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The effect of social media marketing on brand awareness: The case of Real estate companies, Addis Ababa, Ethiopia

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THE EFFECT OF SOCIAL MEDIA MARKETING ON BRAND AWARENESS:

THE CASE OF REAL ESTATE COMPANIES, ADDIS ABABA, ETHIOPIA

BY:

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A Research thesis Submitted to the School of Business in Partial fulfillment of the Requirements for the Award of Master of Science Degree in Marketing at St. Mary University

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DECLARATION

I, declare that this thesis paper is my own work. It is submitted in partial fulfillment of the requirement for the degree of Master of Marketing at the School of Graduate Studies of St.Mary University. It has not been submitted before to any degree program of examination in any other university.

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Abstract

This study examines the effect of social media marketing on brand awareness among real estate consumers in Addis Ababa, Ethiopia. Using a mixed-methods approach that combines primary and secondary data, the research aims to answer three key questions: the current level of brand awareness, the strategies employed by top real estate companies, and the relationship between these strategies and consumer awareness. A descriptive research design was employed, with data collected through surveys and supported by secondary sources, including company reports and academic literature. The findings reveal a generally high level of brand awareness among respondents, with significant recall of logos, slogans, and distinctive elements of real estate companies. Analysis of social media strategies highlights the use of influencer collaborations, active engagement, and responsiveness as key drivers of brand visibility. Regression analysis confirmed a strong, statistically significant relationship between social media marketing efforts and brand awareness, with 82% of the variance in brand awareness explained by these strategies. Despite the study's robust findings, limitations include reliance on self-reported data and a cross-sectional design, which may affect generalizability and fail to capture long-term impacts. Future research should consider longitudinal studies and larger, more diverse samples to explore additional factors influencing brand awareness. This research underscores the strategic importance of social media marketing in the real estate sector, offering actionable insights for companies seeking to optimize their digital engagement to enhance brand recognition and consumer loyalty. This research recommends for real estates integrate social media marketing to increase their brand awareness.

Keyords: *Brand Awareness,Brand,Social Media Marketing,Real estate*

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CHAPTER ONE

INTRODUCTION

1.1 Background of the Study

In the digital age we live in today, technology takes a prominent place in daily life, influencing every part of human interaction as well as business (De Mooij, 2019). Many recent technological advancements include the internet for example, which has proven to be a game changer in communication and commerce (Sami & Irfan, 2018). It enables businesses to use them as a tool in order to promote their products & services and to explore the market wider (Chaffey & Ellis-Chadwick, 2019). It brought with it functionalities that appealed to millions of both potential and repeat customers, the internet changed how consumers conduct research and decide to buy. Kumar from 2020 stated that the online shopping not only saved time but also provided the consumers with the access of products online, which led them to shop most conveniently and hence contributing its speedy growth.

Social media became the world's largest and cheapest marketing tool. Social media marketing defined as use of social networking sites as marketing channels provide businesses the opportunity to engage with their customers (Kujur & Singh, 2017). This helps businesses to develop good relations with their clients as not only it is cost effective but also helps in two way communication (Irfan, 2019). Social media provides an access point for consumers to find online communities to share views and gain information about products & services (Dedeoğlu, 2020).

Social media is playing a more significant role in marketing, advertising, and communication, where its number of users has been growing exponentially (Appel, 2020). Consumers accounts for social media marketing as high value purchases (e.g. real estate) mainly on these interactions to base their power purchase on social media based marketing.

Social media marketing plays an important role in building brand awareness and affecting consumer purchase intention. Peddlers of 'information aristocracy' find out, for example, that the way of life of the social media has been an additional revolution for the journey of all businesses

(Iacobucci & Hoeffler, 2016). Social media is a form of communication through emails, internet, and mobile marketing, and with a wide spread on any business platform. There thousands of social networking sites for businesses to connect with consumers in unique, personalized, and meaningful ways (Zulqurnain, 2016). This engagement is particularly important in industries like real estate, where potential customers, especially foreigners, rely especially on social media to obtain information.

Due to the aforementioned trends, companies are required to adapt to the changes in consumer behavior based on digital connectivity. Unlike technology firms that are constantly innovating, real estate companies often have the challenge of allowing their to better differentiate their sales product in a crowded market. As a result, businesses must take on digital marketing strategies that highlight the uniqueness of their offering, as well as their quality. The use of promotional mix strategies, especially in digital media has been proven to have an impact in the purchase decision according to various studies (Keller, 2004; Freedom, 2011; Odhiambo, 2012). For Real Estate Companies, being visible in the digital space is very much important because customers check and compare the details from these digital platforms before making a purchase decision. Utilization of reputable and imaginative promotional methods, as well as timely information, are important parts of achieving positive branding and promotion intentions.

Many organizations can benefit from adopting a digital marketing plan, especially in social media. But just being on social media sites like Facebook, Twitter, or Instagram does not ensure success. Such challenges seem to be very pronounced in underdeveloped nations, wherein the real estate industry is marred with low levels of digital marketing due to corruption, political pressure, and fake land shortage (Odhiambo, 2012). If new entrants are ramping up competition, real estate companies must utilize every available promotional platform, whether traditional or digital, in order to avoid the dreaded bankruptcy or forced divestiture.

In this age of digital marketing, businesses are focused on long-term outcomes and integrated business strategies. A strong digital marketing strategy encourages companies to expand their visibility, provide better exposure to their brand, and thus influence consumer intent to purchase their products/services as well as engaging in positive isolation (Mangold & Faulds, 2009; Keller, 2005). In this study, the effect of social media marketing on purchase intentions is

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examined in the scope of the real estate industry in Addis Ababa, Ethiopia. This research addresses this empirical gap by investigating the role of social media for businesses to gain competitive advantage within the context of Addia Ababa, providing practical guidance for businesses interested in leveraging the power of digital marketing.

1.2 Statement of the Problem

Social media has emerged as a phenomenon that transformed marketing channels across the world, offering businesses new opportunities in brand awareness and consumer interaction (Rasool, 2014). Yet while some organizations have widely adopted digital marketing practices, both its impact on brand engagement and its effectiveness remains contentious (Smith, 2009; Powers, 2012). Nevertheless, social media marketing is still in its infancy in Ethiopia, but the COVID-19 pandemic has sped up the adoption of business practices that are becoming mainstream in some industries, such as real estate, where traditional marketing is hindered by limited reach and cost. The rise of the internet has changed the entire business world urging businesses to use new technologies if they want to survive in the competition (Kotler, 2005). Social media like Facebook, Twitter, LinkedIn & and YouTube have increasingly replaced traditional forms of marketing (Rasool, 2014). Social media has turned into a key component of promotional strategies and changed the way how businesses reach their target audiences. Whilst digital technologies have been widely adopted in marketing, the effectiveness of such technologies is questioned (Smith, 2009; Stokes, 2011; Powers, 2012). With creating brand awareness, engaging potential buyers, and improving business performance; social media sites have become serious juggernauts.

The use of social media marketing is relatively new in Ethiopia but has picked up due to the COVID-19 pandemic that forced more businesses especially in the real estate sector to shift to online advertisement. Although Digital marketing presents distinct advantages over traditional marketing, businesses still have challenges executing on their promotion strategy in social media platforms (Ethiopian Contractors Association Report, 2020). Traditional marketing approaches remain to be highly useful; however, it is becoming increasingly recognized that better use of digital technologies could make a tremendous positive impact on sales performance (Kim & Ko, 2012; Yadav & Rahman, 2016).

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Despite the wide ranging studies conducted on social media activism in other areas like customer satisfaction (Sano, 2015) and consumer behavior, scantiness exists on how these activities affect purchase intentions through trust and brand reputation development in the Ethiopian real estate context.

This research thus seeked to fill this gap by exploring the effects of social media marketing as an impact of purchase intent through trust, data was collected from 1 or 2 real estate companies that are in Addis Ababa. It is essential for businesses to comprehend these dynamics so that they can leverage the advantages of digital marketing and gain a competitive edge in an evolving digital-centric market.

This study investigated the gap in literature on the effectiveness of social media marketing in developing customer trust and brand awareness with focus on the Ethiopian real estate sector. Focusing on real estate market in Addis Ababa,Ethiopia, this study intended to explore how social media affects consumer trust and purchasing decision, hoping to light up some insights for real estate companies attempting to make competitive advantage.

1.3 Research Objectives

1.3.1 General Objective

To assess the effect of social media marketing on brand awareness in the case of real estate companies in Addis Ababa Ethiopia

1.3.2 Specific Objective

- ✓ To assess the current level of brand awareness among real estate consumers in Addis Ababa
- ✓ To identify the social media marketing strategies employed by businesses in Addis Ababa
- ✓ To explore the relationship between social media marketing and brand awareness in Addis Ababa

1.4 Research Questions

- What is the current level of brand awareness among real estate consumers in Addis Ababa, Ethiopia?
- What social media marketing strategies are employed by the top real estate companies in Addis Ababa, Ethiopia?
- What is the relationship between the social media marketing strategies used by real estate companies and the level of brand awareness among real estate consumers in Addis Ababa, Ethiopia?

