purchasing behaviors of young consumers. The study results indicate that social media tools directly effect the purchasing behaviors of consumer, depending upon their age group and educational status.
3. Hensel and Deis (2010) have recommended that marketers must consider all possible avenues to positively use social media to increase advertising and improve marketing. Before implementing a specific social media strategy, the benefits, drawbacks, and challenges associated with it must be addressed. The strategy must assist in facilitating the social media inputs and discussions. In addition, social media strategies should also be used to track a business presence online, and to make sure that clients are not degrading the branding value. The Internet-based social media has made it possible for one person to communicate with hundreds or even thousands of other people about products and the companies that provide

them on web. Thus, the impact of consumer-to-consumer communications has been greatly increased.

4. Mangold and Faulds (2009) are of the view that social media is a hybrid element of the promotion mix because in a traditional sense it enables companies to talk to their customers; while in a nontraditional sense it enables customers to talk directly to one another. The content, timing, and frequency of the social media-based conversations occurring between consumers are outside managers' direct control. This stands in contrast to the traditional integrated marketing communications mix whereby a high authority of control is present. Therefore, managers must learn to shape consumer discussions in a manner that is consistent with the organization's mission and performance goals. The purpose of social networking sites is to facilitate the talks between biggest fans of the organization. Methods by which this can be accomplished include providing consumers with networking platforms, and using blogs, social media tools, and promotional tools to engage customers. Providing information to the consumers regarding product of their company closely bounds the customer to the company
5. *Robert V. Kozinets, Kristine de Valck, Andrea C. Wojnicki and Sarah J. S. Wilner (2010) reviewed and synthesized extant word of mouth (WOM) theory. This article shows how marketers employing social media marketing methods face a situation of networked coproduction of narratives. It then presents a study of a marketing campaign in which mobile phones were seeded with prominent bloggers. Eighty-three blogs were followed for six months. The findings indicate that this network of communications offers four social media communication strategies—evaluation embracing, endorsement, and explanation. Each is influenced by character narrative, communications forum, communal norms, and the nature of the marketing promotion. This new narrative model shows that communal WOM does not simply increase or amplify marketing messages; rather, marketing messages and meanings are systematically altered in the process of embedding them. The theory has definite, pragmatic implications for how marketers should plan, target, and leverage WOM and how scholars should understand WOM in a networked world.*
6. Benjamin Ach (2013) in their bachelor thesis highlighted the evolution of the marketing strategies of businesses and more specifically of their communication strategies, with the important rise of social media influence, which is changing the way people get informed as well as their purchasing decision process. This research underlined the fact that businesses,

small or big sized, have to get online and to use social media and to adapt their business models if they want to stay on top of the competition on their markets.

7. Priyanka P.V and Padma Srinivasan (2015) in her research study identified various factors that determine the purchase of a product using social media from a customer's point of view. A model from the retailer's perspective has been developed that explains how social media can be used for increasing customer loyalty. The study concludes that continuous customer support services will result in improvement of customer retention. New applications and social platforms will flourish and allow even greater personalization and real-time, location-based engagements in media
8. Gil, Andres and Salinas (2007) suggested that the information provided by a family can affect the formation of brand equity. A person can receive recommendations to buy certain brands from a family that influence his action based on the facts how well the family establishes the contacts with a number of brands used by the family. Consumers often think of the family as a reliable reference in relation to the purchase of certain products. The study also reveals that purchase decisions amongst young generation consumers in particular are influenced by the recommendations of their virtual friends who serve as opinion leaders. They also refer to the communications on the internet in determining the product's quality prior to their purchases.
9. Rodney Graeme Duffett (2017) examines the influence of interactive social media marketing communications on teenagers' cognitive, affective and behavioral attitude components in South Africa. The paper also studies the impact of a number of additional factors such as usage (access, length of usage, log-on frequency, log-on duration and profile update incidence) and demographic (gender, age and population group) variables on young consumers' attitudes toward social media marketing communications. The study ascertained that social media marketing communications had a positive influence on each attitude component among adolescents, but on a declining scale, which correlates to the purchase funnel model. Thus this investigation also makes an important contribution to attitudinal research in developing countries, where there is a lack of research in social media marketing communications. The practical implication of the study is that the companies and their brands should consider using and/or adapting their strategies based on the declining impact of social media marketing communications on the hierarchical attitude stages among young consumers and the divergent

influence on usage and demographic variables when targeting the lucrative and technologically advanced, but capricious, Generation Z consumers.

10. Yoo et al. (2000) combine brand awareness and brand association into brand image. They claimed that exposing customers to a brand's information through the WOM sources creates, modifies and strengthens the relationship between the consumer and the brand, to result in WOM that impacts their brand association with it. The higher the consumer contact with the brand, the stronger and more the association will be in the minds of consumers.
11. Lempert (2006) says that customers are turning away from the traditional sources of advertising: radio, television, magazines, and newspapers. Customers also consistently demand more control over their media consumption. They require on-demand and immediate access to information at their own convenience. Customers are turning more frequently to various types of social media to conduct their information searches and to make their purchasing decisions.
12. In a recent case study by Christopher Ratcliff (2014) on a global organization that appears to have mastered its social media strategy, Ford. In his blog, he explains how Ford has included the key success elements in its strategy including customized posts, user connectivity through tone of voice and perhaps most importantly, a social media team that reads and responds to every single comment made by followers. However, it is worth noting that Ford has worked out what works for its own business, and this exact strategy may not necessarily drive the same achievement for different organizations

CONCLUSION

Above review of literature shows how social media is slowly becoming an important marketing tool offering different organizations opportunity to engage with their markets and to learn about customer's needs, important segments and profile. However, the implications are that this is an uncontrolled environment and therefore it requires a strong social media strategy that also manages the comments posted by consumers whether positive or negative. As these social network sites can pose a threat as well as an opportunity to companies by rapidly spreading the views of dissatisfied customer's comment. Different research papers discussed above suggests that the peer group online social network effect can potentially influence purchase decisions because of its viral nature. Therefore, for an effective social media strategy augmenting it with other traditional media

channels like radio, newspaper, or TV is mandatory. The review also reflects how social media has become an important tool for marketing and creating brand awareness. In fact, it is foreseen that in the near future there will be a paradigm shift from traditional advertising to social media platforms.

As already mentioned, social media can be used for a variety of things. Everything like publishing opinions, building communities, or producing and sharing content are available options and everyone can make use of them, let it be companies, influencers, or “ordinary” people. (Huang & Chang, p. 1, 2020; Smith, 2009,

But what exactly is social media?

Social media consists out of two words, “social” and “media”. The first word, “social” simply states what it says, because you are literally being social on social media sites. The second word “media” comes from the fact that everything is posted on the web, which is a type of media. Therefore, social media is a fitting name for a platform of social interactions amongst people. (Coles, 2015, p. 4)

Robbins & Singer (2014, p. 387) state that “social media refers to any technology that facilitates the dissemination and sharing of information over the internet”. This definition fits exactly the explanations given by Huang & Chang (2020, p. 1) and Smith (2009, p. 559).

A further definition from Kaplan & Haenlein (2010, p. 61) states that “social media is a group of Internet-based applications that build the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of User Generated Content”. User generated content is describing any content created on any media which is generated by the general public or “ordinary” people (Daugherty et al., 2008, p. 2)

These applications are sites like, Facebook, Instagram, Twitter, YouTube, and so on (Kaplan & Haenlein, 2010, p. 61).

