



FACULTY OF BUSINESS AND ECONOMICS
DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF GRADUATE STUDIES

THE EFFECT OF DIGITAL MARKETING ON CUSTOMER SATISFACTION
THE CASE OF COCA COLA COMPANY IN ADDIS ABABA, ETHIOPIA

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JUNE, 2023

ADDIS ABABA, ETHIOPIA

KOTEBE UNIVERSITY OF EDUCATION

THE EFFECT OF DIGITAL MARKETING ON CUSTOMER SATISFACTION:

THE CASE OF COCA COLA COMPANY IN ADDIS ABABA, ETHIOPIA

A THESIS SUBMITTED TO THE DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF GRADUATE STUDIES, KOTEBE UNIVERSITY OF EDUCATION IN
PARTIAL FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF MASTER OF
BUSINESS ADMINISTRATION.

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DECLARATION

I, Tizazu Amare, the undersigned, declare that this thesis entitled — Effect of digital marketing on customer satisfaction: The Case Coca Cola Company in Addis Ababa, Ethiopia, is my original work, prepared under the guidance of Adanech Gedefaw (Ass. Prof.). All sources of materials used for the thesis have been duly acknowledged. I further affirm that the thesis has not been submitted to any other higher learning institution, in part or in full, with the intention of acquiring a degree.

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ENDORSEMENT

This thesis titled as — Effect of Digital marketing on customer satisfaction. The case of Coca Cola Company in Addis Ababa, Ethiopia is prepared with my supervision by the graduating student Tizazu Amare is submitted to Kotebe University, School of Education for examination by my approval as a university advisor.

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Acknowledgments

A lot of people have contributed for the successful completion of this study. Accordingly, I would like to thank them one by one as follows. First and for most, I would like to give my glory and praise to the Almighty God for his supports throughout the course of my life and helped me since the inception of my education to its completion and enabled me to achieve my career. Next, I would like to thank my advisor Adanech Gedefaw (Ass.Prof) for her constructive advice from the inception to the end of this paper. The general and specific comments, suggestions and corrections that she also gave helped me to come up with the completion of this study and she deserves great credit for this. It is also pleasurable for me to express my deepest love and respect and great indebtedness to my lovely and beautiful wife and my best friends for their financial, material and moral support which made me to be strong morally and psychologically. Again, I would like to thank the participants or the employees of companies who are a partner of Coca Cola Company and marketing department of the Coca Cola Company who gave me valuable information during my interview in my survey shared their precious time during the process of answering the questionnaire.

LIST OF ACRONYMS

ANOVA - Analysis of Variance

DM- Digital Marketing

DV - Dependent Variable

EM- Email marketing

IV- Independent Variable

MM- Mobile marketing

SD - Standard Deviation

SEM – Search engine marketing

SEO- Search engine optimization

SMM- Social media marketing

SMS- Short Message Service

SPSS 23- Statistical Package for Social Science: Version 23

VIF - Variance Inflation Factor

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ABSTRACT

Digital marketing is a critical service, which seeks to improve the customer satisfaction in the organization. The study focused on the effect of digital marketing on customer satisfaction the case of Coca Cola Company, Addis Ababa, Ethiopia. The overall objective of the study is to investigate the effect of digital marketing on customer satisfaction. The study used both descriptive and explanatory research design and also adopted quantitative and qualitative approach and used only primary sources of data. The primary data collected from Coca Cola Company through a questionnaire and structured interviews. The questioner for 384 wholesalers and retailers of the company which are selected using random sampling technique and the interviews are for only the marketing department, and sales staffs. The collected data were analyzed by using statistical tools (SPSS-Version 23). Both descriptive and inferential statistics were used for the data analysis. The descriptive statistics such as frequency, percent, mean and standard deviation were used for describing the demographic characteristics of respondents and the dependent and independent variables. The inferential statistics like Pearson correlation coefficient(r) and multiple linear regressions were used to determine if there is relationship existed between independent and dependent variables (digital marketing and customer satisfaction). The Pearson correlation test indicates that digital marketing practices were positively correlated and claimed statistically significant relationship with customer satisfaction. The findings of the study indicated that digital marketing practices were moderately implemented in the organization. The regression result confirmed that the linear combinations of all the independent variables considered under the present study were significantly contributed to the positive variation in customer satisfaction except social media marketing positive variation but insignificant on customer satisfaction. From the Beta coefficient results, the researcher found that, search engine marketing contributed the highest variation for the current customer satisfaction while social media marketing contributed the least variation. Hence, the researcher recommended that the company should apply social media marketing-based training for its employees and business partners in order to improve its customer satisfaction.

CHAPTER ONE

1 INTRODUCTION

1.1 Background of the Study

According to Kotler (2008), any firm which is beyond building stronger relations with their customers in the supply chain, companies today must work to develop stronger bonds and loyalty with their ultimate customers. In the past, many companies took their customers for granted, Customers often did not have many alternative suppliers, or the other suppliers were just as poor in quality and service, or the market was growing so fast that the company did not worry about fully satisfying its customers. In order to retain customers in a firms especially goods deliveries which is high competition needed, goods providers need to meet their customers' needs and expectations. Different scholars argued that today's market is shifting in company orientation to their customers. Customer's experiences and needs are highly important so as to in developing services. (Gumesson ,2002, Erikson, Vaghult, 2000, Morgan and Hunt, 1994).

Customer satisfaction is one of the issues that are widely discussed; as a result it is necessary to have a study that explores it, to find out developments up to now. It is a mechanism that selling organization undertakes in order to reduce customer defections. Customer experience plays a key role for firms in creating a sustainable competitive advantage and building good customer relationships (Andreini et al., 2018). A company's ability to attract and retain new customers, is not only related to its product or services, but strongly related to the way it services its existing customers and the reputation it creates within and across the marketplace (Reicheld Fredrick, 1996). At this time, customer oriented approach is a popular marketing strategy as it involves focusing on meeting or exceeding customers' expectations in order to maintain their loyalty.

With this and other reasons however there is toughest competitive, firms are moving on their strategies from product and sales philosophy a customer center philosophy or marketing philosophy.

Service quality is the difference between a consumer's perception and expectation of a service and it is defined service quality as the ability for service providers to match expected service with perceived service to achieve customer satisfaction (Grönroos, 1982).While Parasuraman, Zeithaml & Berry (1985) defined service quality as the comparison stemming from what customers feel a company is supposed to offer and the actual service

performance of the company. Therefore companies continuously seek for new and innovative ways to offer service quality, and differentiate their service offerings. This is used as a competitive advantage to attract and retain customers and make a profit through different approaches. Now a day's one of the enhancing customer satisfaction is getting the customers their needs easily and without delaying through technological advancement which is called digital marketing.

The internet era has created a plethora of new opportunities for businesses. Using social media, one can not only share a private picture of one's birthday, but also earn and reach customers for one's business. The speed and ease with which digital media transmits information and helps businesses grow is incredible.

People nowadays spend a lot of time on the internet looking for the products they need to buy or gathering information about products and services before making a purchase. As a result, businesses are improving their digital marketing strategies in order to attract customers online. So the most effective marketing strategy for reaching potential customers is to reach them where they spend the majority of their time on the internet. Effective marketing entails connecting with your target audience in the right place at the right time. The term digital marketing refers to the targeted, measurable, and interactive marketing of products or services through the use of digital technologies to reach viewers, convert them into customers, and retain them(Sunantha P.,M. Chandra,2022).

Rakesh, Baig, and Khan, (2018), virtual media is gambling a key role in creating logo royalty since advertising and marketing product (items and offerings) has changed from traditional to virtual, so, there may be a much scope to be had in this location as it is very much clear that purchaser interest is growing on this type of advertising and marketing platform most of the agencies particularly massive organizations like Coca-Cola, Unilever, P&G and Gucci have efficaciously created their brand image and emblem affiliation via enticing diverse sports of virtual advertising.

Consistent with Udayangani Rathnayaka (2018), digital advertising and marketing may be recognized as a form of direct advertising and marketing that connects the consumers with the dealers electronically through interactive technology together with, emails, web sites, social networks, on line discussion board as well as newsgroups, interactive television, cellular communications and many others. Digital marketing helps many too many communications and it commonly use to sell services and products in a well-timed, relevant, private and fee-effective manner.

Due to the increased in their number and competition faced by digital marketing in Ethiopia, the choose to expand their market size and increase customer expectations through advancement in delivering service and goods, and build trust to be more customer center.

1.2 Statement of the problem

In the world, technological advances in the past decades have greatly increased the competitive nature of the economic business. In one country particularly in developing country, Digital marketing is a critical in playing role in the process of economic growth and development. In simple sense, the buyers transfer money to the sellers, their choice of product or service become accessible at a time, firm's new product or service is being easily introduced for their potential customers. This means that buyers with minimum effort can get their needs. Therefore the digital market role is as a source of productive investment and economic growth for one country.

Digital marketing has provided new opportunities to customers to engage on internet interactions. Customers use social media, to generate content and to communicate with other users. The study of social media can also identify the advantages to be gained by business. A lot or companies around the world have built special teams to manage their works on the internet: even a lot of these companies made a social media departments that work with the other departments in a cooperative way. Brand image and customer satisfaction, as we recognize these two components have a strong link between each other, in order to get the main objectives of any corporate. Firms now focus on their customers by building real strong relationships, in order to reach a loyal consumer who respect and defend the brand (Chien-Hsiung, L. 2011).

Customer satisfaction is often considered the most important factor thriving in today's highly competitive business world. Services have unique characteristics that distinguish them from the physical goods. Today's organizations face tough competition and things will only get hard for them to succeed in today's fiercely competitive markets, hence the need for companies to move from a product and selling philosophy to a customer and markets philosophy. To win in today's competitive market place: companies must be customer-centered. Satisfied customers are central to optimal performance and financial returns (Zeithaml et al., 1996).

Now a days Ethiopia become increasingly comfortable and gives much attentions on artificial intelligence with online, living more and more in the digital world, therefore organizations need to wake up to the future of digital marketing. With advertising expenses is getting expensive due to that it suffered where consumers overwhelmed by quantity of traditional advertisements which difficult to attract their interest. And it also, affects the consumer behavior towards brand awareness those consumers nowadays spent a lot of time on internet such as online

shopping which they not only to buy a product but to compare about the product or services, compare the price, product features, to get information, etc. towards online marketing rather than conscious about the brand. Therefore, to ensure that a product or service success, awareness level must be managed across the entire product life-cycle from product launch through to market decline.

Due to the above reason and others reasons many firms including food and beverage sectors have shift from their traditional means of creating awareness about their brand to digital world in order to digitalize their market and communicate the purpose and value of their company to customers due to the rapid change in technology environment. This diversification required the use of digital marketing tools to achieve the set goals and objectives that the organizations create to accomplished. In today's competitive environment, it is not easy enough to create awareness and encourage sales, but how to persuade consumers to visit and feel comfortable with the company service should be of great concern. Many customers complain that most companies did not respond to their issues well on digital marketing and digital marketing said to allow company to interact with their customer in order to create a strong relationship with them. Furthermore, most company did not take attention with the message they spread on social media which can cause damage to their reputation. However, most company face with the problem of creating contents that will be remarkable and grab the attention of their customer on social media platform.