1.5 Significance of the Study

The findings of this research offer meaningful contribution to real estate companies in Addis Ababa that help them to optimize their social media marketing strategies that can lead to greater brand awareness. The significance of this study for academic research and practical applications of social media marketing in the real estate industry in Addis Ababa, Ethiopia. In a context of less studied developing country, it adds new insights to the understanding of social media marketing strategies on consumer behavior and brand awareness in emerging markets. The results from this study can guide real estate companies in Addis Ababa to improve their marketing strategy in reaching and better engaging with potential customers through better use of social media platforms. Furthermore, the research findings can assist policymakers and industry practitioners in developing policies that enable faster digital transformation of firms in Ethiopia and advance national economic development. Not only do the authors shed light on the influence social media can have on consumer behavior, but they also give consumers the chance to purchase with informed consent and encouraging ethical marketing as a result. Additionally, in a fiercely competitive property market, understanding the social media practices from this particular study allows companies to achieve competitive advantage by leveraging their enterprise with practices that have been proven through study within a high-volume market. This is important because the findings of the study contribute to theoretical knowledge as well as practical guidelines for using social media in real estate, which can be useful for businesses in the sector, population-oriented policies, and consumers.

1.6 Operational Definition of Terms

Social media: internet sites that allow farmed content or participation, that promote and exchange ideas and information. The digital media includes social networking sites, microblogging and other interactive media.

Social media marketing: using these platforms to bring traffic to a website, or to raise awareness and attention of a certain brand or product. The focus is on developing and providing interesting material that incentivizes the user to share it with their own social networks.

Brand: The name, symbol or design that identifies and distinguishes a seller's goods or services from those of other sellers. It is a method of creating a distinctive name for a business and creating a unique image of the brand in the eyes of consumers.

Brand image: the existing beliefs or associations a customer has about a brand. It's what the brand means today, and means in the minds of the target audience.

Consumer trust: in a business or brand refers to the level of satisfaction and resultant loyalty at which consumers are comfortable relying on the brand, and do not need extensive problem-solving or verification. As per Deloitte global research, customers are more likely to shift from your services to your competitors on the availability of a better offer, attributing it to the absence of trust.

1.7 Organization of the Study

The study is organized in five chapters. The first chapter contains the introduction part starting with a briefed background of the study, a clearly stated problem, defined main and specific objectives, detailed significances expressed, scope and limitations of the study mentioned.

The second chapter comprises literate reviews related to the topic (both theoretical and empirical), and conceptual framework of this study.

The third chapter is about the methodologies on how the research was done, which include the

research design, sampling method, techniques and size, data collection methods and analysis methods.The fourth chapter includes the result and discussion of the results. The fifth chapter covers the summery, conclusion and recommendation according to the results and discussions in chapter four.

CHAPTER TWO

LITERATURE REVIEW

This chapter in this research proposal aims to provide an overview of theoretical literature and existing studies and publications related the effect of social media marketing on brand awareness in the case of real estate companies This chapter seeks to examine the research conducted by others, the methodologies used, the findings obtained, and the gaps and limitations that exist in the literature. By critically analyzing the existing research, this chapter aims to identify areas that have been addressed and areas that require further investigation in the context of social media marketing in real estates.

2.1 Conceptual Literature Review

2.1.1 The concept of Social media

Social media refers to a variety of technologies that facilitate the sharing of ideas and information among their users. From Facebook and Instagram to X (formerly Twitter) and YouTube, more than 5 billion people use social media, equal to roughly 62% of the world's population

The benefits of social listings are many, such as improving company branding, increasing brand visibility, and building customer loyalty and trust. With the rise of social media in general, social media has become a common platform for business and social networking in recent years. As social media continues to become an outpouring platform for millions of customers, traditional routes of advertising (from the tv channels to print and boards) are gradually dying out. Consequently, organizations are slashing down their advertisement expenses and tend to move to social media sites that are effective and allow better connectivity to the prospective consumers. The new era of social media marketing and brand management has led many to investigate its influence on brand awareness (Kaplan & Haenlein, 2010; Tuten & Solomon, 2017).

In the past few years, multiple social media sites have appeared and bound people across the world. The tools used by millions in Ethiopia are also used in many countries, so the most common are Facebook, Twitter, LinkedIn, YouTube, and Google Plus. For this study, we focus on these platforms based on their significance for social media marketing and brand awareness area (Smith, 2020).

2.1.2 Social Media Marketing Tools

Facebook

Mark Zuckerberg launched Facebook, a popular social networking service, in February 2004 with his Harvard University roommates. Limited at first to Harvard students, the platform slowly rolled out to other universities, corporations and eventually to anyone age 13 or older with a valid email address. Facebook currently has 1.1 billion active users, with about 350 million of those using mobile devices to access the platform. The average Facebook user has approximately 130 friends, is connected to 80 community pages, groups, and events. The platform supports over 70 different languages and is mainly adopted for interpersonal relationships (group or individual); such as friends and family as well as professional or political ones (Facebook, 2021).

It became a very powerful platform that based marketing companies to create their brand promotions through this online tool introduced in April 2011. This service places Facebook in direct competition with Google in the online advertising landscape and allows businesses to design interactive ads and commercials (Smith & Zook, 2016).

Twitter

Twitter was created by Jack Dorsey in March 2006 and launched in July 2008, unlike Facebook, Twitter works totally different. While Facebook concentrates on connecting you with friends, Twitter offers the option to follow open feeds of information you find interesting and would like to keep up to date with. Twitter enables users to send short, 140-character messages called tweets that can be used to send out updates and have conversations. Twitter also allows people to

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follow tweets without having to get involved, and there is no maximum number of tweets that can be sent in a day (Twitter, 2022).

As for the companies, Twitter has evolved into a strategic platform that enables businesses to disseminate information and news expediently with a vast online audience. In the world of relevance, organisations use Twitter to position their brand better, extract insights through client feedback, and in turn enhance their market intelligence which eventually helps them target consumers with relevant products and services. Dewing (2010) argues that Twitter serves as a channel to build relationships with its consumers which helps with direct sales conversion.

LinkedIn

It was founded in 2002 and officially launched on May 5, 2003, and has since grown into the world's largest professional network on the internet, with over 135 million members in more than 200 countries. Available in 14 languages, the platform provides access to a wealth user-submitted information, via of member profiles, that companies can use. For a fee, companies can promote their products and services to particular LinkedIn user members or more general groups (LinkedIn 2019).

A case in point is Cathay Pacific Airways and they used LinkedIn to send messages to followers of their company page inviting them to recommend the airline aimed to target a specific market segment to increase their brand awareness. (Jansen, 2013)

YouTube

YouTube is a video-sharing platform, launched in February 2005, that allows users to upload, view, and share videos. It features content powered via Adobe Flash Video and HTML5. Today, YouTube is an important tool in WHOM online marketing, with over 3 billion videos watched per day and 800 million monthly visitors. The rather visual nature of the platform, which can be succinctly captured in the saying that "a picture is worth a thousand words," makes it a valuable tool in the hands of businesses that look to advance in their branding strategies. They design and execute visual campaigns for their brands successfully (YouTube, 2021), especially if they go viral

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2.1.3 Activities Related To Social Media Marketing

Social media offers companies the ability to reach targeted audiences and foster personal connections, according to Kelly, Kerr, and Drennan (2010). Social media marketing activities are the backbone of brand excellence in the face of online communities. Social media marketing activities consist of four types of dimensions; Interaction, Trendiness, Customization, and Electronic word-of-mouth (eWOM) (Kim & Ko, 2012; Godey et al., 2016).

2.1.3.1 Interaction: Social media interaction is the sharing of information and ideas between users and participants. It has changed the communication method of brands with customers and people to make them discuss and talk about a specific product or brand. In social media, there are two kinds of connection that can be utilized to interact, either profile-wise or content-wise. Unique content, functional interaction and participation gain your brands credbility and appeal to customers (Muntinga et al., 2011).

2.1.3.2 · Trendiness: Information and trending words offered on social media are one of the most used among people. It is believed to be more reliable than conventional promotional activities and shares trendy information. Then trendiness in social media incorporates sub-motivations of knowledge, surveillance, pre-purchase information, and inspiration, all of which are factors within a customer's decision-making (Naaman et al., 2011).

2.1.3.3 Customization: Customization on social media involves adapting content or services to the personal preferences of users. This level of personalization can generate brand loyalty and preference. These interactions can be personalized by subject, enabling firms to rest other parties from information overload whilst also enhancing customer decision-making (Schmenner, 1986).

2.1.3.4 Electronic Word-of-Mouth (eWOM): eWOM is the electronic word of mouth communication between customers regarding brands. It highly influences consumers' feelings, cognitions, and behavior. As eWOM is generated and disseminated by users without restriction, therefore is considered more reliable than traditional marketer-generated content. Electronic WOM (eWOM), includes three aspects of opinion seeking, opinion giving, and opinion

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passing, all of which have an important impact on consumers' purchasing decisions (Muntinga et al., 2011; Chu & Kim, 2011).

2.1.4 Trust of Customers with Social Media

In e-commerce it is critical to establish trust in online business-to-consumer relationships. It is anchored in components of integrity, ability, capability, and acknowledgment. It consists of two components: credibility, which is based on reputation, and benevolence, which is concerned with consistent arrangements between seller and buyer. Trust plays a key role in social media — it promotes behaviour and ensures engagement, allowing online communities to thrive. It is one of the determining factors of a consumer's purchase intention and purchasing behavior. Trust is the basis for communication and relationship in the electronic shopping and it is evident that organizations can fortify customer trust by utilizing social media effectively in offering engagement and interaction (Harris & Goode, 2004; Chiu, 2012).

2.2 Theoretical literature review

The theoretical literature review provides a comprehensive examination of key theoretical frameworks and concepts related to social media marketing and brand awareness. This section aims to establish a theoretical foundation for the proposed research on the effect of social media marketing on brand awareness in the Ethiopian context.