Table 2.1: Social media and users

<i>Social Media Site</i>	<i>Users worldwide</i>
--------------------------	------------------------

<i>Total (Business Wire, 2022; Datareportal, 2022)</i>	<i>4.62 billion</i>
<i>Facebook (Datareportal, 2022; Statista, 2022e)</i>	<i>2.91 billion</i>
<i>Instagram (Datareportal, 2022; Statista, 2022e)</i>	<i>1.478 billion</i>
<i>Twitter (Datareportal, 2022; Statista, 2022e)</i>	<i>0.436 billion</i>
<i>YouTube (Datareportal, 2022; Statista, 2022e)</i>	<i>2.562 billion</i>
<i>TikTok (Datareportal, 2022; Statista, 2022e)</i>	<i>1 billion</i>
<i>Snapchat (Datareportal, 2022; Statista, 2022e)</i>	<i>0.557 billion</i>
<i>WhatsApp (Datareportal, 2022; Statista, 2022e)</i>	<i>2 billion</i>
<i>Weixin / WeChat (Datareportal , 2022; Statista, 2022e)</i>	<i>1.263 billion</i>
<i>Telegram (Datareportal, 2022; Statista, 2022e)</i>	<i>0.55 billion</i>
<i>Reddit (Datareportal, 2022; Statista, 2022e)</i>	<i>0.43 billion</i>
<i>Pinterest (Datareportal, 2022; Statista, 2022e)</i>	<i>0.444 billion</i>
<i>LinkedIn (LinkedIn, 2022)</i>	<i>0.774 billion</i>

2.3. Conceptual Framework

A conceptual framework is proposed for the investigation into the influence of social media usage and social media multitasking behavior on the sales performance of real estate. The conceptual

framework discussed in this paper examined the contribution of social media to the real estate of Ayat in A.A.

The researcher adopted and modified on the following determinant factors that lead to the effectiveness of social media usage as a marketing tool based on the previous research works of Linging G. and Xuesong B. (2014) on extended technology acceptance model related to behavioral intention towards the use of IT technologies and Syaharizad B.A. & Nor Azrin B.M. (2016) study on factors influencing usage of social media in marketing.

“A group of Internet-based applications that build on the ideological and technological foundations of web 2.0, and that allow the creation and exchange of user-generated content” (Kaplan & Haenlein, 2010).

Effing and Spil (2016) coined social media as

“A goal-directed planning process for creating user-generated content, driven by a group of internet applications, to create a unique and valuable competitive position”.

The study examined the effect of social media performance has on customer engagement. The study was decided to be investigated as we can see that organizations spending on social media continue to increase in leveler, but measuring its impact remains a challenge for most businesses. All in all, social networking sites facilitate active communication between companies and users and spur interactions among users.

Here the need arrived to find out the factors influencing customer engagement; to explore what content they enjoy most on a Facebook brand page which drives them to re-visit. Data used for this study was obtained through questionnaires distributed to fans of a particular Facebook brand page. The results demonstrated that media and content type of posts exert a significant effect on customer online engagement. It also emphasized that higher the influence of social media marketing, higher would be the customer engagement.

The findings of this study revealed the five factors that have a significant impact on customer engagement. SNSs are an additional medium through which information can be disseminated because it encourages a two-way communication between customers and firms. Hence, marketers need to be more cautious on what they post online as this is more likely to influence customers.

Figure 2.2: Conceptual Research Framework

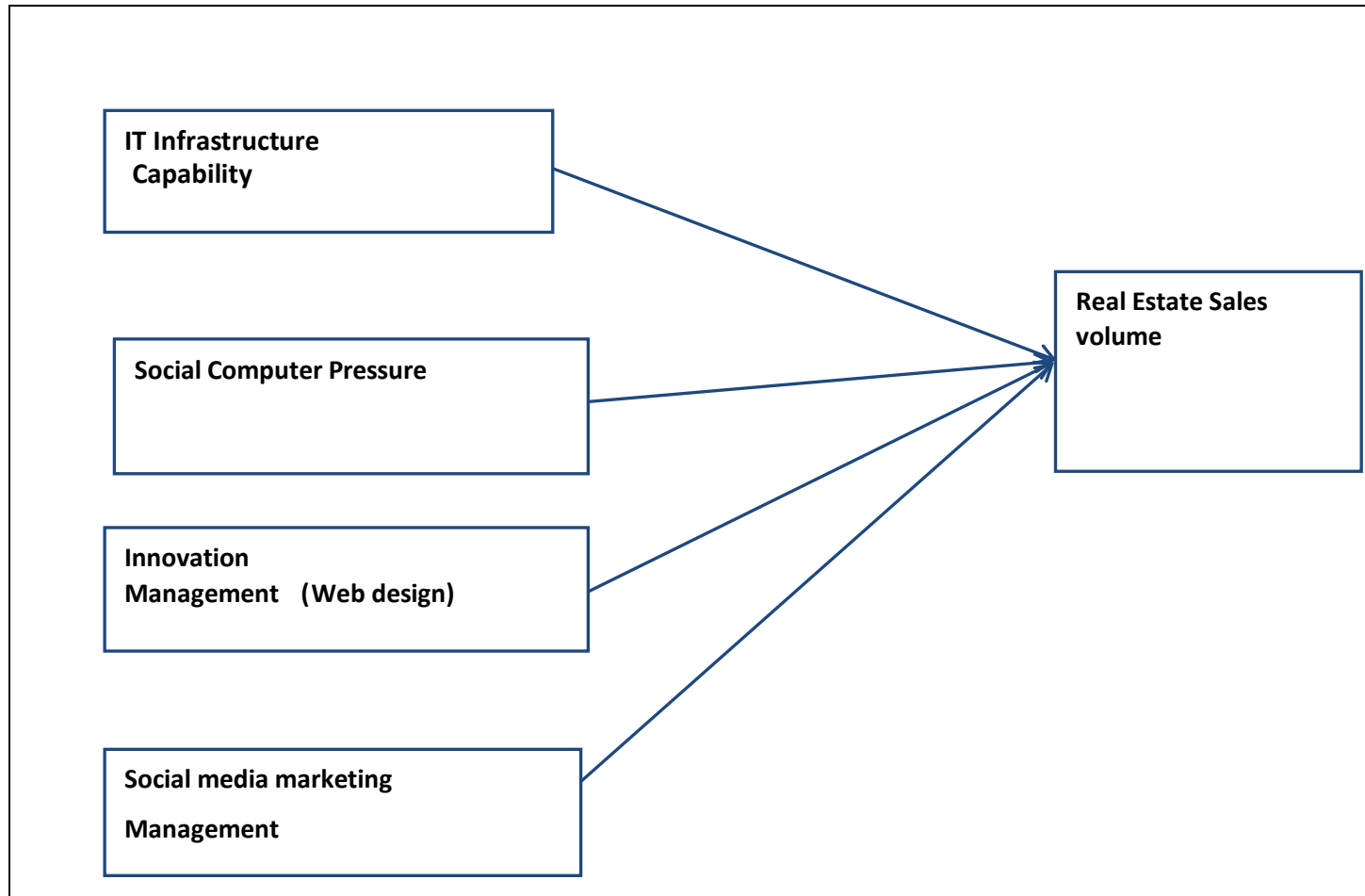


Figure 2 - Adopted from Jose Benitez-Amado & Jessica Banjos-Gomez, 2015

Hypotheses Development

Social media is one of the marketing tools to enhance customer engagement. Here, trust is an important thing among the customer because of the lack of product tangibility. corporation online

convenience is able to enhance the level of customer satisfaction. Both trust and satisfaction are considered as a dimension of relationship quality. This research proposed H1 based on the above discussion. This research proposed

Hypothesis 1.(H1). *SMMA is positively related to relationship quality.*

Hypothesis 2. (H2). *CX is positively related to relationship quality.*

The positive relationships of users with the brands and avoid the purchase of rivalry goods. In other words, this situation is able to enhance the customer's purchase intention because of a good connection with the enterprise or brand. Moreover, good relations among the customer and enterprise can create loyal customers as well as customer willingness to participate in an event. Thus, this research proposed H3–H5 as follows.

Hypothesis 3. (H3)-*Relationship quality is positively related to purchase intention.*

Hypothesis 4. (H4)-*Relationship quality is positively related to loyalty intention.*

Hypothesis 5. (H5)-*Relationship quality is positively related to participation intention.*

CHAPTER THREE

RESEARCH METHODOLOGY

3.1 INTRODUCTION

The determination of this chapter is to specify the research methods that are used in this study about the effect of social media on sales volume in the real estate. The research study will be explained including each phase with their linking to the investigative questions. Moreover, decisions on data collection, data analysis methods and justifications for the choices made will be defined and explained. This chapter will also illustrate how the study will ensure reliability and validity based on the Research Design, Research approach, Data types and Data Sources, Population of the Study, Sampling frame, Sample Size, Sampling Technique, Data Collection Instrument, Data Collection Procedure, Data Analysis, reliability and validity test and Ethical Considerations of the research.