As the customers of this industry have alternatives of the services using different companies. And the industry is expected to be a chosen for their customers through providing better services and being been trusted and make them retain. Therefore, as the coca cola company is a multinational company, it is more advantageous to assess regarding with the usage of digital marketing and the response of their customers. It is also helpful to be studied and contribute its experience for the domestic companies to what extent digital marketing contributes on customer satisfaction and for the country.

1.3 Research Objectives

1.3.1 General Objectives

The general objective of this study is to investigate the effect of digital marketing on customer satisfaction

1.3.2 Specific of Objectives of the study

- ✓ To examine the effect of email marketing on customer satisfaction
- ✓ To evaluate mobile marketing on customer satisfaction
- ✓ To identify the effect of search engine on customer satisfaction

- ✓ To evaluate the effect of social media on customer satisfaction

1.4 Research Questions

The study attempted to answer the following specific research questions:-

- ✓ Does email marketing and mobile marketing effect the customer satisfaction at Coca Cola Company?
- ✓ Does search engine marketing effect customer satisfaction at Coca Cola Company?

1.5 Significance of the Study

This study will improve managers' and Coca-Cola Company owners' understanding of the relationship between digital marketing and customer satisfaction, and it will enable to provide an assessment on the extent digital marketing and its components of email marketing, mobile marketing, social media and telephone marketing influences customer satisfaction in information revolution era. It will also be helpful for managers and owners of Coca-Cola Company to assess the digital marketing dimensions and place a stronger emphasis on implementing the dimensions that bring value. From a policy maker's point of view, this study will offer insight into how to design strategies to support the customer satisfaction at Addis Ababa. Generally, this study will make it possible for the government and other interested parties to be aware of the fields that influence digital marketing, how to promote, how to make changes to build digital marketing, and how to understand the factors that need to be created for a better digital marketing culture in Addis Ababa. In addition, it is believed that it will contribute to literature on a conceptual model of effect of digital marketing on customer satisfaction and to provide empirical evidence of the importance of digital marketing in achieving a superior customer satisfaction from which owners of Coca-Cola Company are believed to benefit. Future scholars will also benefit from this study as they continue in the pursuit of further studies in this topic.

1.6 Scope/Delimitation of the Study

1.6.1 Conceptual Scope

Customer satisfaction is the best and valuable competitive marketing strategies for all industries to satisfy and retained their customer through digital marketing. There are various dimensions of digital marketing such as emailing marketing, mobile marketing, social media marketing and search engine marketing, content marketing and Kiosk marketing. Since the Coca cola Company is using certain dimensions of digital marketing, this study will conduct to evaluate the significant effect of digital marketing on customer satisfaction by taking social media, mobile marketing, search engine marketing and email marketing variables

1.6.2 Methodological scope

To identify and assess the link between variables and to ascertain the impact of a digital marketing on customer satisfaction, the study used correlation and regression analysis. Both quantitative and qualitative data was used through the utilization of a questionnaire in the form of five Likert scale questionnaire and interviews.

1.6.3 Geographical Scope

This study was more important, valid and reliable, if all wholesalers and retailers are included. However, it was not be practically attainable to conduct such huge study due to different constraints since this study is for mainly the purpose of fulfilling the requirement of obtaining academic certification. Therefore this study focused only on an assessing the influence of digital marketing on customer satisfaction at coca cola company of Addis Ababa area.

1.7 Limitation of the Study

It is anticipated that this study is limited in its scope. Considering constraints such as time limitation and financial setbacks as well as to make the study more manageable, the researcher delimits its scope only on Addis Ababa. Additionally, this study focused on very extensive broad topic of digital marketing but, it was challenging for the researcher to extensively cover all areas in digital marketing. Thus the researcher focuses only on four independent variables (email marketing, search engine marketing, mobile marketing and social media marketing) to explain the dependent variable customer satisfaction.

The study focused on randomly selected wholesalers of the company (Addis Ababa area), and this possibly has a limitation; the findings cannot be taken as a result that can generalize other organizations, government and private sector industries in Ethiopia.

1.8 Definition of key terms

- **Digital:** Electronic technology that produces, stores, and possesses data in terms of two states which is positive and non-positive that is referred to as digital.
- **Marketing:** It is the process of organizing and developing a product, as well as its pricing, promotion, and distribution, in order to meet customers' demands and advance business goals.
- **Digital marketing;** the process of purchasing and selling products and services online. It includes all actions taken by the marketer online to deliver the goods to the customer.

- **Search engine:** Digital marketing also includes search engine/marketing, which enables individuals, groups, and the general public to look up information about objects, individuals, and other things that may be useful to them.
- **Social media:** Social media is a digital marketing technique that enables direct communication and interaction between people, groups, and organizations.
- **Email marketing:** a component of digital marketing that businesses use to communicate with customers and send rapid communications.
- **Mobile Marketing:** regardless of the time or location, numerous channels and internet marketing strategies that were centered on targeting a particular customer on their mobile phone employing capabilities of contemporary mobile technology.
- **Customer satisfaction:** It is the feeling of pleasure a consumer has after interacting with a business or having a positive reaction to a product.

CHAPTER TWO

2 LITERATURE REVIEW

This section discusses the conceptual clarification, theoretical review as well as study of other researchers that are relevant for the purpose of this study.

2.1 Conceptual Clarification

As a result of the usage of digital media and technology to support modern marketing, a various terms and acronyms have been developed by academics and company experts. Digital marketing, Internet marketing, e-marketing, and web marketing are some other names for it. Of all, the actual practices that make up digital marketing which must be prioritized based on their importance, are what matter within a firm, not the term itself.

2.1.1 Concept of Digital Marketing and its components

A product or service that uses digital channels to reach consumers is known as digital marketing. Its goal is to advertise the companies via various digital media platforms. As an illustration, employing social media as a marketing technique enables brands to get customer input and identify the ideal media channel for their needs.

Digital marketing can be simply defined as: achieving marketing objectives through applying digital technologies and media. This brief definition helps remind us that it is the results delivered by technology that should determine investment in internet marketing, not the adoption of the technology! These digital technologies include the desktop, mobile, tablet and other digital platforms Chaffey and Ellis-Chadwick (2016).

Digital marketing entails managing many online corporate profiles, such as company websites and social media pages, in addition to online advertising, mobile marketing, email marketing, search engine marketing, social media marketing, kiosk marketing, text marketing and telephone marketing cooperation agreements with other websites. These strategies are employed to help achieve the goals of attracting new customers and offering services to current ones, which contribute to the growth of the customer relationship through electronic customer management. There are various elements by which digital marketing is formed. All forms operate through electronic devices.

2.1.2 E-mail Marketing

E-mail marketing is one of the oldest and most used kinds of direct marketing, in which commercial and promotional communications are delivered to current and prospective clients through electronic methods. Because everyone on the planet has an E-mail account, companies see E-mail as the most effective form of marketing. Promotional and retention based e-mails are the two most popular forms of commercial e-mails.

Due to their conciseness and focus, promotional e-mails are more likely to result in action. Regarding customer retention E-mail marketing (also known as newsletters), focus is on offering helpful material to keep consumers engaged over the long term. In addition to promotional and retention-based e-mails, other types of emails include transactional ones, catalogues, notifications, invites, and other forms of communication Radha (2020). E-mail marketing may have a significant impact on a company's digital marketing strategy. To begin, companies may divide their customers into various groups and then provide material and messages specifically tailored to each group's needs and preferences. Personalized E-mail content may ensure that a company's communications are appealing to every segmented consumer group. E-mail marketing's ability to be fully automated via triggers is one of its primary benefits.

The first task is list building; the business needs to compile or gather an email address list. Customers' direct email addresses and consent to receive promotional emails via email (sometimes referred to as "opt-in" email marketing) should be obtained. The emails' content must then be created. To increase consumer reaction and return on investment, a skilled email marketer would optimize many components of the email content. Even when customers have given permission to email them, a spam filter could prevent a company's email from being delivered. As a result, the email marketer must guarantee that the company's emails truly reach the recipient's inbox and are not blocked by spam filters. Marketing via email is a crucial.

Theoretically, E-mail marketing is a simple concept by the distribution of coupons, promotional measures, online newsletters, and advertising materials are among methods of email marketing. E-mail offers companies' openings to reach their clients more broadly, targeting specific group of community, and interact with customers in a highly modified manner (Sharma & Sheth, 2004, Müller, Florès, Agrebi, & Chandon, 2008).Danaher & Rossiter, (2011) E-mail is the fastest growing new channel and represents a straight forward threat to postal mail In addition to promotional purposes, e-mail can also serve more relational outcomes like building and maintaining relationships (Simmons, 2007).

2.1.3 Search Engine Marketing/Optimization

With millions of people performing billions of searches each day to find content on the Internet (Sullivan, 2013), it makes sense that marketers want their products to be findable online. Search engines, the channels through which these searches happen, use closely guarded algorithms to determine the results displayed. Determining what factors these algorithms take into account has led to a growing practice known as search engine optimization.

Davis (2006) explained that "SEO - short for Search Engine Optimization being the art, craft, and science of driving web traffic to web sites. Web traffic is drink, food, and oxygen in short, life itself to any web-based business". Parikh and Deshmukh (2013) also offers a viewpoint: Search engine optimization can be labeled as a cluster of strategies and methods used to increase the amount of companies to a website by obtaining a high-ranking placement in the search results page of a search engine.

The presence of SEO is a distinct characteristic of Internet advertising market. However, its impact on user satisfaction is ambiguous. For a low quality search engine, SEO firms may actually boost the ranking of a link which improves overall user satisfaction. For a high quality search engine, on the other hand, SEO firms are often regarded as spam, because they could boost the ranking of a link which decreases user satisfaction at large. Overall, SEO introduces additional "noises" to the Internet content and challenge to content inclusion and page ranking of search engines. Besides, it is a deliberate attempt at manipulating the page ranking the search engine B. Xing, Z. Lin (2006). There are several tools that both organization and customer can use to when using search engine marketing such as Google, Yahoo, Ask.Com and Linked In.

2.1.4 Mobile Marketing

Haghirian, Madlberger & Tanuskova, (2005) explained that everyone will agree that despite the fact that mobile phones have been available for purchase for thirty years, we are now more likely than ever to utilize them. Because we still use mobile devices, the exponential growth of electronic technology over the past few years has given rise to the smartphone trend. They still enable companies to speak with customers directly despite time or location restrictions.

Mobile marketing is "a collection of strategies that enables firms to communicate and engage with their audience in an interactive and relevant manner using any mobile device or network," (Mobile Marketing Association, 2013). Mobile marketing, often known as wireless marketing, provides businesses with a significant marketing opportunity through direct client interaction at any time.(Dickinger and Murphy, 2004)

There are many features built into the mobile phone that can form a part of organization marketing campaigns.