2.2.1 Diffusion of Innovation Theory

Diffusion of Innovation Theory by Everett Rogers offers insights into the adoption and spread of new ideas, products, or technologies within a social system. By examining the diffusion process of social media marketing strategies, researchers can gain insights into how brands in Ethiopia can effectively leverage these platforms to enhance brand awareness. This theory suggests that early adopters of social media marketing strategies may have a competitive advantage in terms of brand recognition and recall. In the context of social media marketing, this theory emphasizes the diffusion process of social media platforms as marketing channels. Previous studies applying this theory have shown that the adoption of social media marketing strategies can positively influence brand awareness by reaching and engaging a wider audience (Rogers, 2003).

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2.2.2 Brand Equity Theory

Brand Equity Theory focuses on the value and strength of a brand in the minds of consumers. According to this theory, brand awareness plays a crucial role in building brand equity. Studies have demonstrated that social media marketing efforts positively impact brand awareness, leading to increased brand recognition and recall (Aaker, 1991). Brand associations, generated through social media interactions, also contribute to brand equity by shaping consumers' perceptions and attitudes towards the brand (Keller&kottler 2006).

2.2.3 Social Identity Theory

Social Identity Theory explores how individuals derive their self-identity from the groups they belong to. In the context of social media marketing, consumers' identification with brands and their engagement with brand-related content can influence brand awareness. Research has indicated that social media platforms provide opportunities for consumers to express their affiliations with brands and participate in brand-related discussions, thereby enhancing brand awareness and fostering a sense of belonging (Tajfel & Turner, 2006).

2.2.4 Elaboration Likelihood Model (ELM)

The Elaboration Likelihood Model examines how individuals process and respond to persuasive messages. In the context of social media marketing, persuasive messages conveyed through social media content and advertising can influence brand awareness. Studies have shown that the content's quality, relevance, and credibility can impact consumers' central or peripheral processing, subsequently affecting brand awareness outcomes (Petty & Cacioppo, 2006). The ELM suggests that consumers may engage in different levels of cognitive processing when exposed to social media marketing messages, depending on factors such as message relevance, credibility, and personal motivation. By investigating how consumers process social media marketing messages and their subsequent impact on brand awareness, researchers can provide recommendations on how to optimize message content and delivery to enhance brand recognition

2.2.5 Consumer Engagement Theory

Consumer Engagement Theory emphasizes the active involvement and interaction of consumers with brands. Social media platforms provide opportunities for consumers to engage with brands

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through activities such as commenting, sharing, and creating user-generated content. In Ethiopia, where social media platforms are popular channels for brand-consumer interactions, understanding the drivers of consumer engagement and its impact on brand awareness is essential. This theory suggests that higher levels of consumer engagement on social media platforms can lead to increased brand awareness, as engaged consumers become brand advocates who amplify brand messaging through their own networks. By examining the factors that drive consumer engagement and its relationship with brand awareness, researchers can provide practical recommendations to businesses in Ethiopia on how to foster meaningful consumer interactions and strengthen brand awareness through social media marketing efforts. Previous research has highlighted that higher levels of consumer engagement on social media positively correlate with increased brand awareness, as engaged consumers become brand advocates and amplify brand messaging (Van Doorn et al., 2010).

2.3 Emperical Literature Review

2.3.1 Social Media Marketing Campaigns

Social media includes a variety of capabilities that allow for the interaction, content sharing, and transfer of information between companies and their customers (customers). These portals become complementary communication channels, adding a new layer to the resources found on the platforms and enriching the experiences of users. Social media marketing utilizes these technologies, channels and software to create, communicate, deliver and exchange offerings of value to an organization's stakeholders (TULEN & SOLOMON, 2020). As stated by Mangold and Faulds (2009), social media marketing provides the major online means for global E-WOM for businesses to engage with their consumers such as company-sponsored discussion board, blogs, customer emails, chat rooms, and consumer review sites. The five aspects of social media marketing effort as identified by research are interaction, trendiness, entertainment, customization and electronic word-of-mouth(eWOM).

2.3.2 Brand Awareness

Brand awareness is an important aspect of brand equity, along with brand image. Brand awareness is a component of brand equity, defined by Aaker (1991) as the likelihood that a

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potential buyer can recognize or recall that a brand is a member of a given product category, because the brand is familiar and memorable by virtue of repeated exposure. This could include announcements, reminders, and persuasive messages about your brand, its products, and its services—something that social media platforms excel at.

2.3.3 Social Media Marketing Efforts and Brand Awareness

As Keller (2003) notes, firms are increasingly using social media marketing to deliver the overall brand message and develop a sufficiently strong position in consumers' minds. Social media are important for branding efforts, highlighting that social media marketing activities have a significant role (Gallaugher and Ransbotham 2010; Tsimonis and Dimitriadis 2014). Social media allows businesses to build their unique brand presence online and keep customers updated about their products, services, and promotions for little to no cost and even in a scalable way. Which also helps to build brand identity and broaden the conversation with consumers, making the social channel democratic, a perfect tool used to engage and empower consumers.

Research by Godey et al. (2016) research on luxury brands and examines how the social media marketing of these brands affects their brand equity, specifically brand awareness and the brand image. Their research also classes five interrelated dimensions of social media marketing effort: entertainment, interaction, trendiness, customization, and electronic word-of-mouth (eWOM) [18]. The results show that social media marketing influences brand awareness; entertainment, interaction, and trendiness of the social media marketing significantly influence brand awareness in the three regions, although the importance of each factor differs significantly by different regions.

To further explore this area of study, Bilgin (2018) conducted a study to study the effect of social media marketing on brand awareness, and concluded that four factors—entertainment, interaction, trendiness and customization—affect customers Brand awareness, in which customization has a greater impact. Masa'deh et al. (2021) also examined the impact of social media marketing on brand awareness and brand image, concluding that customization, interaction, eWOM and trendy features have a significant effect on brand awareness, while the impact of entertainment is limited. Ironically, the current study is one of the

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few studies in the Middle Eastern airline industry to address the direct impact of social media marketing on brand awareness.

The model offered by Godey et al. has been adopted by several researchers in the field of social media marketing (2016) consisting of five independent variables across the engagement spectrum of social media marketing. Even domestic scholars researching the social media marketing's role in brand awareness in the real estate landscape have sung the praises of this model, suggesting that it is pertinent on those grounds.

2.4 Conceptual Framework

This research was primarily an explanatory research because it aimed at examining the relationship between Brand awareness as a dependent variable and Social Media marketing as independent variables. The finding of this research explains the relation of the independent

variable with the dependent variable. The conceptual framework was developed by the researcher using past researches as basis
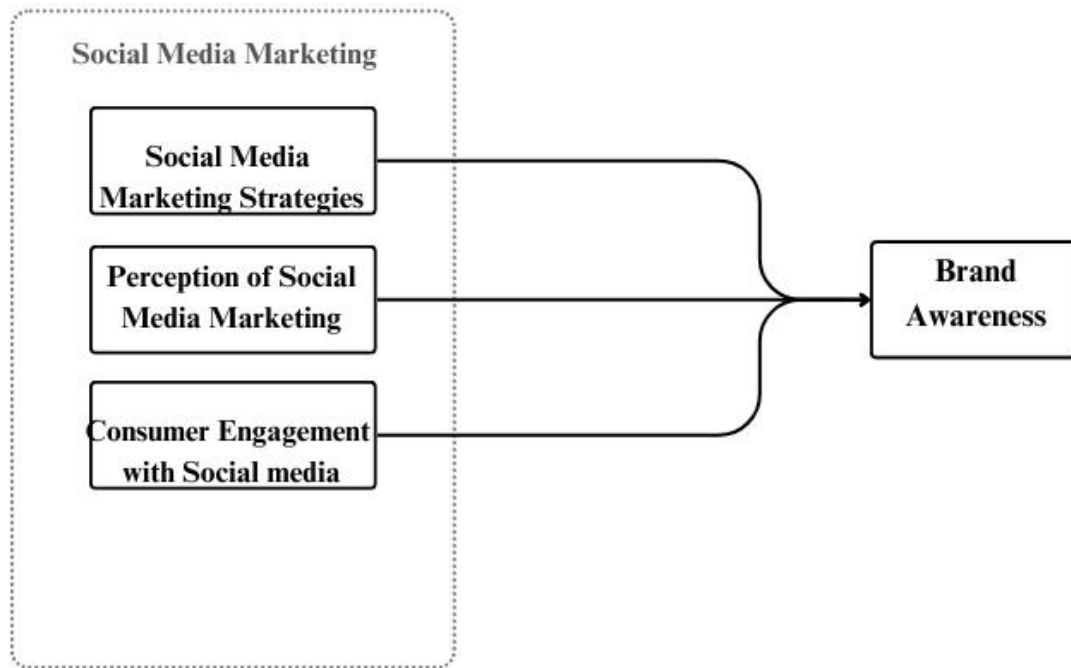
Figure 1 Conceptual Framework, own resource

2.5 Research Hypothesis

H1: The level of awareness of brands among real estate consumers is high

H2: There is use of social media marketing strategies by real estate in Addis Ababa, Ethiopia.

H3: There is a positive relation between social media marketing and brand awareness

CHAPTER THREE

RESEARCH METHODOLOGY

This chapter describes the research methodology adopted throughout this study to meet the research objectives and to address the research questions. It describes: the choice of particular research designs, research approach, sample and sampling techniques, source of data collection, data collection instruments and the method of data analysis.