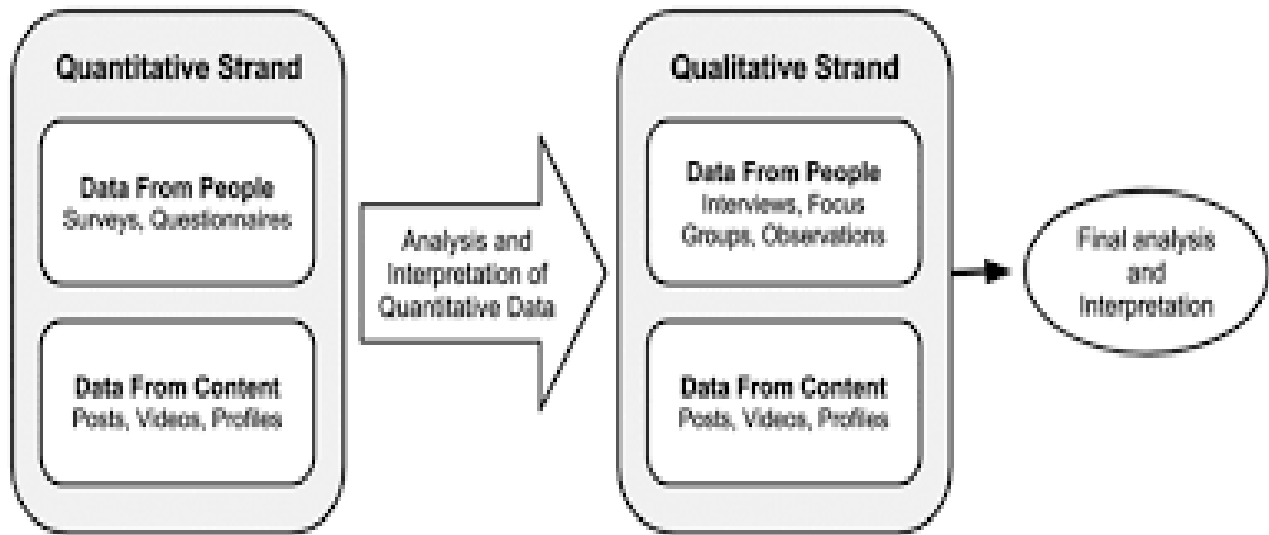
3.2 Research Approach

There is a tendency to divide research into qualitative and quantitative based on type of data utilized as the standard for classification. Quantitative data research is applied in this study to get insight to the nuances of the process for best selection of methodology tools that fitted best to the respective stages undertaken along the research process. It is a systematic and scientific investigation of quantitative properties and their relationships. Its objective is to develop and employ mathematical models, theories and hypotheses pertaining to natural phenomena. The process of measurement is central to quantitative research because it provides the fundamental connection between empirical observation and mathematical expression of an attribute (Abbey, 2009). In light of the explanatory research undertaken descriptive and inferential analysis will be employed. The former is used to describe respondents' demographic characteristics and *their* perceptions towards the implementation of respective digital/ online marketing communications in terms of trust, innovativeness, competence, information currency and company image; while the latter is about to analyze the relationship of independent variables (social media) with buyer behavioral intention.

3.2. Research Design

In order to address, the research was conducted as sequential exploratory mixed-methods research with a two-phase research design in which qualitative research is followed by quantitative research. Mixed-methods research consists of the use of both, qualitative and quantitative data collection and analysis combined to find, support, and explain the findings and results of this thesis. (Saunders, Lewis & Thornhill 2016, 169-171.)

Figure 3.1. shows the research design including its two phases. In the first phase, qualitative research was applied through interviewing realtors to gain a deeper understanding of the role of social media in real estate marketing. Phase 2, the quantitative research, helped to find out the viewpoints of Ayat real estate clients or individuals who are interested in real estate by means of a survey. According to Saunders & al. (2016, 181), a survey allows data to be collected from a sizeable population and therefore reveals relationships between the data collected and variables. Results can therefore be determined more in detail.



Mixed method social media research Chareen L.Snelson,2016.

3.3 Population and Sampling

According to Bandhari (2020), a population is a complete set of people that are needed to draw conclusions out of research. The target population of the survey are B2C real estate clients or individuals who are generally interested in real estate. Additionally, they need to be familiar with social media and resident at Ayat real estate in Ethiopia. The target population of the interview are realtors or real estate marketing concerned living in Ethiopia. Since the population is too large to be fully studied, a sample survey and interview was conducted. A sample should be defined if it is not possible to reach out to the entire population. The sample of the qualitative survey will be determined based on a volunteer sampling, where the participants can decide whether they want to take the survey or not. (Saunders et al. 2016, 274, 303.) Taken into consideration the geographical restrictions and timeframe of this thesis, a sample with a minimum amount of sample units was used For the quantitative interviews a purposive sample was chosen, where the researcher decides to select a sample that seems to the most useful for the purpose of the thesis (Burns & Bush 2013, 256).

Among the real estate developers in Addis Ababa, Ethiopia, Ayat is the first that introduced the real estate industry actively in Ethiopia. I considered as sampling frame in this study for the fact that it has a good experience in social media marketing and the questioner respondent observation makes the study very simple and almost reliable.

3.4. Sampling Procedure

There are two sampling strategies in use to select the targeted respondents from the sample frame. There are likelihood methods of sampling (Creswell, 2009). The former applies to random (equal chance) selection, while the latter is subjective and relies on the researcher's decision or reasoning. Probability sampling strategy is preferable to selecting respondents from the target sample population in order to make it easier to generalize, but it will be impossible *or* impractical to get randomly selected respondents to either employ a third-party home or live abroad. The convenient non-probability sampling approach will therefore be used and found to be more efficient in contacting each respondent before the measured sample size is reached.

3.5 Sampling Size

The several systems of approaches to determine the necessary sample size, which include to use the official survey of the population that is carried out in order to obtain details of such things as peoples categorized in demographical census that is for small population, imitating a sampling size of similar study, using published tables and applying formulas to calculate a sample size.

Determination of a representative sample size is a critical and important issue as larger sample size may waste time and other vital resources unnecessarily. While samples that are too small may lead to inaccurate results. According to Saunders (2007) researchers normally work to a 95% level of certainty. Sampling is the process of selecting a number of study units from a defined study population (Zikmund, 2010).

Census includes the total process of collecting, compiling, analyzing, evaluating, publishing and disseminating statistical data regarding the population and housing and their geographical location. Population characteristics include demographic, social and economic data and are provided as of a particular date (reference period).

census approach - is an approach which takes the whole population as a sample size of the research. This greatly reduces a sample error but since the population of Ayat residential real estate customer is high to accomplish it and difficult to use such approach in this research

The second way of sampling is using same styles as similar studies, this approach uses the same sample size as previous similar study used, however there are not enough study made before on effects of social media on market share of real estate using such approach is also difficult.

The third approach is using published table which provides the sample size for a given set of criteria. Given combination of precision, confidence level and variability, Sample size for $\pm 5\%$ where confidence Level is 95% and $P=5$

$$N = Z^2 PQ$$

E2

Where N = Sample size

Z = 95% confidence level (1.96)

P = Degree of variability 0.5

Q = 1 - P = 0.5

Q = confidence level – Degree of variable

E = $\pm 5\%$ desired level of precision

$$N = \frac{(1.96)^2 * 0.5(0.5)}{(0.5)^2}$$

N \approx 163 Respondents

Therefore, total no. of targeted sample size is 163. which a total of respondents from Ayat real estate companies is contacted accordingly.

3.6. Source of Data

The combination of Primary and Secondary sources of data collected to the research being referred and observed from Ayat real estate. Secondary sources are additional resources referred from the second in terms of importance in collecting data for the study. published and unpublished references of secondary sources are used here. The study developed from the combination sources of the above and also been referred and observed from local residential real estate companies.