2.1.4.1 Text Marketing

Dickson C. (2013) SMS stands for Short Message Service and is the world's most popular data application. Mobile users will transmit 19.5 billion SMS messages daily by the end of 2013. Additionally, it is one of the most direct and efficient marketing platforms out now. It's interesting to note that SMS messages were not at all intended for commercial usage, but rather as a way for network engineers to evaluate mobile networks. Although it is possible to concatenate multiple SMS messages to send longer ones, the maximum character length for an SMS message is 160. From a desktop computer to a phone and vice versa, as well as from one phone to another, messages can be transmitted. Short message service and Marketing With the massive volume of SMS messages being sent every day, SMS marketing must be considered by marketers. However, mobile phone users have proved reluctant to hand over their phone numbers for marketing messages, perhaps fearing a similar deluge of spam to the one they receive in their email inboxes.

2.1.4.2 Telephone Marketing

Telephone marketing is "a collection of strategies that enables firms to communicate and engage with their target customers in an interactive and relevant manner using any telephone device or network," (Mobile Marketing Association, 2015)

Telephone marketing or telemarketing uses the telephone to sell directly to consumers. It has become the major direct marketing communication tool accounting for more than 39 percent of all direct marketing expenditures and 36 percent of direct marketing sales (Armstrong and Kotler, 2005). This direct marketing strategy has grown to the extent that the average household is quite familiar with telemarketing calls (Berry and Wilson, 2004). In fact, The Direct Marketing Association claims that in 2005, telephone calls were the media with the highest average response rate (DMA, 2005). Berry and Wilson (2004) explained that Successful telemarketing campaigns depend on a few essentials: well trained and rewarded salespeople, a good calling list, and an effective script. If a consumer has previously donated financial support to a social cause, charity, or academic institution, they are recognized as having an established relationship with the nonprofit organization. Geroux, S. (2003) suggested that telemarketing regulations allow for consumers having such existing relationship with a business to be called. The costs to implement a successful telemarketing direct marketing strategy are relatively high. Hiring, training, and compensating telemarketers are costly. However, because telemarketing salespeople can be supervised, sales can be measured, and processes can be monitored - entrepreneurial control over these resources is relatively high. Higher levels of resource control also provide opportunities to develop telemarketers to be high sales performers

thus impacting revenue generation for the firm. Because of this, telemarketing is an attractive direct marketing alternative for any businesses.

2.1.4.3 Mobile marketing and customer loyalty

Mobile marketing is viewed as a way to increase customers' satisfaction and a potential area for investment in the future. Also, it strengthens the bonds between the parties and promotes greater consumer involvement and communication, which in turns increases customer satisfaction and stimulates repeat business. One of the driving forces influencing awareness, composition, and brand loyalty is mobile marketing. Internal promotion has a direct impact on the inclination for impulsive online purchases, whereas external promotion has an indirect impact by encouraging favorable responses to in-store and online promotions (Bucht and Gillberg, 2015).

The ability of an organization to develop a strong base of devoted customers is essential to its overall success, especially since these customers frequently serve as the foundation for attracting new ones through their reviews, endorsements, and positive suggestions. By meeting customer demands and enhancing interaction and communication with them, an organization can fulfill their desires and, as a result, grow its customer base. This is crucial for development consumer loyalty to the business (Hallowell Roger, 1996).

2.1.5 Social media marketing

Social media are a great opportunity to establish significant relationships and create ways of social interaction defined through dynamic exchanges between their members. Social media is booming in terms of the number and variety of platforms and users. Thus, one can find audiovisual platforms such as YouTube; image platforms such as Instagram; general social networks such as Facebook, Twitter, Google+ or specialized ones such as LinkedIn; news or bookmark aggregators such as Digg or Delicious; blogs; and wikis, etc., a vast digital arena where they become the new Web winners (Teresa Pineiro-Otero, 2016)

Chaffey (2012) Social Media Marketing is the most admired and newest types of Digital Marketing branch that help marketers press forward their brand image in the maximum powerful and fashionable manner. As social media marketing includes reassuring customer communications through its social presence.

2.1.6 Customer satisfaction

Customer satisfaction measures how a company's product or service meets or surpasses customers' needs and expectations. According to Widagdo and Roz (2020), customer satisfaction is measured by the customers' pleasantness or dreadfulness experience after purchasing a product and/or service. Banerzzani (2019) Customer satisfaction is a metric used to quantify the degree to which a customer is happy with a product, service, or

experience. It has long been recognized in marketing thought and practice as a central concept as well as an important goal of all business activities. It also is essential to keeping the firm current customers and retaining new ones. Dissatisfied customers are a retention risk, and losing them will hurt the brand. As a result, businesses should employ qualified personnel and cutting-edge technology to foster and facilitate relationships with their customers. Using effective digital technologies can significantly improve how well a firm serves its consumers.

2.1.7 Customer complaints

Patel, (2020) Customer complaints can be defined as the gaps between what business promises in terms of the product or services and what customers get. It is a mismatch between how customers perceive the brand and where they fail to get the desired customer service experience. When customers complain, it usually means that they are trying to highlight a problem with the company's employees, processes, and strategies. Rather than deny the complaint, it would be better for a company to acknowledge the customer's complaint, apologize for the inconvenience, and then swing into action to resolve the problem. Giving due importance to the words and feelings of customers can save a company from many other problems, and alleviate the possibility of further causes for which customers may complain(Newman, 2017).

2.1.8 Perceived quality

According to Skool Team (2019) Perceived quality can be defined as the customer's opinion about the overall quality or image of the product or service or the brand itself with respect to its purpose of use as against its alternatives. Perceived quality might not be linked to the actual product but is more skewed towards the brand image, customer experience with the brand and its other products, peer opinions, etc. Thus perceived quality differs from objective quality, product-based quality and manufacturing quality.

2.1.9 Customer loyalty

According to Sendplus (2020) Customer loyalty is a measure of a customer's likeliness to do repeat business with a company or brand. It is the result of customer satisfaction, positive customer experiences, and the overall value of the goods or services a customer receives from a business. A satisfy customer will like to experience the service that meet his/her need again and also be loyal to the brand. Customer loyalty is the act of choosing one company's products and services consistently over their competitors and when a customer is loyal to one company, they are not easily swayed by price or availability as they would rather pay more and ensure the same quality service and product they know and love, therefore, Customer loyalty is the result of a company consistently meeting and exceeding customer expectations (Chambers, 2020)

2.1.10 Customer expectation

Customer expectation encompasses everything that a customer expects from a product, service or organization. Customers expect that companies will be dependable, honest, swift and courteous. Companies can exceed these expectations by ensuring that each experience a customer has leaves them feeling happy and knowing that they have commitment from the company (Newman, 2017).

2.2 Theoretical Framework

The following theories are utilized in order to conduct the inquiry and formulate sound recommendations.

2.2.1 The Dissonance Theory

The Dissonance Theory suggests that a person who expected a high-value product and received a low-value product would recognize the disparity and experience a cognitive dissonance (Cardozzo, 1965). That is, the disconfirmed expectations create a state of dissonance or a psychological discomfort (Yi, 1990). According to this theory, the existence of dissonance produces pressures for its reduction, which could be achieved by adjusting the perceived disparity. This theory holds that "post exposure ratings are primarily a function of the expectation level because the task of recognizing disconfirmation is believed to be psychologically uncomfortable. Those consumers are posited to perceptually distort expectation discrepant performance so as to coincide with their prior expectation level (Oliver, 1977).

2.2.2 The Contrast Theory

The Contrast Theory suggests the opposite of the Dissonance Theory. According to this theory, when actual product performance falls short of consumer's expectations about the product / service, the contrast between the expectation and outcome will cause the consumer to exaggerate the disparity (Yi, 1990). The Contrast theory maintains that a customer who receives a product / service less valuable than expected, will magnify the difference between the product / service received and the product expected (Cardozzo, 1965). This theory predicts that product performance below expectations will be rated poorer than it is in reality (Oliver & DeSarbo, 1988). Under the dissonance theory, the opposite effects occur, perceived performance, whether it is less or more favorable than the consumer's expectations, is drawn to the original expectation level. It is important to note that these theories have been applied and tested in laboratory settings where the customer satisfaction was tightly controlled, situation specific and individually focused. For instance, researchers investigated the ability of these theories in predicting customer satisfaction with a pen (Cardozzo, 1965), a reel-type tape recorder (Olshavsky & Miller, 1972), ball-point pen (Anderson, 1973), and a coffee brand (Olson & Dover, 1975). Thus, it is curious whether hypotheses held by these theories could be accepted or rejected when applied in a field survey.

2.2.3 Media Ecology Theory

The study of media, technology, and communication and how they impact human surroundings is known as media ecology theory. The theory was proposed by Marshall McLuhan in 1964, while the term media ecology was first formally introduced by Marshall McLuhan in 1962. The theory argues that society has advanced alongside technology. From the alphabet to the Internet, people have had an impact on and are having an impact on electronic media. To put it another way, the message is the medium. Technology influences communication through new technology, as shown by the laws of media improvement, obsolescence, retrieval, and reversal. Ecological Media Theory is based on the ideas that technology will continue to play a major role in almost every aspect of society and that society cannot avoid its effect. We finally learn about ourselves through our study of the media. The theory emphasizes the idea that people cannot escape media because it permeates every aspect of life and makes it difficult for people to avoid or evade it. Theorists of media ecology think that media influence perceptions and structure people's lives. According to McLuhan, the media has a significant influence on how we perceive the world. The idea that media connects the world has been brought up quite a bit in popular discourse by the Media Ecology Theory. The concept of the "global village," as used by McLuhan refers to how media bind the entire world into a one massive political, economic, social, and cultural system. (Robert K. Logan 2016)

2.3 Empirical Literature Review

In the marketing literature, there is a discussion on the effect of digital marketing on customer satisfaction applied to different case areas. Studies exploring customer satisfaction is affected with the listed service variable, summarized in the below table.

Dagim Alemayehu (2020) carried out an investigation on factors affecting digital marketing practices in Addis Ababa, Ethiopia. His objective was to investigate digital marketing practice effectiveness in Addis Ababa. The research design for the study was survey design and structured questionnaires were used to gathered data from 370 respondents. Descriptive tables, mean and standard deviation and inferential statistics multiple regression analysis was used for data analyses. The findings revealed that Perceived use, Perceived ease of use, Legislation and regulation and infrastructure have positive effects on digital marketing.

Firehiwot Ewnetu (2022) analyzed factors affecting digital marketing practices. Her objective was to identify factors affecting digital marketing practices in Trekker's spot tour and event organizing company. Questionnaires were used as a method of data collect to obtained information from 384 respondents. A quantitative research approach is used in the research. Descriptive tables, mean and standard deviation and inferential statistics multiple

regression analysis was used for data analyses. The findings revealed that brand awareness, eWOM, social media content creation have positive effects on digital marketing.

Khan and Islam (2017) investigated how digital marketing in Bangladesh affected the growth of consumer loyalty. The goal of the study was to determine how digital marketing affected the growth of consumer loyalty. Surveys were employed to obtain information from respondents, and an exploratory factor study was used to examine the information gathered. The findings suggested that value-added features have ranked top in cases of enhancing customer loyalty in the presence of digital marketing, and the results showed that digital marketing has a positive effect on customer loyalty.