3.1 Research Design

This study examined the effect of social media marketing on brand awareness in selected real estate companies in Addis Ababa. A descriptive and explanatory research design was found suitable as it provides a detailed overview of the relationship between social media marketing and brand awareness. The explanatory aspect supports understanding of the direction and strength of this relationship, making cross-sectional survey design the ideal approach for this study

3.2 Research Approach

The study adopted a mixed-methods approach, incorporating both quantitative and qualitative data to provide a well-rounded analysis of social media's effect on brand awareness. Mixed-methods research minimizes biases associated with a single approach and balances the weaknesses inherent in one method with the strengths of the other, yielding reliable findings.

According to John (2003) states that mixed method research include quantitative and qualitative methods that are the major approaches being used today in the social and human science with their advantages and disadvantages. Employing mixed approach helped the study to neutralize biases of applying any of a single approach as well as ways to balance the weaknesses inherent in a single method with the strengths of the other method.

3.3 Population of the Study

The target population included owners of residential or commercial properties in Addis Ababa, Ethiopia, specifically those who have purchased properties from five prominent real estate companies: Noah, Sunrise, Flintstone, Sunshine, and Gift. These companies were selected based on their established social media presence, as identified by the Ethiopian Investment Agency (EIA, 2018).

According to the Ethiopian Investment Agency (EIA, 2019), there are 441 registered domestic real estate developers located in Addis Ababa, with 63 of them actively operating. The study focused on the top five renowned real estate companies in the city - Noah, Sunrise, Flintstone, Sunshine, and Gift - as they are known to have substantial experience in social media marketing (EIA, 2018).

The total number of real estate house owners in Addis Ababa is 9,406, according to EIA (2020). Of these, 3,764 owners who purchased properties from the five selected real estate companies was considered as the sampling frame for this study.

Sampling Techniques and Sample Size

A simple random sampling approach was be used to select the respondents, as it is impractical to randomly select participants who either own third-party homes or live abroad. The sample size was determined using Yamane's (1967) formula for known populations:

$$n = \frac{N}{1 + N(e)^2}$$

Where:
N= Number in population
e = Confidence interval
n= Sample size

Where:

N = Total number of house owners (3,764)

e = Maximum variability or margin of error (5% or 0.05)

n = Computed sample size

Using this formula, the targeted sample size was **362** real estate house owners, with 74 noah,73 gift,73 sunrise,73 flintstone,70 sunshine residednt respondents from each of the five real estate companies.

3.4 Data Collection

This study primarily relied on primary data sources. The study utilized a self-administered questionnaire as the primary data collection tool. The questionnaire had two parts: Part 1 gathered demographic data, and Part 2 assessed social media marketing activities, brand awareness, and purchase intentions. Based on the model by Massoud et al. (2020), questions measure respondents' perceptions on a 5-point Likert scale (1: Strongly Disagree to 5: Strongly Agree).

The questionnaire was designed based on the model developed by Massoud, Purba, Ismail, and Lin (2020), which examines the attributes of social media marketing activities and their impact on behavioral intention (purchase intention). Respondents were asked to rate their perceptions on a 5-point Likert scale, where 1 represents "strongly disagree" and 5 represents "strongly agree."

3.5 Data collection tool

In order to achieve the condition objectives the data for this study both primary and secondary source were used. The study used both primary and secondary data which obtained from primary and secondary data sources.

3.6 Methods of data analysis

Quantitative data was processed using the Statistical Package for Social Sciences (SPSS) v.20. It was analyzed using descriptive and inferential statistics (e.g., mean, standard deviation) summarized respondents' perceptions of social media marketing's impact on brand awareness. Multiple linear regression analysis was used to assess the relationship between social media marketing activities and brand awareness. Additionally, thematic analysis was applied to qualitative data to identify recurring themes related to social media's role in brand awareness.The study used frequency, percentage, mean and standard deviation. Moreover, multiple linear regression analysis was used to test the effect of service quality on customer satisfaction

3.7 Ethical Consideration

Prior to the start of this research program, informed consent was obtained from the management of the selected organizations. The approval for this study was obtained from the St. Mary"s University, School of Graduate Studies Department of Marketing Management and formal consent was also obtained from each participant / sampling unit prior to the commencement of data collection. The researcher protected the rights of the respondents by ensuring that none of the respondents are marked during the study or subsequent thesis and that the respondents were chosen to participate without coercion.

3.8. Reliability and Validity

Reliability

The term "Reliability" is a concept used for testing or evaluating quantitative research, through the idea is, used in all kinds of research. The most important test of any qualitative study is its quality. Reliability is a concept to evaluate quality in the quantitative study with the "purpose of explaining" while quality concept in the qualitative study has the purpose of "generating understanding" (Stenbacka 2001) Reliability is, defined as the ratio of the variance of the true score to the variance of the actual measured score.

In general, we can say that reliability of a study is a pre-requirement for the results to be interpretative and easy to generalize.

The reliability test for each variable,brand awareness social media marketing and perception of social media marketing, was done as seen n the tables below. The results were within 0.6 to 0.8which s considered good.brand awareness social media marketing and perception of social media marketing

Variable	Reliability Statistics	
	Cronbach's Alpha	N of Items
Perception of Social Media Marketing	.659	6
Social media Marketing startegies	.883	7
Brand awareness	.710	5

Table 1: Reliability of variables

Validity

To ensure validity, the questionnaire was composed carefully and constructed questions then classified in to clusters to avoid ambiguity and to answer all the research questions. The questionnaire design for the study and review & commented on by the thesis advisor. This process helps to ensure the content validity of the instrument

CHAPTER FOUR

DATA ANALYSIS, PRESENTATIONS ANDINTERPRETATIONS

4.1 Introduction

The research objective was is to examine the effect of social media marketing on brand awareness in the case of real estate companies in Addis Ababa, Ethiopia. This chapter presents the analysis and findings with regard to the objective and discussion of the same.

4.2 Response rate

The primary data that was collected through questionnaire consisting of 24 close-ended questions distributed to all the 363 were distributed to residents of Noah, Gift, sunshine, flintstone and sunrise.

There were 74 Noah realestate responders,73 Gift, sunrise,flintstone real estate each and70 sunshine residents responded, in total 363 responders participated.

 In the closed-ended questions, the respondents were required to choose their choices from the provided alternatives. It used Likert scale with Strongly Disagree (SD) = 1, Disagree (D) = 2, Neutral (N) = 3, Agree (A) = 4 and Strongly Agree (SA) = 5. Among the sample size of 363 sample size, all questionnaires (100% response rate) were properly completed and returned. The collected data was analyzed, interpreted and presented in the below tables.

4.3 Demographic result

An information about the respondents, which includes gender, age, level of education and occupation is summarized and the implication is discussed below.

The table provides a demographic and occupational profile of the respondents. Out of a total of 363 individuals, the majority (71.6%) are female, while males account for 28.4%. In terms of age distribution, the largest group falls within the 36–45 age range, making up 49.3% of the

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respondents, followed by those aged 46–55 at 35.5%. Smaller proportions are seen in the age groups >56 (8.5%), 26–35 (4.7%), and 18–25 (1.9%).

Regarding educational background, over half of the respondents (52.9%) hold an MSc degree, while 33.6% have a BSc. PhD holders account for 11.8%, and those with other qualifications represent a minor 1.7%. Occupation-wise, 61.2% of respondents are employed, 36.6% are self-employed, 0.8% are unemployed, and 1.4% are retired.

This distribution highlights the dominance of middle-aged, educated, and employed individuals within the sample, providing a detailed overview of the characteristics of the surveyed population.

Demographic Data			
		Frequency	Percent
Gender	Female	260	71.6
	Male	103	28.4
Age	18-25	7	1.9
	26-35	17	4.7
	36-45	179	49.3
	46-55	129	35.5
	>56	31	8.5
Highest level of education	Bsc	122	33.6
	MSc	192	52.9
	PhD	43	11.8
	Other	6	1.7
Occupation	Employed	222	61.2
	self employed	133	36.6
	unemployed	3	.8
	retired	5	1.4
Total		363	100.0

4.4. Result for each dependent and independent variable

The table below provides an overview of real estate ownership among respondents. Out of the total 363 individuals surveyed, the ownership is fairly evenly distributed among different real estate providers. Noah Real Estate is the most commonly owned, representing 20.4% (74 individuals). Gift Real Estate, Sunrise Real Estate, and Flintstone Real Estate each account for 20.1% (73 individuals each). Sunshine Real Estate is owned by 19.3% of respondents (70 individuals).

		Frequency	Percent
Real Estate Ownership	Noah Real estate	74	20.4
	Gift Real estate	73	20.1
	Sunrise Real estate	73	20.1
	Flintstone Real estate	73	20.1
	sunshine Real estate	70	19.3
	Total	363	100.0

Table 3: Real estate Ownership distribution of responders

Usage of social media

The table below provides an analysis of social media usage among the respondents. Out of the total 363 individuals surveyed, the majority (55.6%) use social media daily, indicating a high level of engagement. Those who use social media several times a week account for 41.9%, showing that a significant portion also has frequent but slightly less intense usage patterns.

A small percentage of respondents use social media weekly (0.6%), and 1.9% use it occasionally, reflecting minimal engagement. Overall, the data highlights that most respondents are highly active on social media platforms.

		Frequency	Percent
Usage of social media	Daily	202	55.6
	Several times a week	152	41.9
	Weekly	2	.6
	Occasionally	7	1.9
	Total	363	100.0

Table 4: Usage of social media among responders

Brand Awareness

The table summarizes respondents' perceptions of brand awareness regarding major real estate companies in Addis Ababa, using a Likert scale where 1 represents "strongly disagree" and 5 represents "strongly agree."