3.6.1 Primary Data

Primary sources are first-hand, contemporary accounts of events created by individuals during that period of time or several years later (such as correspondence, diaries, memoirs and personal histories). These original records can be found in several media such as print, artwork, and audio and visual recording. Examples of primary sources include manuscripts, newspapers, speeches,

cartoons, photographs, video, and artifacts. Primary sources can be described as those sources that are closest to the origin of the information. They contain raw information and thus, must be interpreted by researchers.

Primary data is developed and considered through questioner is distributed to customers of Ayat residential real estate and additional interview questions is prepared for the stack holders of residential real estate.

3.6.2 Secondary Data

Secondary sources are closely related to primary sources and often interpret them. These sources are documents that relate to information that originated elsewhere. Secondary sources often use generalizations, analysis, interpretation, and synthesis of primary sources. Examples of secondary sources include textbooks, articles, and reference books.

Social media research is the process of analyzing social media data to conduct quantitative (and at times qualitative) research in order to understand how audiences relate to topics, by using tools and data extraction techniques.

Qualitative data is developed from various researches, reports related to social media and residential real estate market. In addition, unpublished documents including residential real estate reports and planning documents is used.

3.7. Population of the Study

The study on population is the whole community of people or organizations that the researcher or surveyor is interested in drawing conclusions (Kothari, 2003). In this analysis, all owners of a residential or commercial property are entitled as a population. Although the real estate sector is divided into four basic categories, such as property, residential, commercial and industrial investment In the Ethiopian context, the industry is characterized by commercial and residential real estate investment only because the government's land policy limits the rightful ownership of land to private investors to sell or lease it to third parties.

According to the Ethiopian Investment Agency, EIA the industry represents a registered domestic developer, located in Addis Ababa. Of which, Ayat real estate is the first and still in active

operation. Amongst them, it is the top from others real estate firms. Ayat real estate is considered as sampling frame in this study for the fact that it has a good experience in social media marketing. For the successful research work, such recommendations indicated here should be applied as much. Sample size, optimal level, representativeness that ensure the representativeness of sample interviewed either orally or written, flexibility. As per of the above the research developed in Ayat real estate.

3.7.1. Sampling Technique

When you conduct research about a group of people, it's rarely possible to collect data from every person in that group. Instead, you select a **sample**. The sample is the group of individuals who will actually participate in the research.

There are two primary types of sampling methods that can used in the research

Probability sampling involves random selection, allowing you to make strong statistical inferences about the whole group.

Nonprobability sampling involves non-random selection based on convenience or other criteria, allowing you to easily collect data and not every individual has a chance of being included.

Here the researcher selected non probability sampling technique from the respondents in Ayat real estate.in non-probability sample, individuals are selected based on nonrandom criteria, and not every individual has a chance of being included. This type of sample is cheaper to access and has economical method, but it has a higher risk of sampling bias. means, the implications can make about the population are weaker than with probability samples, and the researcher conclusions may be more limited. if researcher use a non-probability sample, that should aim to make it as a representative of the population as possible. In probability sampling, if the population is very large, demographically mixed, and geographically dispersed, it might be difficult to gain access the representative sample easily.

3.7.2. Data Analysis

The following section will investigate the data analysis methods that were used for each data collection method. The procedure and software used to analyze the data will be explained.

All variables are coded and entered into the SPSS to analyze data obtained through questionnaires. both descriptive and inferential statistics is used to analyze the quantitative data gained through structured questionnaire.

Descriptive statistics is used to describe the usefulness of the data set and examine relationships between variables. In order to describe the data, preliminary descriptive statistics such as *frequency, percentages, mean scores and standard deviation are the computed.*

the demographic data of the respondents that is age, gender, educational level and personal status that helps for descriptive analysis applied to know by how much the independent variable i.e., IT Infrastructure capability, social computer pressure, Innovation Management (Web design) and social media Marketing Management influence the dependent variable. The questionnaire has two parts. first part comprises questions about the demographic characteristics of the respondents; and the second part involves questions about the social media marketing activities and purchase intention.

3.8. Reliability and Validity

In the context of the reliability and validity of the qualitative research, problems can arise regarding the bias of the interviewer and interviewees. Interviewer bias occurs when the interviewer's appearance or behavior influences the way the respondents answer. Other forms of interviewer bias include the wording of the interview questions and the interpretation of responses. Interviewee bias results towards the interviewer. This occurs when interviewees agree to answer but do not answer some questions correctly or completely and thus do not present the case fully. Moreover, cultural differences can cause issues regarding the reliability and validity of qualitative interviews. In there, problems can occur when the interviewer and interviewee are of different cultures and therefore have different viewpoints regarding the interviewed topic (Saunders et al. 2016, 397.)

According to Saunders & al. (2016, 2020), nowadays, the role of reliability and validity as measurements of research quality is of high importance. Reliability refers to whether research produces reliable results when carried out repeatedly, while validity means that the results measure what they are supposed to measure and thus produce credible results

Yilmaz (2013) and Denscombe (2014) described the term „validity“ as the appropriateness and accuracy of collected data. Yilmaz (2013) defined reliability as „consistency or the degree to which a research instrument measures a given variable consistently every time it is used under the same condition.

To guarantee the reliability and validity of the quantitative survey, the questionnaire was pilot tested by other people to ensure that all questions are comprehensible, easy to understand and that none of them gets misinterpreted by different individuals. Moreover, it was ensured that only people from the target group took part in the survey by placing two screening questions at the beginning which led to the end of the survey for all participants who did not belong to the target group.

This ensures that the most accurate and rich information is collected after a rigorous review of an academic literature review and the conducted interviews; however, accuracy can be achieved through a focused use of different techniques/tactics, which include referring to multiple sources of evidence and establishing a chain of selections.

Internal Validity

This criterion refers to the appropriateness of the data analysis techniques utilized to analyze the collected data. It is therefore important that the theoretical propositions are linked with the data accurately in addition to the appropriate application of the analytical strategies. For this research, to increase the internal validity, a careful and comprehensive review of the literature related to the topic of choosing a research design to enable the selection of an accurate data analysis technique was conducted, and the analysis steps were followed precisely.

3.8.1 Reliability

One of a data collection procedure of the study can be repeated to obtain the same results (Yin, 2014). For research, reliability was achieved by selecting and following an appropriate research methodology model to ensure that the aim and objectives were fulfilled in order to measure the consistency of the questionnaire and the overall reliability of constructs that it is measuring, the reliability test was carried out based on Cranach's Alpha coefficient

3.9. Ethical Considerations

This study was entirely devoted to identify the effect of social media performance volume in the case of Ayat real estate and determine how these factors significantly make the success overall businesses marketing and customer satisfaction so as to forward possible recommendation for future improvements and maintain marketing efficiency.

Most importantly the original questionnaires in English and Amharic translation made simple enough to be attempted by the respondents with no confusion or little involvement from the researcher

As per the study objectives and data information from participants about the purpose of the study and the literature reviewed for this study is appropriately recognized and other relative reference materials are used as inputs in the process properly. The researcher makes sure that this research work free from unethical ways in the form of plagiarism.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

This chapter encompasses the data analysis and discussion of the research findings. The Statistical Products and Social Solutions (SPSS version 22.0) was used for the data analysis to generate results. It used descriptive analysis for respondent's profile, and correlation analysis to determine the significance level of relationship between independent and dependent variables. As well as linear regression analysis to identify which factor the most influence on sales performance As well conducting reliability and validity test through Cronbach alpha value.

4.1. Results

4.1.1. Response Rate

The data collected through self-administered questionnaire featured personal information of the respondents, the effect of social media performance volume, the case of Ayat real estate A.A. Ethiopia. The totals distributed questionnaires were 167 and out of these 163 questionnaires were collected from the respondents. Here the response rate indicates 97.6%. Thus, the sample encompassing of a total of 163 respondents was used for analysis with 97.6% response rate. As a

50% response rate is considered acceptable (Sekaran, 2003), the response rate of 97.6% for this study was good.