Eden Melkamu (2020) studied the effect of online marketing on customer satisfaction in case of Ethiopian airlines. Her objective was to fill the gap between Ethiopian airlines customer satisfaction and online marketing service. Questionnaires were used as a method of data collect to obtained information from 384 respondents. A quantitative research approach is used in the research. Descriptive tables, mean and standard deviation and inferential statistics multiple regression analysis was used for data analyses. The findings revealed that Website design, Payment security, Ease of shopping, Accurate Product Information, Price, Delivery service have positive effects on online marketing.

Different literature that are significant have been review for the study purpose in attempt to gives a clear meaning of various variables used in this research These researchers do not study how digital marketing tools were utilized by organizations to satisfy their customers' needs as well as how digital marketing elements impact customer satisfaction.

2.4 Conceptual Framework and Hypothesis Development

The following conceptual framework is created using the theoretical and empirical review previously described. It is theorized that digital marketing improves customer satisfaction. Hence, companies with higher levels of digital marketing will do better financially and operationally. According to the conceptual framework, the independent factors in the digital marketing model are email marketing, search engine marketing, mobile marketing, social media marketing, whereas the dependent variable in the model is customer satisfaction, which is evaluated by customer compliant, perceived quality, customer loyalty and customer expectation.

Based on empirical and theoretical literature reviews the following logically speculated relationships have been presented. In this study, the relationship between the independent variable (digital marketing) and the dependent variable (customer satisfaction) has been hypothesized as shown below:

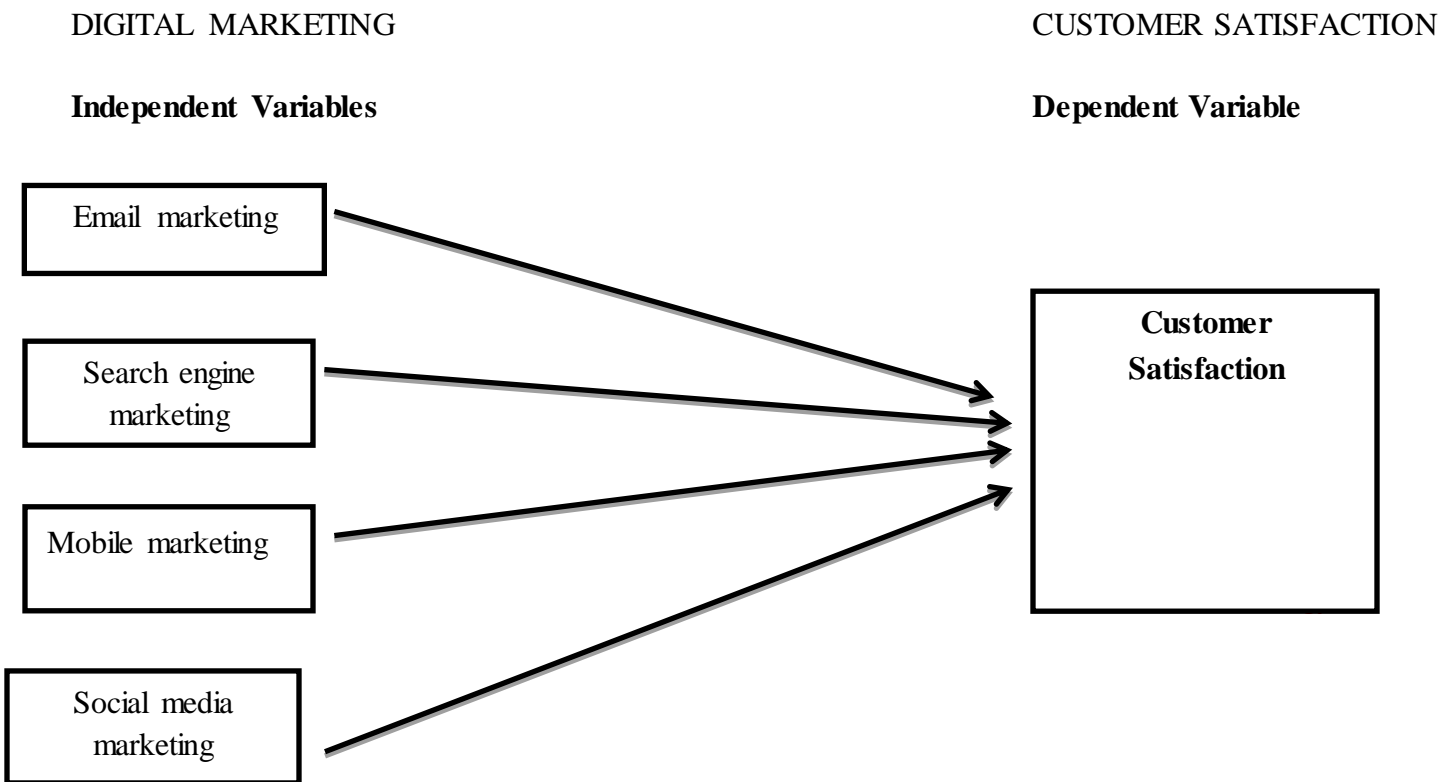
H1: Email marketing has positive and significant contribution on customer satisfaction

H2: Search engine marketing has positive and significant contribution on customer satisfaction.

H3: Mobile marketing has positive and significant contribution on customer satisfaction.

H4: Social media marketing has positive and significant contribution on customer satisfaction

Fig 2.1 Conceptual Framework



Source; compiled by author based on the above literature, 2023

CHAPTER THREE

METHODOLOGY

3 INTRODUCTION

This chapter's goal is to demonstrate the systematic nature of the investigation. The demographic of the study, the sample size, the procedures used for the study, and the research instrument employed by the researcher are highlighted in this chapter. This section also discusses the method of data collection, the methodologies used to analyze the data collected from the respondents, and the validity and reliability of the research instrument(s).

3.1 Research Approach

This study was conducted both qualitative and quantitative research approach to gain the advantage of both. There are three different research methodologies such as quantitative, qualitative and mixed research methodologies. In order to do quantitative research, a large number of respondents must be given a set of structured questions with predetermined response alternatives. In qualitative research, information was gathered, analyzed, and interpreted based on what the marketing staffs say and do. Qualitative research methods provide deep understanding of consumer behavior. Combining qualitative and quantitative research techniques to benefit from both is known as mixed research. (Alvin Burns, Ronald Bush, 2014).

3.2 Research Design

Research design is a set of advanced decisions that make up the master plan specifying the methods and procedures for collecting and analyzing the needed information. Research designs are classified into three traditional categories: descriptive and explanatory. The choice of the most appropriate design depends largely on the objectives of the research. Three common objectives are (1) to gain background information and to develop hypothesis, (2) to measure the state of variable of interest or (3) to test hypotheses that specify the relationships between two or more variables. Descriptive research is undertaken to describe answers questions of who, what, where, when and how (Alvin Burns, Ronald Bush, 2014).

The function of a research design is to ensure that the evidence obtained enables researcher to effectively address the research problem as unambiguously as possible. This study was applied survey techniques and made use of primary data and questionnaires was adopted to gather information from the wholesaler customers of Coca Cola Company. This investigation applied two sets of variables customer satisfaction (dependent) variables and digital

marketing (independent) variables. Frequency distribution was used to analyze the data and linear regression analysis and Pearson correlation coefficient utilized to test the hypotheses.

3.3 Sources of Data

For this research, primary data was gathered. Primary data are facts explicitly gathered to answer the research purpose. Primary data are the closest one can go to the truth since they were seen, experienced, or recorded shortly after the event (Walliman, 2006). Primary data can be gathered and recorded in a variety of ways. For the goal of gathering primary data, the researcher used questionnaires with some of them. The Coca-Cola Company's customers were addressed by the questionnaires.

3.4 Population and Sampling Techniques

The total population consists of customers of Coca Cola Company at wholesaler and retailer at Addis Ababa. The scope of this investigation covers the period of till 2023. The company has one manufacturing place at Addis Ababa. The choice of this city was based on the fact that the company operates in this city. For the purpose of the study, random sampling method was used to select 384 customers from the company because of its wide customer base.

Sample procedures refer to the approach or methods that the researcher employed to generate a representative sample, as sample size can be read as the total number of respondents who will chose to reply to research questions or a number of things that represent the overall population. The sample size for this study will be determined by using the estimation formula developed by Cochran (1967). The reason for choosing this formula is that the population of customers is unknown or infinite. The customers of Coca Cola Company are huge number and vary with season also. Accordingly, the sample size for customer of the company is computed as follows:

$$n = \frac{z^2(p)(q)}{e^2}$$

Where:

n= Sample Size for infinite population.

z^2 = Standard deviation given a corresponding (e.g. 1.96 for 95% confidence level)

p= Estimation proportion of incidence (success rate=0.5)

q= (1- p) or assumed failure rate (0.5)

e= Proportion of sampling error margin in a given situation (0.05)

$$n = \frac{z^2(p)(q)}{e^2} = \frac{(1.96)^2(0.5)(0.5)}{(0.05)^2}$$

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

$$n = \frac{0.9604}{0.0025}$$

$$n = 384.16 = 384$$

3.5 Data Analysis Techniques

Survey data was compiled, revised, coded, tallied, and evaluated. The data quality for coding is going to be improved by editing. Software from the Statistical Package for Social Sciences (SPSS) 23 version was used coding and analyzing the information that was gathered using the structured questionnaire.

Tables and a graphic were used to present the study's findings. By taking the average of each question and calculating the data for the variable, the surveys that was originally collected in the form of a Likert scale which is ordinal in nature was going to be converted into continuous data (with a lower and upper bound). The researcher tested his hypotheses based on multiple linear regression result. Multiple linear regression analysis was used to investigate the digital marketing of coca cola Company, including email marketing, search engine marketing, mobile marketing, and social media marketing. Here, sample data was used by the researcher to test the research hypothesis.

Inferential statistics use data from samples to draw generalizations about a population, as Kothari (2004) points out. Descriptive statistics are numerical and graphical techniques used to organize, present, and analyze data (Murray J., 2008). Descriptive statistics was used to describe the general information about the respondents' demographic situation and characteristics of the medium enterprises. Descriptive statistics (frequency, percentage, mean, and standard deviation) was developed based on the outcomes. Both descriptive and inferential data analysis methods were going to be employed by the researcher.

3.6 Research Instruments

The questions were used to obtain information from the respondents are capable of finding out the degree to which digital marketing impact on customer satisfaction in Coca Cola Company. The researcher utilized questionnaire as the data collection instrument. The questionnaire was divided into two section i.e. section 1 and section 2. Section

1 dealt with demographic information about the respondents such as age, sex, education background, respondents position and company age, while section 2 was comprised of questions aiming to address the basic research questions headed by 5 constructs, email marketing, search engine marketing, mobile marketing and social media marketing as independent variables and customer satisfaction as the dependent variable with five point Likert scale answers, ranging from (1 strongly disagree 2 disagree 3 neutral 4 agree and 5 strongly agree).