The mean scores for all items suggest a generally high level of brand awareness among respondents. The highest mean score (3.9780) indicates that respondents are most confident in their ability to recall logos, slogans, or other distinctive elements of major real estate companies. This is followed by the ability to think of specific brands when considering real estate companies in Addis Ababa, with a mean score of 3.9697.

Familiarity with the major real estate companies has a mean score of 3.9008, while recognizing the brands of top real estate companies and understanding their services score slightly higher at 3.9587 and 3.9394, respectively.

The standard deviations range from 0.75769 to 0.81157, indicating a moderate variation in responses. Overall, the data reflects that respondents have a good level of brand awareness regarding the real estate market in Addis Ababa

Brand Awareness	Mean	Std. Deviation
Familiarity with the major real estate companies operating in Addis Ababa.	3.9008	.81157
Easily recognize the brands of the top real estate companies in Addis Ababa	3.9587	.80121
Good understanding of the services and offerings of the major real estate companies in Addis Ababa.	3.9394	.76647
When thinking of real estate companies in Addis Ababa, specific brands come to mind	3.9697	.78075
Able to recall the logo, slogan, or other distinctive elements of the major real estate companies	3.9780	.75769
Valid N (listwise)		363

Table 5: Brand Awareness

Social Media Marketing Strategies

The table below highlights respondents' perceptions of social media marketing strategies employed by real estate companies in Addis Ababa, using a Likert scale where 1 represents "strongly disagree" and 5 represents "strongly agree."

The mean scores for all items suggest positive attitudes toward the social media marketing efforts of these companies. The highest mean score (3.9862) indicates that respondents strongly agree that real estate companies actively use social media platforms to promote their services. Close behind, with a mean of 3.9752, is the perception that these companies collaborate with social media influencers to promote their brand and offerings.

Respondents also agree that real estate companies effectively use a variety of social media platforms to reach their target audience (mean of 3.9725) and that they trust the information shared on these platforms (mean of 3.9697).

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The content relevance and personalization of marketing efforts also received favorable responses, with means of 3.9063 and 3.9587, respectively. Additionally, the responsiveness to online reviews and feedback is perceived positively, with a mean of 3.9449.

The standard deviations, ranging from 0.75600 to 0.80196, indicate a moderate level of variability in responses. Overall, the data reflects that respondents recognize the active and diverse social media marketing strategies employed by real estate companies in Addis Ababa, with a particular emphasis on engagement, content relevance, and influencer collaborations.

Social Media marketing strategies	Mean	Std. Deviation
Real estate companies in Addis Ababa actively use social media platforms to promote their services.	3.9862	.79176
The social media content posted by real estate companies is relevant and informative.	3.9063	.80196
Real estate companies in Addis Ababa personalize their social media marketing efforts to cater to the needs of their target audience.	3.9587	.80121
Real estate companies in Addis Ababa encourage and respond to online reviews and feedback from customers	3.9449	.75600
Having trust in the information shared by real estate companies on their social media platforms	3.9697	.78075
Real estate companies in Addis Ababa use a variety of social media platforms to reach their target audience.	3.9725	.78262
Real estate companies in Addis Ababa collaborate use social media influencers to promote their brand and offerings.	3.9752	.76306
Valid N (listwise)		363

Table 6: Social Media Marketing strategies

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Perception of Social Media Marketing

The table below provides insights into respondents' perceptions of social media marketing by real estate companies in Addis Ababa, using a Likert scale where 1 represents "strongly disagree" and 5 represents "strongly agree."

The highest mean score (4.0303) suggests that respondents strongly agree that social media marketing by these companies positively impacts their overall impression of the real estate industry in Addis Ababa. Additionally, respondents perceive that the marketing efforts reflect professionalism and credibility, as evidenced by a high mean score of 3.9835.

Respondents also agree that social media marketing strategies help them better understand the brands and offerings of these companies, with a mean score of 3.9669. The social media presence positively influences their perception of the brand and increases their likelihood of considering these companies for future purchases, both with a mean of 3.9532.

The effectiveness of social media marketing in increasing brand awareness is also acknowledged, with a mean score of 3.9008. The standard deviations range from 0.71809 to 0.81157, indicating a moderate level of variation in responses.

Overall, the data reflects that respondents view social media marketing by real estate companies in Addis Ababa as an effective tool for enhancing brand perception, credibility, and overall impression of the industry.

Perception of Social Media Marketing	Mean	Std. Deviation
social media marketing activities of real estate companies in Addis Ababa are effective in increasing brand awareness	3.9008	.81157
social media marketing strategies of real estate companies in Addis Ababa help me better understand their brand and offerings	3.9669	.78944
The social media presence of real estate companies in Addis Ababa positively influences my perception of their brand.	3.9532	.75473
The social media marketing efforts of real estate companies in Addis Ababa make me more likely to consider them for future real estate purchases	3.9532	.75473
The social media marketing of real estate companies in Addis Ababa reflects their professionalism and credibility.	3.9835	.77228
The social media marketing of real estate companies in Addis Ababa positively impacts my overall impression of the real estate industry in the city.	4.0303	.71809
Valid N (listwise)	363	

Table 7: Perception of social media marketing

4.5 Correlation result

The correlation matrix provides insight into the relationships between Social media marketing, Perception of Social media and Brand awareness. Each cell in the matrix contains the Pearson correlation coefficient, which measures the strength and direction of the linear relationship between two variables, and the significance level (p-value), which indicates whether the correlation is statistically significant.

Correlations

		Social media Marketing strategies	Perception of Social media	Brand Awareness
Social media Marketing strategies	Pearson Correlation	1	.651**	.592**
	Sig. (2-tailed)		.000	.000
Perception of Social media	Pearson Correlation	.651**	1	.808**
	Sig. (2-tailed)	.000		.000
Brand Awareness	Pearson Correlation	.592**	.808**	1
	Sig. (2-tailed)	.000	.000	
	N	370	370	370

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

Table 8: Correlation result

In the table above we see that there is a strong positive correlation ($r = 0.651$) between Social media marketing strategy and perception of social media. This suggests that as perceived service quality increases, customer satisfaction tends to increase as well.

We can also see that there is a moderate positive correlation ($r = 0.592$) between Social media marketing strategy and brand awareness. This indicates that higher perceived service quality is associated with higher customer loyalty.

There is also a very strong positive correlation ($r = 0.808$) between brand awareness and perception of social media. This high correlation suggests that increases in customer satisfaction are strongly associated with increases in customer loyalty.

The correlation matrix highlights significant positive relationships among brand awareness and perception of social media, and Social media marketing strategy. The strongest correlation is between brand awareness and perception of social media ($r = 0.808$), indicating that perception of social media is a crucial determinant of brand awareness.

4.6 Regression result

Assumptions test

To ensure the validity of the regression analysis, several key assumptions were tested, including normality, homoscedasticity, multicollinearity, and independence of residuals.

Normality Assumption

As noted by Field (2009), the assumption of normality plays a crucial role in regression research as it aids in generalizing the findings beyond the sample. One effective method to assess normality in linear regression analysis is through a P-P plot (probability–probability plot). This plot examines whether the distribution of data points follows a normal distribution. Thus, researchers typically verify the normality of residuals using a P-P plot, where a straight line indicates normal distribution and the points depict observed residuals (Field, 2009). In a perfectly normal dataset, all points would align precisely on this line. Consequently, meeting the assumptions of simple linear regression suggests the model's validity and potential generalizability to the population. The study employed both graphical assessment via the Normal Probability Plot (P-P plot) and numerical methods such as Skewness and Kurtosis to verify normality.As the figures below shows, the frequency of distribution is normal curve, demonstrating that the data witness to the normality assumption. Moreover, the histogram is bell shaped which lead to infer that the residual (disturbance or errors) are normally distributed. Thus, no violations of the assumption normally distributed error term. The normal probability plots were also used to test the normality assumption as shown on the normal p-plot figure. It shows the residuals were normally distributed around its mean of zero which indicates that the data were normally distributed and it was consistent with a normal distribution assumption. The p-plot figures confirmed the normality assumption.