4.2 Demographic Profiles of the Respondents

Table 4.1 Demographic static

No.	Demographic Variable	Category	Frequency	Percent
1	Gender	Male	95	58
		Female	68	42
		Total	163	100
2	Age	14 - 20 years	37	23
		21- 30 years	87	53
		31-40 years	17	10
		41 - 50 years	22	13
		Total	163	100
3	Educational qualification	No education	4	2
		College Diploma	1	1
		Primary Education	22	13
		First Degree	54	33
		Second degree	80	49
		postgraduate Degree	2	1
		Total	163	100
4	Marital status	Married	95	58
		Single	24	15
		Divorced	40	25
		Widowed	4	2
		Total	163	100

Source: Own Survey (2023)

The analysis of the data shown in table 4.1, out of the number of 130 respondent 95 (58 %) were male and 68 (53%) accounted for female. this implies the number of male respondents were greater than female.

According to the respondents' age distribution, 87 (53%) of respondents were between the ages of 21 and 30, followed by 37 (23%) of respondents who were between the ages of 14 and 20. Values for the age ranges of 41 to 50 was 22(13%) and the least range from 31-40 are 17(10%) respectively.

According to the above information the finding has a positive indication in all age groups on social media in the real estate. It is remarkable to acknowledge that this phenomenon is largely due to the nature of the social media, as information attractive to people from regardless of age.

The educational background of respondents indicated that out of 163 participants; 80 (49%) have a master's degree, 54 (33%) first degree, 22 (13%) primary education, no education 4 (2%) and post graduate 2(1%) According to the distribution of the responses to the question education level, the high number of the respondents holds the second degree. From the demographic features of the respondent's educational level, the questionnaires have been considered easily to respond. The different level of age group has enough knowledge to respond easily.

The marital status from 163 respondents, 95(58%) has married, Divorced 40(25 %), single 24(15%) and Windowed 4(2%) respectively.

As per the information above, the majority of the participants has got married and followed the divorced live in Ayat real estate. The demographic feature of the participants on the effect of social media concepts regarding real estate business marketing appear through an individual.

4.1.1. Descriptive Analysis

Descriptive analysis was to show the data collected from the respondents in relation to the demographic aspects for more clarification obtained. The detailed information on the main features of the sample used in the study was gained from descriptive analysis.

According to Scott 1999 explained for Likert scale data from 1(strongly disagree) to 5(strongly agree) if the sample is approximately in normally distributed the interpretation should be intended for mean to 2.8 is disagreed, mean between 2.9 and 3.2 is natural and mean above 3.21 is agree.

Therefore, the decision of each variable statistics is done based on this criterion. In the process of analyzing of the data, standard deviation was used. Small standard deviations (relative to the value of the mean itself) indicates that the data point distant from the mean. Standard deviation is a measure of how well mean represents the data. Here all of the variables were measured using on the 5 points Likert scale where 1 stand for strongly disagree and 5 stand for strongly agree. therefore, the interpretation made using the mean of each variable. as a matter of fact, the mean falls between the two ranges, hence if the mean approaches to 1 the interpretation would be the respondents disagree on the raised issue or variable and if it approaches to 5 the reverse would be true.

Table 4.2 Interaction

Activities	N	Mean	Std. Deviation
I believe that Ayat real estate social media sites share useful information for home seekers.	163	4.06	.731
Ayat real estate social media pages respond to inquiries from home seekers in a timely manner.	163	4.12	.760
In my opinion Ayat's real estate social media provides appropriate services to customers.	163	3.63	1.071
I believe that Ayat's real estate social media posts will be reason for many ownerships.	163	3.59	.992
In my opinion Ayat real estate logo itself has made a positive perception in my mind and others too.	163	3.66	1.008

Source: Own Survey (2023)

Referring on Table 4.2 Ayat real estate social media pages respond to inquiries in a timely manner and the real estate's social media sites share useful information for home seekers in a timely manner with mean scored value of 4.12 and 4.06 respectively. They also agreed on logo itself makes positive image or perception in mind (mean 3.66). The real estate appropriate service for customer services (mean 3.63) and their real estate posts (mean 3.59) respectively were agreed.

This implies that the majority average (mean 4.40) believed that over all interaction of the company were good in terms of its suitability for information share and give opinion about the real estate. it also implies that social media become the very important for the communication channel that participants utilized the plat form to share the opinion and gathering such valuable information. more over the ability to form the platforms of social media as well as the real estate marketing and the like.

Table 4.3 Trendiness

Activities	N	Mean	Std. Deviation
I believe that Ayat real estate company's social media users are able to know the current information.	163	3.75	.963
Regular posts on real estate company social media pages keep the community being informed.	163	4.11	.685
I believe that the posts in Ayat real estate social media pages are trendy.	163	4.00	.801
I believe that Ayat real estate uses latest content (picture/video) on its social media.	163	4.01	.741

Source: Own Survey (2023)

Table 4.3 shows the majority of respondents on the content shown in the real estate company 's the regular posts in social media page keep the community being informed (mean 4.11), Ayat real estate uses latest content of social media on video or picture (mean 4.01), the real estate social media pages were trendy (4.00) and the respondent's social media were able to know the current information accounts (mean 3.75)

From the above figures 4.3 all respondents agreed or in high satisfaction. therefore, social media motivation on the real estate industry should keep it up and it give awareness on the recent trends in the roll of social media marketing as well as the real estate.

Table 4.4 Customization

Activities	N	Mean	Std. Deviation
Ayat real estate company social media provides customer services.	163	3.95	.894
I believe that the social media pages provide a space for people to share their reviews about the company.	163	4.03	.781
From the medium of advertising that the real estate is using, outdoor media (Billboards, Shop banners, Interior design of the shop) influenced me to consider the services.	163	4.04	.714
I prefer Ayat real estate because I was influenced by the location and the proper services.	163	3.48	.971
The real estate company social media offers customized information search.	163	4.08	.720

Source: Own Survey (2023)

Table 4.4 indicates the result of the respondents social media provides customer services (mean 3.95),similarly , social media pages provides a space for people to share their reviews about the company (mean 4.03), from the medium of advertising the real estate was using outdoor media influenced me to consider the service (4.04), I prefer Ayat real estate because I was influenced by the location and the proper service (mean 3.48) and Ayat real estate social media offers customized information search (4.08) respectively.

According to the table which implies about the social media that offers customization information related to the customer regarding the real estate and encountered agreed. .

Table 4.5 Word of Mouth

Activities	N	Mean	Std. Deviation
I would like to share such information and services from Ayat real estate company in social media to the community.	163	3.66	.976
I would like to hear either positive or negative word of mouth information about Ayat real estate to decide early.	163	3.61	.990
I recommend that the eWOM give fast information among the followers/users of social media.	163	4.17	.725
In my opinion the WOM gives as input to achieve a real estate service.	163	3.95	.874
The social media regularly updates its contents (posts, pictures, videos, etc.) not concern the sales volume information.	163	3.98	.875

Source: Own Survey (2023)

According to Table 4.5 sharing information and service from Ayat real estate company in social media to the community (mean 3.66), I would like to hear either positive or negative word of mouth information to decide early (mean 3.61), recommend that the WOM give fast information among the followers/users of social media (mean 4.17), In my opinion the WOM gives as input to achieve a real estate service(mean 3.95) and social media regularly updates its contents .) not concern the sales volume information (mean 3.98) located respectively

The figure on the table has a particular implication that the electronic word of mouse has very fast to arrive in to the ears or sight of the mass.

Social media was not only distributed by the concerned body or sector but also one to one communication of a customer and social capital communication itself also penetrated such

information easily either negative or positive it is. The reliability, honest, and being accountability in the roll of its function could reminded for every one's mind.

Table 4.6 Social Media Activities

Activities	N	Mean	Std. Deviation
I believe that the effective forms of social media marketing increases sales volume	163	3.58	1.018
The contents (posts, pictures, videos, reviews, etc.) are popular among friends or others.	163	3.86	.949
I believe that the different types of on-line marketing content disseminated through the popular networks affect the attention span of people.	163	3.61	1.119
In my opinion current level of Ayat real estate marketing via these social networking sites engage users enough to hold their sufficiency threshold.	163	3.36	1.093
Valid N (listwise)	163		

Source: Own Survey (2023)

The result in Table 4.6 how that the majority of respondents agreed on the content shown in the real estate the contents were popular among the friend of others (mean 3.86) ,on line marketings content circulated through the popular network affect the attention span of people (mean 3.61),the effect forms of social media marketing increase sales volume (mean 3.58) and Ayat real estate marketing via these social networking sites engage users enough to hold their sufficiency threshold (mean 3.36).From the above justification, awareness on social media were practiced through the community in different age categories. Based on social media usage., the marketing activities on the real estate achieve the business target and the customer likes and participated on such opportunities to join Ayat real estate. Not only these but also other home seekers were not yet forced to follow the real-estate social media.