3.7 Data collection procedure

Before conducting the actual data collection process, the first draft of questionnaire was given to Ass. Prof. Adanech Gedefaw for comments. After the comments, it was duplicated and then a pilot test was conducted to customers' respondents to obtain their perceptions regarding digital marketing practices. The pilot test was conducted in order to evaluate the accuracy of the questionnaire and unforeseen problems such as missing of data, inconsistency of data, to understand respondent concepts on questions and evaluate the nature of respondents as well as estimate the time required to fill a single questionnaire. Finally, the actual data collection process was conducted after making corrections and comments based on the information obtained from pilot-test results. Targeted populations were identified the questionnaire was administrated to respondents. The respondents were contacted personally by the researcher during check-in and departure. Data Collection took place on May, 2023 at the Addis Ababa area. 385 questionnaires were distributed among customers of Coca Cola Company at wholesaler level and responded 347 questionnaires were collected.

3.8 Validity and Reliability of the Instrument

To ensure the validity and reliability of the information gathered from respondents, researcher must put a great deal of effort into the design of a questionnaire. Neuman (1997) suggests that in designing an effective questionnaire which will provide acceptable content validity attention needs to be focused on a number of key areas, namely, the wording of questions, length of the questions, the sequence of the questions and the layout of the questionnaire.

According to Martins, Loubser & Van Wyk (1996) proper sequencing of questions will enable the researcher to improve the level of understanding achieved by the subject and also induce a harmonious flow of thought in the questionnaire. The basic writing style will be used in this study's question sequencing, which will facilitate the respondent's easy and seamless passage through the questionnaire's items. In order to avoid any confusion and to encourage overall consistency, sufficient care was taken to ensure that questions pertaining to a certain topic are included.

Sekaran (2003) proposes that the type of language used in the questionnaire should be carefully matched against the subject's level of education and cultural background. It is imperative that the subject understands the questions immediately and provides answers that accurately reflect his/her attitudes, perceptions and feelings. To enhance validity of the research instrument utilized in this research, a draft copy of the instrument was given to the researcher supervisor for evaluation so as to ensure that the questionnaire contained all the relevant dimensions of the study. Every attempt was made to ensure that the questions are concise, easy to interpret and relevant to the purchasing patterns of consumers. The fundamental objective of this research was to quantify the thought, attitudes, perceptions and feelings of consumers of Coca Cola Company at wholesaler level. This objective could only be achieved if subjects correctly interpreted the questionnaire. Both reliability and validity has been checked using SPSS version 23 by 51 respondents.

3.9 Method of Data Analysis

The information gathered was transformed and processed into useful information and statements. The data was analyzed and presented using the Statistical Package for Social Science (SPSS) version 23 using statistical procedures such as descriptive analysis (mean and standard deviation), correlation, and multiple linear regression analysis.

Quantitative and qualitative data were incorporated in this study, with the latter being more prominent. The information is precise and accurate. The degrees of relationship between the numerous variables analyzed and historical data are communicated via numbers. A type of descriptive data is qualitative data. Instead of numbers, the study relies on descriptions and other descriptive data. This type of information is utilized to state facts and express degrees in words (Langer, 2006). The information gathered from questionnaires and papers was edited, classified, tabulated, and translated into frequencies. To summarize and present demographic data, descriptive analysis uses frequencies, percentages, mean, and standard deviations. The Pearson correlation coefficient was also used to show how the independent and dependent variables are interdependent.

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

Negative

(-1.00 to -0.8] very Strong

(-0.8 to -0.6] Strong

Positive

[0.0 to 0.2) very Low

[0.2 to 0.4) Low

(-0.6 to -0.4] Medium
(-0.4 to -0.2] Low
(0.0 to -0.2) Very Low

[0.4 to 0.6) Medium
[0.6 to 0.8) Strong/Substantial
[0.8 to 1.00) very Strong

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

B. **Pearson Correlation Analysis:** When there are two quantitative variables, Pearson Correlation Analysis is utilized. There could be a positive linear link between the variables, a negative linear relationship between the variables, or no linear relationship between the variables in this study, according to the research hypotheses. Pearson's correlation coefficient is used to determine the correlations between independent variables of Entrepreneurial Orientation and the dependent variable Business Performance.

C. **Multiple Linear Regression Analysis:** Multiple regression analysis was used to investigate the relationship between the dependent and independent variable.

3.9.1 Variables measurement and model specification

A. standardized beta coefficient

Standardized beta coefficients are sometimes called relative importance weights and can be used to compare scores like Z-scores since they all are measured in standard deviation and are not dependent on the unit of measurement of the variables (Field, 2006). Relative importance weights are the proportionate contribution from each predictor to R² correcting for the effects of the inter-correlations among predictors Lorenzo-Seva, U., Ferrando, P. J., & Chico, E. (2010). This method is recommended when the researcher is examining the relative contribution each predictor variable to the dependent variable (Johnson, 2004).

B. Unstandardized beta coefficient

Unstandardized beta coefficient is sometimes called, the Beta Weights and tells us about the relationships between the dependent variable and the independent variables. If the value is positive the relationship between the predictor and the outcome is positive. Negative coefficient represents a negative relationship (Field, 2006). According to Pedhazur, (1997), a β weight coefficient informs us, as to how much change in the criterion variable (i.e. customer satisfaction in our case) we might expect with a one-unit change in the predictor variables, (i.e. email marketing,

search engine marketing, mobile marketing and social media marketing) holding all other predictor variables constant.

The equation of multiple regressions on this study was made on four independent variables, and one dependent variable (Customer satisfaction) and independent variables (email marketing, search engine marketing, mobile marketing and social media marketing). The basic objective of using regression equation on this study was to make the researcher more effective at describing, understanding, predicting, and controlling the stated variable.

Model Specification

$$Y=B_0+B_1X_1+B_2X_2+B_3X_3+ B_4X_4+e$$

Where:

Y= Digital marketing (DM)

B₀, B₁, B₂, B₃, and B₄ are parameters

X₁= Email marketing (EM)

X₂= Search engine marketing (SEM)

X₃= mobile marketing (MM)

X₄= social media marketing (SMM)

e = error term

3.10 Ethical Consideration

This study is factual and does not mislead the information. Before any data is collected, each participant's or sample unit's consent was acquired. The researcher respects the respondents' rights by stating that all information gathered would be kept private and used only for academic research. Clearly explaining the goal of the research and inviting respondents to participate without being pushed to do so

CHAPTER FOUR

DATA ANALYSIS, INTERPRETATION AND PRESENTATION

4 INTRODUCTION

In this chapter data analysis, discussion and interpretation is covered. The analysis and interpretation of the various data collected through the use of data collection instrument as per objectives of the study. The main emphasis of the research was to investigate the effect of digital marketing on customer satisfaction a case of Coca Cola Company, Addis Ababa. Primary data was collected from wholesalers, retailers and marketing department staff of the company. Primary data were collected by questionnaire using five Likert scale questionnaire and interview questions for marketing department staffs. This chapter contains three parts, the demographic part, the descriptive analysis part and the inferential analysis part specifically it contains the correlation and multiple linear regression analysis were presented in the last part. The collected data were described and analyzed using with the help of SPSS version 23. The sample size for this study was determined by using the estimation formula developed by Cochran (1967). The reason for choosing this formula was that the populations of customers were unknown or infinite. Based on Cochran (1967) sample size determination formula 384 respondents were taken as sample of the study. Out of the distributed questionnaires 37 respondents did not return the questionnaires and reduced to total response rate of about 90.4%. The total number of questions was 25 which were the sum questionnaires under each variable and below is the analysis of the collected data.

4.1 Reliability and Validity Analysis

4.1.1 Reliability Analysis

Both reliability and validity have been checked by SPSS version 23 the following table 4.1 illustrates that the mean and relatively small standard deviation values indicate that the values in the statistical data set of the current study are close to the mean of the entire data set used for the study. Nonetheless, to achieve a sturdy research, reliable and valid items are needed. For evaluation, the first and foremost criterion is typically the internal consistency reliability. Cronbach's alpha presumes that all the used indicators are equally reliable. Cochran (1967). The reliability of the data for this research based on the Cronbach's alpha, composite reliability is shown in Table 4.1 below. The Cronbach's alpha for total sum of the independent variables (email marketing, search engine,

mobile marketing, and social media marketing) and dependent variable (customer satisfaction) has been found to be more than 0.7, thus, all the items used in the present study could be considered reliable.

Table 4.1: Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.810	25

Source: Survey Result (2023)

4.1.2 Validity Analysis

Validity explains how well the collected data covers the actual area of investigation (Ghauri and Gronhaug, 2005). There are various types of validity such as content validity, face validity, construct validity, and criterion-related validity. Construct validity is concerned with the extent to which your research measures what it claims to measure (Ghauri and Gronhaug, 2005). The researcher used construct validity particularly discriminant validity. Discriminant validity has been checked using SPSS version 23. The correlation between the variables shouldn't be exceed 0.7 therefore the following table 4.2 illustrates that the correlation coefficient is below 0.7 this showed that the correlations between variables are valid.

Table 4.2 Validity Test

Correlations						
		Email marketing	Search engine marketing	Mobile Marketing	Social media marketing	Customer satisfaction
Email marketing	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	61				
Search engine marketing	Pearson Correlation	.259*	1			
	Sig. (2-tailed)	.044				
	N	61	61			
Mobile Marketing	Pearson Correlation	.490**	.407**	1		
	Sig. (2-tailed)	.000	.001			
	N	61	61	61		
Social media marketing	Pearson Correlation	.549**	.357**	.383**	1	
	Sig. (2-tailed)	.000	.005	.002		
	N	61	61	61	61	
Customer satisfaction	Pearson Correlation	.484**	.422**	.446**	.341**	1
	Sig. (2-tailed)	.000	.001	.000	.007	
	N	61	61	61	61	61

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

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

Source: Survey Result (2023)

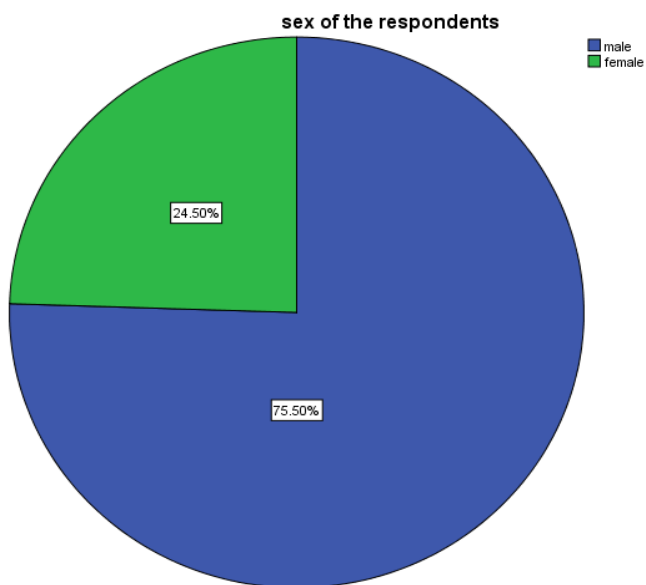
4.2 Demography of Respondents

The demographic information of respondent gathered for these studies were gender, age, educational level, Job Position and company age.