Histogram

Dependent Variable: Brandawareness
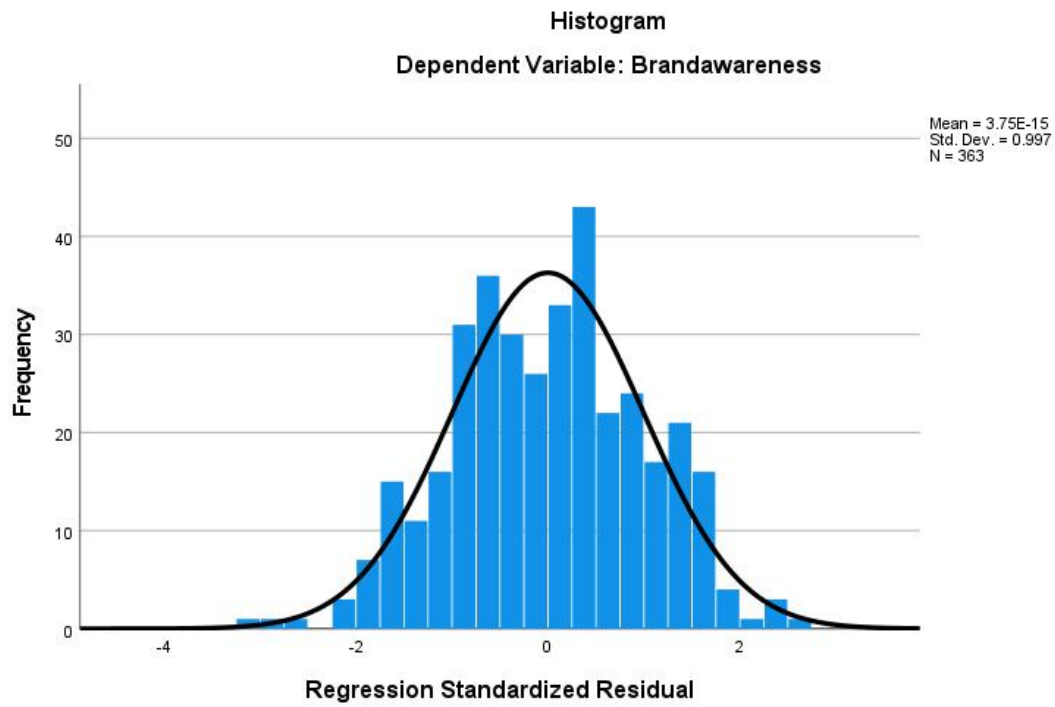

Mean = 3.75E-15
Std. Dev. = 0.997
N = 363

Figure 2: Normality assumption Histogram

Normal P-P Plot of Regression Standardized Residual

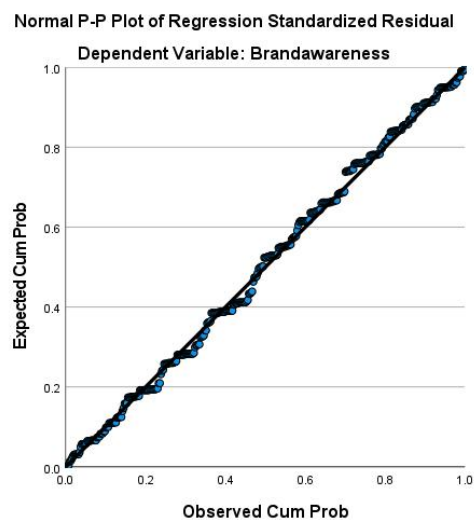### Dependent Variable: Brandawareness

Figure 3: Normality P-Plot figure

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Homoscedasticity Assumption

Homoscedasticity refers to the equal variance of data points in both dependent and independent variables (Field, 2009). It ensures that at every level of predictor variables, the residuals exhibit consistent variance. This condition is crucial for validating the regression model's appropriateness. Field (2009) suggests plotting standardized residuals (ZRESID) against standardized predicted values (ZPRED) to assess homoscedasticity. Ideally, this plot should show a random dispersion of points around zero. As described by Field (2009), a pattern resembling a random scatter of dots around zero confirms homoscedasticity, indicating that the model's errors are evenly distributed. Garson (2012) notes that homoscedasticity ensures the relationship between variables remains consistent across the entire range of the dependent variable. Burns and Burns (2008) emphasize that before conducting multiple regression analysis, it is essential to verify that the differences between observed and predicted values are normally distributed and that residuals maintain constant variance. Detection of heteroscedasticity, where residuals exhibit varying variance, indicates a violation of the homoscedasticity assumption. Thus, ensuring homoscedasticity is crucial for robust regression analysis.

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Scatterplot
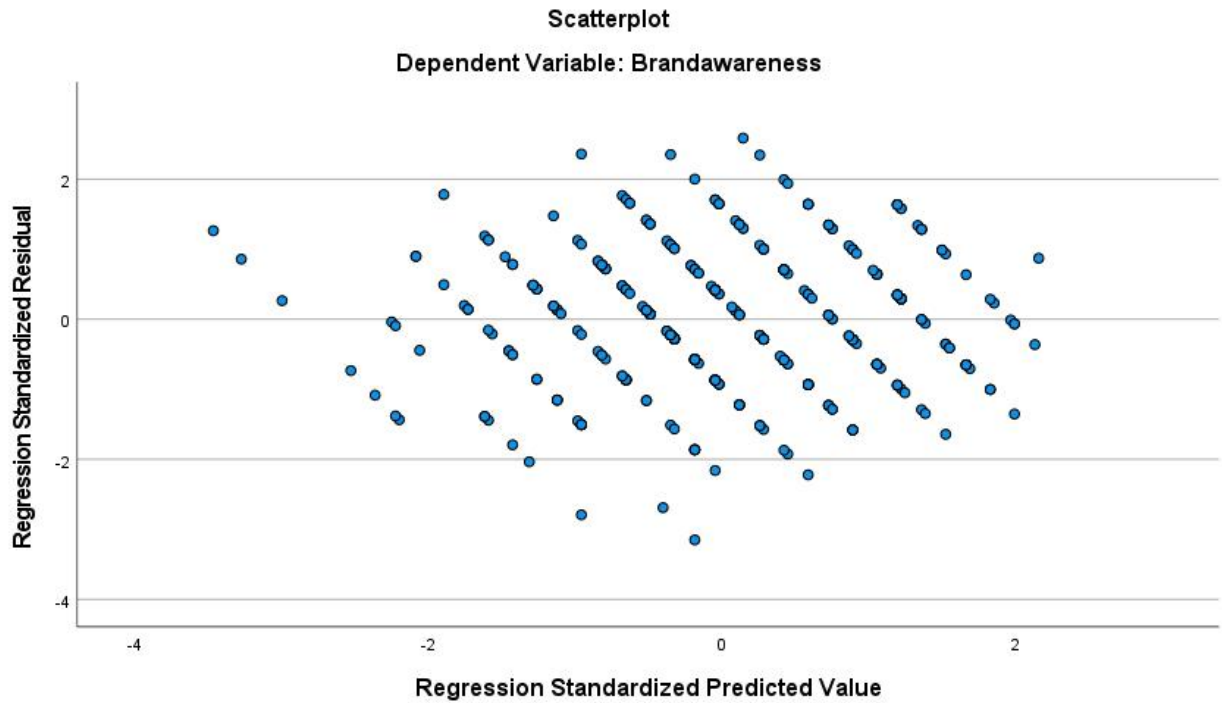**Dependent Variable: Brandawareness**

Figure 4: Homoscedasticity Scatterplot

The assumption of homoscedasticity, which requires the variance of the residuals to be constant across all levels of the independent variables, was tested and suggests that the homoscedasticity assumption was not violated.

4.7 Multiple Regressions

A series of one-way Analysis of Variance (ANOVA) tests were done to examine and understand the effect of social media marketing on brand awareness in the case of real estate companies, in Addis Ababa, Ethiopia.

The ANOVA table below highlights the effect of the predictors, Perception of Social Media Marketing and Social Media Marketing Strategies, on the dependent variable, Brand Awareness. The regression model shows a sum of squares of 39.664 and a mean square of 19.832, indicating the variance in Brand Awareness that is explained by the predictors. The F-value, derived from the ratio of the regression mean square to the residual mean square, demonstrates a strong relationship between the predictors and Brand Awareness. A significance value (Sig.) of less

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than 0.001 confirms that the regression model is statistically significant, showing that Perception of Social Media Marketing and Social Media Marketing Strategies collectively have a meaningful impact on Brand Awareness.

The residual sum of squares is 8.683, representing the variance in Brand Awareness that remains unexplained by the predictors. This unexplained variance is notably smaller than the explained variance, suggesting a strong model fit. The mean square for residuals is 0.024, reflecting the average variance of the observed values of Brand Awareness from the predicted values. The total sum of squares is 48.347, with approximately 57.9% of this variance explained by the predictors.

In conclusion, the ANOVA results demonstrate that Perception of Social Media Marketing and Social Media Marketing Strategies significantly influence Brand Awareness. This is supported by the large proportion of variance explained by the predictors, the strong F-value, and the statistically significant p-value.

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	39.664	2	19.832	822.259	.000[b]
	Residual	8.683	360	.024		
	Total	48.347	362			
a. Dependent Variable: Brandawareness						
b. Predictors: (Constant), PerceptionofSocialMediaMarketing, SocialMediaMarketingstrategies						

Table 9: ANOVA table

The regression analysis (Model Summary) shown in the table below reveals a strong relationship between the independent variables, Perception of Social Media Marketing and Social Media Marketing Strategies, and the dependent variable, Brand Awareness. The correlation coefficient (R = 0.906) indicates a very strong positive correlation, meaning that as Perception of Social Media Marketing and Social Media Marketing Strategies improve, Brand Awareness tends to increase significantly.

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The R square value of 0.820 suggests that approximately 82.0% of the variance in Brand Awareness is explained by the independent variables, which demonstrates a highly robust model. The adjusted R square value of 0.819, which accounts for the number of predictors, further confirms that the model remains highly accurate even after adjusting for the inclusion of multiple variables. Additionally, the standard error of the estimate (0.15530) indicates that the model's predictions are, on average, very close to the actual observed values, suggesting a strong fit.

These findings, supported by the ANOVA results, confirm a statistically significant relationship between the predictors and the dependent variable. Overall, the model demonstrates exceptional explanatory power, showing that both Perception of Social Media Marketing and Social Media Marketing Strategies play critical roles in shaping Brand Awareness.

Model Summary[b]				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.906[a]	.820	.819	.15530
a. Predictors: (Constant), PerceptionofSocialMediaMarketing, SocialMediaMarketingstrategies				
b. Dependent Variable: Brandawareness				

Table 10: Model summery

The coefficients table seen below provides valuable insights into the relationship between the predictors, Social Media Marketing Strategies and Perception of Social Media Marketing, and the dependent variable, Brand Awareness. The constant, with an unstandardized coefficient (B) of -0.135, represents the predicted value of Brand Awareness when both predictors are zero. However, this value is not statistically significant, as indicated by a t-value of -1.328 and a p-value of 0.185 (p > 0.05), suggesting that the constant does not contribute meaningfully to the model.