Table 4.7: Correlations

Correlations						
Social media			Interaction	Trendiness	Customization	Word-of-mouth
1	Pearson Correlation					
	Sig. (2-tailed)					
	N	163				
Interaction	Pearson Correlation	.549**	1			
	Sig. (2-tailed)	.000				
	N	163	163			
Trendiness	Pearson Correlation	.378**	.555**	1		
	Sig. (2-tailed)	.000	.000			
	N	163	163	163		
Customization	Pearson Correlation	.640**	.585**	.542**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	163	163	163	163	
Word-of-mouth	Pearson Correlation	.647**	.554**	.439**	.634**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	163	163	163	163	163
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Own Survey (2023)

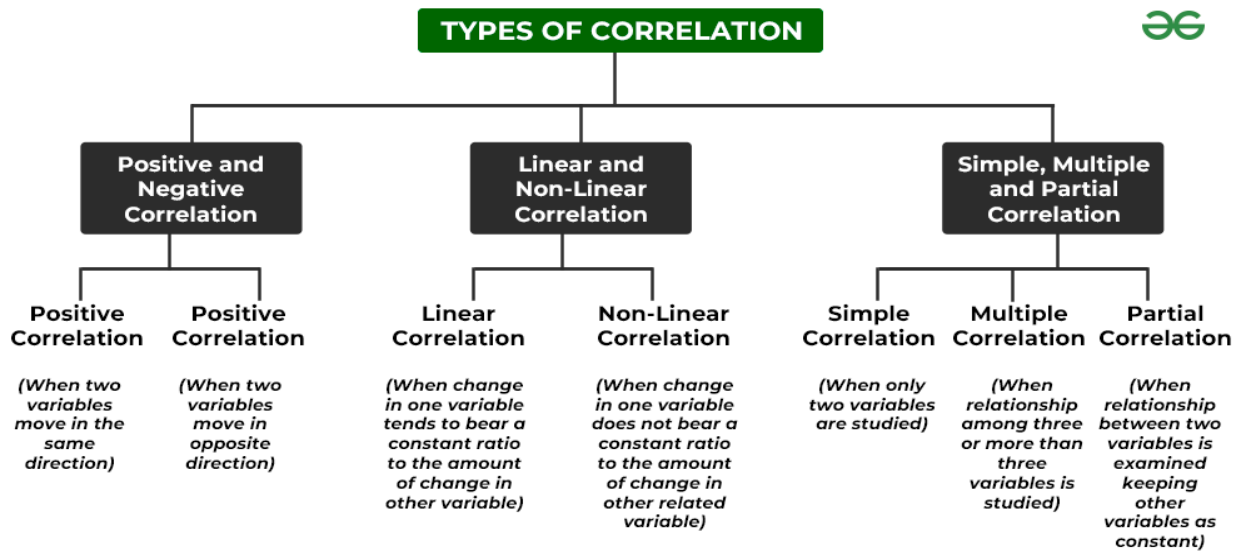
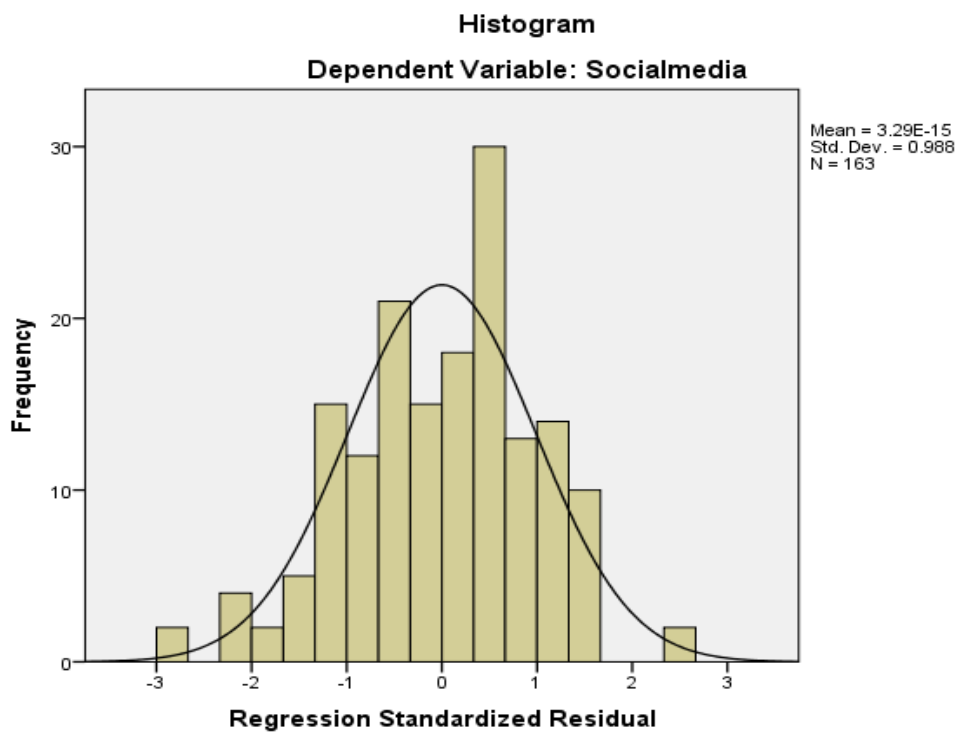


Figure 4.1 Normality test



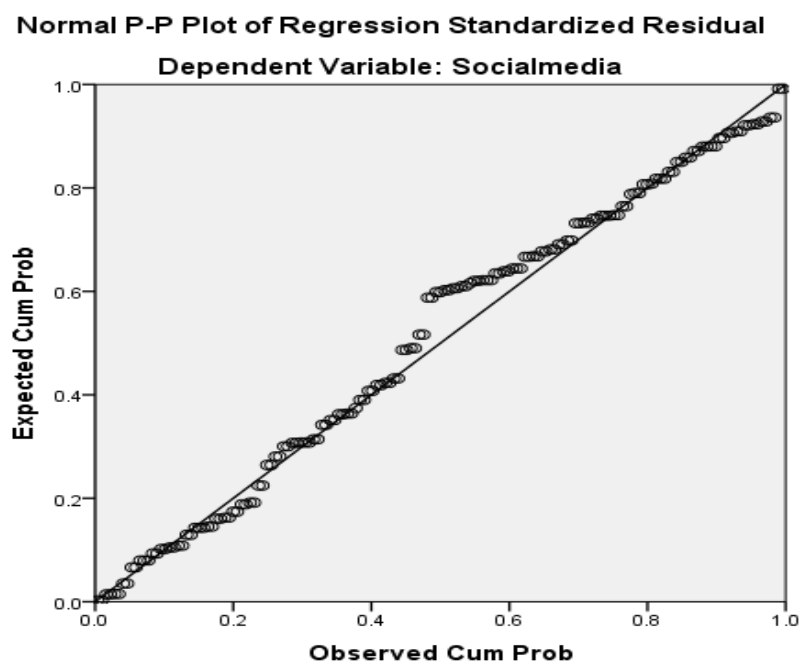
A normality test is used to determine whether sample data has been drawn from a normally distributed. A number of statistical tests, such as a social media t-test and one-way and two-way ANOVA require a normally distributed.

Interpreting a normality test- Sample. to determine normality graphically we can use the output of a normal Q-Q plot. If the data are normally distributed, the data points stay from the line in an obvious non-linear fashion, the data are not normally distributed.

Normality test- important for continuous data testing of normality is very useful because of the base of normality status, dispersion/ distribution, and selection of parametric /nonparametric test are decided.