4.2.1 Gender of Respondents

From the study participants, it involved gender distribution of respondents in order to answer the questionnaires provided. The following pie chart depicts that respondent of male and female participants. Out of the respondents 262 (75.5%) were male while 85 (24.5%) were females. This indicates that the owner and employees of the company in Addis Ababa were dominantly males. This implies that the male populations have the chance to be represented in every matter. Furthermore, it showed that the position of this sector was dominantly covered by males.

Fig. 4.1 Genders Distribution of Respondents

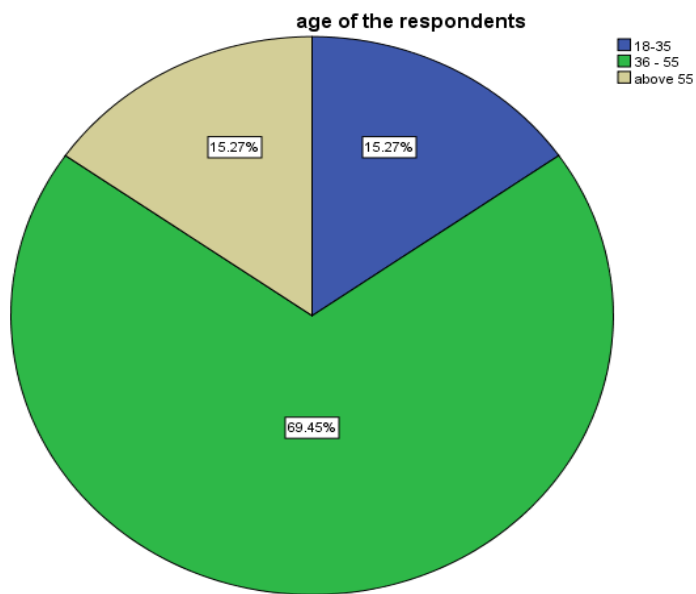


Source: Survey Result (2023)

4.2.2 Age Distribution of the Respondents

Regarding the age group of respondents, the larger number of the respondents was between the ages of 36-55 which accounts 241 respondents representing to 69.5% of the total respondents. Second largest age groups which constitute 15.3 % of the respondents are 18-35 years of age. The third larger age group was 26-30 that accounts 15.3%. From this result we can observe that the majority of respondents were at productive age group.

Figure. 4.2 Ages Distribution of Respondents

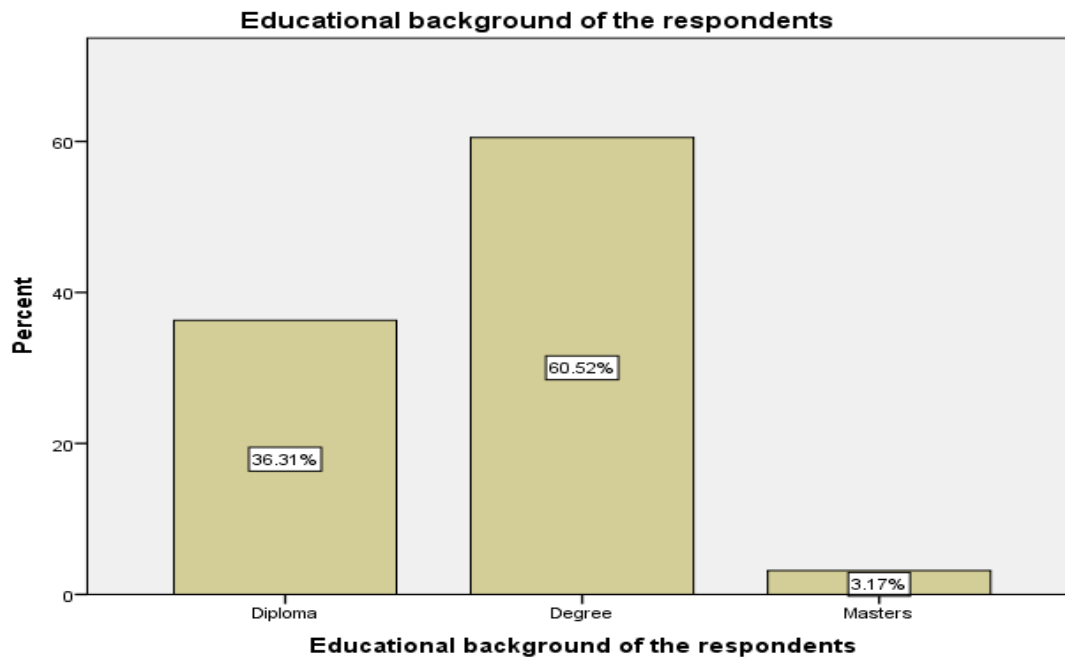


Source: Survey Result (2023)

4.2.3 Educational Level

Regarding the respondents educational background, 210(60.5%) of the respondents were degree level and the second largest level 126(36.3%) of the respondents were diploma holder the remaining 11(3.2%) respondents were second degree holder and above it. From this the majority of respondents are degree levels.

Figure 4.3: Educational level of Respondents

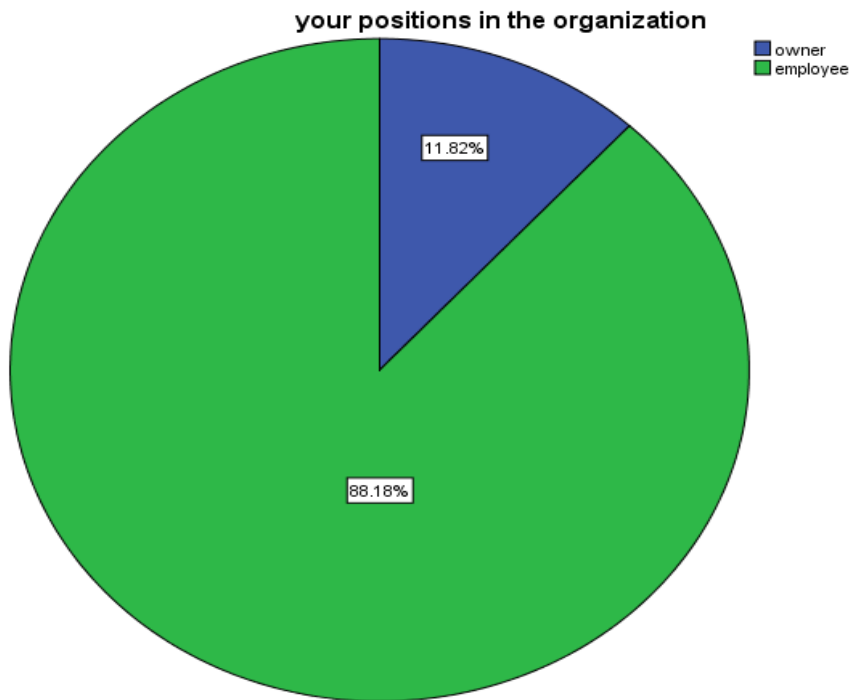


Source: Survey Result (2023)

4.2.4 Job Position in Your Company

The roles of participants in the companies were owners or employees. The majority of the respondents 306(88.2%) led by employees the remaining 41(11.8%). The result showed that it is led the company by employees and create job opportunity for others.

Figure 4.4: Respondent's positions in the company

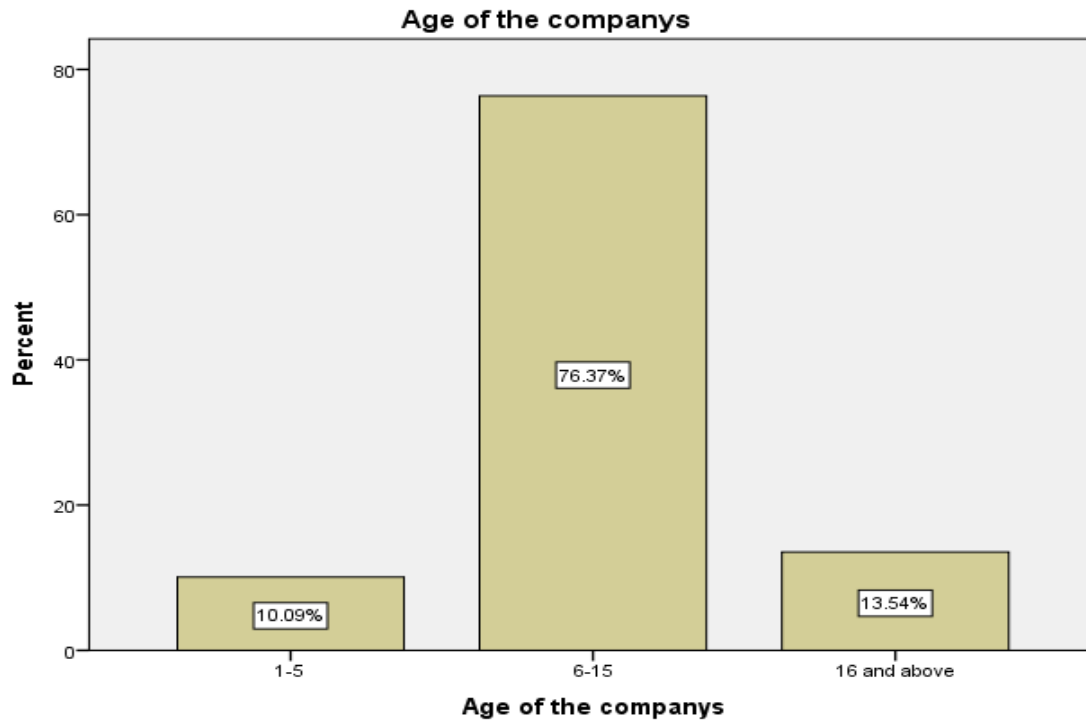


Source: Survey Result (2023)

4.2.5 Age of the company

Regarding the age group of the company's, the larger numbers of companies were between the ages of 6-15 which accounts 265 respondents representing to 76.4% of the total respondents. Second largest age groups which constitute 47(13.5%) of the respondents are 16 and above years of age. The third larger age group was 1-5 that accounts 35(10.1%). From this result we can observe that the majority of the companies have long and effective partnership with the coca cola company.

Figure 4.5: Company Age



Source: Survey Result (2023)

4.3 Descriptive Analysis

Descriptive analysis is all about summarizing the responses of participants in mean, frequency, tabulation or any other form. In this section, the collected data was entered and reported using SPSS. The mean value and standard deviation of each factor is analyzed and presented. According to Kothari (2004) for a data set, the mean is the central value of a discrete set of numbers, specifically the sum of the values divided by the number of values. Standard deviation is a number used to tell how measurements for a group are spread out from the average (mean), or expected value. A low standard deviation means that most of the numbers are close to the average. A high standard deviation means that the numbers are more spread out.