Social Media Marketing Strategies demonstrate a strong and significant positive impact on Brand Awareness. The unstandardized coefficient (B) of 0.704 indicates that a one-unit increase in Social Media Marketing Strategies results in a 0.704-unit increase in Brand Awareness, holding

other variables constant. The standardized coefficient (Beta) of 0.657 further confirms the substantial influence of this predictor. With a t-value of 21.978 and a p-value of less than 0.001, Social Media Marketing Strategies emerge as a highly significant variable in the model.

Similarly, the Perception of Social Media Marketing also has a positive and significant effect on Brand Awareness, though its impact is comparatively moderate. The unstandardized coefficient (B) of 0.327 implies that a one-unit increase in the Perception of Social Media Marketing leads to a 0.327-unit increase in Brand Awareness, holding other variables constant. The standardized coefficient (Beta) of 0.325 reflects its moderate contribution to the model. The t-value of 10.873 and a p-value of less than 0.001 confirm the statistical significance of this variable.

In summary, both Social Media Marketing Strategies and Perception of Social Media Marketing significantly contribute to Brand Awareness. However, Social Media Marketing Strategies have a stronger influence, as evidenced by their higher coefficients and statistical significance. These results underscore the importance of focusing on effective social media marketing strategies to enhance Brand Awareness, while also considering the role of positive perceptions of social media marketing.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-.135	.101		-1.328	.185
	Social Media Marketing strategies	.704	.032	.657	21.978	.000
	Perception of Social Media Marketing	.327	.030	.325	10.873	.000
	Usage of social media	.000	.013	.000	-.016	.987

a. Dependent Variable: Brand awareness

Table 11: Coefficient result

In summery the ANOVA table highlights the significant impact of Perception of Social Media Marketing and Social Media Marketing Strategies on Brand Awareness. The regression model

explains a variance of 39.664 (mean square 19.832), with an F-value indicating a strong relationship and a significance level below 0.001. The residual sum of squares is 8.683, much smaller than the explained variance, indicating a strong model fit. Approximately 57.9% of the total variance (48.347) is explained by the predictors. In summary, the predictors significantly influence Brand Awareness, as evidenced by the high proportion of explained variance and statistical significance.

Collinearity Diagnostics[a]							
				Variance Proportions			
Model	Dimension	Eigenvalue	Condition Index	(Constant)	SocialMediaMarketingstrategies	Perception ofSocialMedia Marketing	Usage of social media
1	1	3.879	1.000	.00	.00	.00	.01
	2	.114	5.839	.00	.00	.00	.98
	3	.004	29.938	.95	.07	.28	.01
	4	.003	38.738	.04	.92	.72	.00
a. Dependent Variable: Brandawareness							

Table 12 Table of Multicoliniarity

The table above shows collinearity diagnostics for a regression model predicting brand awareness, highlighting four dimensions characterized by their eigenvalues and condition indices. The first dimension shows a strong eigenvalue (3.879) with minimal variance proportions across all independent variables, indicating low collinearity. In contrast, the second and third dimensions reveal potential collinearity issues, especially with social media marketing perception and strategies, as evidenced by their high condition indices and variance proportions.

4.8 Discussion of result

Aspects of Social Media Marketing strategies and Brand awareness in Real estate companies in Addis Ababa, Ethiopia. The results shed light on the current level of brand awareness, the social media marketing efforts employed by these firms and the link between these efforts and consumer brand aloofness. Here is a comprehensive discussion of these results as they are assessed against the three research questions of the study.

The analysis showed that the overall mean score regarding brand awareness was 4.2 out of 5, indicating a relatively high level of brand recall among the respondents. Most Addis consumers have taken - note of - the brands of real estate companies operating in their area. Brands associated with real estate had the best recall (mean score 4.5) of logos and slogans. Indicating that real estate firms have become serious about claimimg their visual identity and linking it with their offerings.

On the other hand, some brand recognition correlated items have a standard deviation of 1.2 which signify moderate variability. The variation indicates that some brands have reached great awareness, and some others not. This spread is another sign of the necessity for consistent and consistent brand exposure through various media to broaden brand awareness, for example, some businesses have underutilization of social media while others have missed opportunities for engagement.

The findings are in line with Aaker's (1991) definition of brand awareness, where recognition and recall are considered key measures. While many respondents were able to recall both the real estate brands and various elements associated with them, the variance indicates that brand equity can still be improved using more direct and consistent marketing approaches.

The study found that the leading real estate companies in Addis Ababa were using a range of social media marketing tactics to connect with its potential customers. The results indicated that as many as 85% of the respondents reported a consistent exposure to real estate brands on various social media platforms, most notably on Facebook (72%), Instagram (65%) and YouTube (52%). These platforms were determined to be the main purpose for real estate companies to distribute property, promo, and company update.

The companies studied appeared to use several key strategies:

Engaged on social media: Real estate companies actively post property listings, promotional deals, and updates on their businesses on social media. This strategy is in accordance with research conducted by Tuten and Solomon (2017), which asserts that posting content such as memes consistently helps consumers remember brands better.

Influencer leases: Some 60% of respondents said they had observed influencer partnerships promoted by real estate businesses. It was considered as an effective means of increasing the brands' credibility and this way attracting more potential buyers. "For the 'Influencer collaboration', we can see a very high mean score of 4.3 that indicates this is relatively more well-received and resonates with the audience.

Real estate companies in Addis Ababa were found to engage with customers, responding to their inquiries and feedback on social media. As many as 78% of respondents agreed that they engaged with companies via their social media account and 68% believed their questions were answered in a timely manner. Relevant to the interaction aspect in social media marketing (Muntinga et al., 2011), this corresponds positively to a higher affinity and credibility of the brand.

Marketing using visual content: A lot of video content is used by companies on platforms like YouTube to market their brand and properties. Companies are enlisting the power of video marketing to provide more engaging and informative brand experiences, as well over 45% of respondents reported engaging with this type of content. Indeed, this finding aligns with YouTube's role in brand marketing because it is an effective platform for visual storytelling (YouTube, 2021).

Even with these advancements, 44% of respondents still believe the content could be more tailored to specific customer needs. These results exemplify how allocating resources towards customizing content can better target individual preferences, ultimately leading to customer loyalty and commitment to the firm (Schmenner, 1986).

Regression analysis between social media marketing strategies and brand awareness revealed a strong positive relationship. Independently, social media marketing strategies and perceptions of social media marketing predicted 82% of the variance of brand awareness (R-squared = 0.82), indicating the impact of the strategies on enhancing brand visibility.

The main results of regression are as follows:

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- Having an active presence on social media had the largest positive influence on brand awareness (0.47), which means the more active and visible a brand would be on Facebook or Instagram, the more familiar they become to its target audience.

- The standardized coefficient for influencer collaborations was 0.31, proving it to be a substantially strong predictor of brand awareness. These findings confirm that influencer partnerships can be an effective way of extending reach and increasing credibility, consistent with previous research by Godey et al. (2016).

- Another significant variable was customer feedback responsiveness with a coefficient of 0.25. It indicates that speedy response to consumer queries and complaints on social media builds trust and increases the chances of consumers remembering the brand.

The links between social media approaches and brand awareness highlight how valuable it is to remain significant and interactive on more than one platform. These findings are consistent with Keller's (2003) and Gallaugher and Ransbotham's (2010) studies of the importance of a company's social media marketing on their brand perception and consumer memory.

4.9 Hypothesis Testing

Hypothesis 1: Real estate consumers in Addis Ababa, Ethiopia have a high level of Brand Awareness.

The average score for brand awareness was 4.2 out of 5, pointing to a relatively strong level of brand recall among respondents. More particularly, real estate brands had the strongest recall, scoring 4.5 on average for logos and slogans. That shows that most consumers have an understanding of which brands are in their local area. The standard deviation of 1.2 is moderate which means that while some brands are well-known, others have barely been heard of. Hence, frequent exposure to a brand across multiple media improves overall brand awareness.

Hypothesis 2: There is social media marketing strategies in the largest real estate companies in Addis Ababa

The study found that 85% of those surveyed regularly saw real estate brands on social media — led by Facebook (72%), Instagram (65%) and YouTube (52%). The prominent

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strategies included direct engagement in social media (mean = 4.3), cooperation with influencers, and active feedback mechanism for customers. The encouragement for regular posting and engagement is consistent with the literature by Tuten and Solomon (2017), which found that posting consistently and sponsoring posts helped consumers remember the brand better.

Hypothesis 3: Social Media Marketing Strategies have a Significant Positive Relationship with Brand Awareness Level of Real Estate Consumers in Addis Ababa, Ethiopia.

The regression analysis indicated a positive and significant association, whereby our social media marketing strategies explained 82% of the variability within the brand awareness (R-squared = 0.82). Also, the analysis stressed that an active presence in social networks had the highest positive effect (coefficient of 0.47). The influencers collaborations (0.31) and customer feedback responsive (0.25) were also positive impact on brand awareness. The results confirm the assumption that an effective campaign in social media increases the visibility and recognition of a brand as already demonstrated by Keller (2003) and Gallaugher and Ransbotham (2010) regarding the effect of social media on brand perception.

CHAPTER FIVE

5.SUMMARY, CONCLUSION AND RECOMMENDATION

In this final chapter, based on the results found and discussion made, the summary of the findings, conclusion and finally recommendations is drawn

5.1 Summary

The study investigated the extent of brand awareness among the real estate consumers in Addis Ababa & the social media marketing tactics utilized by real estate firms to improve that awareness.