Data normality - considered a normal distributional data set when graphed follow a curved shaped symmetrical curve centered around the mean. it adhere to the empirical rule that includes the percentage of the data set that falls within plus or minus 1,2 and 3 standard deviations of the mean.

Figure 4.2 Table Linearity



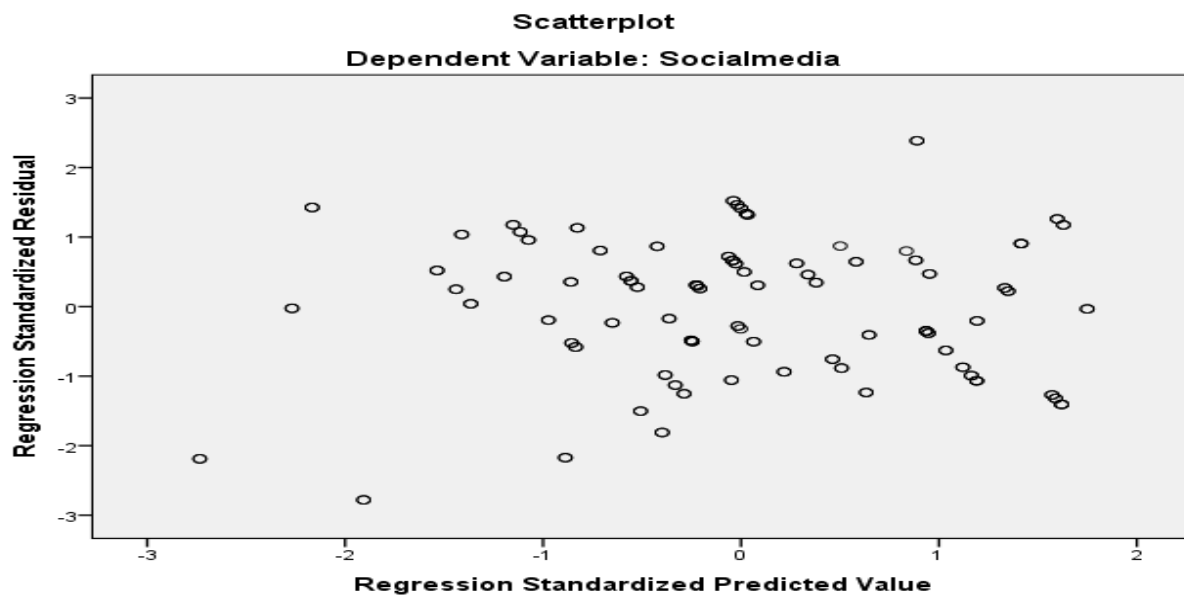
The linearity of the relation between the outcome and explanatory represented the extent to which the change in the outcome variable is associated with the predictor variable (Hair, 1998). Conventional analysis will under estimate the relationship when nonlinear relationships are present, i.e., R^2 underestimates the variance explained overall and the betas underestimate the individual importance of the explanatory variables involved in the non-linear relationship. Substantial violation of linearity implies that regression results may be more or less unusable (Malhotra, 2007).

A visual tool that can be used to determine if a data set is normally distributed is the normal probability plot (Chambers et al., 1983).

Linearity is an important and desirable feature of an analytical method. if a calibration function is linear, then it is easier to estimate the equation, and evaluation errors (errors in estimating unknown concentrations from the calibration function) are likely to be small.

Linearity- One way to check the linearity is to plot the target versus the predictors for each of the predictors in the dataset. If the plot shows a distinct trend, you can conclude that there is some amount of linearity between the two variables.

Figure 4.3 Test of Heteroscedastic



In statics it is heteroskedasticity /heteroscedasticity happens at the standard deviation of a predicated variable, monitored over different values of an independent variable or as related to prior time periods are non-constant.it concern in regression analysis and the analysis of variances it invalidates statical test of significance that assume that the modelling errors all have the same variance.

4.1.2 Assumption 2- Independent of residuals

The Durbin Watson (DW) statistic is a test for autocorrelation in the residuals from a statistical regression analysis. The Durbin-Watson statistic was always having a value between 0 and 4, a value of 2.0 means that there is no autocorrelation detected in the sample. Values from 0 to less than 2 indicate positive autocorrelation and values from 2 to 4 indicate negative autocorrelation. The table below showed the Durbin-Watson test of this study.

Table 4.8 Durbin-Watson test result model summery

Model	R	R Square	Adju. R. squar	Std. error. of estimate	Durbin Watson
1	.871 ^a	.758 ^a	.756	.34179	1.323

a. Predictors: (Constant), CFFAC, SORFAC,

b. Dependent Variable: CUSBP

Source: Own Survey, (2021)

The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is 1.50 - 2.50.Babatunde O.S, Oguntunde P.E, Ogunmola A. O and Balogun O.S, (2014). In this case, Durbin-Watson is 1.323, close to 2 and within the acceptable range and hence, we assumed independence of residuals assumption.

Linear regression analysis requires that there is little or no autocorrelation in the data. Autocorrelation occurs when the residuals are not independent from each other. In other words when the value of $y(x+1)$ is not independent from the value of $y(x)$. For instance, this typically occurs in employees' motivation variable, where the employees' motivation is not independent from the previous employees' motivation. A value of 2.0 means there is no autocorrelation

detected in the sample. Values from zero to 2.0 indicate positive autocorrelation and values from 2.0 to 4.0 indicate negative autocorrelation (Chatterjee&Hadi, 2012; Fox, 1997; Weisberg, 2005). Breach of this assumption leads to, biased estimate of standard errors and significance, even if the estimate of the regression coefficient remain unbiased but yet inefficient. (Chatterjee&Hadi, 2012), as cited by, Matt, Carlos, and Deson, (2013).

4.1.3 No Auto-correlation/Independent of Errors

The relationship between each value of errors in the equation, or in the other hand, autocorrelation means the self-relationship of errors. This assumption is popularly found in time-series data. The most common method of test autocorrelation is the Durbin-Watson test. Without getting too technical, the Durbin-Watson is a statistic that detects autocorrelation from a regression analysis. The Durbin-Watson always produces a test number range from 0 to 4.

4.1.4. Multiple Linear Regression Analysis

To investigate the impact of social media marketing on social volume intention Multi regression analysis was applied to investigate the relationship aiming to see the degree to which variables affect the dependent variable. The result has been derived from three major regression analyses such as a model summery ANOVA test and coefficient analysis.

Model Summary

The regression model presents how much of the variance in the measure of sales criterion variable. The remaining 30.5% are explained by other variables out of this model intention of the respondents is explained by the underlying independent variables. The model or the predictor variables have an R-square value of 69.5% of the variance in the variance in the criterion variable. The remaining 30.5 were explain by other variables out of the model explained.

4.1.5. Discussion of the Results

The study aims to analyze the effect of social media performance in sales volume that social media marketing activities comprises user interactivity, information customization, post trendiness, eWOM and information trust which were considered as the measure of social media marketing dimensions as indicated in literature review section.

The findings of this study indicate that IT infrastructure, social computer pressure Innovation management and, social media Marketing management had significant influence on sales volume of Ayat residential house. The multiple linear regression model was set in such a way that social media marketing activities in terms of interactivity, customization, trust, eWoM and trendiness was considered as independent variables, and purchase intention attributes as dependent variable. As the results indicated, all the aforementioned five dimensions of the social media marketing activity had positive and statistically significant relationship with purchase intention in the case of the select real estate companies in Addis Ababa. According to Govoni (2004), the term of a social media channel refers to the specific medium through which an advertising message is published to an audience. To be able to draw conclusions on which social media channels are most effective in real estate marketing, the respondents were asked about their opinion and preferences in this regard. It is important to be aware of the importance of the social media content. Just posting a picture can relate to content, yes, but especially for brands it is also of great importance to create inspiring and catching content that provides useful information and a positive image about a company's product or the company itself. Rather, the content should try to reach users on a personal level by making the content as appropriate as possible. To meet this goal, content needs to be planned. (Aboulhosn 2019.) To gain a better insight into the preferences of the respondents regarding the social media content of real estate, various results were compared and analyzed.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Summary of Major Findings

This chapter tried to summarize the outcomes of the study or findings and to provide possible solutions or recommendations in order to solve the problems. The first section of this chapter is dedicated to the conclusion part and based on these summarized findings recommendations are given.