4.3.1 Email Marketing

Table 4.3: Mean and Standard Deviation of Email Marketing

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
The Coca cola company uses emailing to communicate with your company	347	1	5	3.81	.974
Our company uses emailing for any complains with Coca cola company	347	1	5	3.39	.833
Our company receives solutions of complains through emailing from Coca cola company	347	2	5	3.70	.813
Our company is receiving price amendment, adverting new products and other information through email from Coca cola company	347	3	5	3.65	.597
Valid N (listwise)	347				

Source: Survey Result (2023)

Five Likert scale question were distributed to the respondent and the mean score of the respond depicted as follows. The mean score of email marketing is 3.6375 and its standard deviation come up with 0.80425. This high mean indicated that respondents were agreeing about the question that they provided. Wholesalers who are working with the company were using emailing in doing their work. This implied that the customers are agreeing the email marketing using for communication for the company. A study done Simmons (2007) remarked that e-mail is the fastest growing new channel and represents a straight forward threat to postal mail In addition to promotional purposes; e-mail can also serve more relational outcomes like building and maintaining relationships. Danaher & Rossiter, (2011) explained that e-mail offers companies' openings to reach their clients more broadly, targeting specific group of community, and interact with customers in a highly modified manner.

4.3.2 Search engine Marketing

Table 4.4: Mean and Standard Deviation of Search engine Marketing

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
The Coca cola company's information is easily accessible in search engine	347	1	5	3.50	.868
The Coca cola company's advertising on its products using search engine is satisfied by our company	347	1	5	3.70	1.033
The Coca cola company's information in search engine is enough for your decision to be as partnership.	347	1	5	3.31	.926
Valid N (listwise)	347				

Source: Survey Result (2023)

The mean score of the respond depicted as follows. The mean score of search engine marketing is 3.503 and its standard deviation come up with 0.9423. This high mean indicated that respondents were agreeing about the question that they provided. Wholesalers who are working with the company were using search engine marketing in doing their work. This implied that the customers are agreeing the search engine marketing using for communication for the company. A different perspective is provided by Parikh and Deshmukh (2013), who define search engine marketing as a collection of strategies used to attract more visitors to a website by securing a prominent position on search engine results pages. Additionally, B. Xing, Z. Lin (2006) has also investigated that one distinctive feature of the Internet advertising business is the existence of SEO. Its effect on consumer happiness is unclear, though. SEO agencies may actually raise a link's rating for a low-quality search engine, increasing customer satisfaction overall. On the other side, SEO companies are frequently viewed as spam by high quality search engines because they may raise the ranking of a link that lowers overall customer happiness. Overall, SEO adds more "noises" to the content on the Internet, making it more difficult for search engines to index the content and rank the pages.

4.3.3 Mobile Marketing

Table 4.5: Mean and Standard Deviation of Mobile Marketing

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
The Coca cola company's information provides through telephoning to our company	347	2	5	4.19	.719
Our company uses telephoning for any complains with Coca cola company	347	1	5	4.27	.739
Our company uses telephone for ordering products from coca cola company	347	3	5	4.42	.528
Our company receives solutions of complains through telephoning from Coca cola company	347	3	5	4.39	.524
The Coca cola company's information through telephoning is enough for your decision to be as partnership	347	3	5	4.12	.620
Our company uses text marketing to communicate with Coca cola company	347	1	5	3.04	.694
Our company receives service conformation, price amendments and other information through text marketing from coca cola company	347	1	4	3.30	.620
Coca cola company uses mobile SMS text message for sending receipt and reminding expected payments to our company.	347	1	5	3.34	.626
Valid N (listwise)	347				

Source: Survey Result (2023)

The mean score of the respond illustrated as follows. The mean score of mobile marketing is 3.88375 and its standard deviation come up with 0.63375. This high mean indicated that respondents were strongly agreeing about the question that they provided. Wholesalers who are working with the company were using mobile marketing in doing their work. This implied that the customers are strongly agreeing the mobile marketing using for business

communication, amendment issue and providing complains with the company. Dickinger and Murphy, (2004) studied that mobile marketing, often known as wireless marketing, provides businesses with a significant marketing opportunity through direct client interaction at any time. According to research by Hallowell Roger (1996), a company's ability to build a solid base of loyal customers is crucial to its overall success, particularly since these customers frequently serve as the foundation for bringing new ones through their reviews, endorsements, and positive suggestions. A firm can satisfy consumer wishes and, as a result, expand its customer base by meeting their demands and improving engagement and communication with them. For the company to grow consumer loyalty, this is essential.

4.3.4 Social media marketing

Table: 4.6 Mean and Standard Deviation of Social media marketing

Descriptive Statistics					
	N	Min	Max	Mean	Std. Deviation
Our company communicates with Coca cola company through social media like you tube, Facebook, Twitter and other platforms.	347	2	5	3.58	.753
Coca cola company advertises its product and services through social media like you tube, Facebook, Twitter and other platforms	347	1	5	4.06	.784
Our company receives quick responses and information regarding services through social media from Coca cola company	347	2	5	3.07	.541
Valid N (listwise)	347				

Source: Survey Result (2023)

The mean score of the respond depicted as follows. The mean score of social media marketing is 3.57 and its standard deviation come up with 0.6926. This high mean indicated that respondents were near to neutral about the question that they provided. Wholesalers who are working with the company were using social media marketing in doing their work. This implied that the customers are strongly agreeing the mobile marketing using for business communication, amendment issue and providing complains with the company. According to research by Chaffey (2012) studied social media marketing is one of the most popular and modern subfields of digital marketing which

helps marketers in pushing forward their brand image in the most effective and trendy way because social media marketing uses its social presence to reassure customer communications.

4.4 Parametric Statistical Assumptions

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

The fundamental presumptions relating to the original data must be made prior to performing a regression analysis. In order to describe the connections between dependent and independent variables, this is a necessary requirement. It is necessary to validate that five key presumptions are reasonably satisfied. These crucial least squares assumptions were examined and clarified in this work.

4.4.1 Testing the Skewness and Kurtosis of the Data

Skewness is a measure of symmetry, or more precisely, the lack of symmetry. A distribution, or data set, is symmetric if it looks the same to the left and right of the center point. Kurtosis is a measure of whether the data are heavy-tailed or light-tailed relative to a normal distribution. That is, data sets with high kurtosis tend to have heavy tails, or outliers. Data sets with low kurtosis tend to have light tails, or lack of outliers. A uniform distribution would be the extreme case (Kothari, 2004)

Table 4.7 Skewness and Kurtosis of the Data

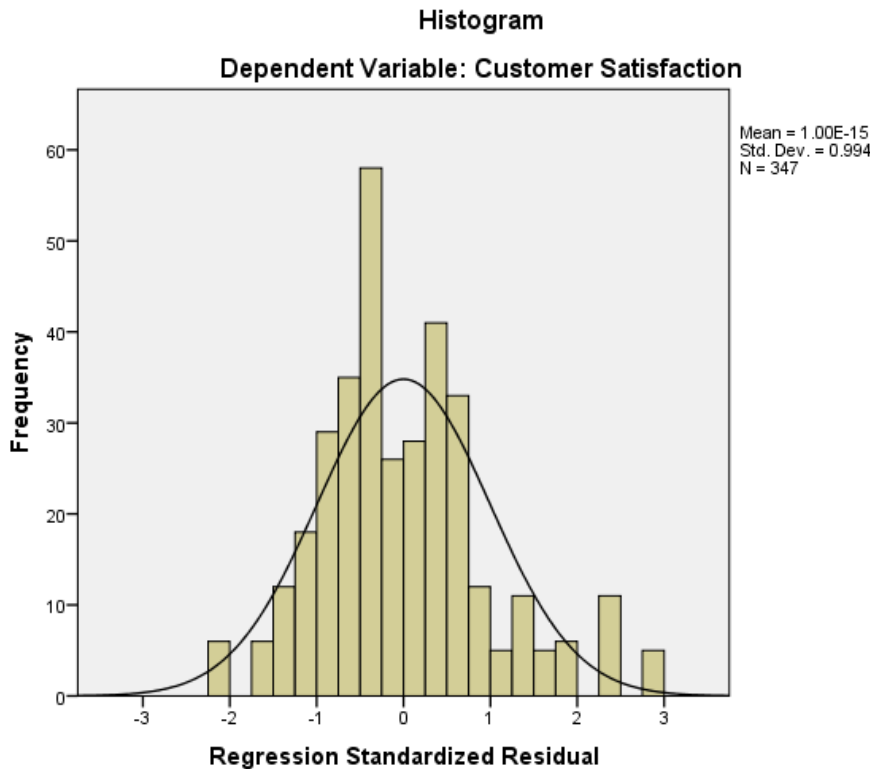
	Email Marketing	Search engine Marketing	Mobile Marketing	Social Media Marketing
Skewness	-.467	-.105	-.308	-1.008
Std. Error of Skewness	.131	.131	.131	.131
Kurtosis	.044	-.801	.350	1.521
Std. Error of Kurtosis	.261	.261	.261	.261

Source: Survey Result (2023)

It is believed that values between +1.96 and -1.96 are acceptable. Data that deviates from these boundaries can be referred to as skewed (Hair, 2010), and according to Bryne (2010), data is considered normal if the skewness and

kurtosis values are between 2 and +2 and 7 and +7, respectively. The researcher's data follows a conventional distribution.

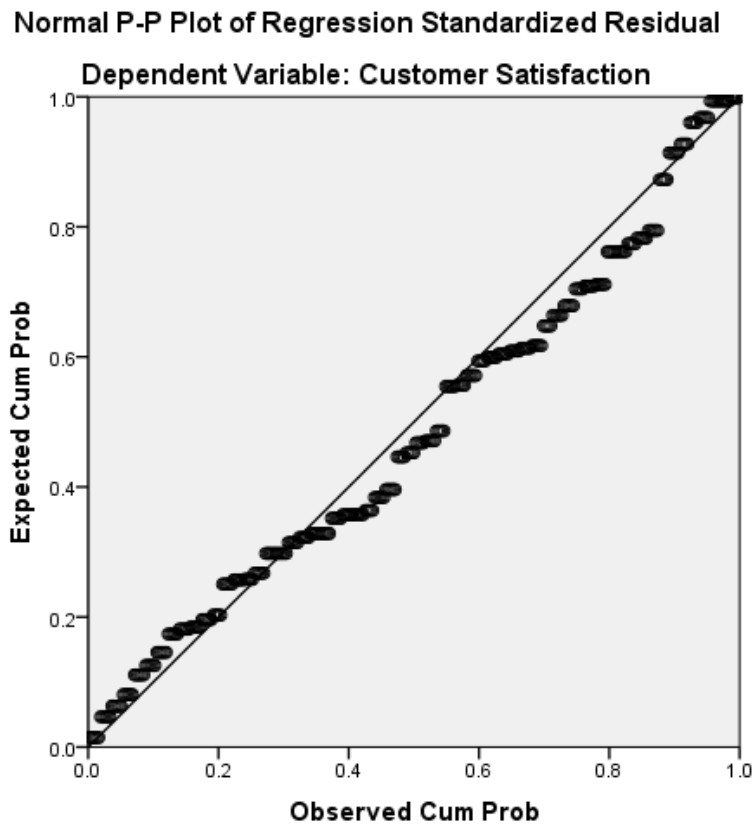
Figure 4.6: Data Distribution of dependent Variables: Histogram



4.4.2 Normality Test

A statistical procedure known as a "normality test" is used to check if a sample or any collection of data fits a typical normal distribution. You can run a normalcy test mathematically or visually. In order to establish if a data collection is adequately described by a normal distribution and to estimate the probability that a random variable underlying the data set is normally distributed, normality tests are utilized. Depending on how one understands probability, the tests, which are a type of model selection, can be interpreted in a variety of ways: Examining the P-P plot for the model and the mentioned histogram of the standardized residuals can enable us to verify or refute this assumption. The residuals are distributed more normally the closer the dots are to the diagonal line.