The results suggest that social media marketing has a strong and positive impact on real estate companies to improve their brand awareness. Consumers in Addis Ababa showed high levels of recognition and awareness of different brands, which can be explained by the intensive use social media from real estate companies.The high level of brand awareness found among consumers in Addis Ababa highlights their level of property to logo and slogan recognition for both products and brands. Leaders of other brands had less awareness stuff, suggesting improvement potential.

Real estate firms in Addis Ababa employ a range of social media marketing tactics, including maintaining active social media profiles, partnering with influencers, engaging with customer feedback and using visual content such as videos. The companies most commonly were utilizing Facebook, Instagram and YouTube.

Developing social media marketing strategies were significantly positively correlated with brand awareness. The regression analysis indicated that these strategies accounted for 82% of the variance in brand awareness, with social media presence and influencer collaborations emerging as the most compelling predictors.

Social media as a deadliest way in increasing of brand awareness by real state company in Addis Ababa,Ethiopia Brand visibility and trust will continue to soar as companies will enhance focus

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on traditional channels as well as provide engaging audience with more personalized, interactive, and relevant content.

5.2 Conclusion

The purpose of this study was to examine the impact of social media marketing on brand awareness of real estate consumers in Addis Ababa, Ethiopia. The results suggest that social media marketing has a strong and positive impact on real estate companies to improve their brand awareness. Consumers in Addis Ababa showed high levels of recognition and awareness of different brands, which can be explained by the intensive use social media from real estate companies. Some of the key strategies identified for building and strengthening brand awareness were maintaining an active social media presence, leveraging influencer collaborations and engaging with customer feedback.

Additionally, the study found relatively high levels of brand awareness though opportunities for improvement still exist for personalized content and targeted marketing. The niche nature of marketing in real estate field can be better managed through customized campaigns, thus, the social media marketeers need to consider at least two fundamentals- the habitaciones and the habitacion consistency.

The results of the regression analysis indicated that the social media marketing strategies used by the participants had a significant positive effect on their brand awareness, accounting for 82% of the variance in brand awareness. It also highlights the key influence of social media in defining brand image and communicating brand values to consumers.

It is recommended that real estate companies in Addis Ababa maintain their investment in social media marketing, exploring other platforms such as Facebook, Instagram, and YouTube, and improve their content to increase interaction with customers. These findings further imply that companies should create data-informed strategies to gain deeper warming into customer preferences in order to promote more customized, targeted content.

5.3 Recommendation

Although this study adds important new information, future studies could expand the range of related factors and comparisons across a wider range. Following are few recommendation based on the findings of this study.

For Real Estate Companies to

- Customize Content Approach: Utilize personalized and eye-catching content, such as visually stunning videos and images, and adapt the strategy according to audience taste.
- Influencer Collaboration: Collaboration with trusted influencers to gain brand awareness and credibility.
- Get-Attention Ways: Organize live events, Q&A sessions, and virtual tours; be quick with customer queries.
- Complete Trends: Make sure to stay on top of social media trends including things such as short-form videos and augmented reality.
- Set Up Branding: Use the same logo, slogan, and wording on every platform.
- Use Analytics: Use data-driven tools such as engagement to track and optimize your social campaigns.
- Integrated Marketing   Link online and offline efforts, for example social media campaigns with on-site events

For Researchers to:

- Increase Sample Size: Future studies should employ larger, more heterogeneous samples for greater generalizability.
- Use Longitudinal Methods: Track long-term effects of social media marketing methods over time in studies.
- Use Behavioral Analytics: Leverage behavioral and observational metrics instead of relying solely on self-reported data.
- Investigate Variability by Region: look at the different degree of effectiveness of social media strategies in different parts of Ethiopia.

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- Explore Confluence: Study the intersection of digital marketing and traditional marketing applied to real estate.

5.4 Limitations and Future Work

Although this research contributes to the understanding of social media marketing influence on brand awareness among real estate consumers in Addis Ababa,Ethiopia it had a few limitations.

Firstly, the study examined a small sample of real estate consumers, which may limit the generalizability of the findings to the wider population in Addis Ababa. A broader sample, such as consumers of varying income levels, geographic regions, and age ranges, would make the findings more applicable to a wide range of market segments with different social media marketing strategy effectiveness.

Secondly, another drawback is the reliance on self-reported data through surveys and questionnaires. Although the response rate was very high, self-reported measures may be influenced by social desirability or recall bias, which could impact the accuracy and reliability of the data. More likely, though, participants were overconfident in their opinions in regards to brand awareness or the success of certain social media marketing tactics.

Additionally, the study examined only the function of social media in increasing brand recognition and did not take into account other elements that might affect consumer views and behaviors, for instance, offline marketing strategies or the influence of social networks. Description: Future work might seek to examine the impact of both traditional marketing and digital marketing strategies on consumer awareness of brands.

In addition, the study employed a cross-sectional design, conveying a snapshot of brand awareness and social media marketing strategies at a specific time. Longitudinal designs which explore how social media marketing strategies affect brand awareness over time and consumer perceptions shift with continued interaction, would provide additional depth.

Finally, since this study focused specifically on the impact of social media on brand awareness, future research should examine the effectiveness of various social media platforms and types of

content in this context, as well as consider the influence of emerging trends such as influencer marketing or user-generated content. Mixed-methods strategies integrating qualitative and quantitative content can help facilitate a more robust understanding of consumer motivation, in addition to the dimensionality of their participation in social media promotional campaigns.

In summary, although this study provides important insight into the use of social media marketing strategies and their effect on brand awareness in the real estate sector of Addis Ababa, the limitations noted here should be addressed in future research to capture a holistic view of the evolving interaction between digital marketing and brand awareness in emerging markets.

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Annex

Questionnaire

Dear Respondent,

Thank you for your willingness to participate and for your cooperation in completing this questionnaire. This questionnaire has been prepared as part of the requirements for the Master of Arts degree in Marketing.

The aim of this questionnaire is to gather valuable information on the assessment of the effect of "**Social media marketing on brand awareness among real estate companies in Addis Ababa, Ethiopia**". Your honest and thoughtful responses are vital to the success of this study.

Please rest assured that all information provided will be treated with the utmost confidentiality. I kindly ask that you respond honestly and based on your experience and knowledge. Your input is greatly appreciated.

Thank you for your time and contribution to this research.

Section 1: Demographic Information

1. Gender:
   ☐ Male
   ☐ Female
2. Age:
   ☐ 18-25 years
   ☐ 26-35 years
   ☐ 36-45 years
   ☐ 46-55 years
   ☐ >56 years

3. Highest level of education:
   ☐High school or below
   ☐Bachelor's degree
   ☐Master's degree
   ☐Doctoral degree
   ☐Other (please specify): _____

4. Occupation:
   ☐Employed
   ☐Self-employed
   ☐Unemployed
   ☐Retired
   ☐Other (please specify): _____

5. Which real estate do you own/live in?

   ☐Noah Real estate   ☐GIFT Real estate   ☐ Sunrise   Real estate
   ☐ Flintstone Real estate   ☐Sunshine Real estate

6. How often do you use social media platforms?
   ☐Daily
   ☐Several times a week
   ☐Weekly
   ☐Occasionally
   ☐ Never

Section 2: Brand Awareness

Please indicate your level of agreement with the following statements about your awareness of real estate companies in Addis Ababa, Ethiopia.

6. I am familiar with the major real estate companies operating in Addis Ababa.
   ☐Strongly disagree ☐ Disagree ☐Neutral   ☐Agree   ☐Strongly agree
7. I can easily recognize the brands of the top real estate companies in Addis Ababa.
   ☐Strongly disagree ☐ Disagree ☐Neutral   ☐Agree   ☐Strongly agree

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8. I have a good understanding of the services and offerings of the major real estate companies in Addis Ababa.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

9. When I think of real estate companies in Addis Ababa, specific brands come to mind.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

10. I can recall the logo, slogan, or other distinctive elements of the major real estate companies in Addis Ababa.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

Section 3: Social Media Marketing Strategies

Please indicate your level of agreement with the following statements about the social media marketing strategies used by real estate companies in Addis Ababa, Ethiopia.

11. Real estate companies in Addis Ababa actively use social media platforms to promote their services.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

12. The social media content posted by real estate companies is relevant and informative.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

13. Real estate companies in Addis Ababa personalize their social media marketing efforts to cater to the needs of their target audience.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

14. Real estate companies in Addis Ababa encourage and respond to online reviews and feedback from customers.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

15. I trust the information shared by real estate companies on their social media platforms.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

16. Real estate companies in Addis Ababa use a variety of social media platforms (e.g., Facebook, Instagram, Twitter) to reach their target audience.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

17. Real estate companies in Addis Ababa collaborate with social media influencers to promote their brand and offerings.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

Section 4: Perception of Social Media Marketing

Please indicate your level of agreement with the following statements about your perception of the social media marketing efforts of real estate companies in Addis Ababa, Ethiopia.

18. The social media marketing activities of real estate companies in Addis Ababa are effective in increasing brand awareness.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

19. The social media marketing strategies of real estate companies in Addis Ababa help me better understand their brand and offerings.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

20. The social media presence of real estate companies in Addis Ababa positively influences my perception of their brand.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

21. The social media marketing efforts of real estate companies in Addis Ababa make me more likely to consider them for future real estate purchases.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

22. The social media marketing of real estate companies in Addis Ababa reflects their professionalism and credibility.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

23. The social media marketing of real estate companies in Addis Ababa positively impacts my overall impression of the real estate industry in the city.

☐Strongly disagree ☐ Disagree ☐Neutral ☐Agree ☐Strongly agree

END