The purpose of this research was to determine the effect of social media on sales volume performance the case of Ayat real estate s.co. it consider almost five social media marketing proportions (social media, interaction, trendiness, customization, electronic word of mouth and trust) are justified. a random sampling technique taken place here or used. The analyses had been done based on the primary data collected through self-administered questionnaires from a total of 163 respondents. The major findings revealed how the effect of social media marketing dimensions perform on sales volume in Ayat real estate companies in Addis Ababa, Ethiopia.

♣ The relationship between each predictor (Interaction, Trendiness, Customization, Word of mouth and Trust) and the construct (Purchase Intention) was investigated. All the predictors showed positive relationship. This could be taken as a confirmation that there were no multi-collinearity problems to proceed for regression analysis. Trendiness was found to be strong and positive.

5.2. Conclusion

Social media creates innovative change in the lives of individuals; they use social media for various purposes, including communication, e-business, buying, and selling. Recent innovations and advancements on the internet and developments in social media have made individuals' lives easier. These developments have introduced a new method of e-commerce. Present research integrates trust and social media activities and proposes a model to examine the role social media activities plays in purchase intention of real estate products in Ethiopian context. The results show that interactivity, customization, trendiness, eWoM and trust dimensions of social media activities influence significantly consumer purchase intentions. This confirms the relevant hypotheses and

answers to the research objectives. Participants are more likely to sales volume through social networking sites when experiencing high-quality relevant information. Review of data reveals eWoM has more influence on their sales intentions through social networking sites. The enhancement of the website efficiency in terms of creating space for customers to interact enhances customer trust resulted in sales volume intention. Other analyzed data confirms that customer trust has a positive and significant effect on sales volume directly. Once participants accepted the trust, they had more than intent to purchase. This underlines the determinant role of trust in real estate business in Ethiopia, which characterized by failure in keeping promise, late delivery and bribe. Trust therefore plays a major part in e-commerce through the direct effect of the buying intention of a consumer. This research contributes by highlighting the role and impact of social media activities in e-commerce confidence building. The analysis reveals how social media marketing and social media factors influence a customer's purchase intentions through social media sites

5.3. Recommendations

This study found that social media marketing was relevant for the real estate companies observed, and as such, it is recommended that:

- ♣ Marketing managers of real estate firms adopt it. This is because it increased their sales margins through the interactions that consumers had each other as well as with the organizations. It was also lauded because it had a wider reach in terms of audience as everyone could access it through phones and other gadgets as long as they had the Internet.
- ♣ Managers of real estate should provide customers with information that is sufficient enough enabling them to consider to make the purchase. Further, it is also important for companies to create groups that would efficiently enable them to reach their target market. Popular social media trends assist the organization in staying active and relevant, and as such constant research should be carried out on which of these trends is effective.
- ♣ The marketers of the real estate companies shall create options to accept customer orders in regards to their customized preferences of real estate houses. This could be achieved through creating space in their respective social media which allows customers to choose their own design and location of the targeted house.

♣ The companies should instill confidence on potential customers through posting and sharing trustworthy detailed information on their sites. These would be in the form of real estate house owners to advertise their homes delivered with specific standard as promised.

♣ Electronic word of mouth had also relatively higher effect on purchase intention of the real estate houses in Addis Ababa. Real estate companies' marketers shall facilitate and encourage customers, those who already bought houses, to breath out what they really felt during and after delivery. This might promote advertising through customers. By engaging in this, the message is efficiently passed on widening the impact of the sales

♣ it is recommended that firms engage in online discussions that would go towards enhancing their communication with the consumer. This will enable them to forecast on the consumer needs and solve existing product problems and act on consumer suggestions. However, it is necessary to note that to determine which trend to use, research needed to be carried out to select a target market that would be best suited to the products to be marketed.

Even though the government is now planning to address the lower- and middle-income group of the market through various low-cost public housing projects it may not be enough compared to the high housing demand in the urban centers of the country. Therefore, the private real estate sector should also play a major role to address the housing needs of the middle-income groups, and this can be realized if the land acquisition and construction expense can be reduced.

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APPENDICES



ST. MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES

DEPARTMENT OF MARKETING MANAGEMENT

Questionnaire To be Filled by Respondents

Dear Respondent

I am Mamusha Cheru a postgraduate student of St. Mary's University, I am conducting my study entitled on "the effect of social media Performance on sales volume In the Case of Ayat Real Estate in Addis Ababa Ethiopia".

The purpose of the study is to gather data regarding how the effect of social media marketing in terms of social media interaction, customization, trendiness, electronic word of mouth and consumer trust on purchase intention. Your honest and sincere responses for this questionnaire will play a great role in making the research successful. I assure you that all the responses will be treated confidentially and only be used for academic purpose. Participation is purely voluntary and please no need to write your name.

I thank you in advance for offering your precious time and if you have any question, please feel free to contact me by the following address.

Mamusha Cheru

Mobile: +251 913-42-63-48 , Email: Mamusha.yifa@gmail.com.

Instruction

- No need to mention name on the questioner.
- The questioner is a close ended question. Use the mark [✓] for the close ended questions

Part I: Demographic characteristics

1. Gender:

A. Male ☐ B. Female ☐

2. Age Group:

14 – 20 ☐

21 - 30 ☐

31 – 40 ☐

41 - 50 ☐

Above 50 ☐

3. Educational level

- No education ☐

- College Diploma ☐

- Primary education ☐

- First Degree ☐

-. Secondary education ☐

- Postgraduate Degree ☐

4. 4. Marital status:

- Married ☐

- Divorced ☐

- Single ☐

- Divorced ☐

- -Widowed ☐

PART II: Questions related to study

Here under the questions with regard to the factors on the effect of social Media performance therefore, you are kindly requested to put “√” “X” mark on the box which represents your degree of agreement. 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree,

Pease tick [√] the appropriate box for your answers and rank each statement as follows:

5 = strongly agree

4 = agree

3 = neutral/ not sure

2 = disagree

1= strongly disagree

Depending on your experience, please rate on the following questions about the following indicated in table here

St. Mary University Survey

The effect of social media performance on sales volume in the case of Ayat real estate

	Interaction	5	4	3	2	1
1	. I believe that Ayat real estate social media sites share useful information for home seekers.					
2	Ayat real estate social media pages respond to inquiries from home seekers in a timely manner.					
3	In my opinion Ayat’s real estate social media provides appropriate services to customers.					
4	I believe that Ayat’s real estate social media posts will be reason for many ownerships.					
5	In my opinion Ayat real estate logo itself has made a positive perception in my mind and others too.					

	Trendiness					
1	I believe that Ayat real estate company's social media users are able to know the current information.					
2	Regular posts on real estate company social media pages keep the community being informed.					
3	I believe that the posts in Ayat real estate social media pages are trendy.					
4	I believe that Ayat real estate uses latest content (picture/video) on its social media.					
	Customization					
1	Ayat real estate company social media provides customer services.					
2	I believe that the social media pages provide a space for people to share their reviews about the company.					
3	From the medium of advertising that the real estate is using, outdoor media (Billboards, Shop banners, Interior design of the shop) influenced me to consider the services.					
4	I prefer Ayat real estate because I was influenced by the location and the proper services.					
5	The real estate company social media offers customized information search.					

	eWom					
1	I would like to share such information and services from Ayat real estate company in social media to the community.					
2	I would like to hear either positive or negative word of mouth information about Ayat real estate to decide early.					
3	I recommend that the ewom give fast information among the followers/users of social media.					
4	In my opinion the WOM gives as input to achieve a real estate service.					
	Social media activities					
1	The social media regularly updates its contents (posts, pictures, videos, etc.) not concern the sales volume information.					
2	I believe that the effective forms of social media marketing increases sales volume					
3	The contents (posts, pictures, videos, reviews, etc.) are popular among friends or others.					
4	I believe that the different types of on-line marketing content disseminated through the popular networks affect the attention span of people.					
5	In my opinion current level of Ayat real estate marketing via these social networking sites engage users enough to hold their sufficiency threshold.					