Figure 4.7: Normality Tests



Source: Survey Result (2023)

The data distribution appears normal in the previous picture, and the P-P plots additionally demonstrate that the dots are relatively close to the normal line. Both inspections taken together provide proof that the residuals are distributed equally.

4.4.3 Autocorrelation Test

Autocorrelation is a mathematical representation of the degree of similarity between a given time series and a lagged version of itself over successive time intervals. It is the same as calculating the correlation between two different time series, except autocorrelation uses the same time series twice: once in its original form and once lagged one or more time periods (Kothari, 2004)

Table 4.8: Autocorrelation Test

Model Summary	
Model	Duribn Watson
1	2.074
a. predictors: Email marketing, Search engine marketing, Mobile marketing and Social media marketing	
b. Dependent Variable: Customer Satisfaction	

Source: Survey Result (2023)

The idea that errors are independent of one another and that subjects are responding independently is known as autocorrelation or error independence (Stevens, 2009). To verify the notion that our residuals are independent (or uncorrelated), the Durbin-Watson statistic might be used. This number might range from 0 to 4. The Duribn Watson value must be quite near to 2 to qualify for this assumption to be true. Values that go outside of the range of 1.5 and rise above 3.5 are cause for attention.

4.4.4 Multicollinearity Test

Multicollinearity means a state of very high inter-correlation or inter-associations among the independent variables. It is therefore a type of disturbance in the data, and if present in the data the statistical inferences made about the data may not be reliable. Multicollinearity generally occurs when there are high correlations between two or more predictor variables. In other words, one predictor variable can be used to predict the other. This creates redundant information (Kothari, 2004).

Strong relationship between explanatory variables is a problem of multicollinearity and not acceptable for ordinary list square regression analyses.

Table 4.9: Multicollinearity Test

Coefficients ^a			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Email marketing	.612	1.633
	Search engine marketing	.779	1.284
	Mobile marketing	.662	1.511
	Social media marketing	.651	1.536

a. Dependent Variable: Customer Satisfaction

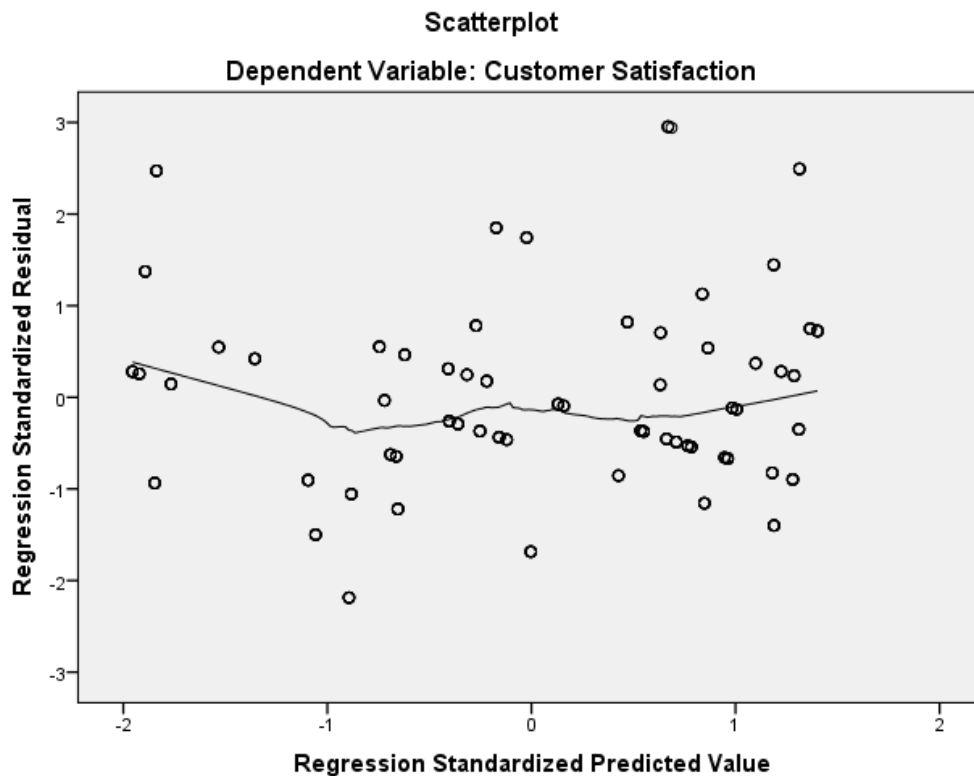
Source: Survey Result (2023)

Multicollinearity is not a concern, according to the results of a VIF examination, which show that values are smaller. According to Hair (2010), all VIF in this study that were less than 5 received acceptances. Additionally, tolerance statistics in regression analysis assist in the identification of co-linearity issues. A tolerance value between 0 and 1 means there is no multicollinearity issue (Keith, 2006). Since all tolerances in this study are higher than 0.6, additional factors cannot account for the variance in that construct According to the results of the two tests, there is no multicollinearity issue.

4.4.5 Homoscedasticity Test

Homoscedasticity is a characteristic that all values of the predictor variable (X) have the same variance around the regression line. The assumption is broken by the plot. All of the points are extremely close to the regression line for the lower values on the X-axis. There is significantly more fluctuation around the regression line for the higher values on the X-axis. This assumption implies the homogeneity of error terms across the data or an even distribution of residual terms. By looking at a plot of the regression's standardized predicted value with the standardized residuals, homoscedasticity can be evaluated (Osborn & Waters, 2002). Analyses won't suffer if the error words are distributed randomly and lacking a clear pattern.

Figure 4.8: Data Distribution of dependent variable



Source: Survey Result (2023)

4.5 Inferential analysis

Inferential analysis is type of analysis that used a random sample of data taken from a population to make inferences about the population. Inferential statistics are valuable when examination of each member of an entire population is not convenient or possible (Kothari, 2004).

4.6 Correlation Analysis

Correlation analysis was applied to test the “interdependency” of the variables. In this section, the direction and degree of the strength of the relationship among the variables were determined. The Pearson Correlation Coefficient was computed to determine the relationships between email marketing, search engine marketing, mobile marketing, social media marketing and customer satisfaction. Correlation analysis is useful way of exploiting relation (association) among variables. The value of the coefficient (r) ranges from -1 up to +1. The value of coefficient of correlation (r) indicates both the strength and direction of the relationship. If $r = -1$ there is perfectly negative correlation between the variable. If $r = 0$ there is no relationship between the variable and if $r =$

+1 there is perfectly positive relationship between the variables. For values of r between + and 0 or between 0 and -1, different scholars have proposed different interpretation with slight difference.

For this study decision rule given by (Kothari, 2004) was used to describe the strength of association among the variables as follows.

> 0.00 to 0.20; < -0.00 to -0.20 is Very weak,

> 0.20 to 0.40, < -0.20 to -0.40 is Weak,

> 0.40 to 0.60; < -0.40 to -0.60 is Moderate,

> 0.60 to 0.80 ; < -0.60 to -0.80 is Strong and

> 0.80 to 1.0; < -0.80 to -1.0 is Very strong

Source: Kothari (2004).

Table 4.10: Correlation Result

Correlations						
		Email marketing	Search engine marketing	Mobile marketing	Social media marketing	Customer Satisfaction
Email marketing	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	347				
Search engine marketing	Pearson Correlation	.253**	1			
	Sig. (2-tailed)	.000				
	N	347	347			
Mobile marketing	Pearson Correlation	.491**	.419**	1		
	Sig. (2-tailed)	.000	.000			
	N	347	347	347		
Social media marketing	Pearson Correlation	.542**	.356**	.388**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	347	347	347	347	
Customer Satisfaction	Pearson Correlation	.485**	.413**	.432**	.344**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	347	347	347	347	347

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

Source: Result Survey (2023)

The above table showed the correlation between dependent variable Customer satisfaction and independent variables email marketing, search engine marketing, mobile marketing, social media marketing. As clearly indicated, all independent variables have positive correlate with the dependent variable, Customer satisfaction with

significant level of 0.01. The magnitude of correlation between independent variables email marketing and the dependent variable Customer satisfaction come up with $r=.485^{**}$.

This shows the variable moderate relate with the dependent variable. In addition to this, search engine marketing and mobile marketing has also moderate correlation with customer satisfaction($r=.432^{**}$, $r=.413^{**}$) respectively. Additionally, social media marketing ($r=.431^{**}$) has weak correlation but strongly significant. Though all independent variables have a positive significant relationship with customer satisfaction, email marketing, search engine marketing, mobile marketing have a moderate relationship with customer satisfaction while the remaining (social media marketing) has weak relationship with customer satisfaction.

To sum up the correlation result showed the existence of positive direction and moderate magnitude. The more the company work on in the independent variable, there is an increment in here customer satisfaction.

4.7 Regression Analysis Results

Multiple linear regression analysis was employed to examine the effect of digital marketing on customer satisfaction. It is a constructive statistical technique that can be used to analyze the association between a single dependent and several independent variables. Since all the multiple regression assumptions are satisfied, the researcher continued further the regression analysis and mainly focused on the three most important elements of regression output, i.e. the Model Summary, the ANOVA test and the Beta coefficient. Based on the average response obtained from the wholesalers and retailers, the dependent variable, customer satisfaction and each of the predictor variables, email marketing, search engine marketing, mobile marketing and social media marketing were analyzed.

Table 4.11: Analysis of model summary R and R^2

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.584 ^a	.341	.334	1.75751
a. Predictors: (Constant), Social media marketing, Search engine marketing, Mobile marketing, Email marketing				
b. Dependent Variable: Customer Satisfaction				

Source: Survey Result (2023)

The regression model considers customer satisfaction as dependent variable and email marketing, search engine marketing, mobile marketing and social media marketing involvement as independent variables. The linear combination of those factors is significantly related to customer satisfaction (adjusted $R^2=.341$). This means that 34.1 percent of the variance in the dependent variable customer satisfaction can be explained by the independent variables email marketing, search engine marketing, mobile marketing and social media marketing, while 65.9% of variation in customer satisfaction can be attributed to other variables which are not considered in this study. If another factor is presented, it would further explain 33.4% as shown by the Adjusted R square.

Table 4.12: ANOVA^a

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	547.206	4	136.801	44.289	.000 ^b
	Residual	1056.379	342	3.089		
	Total	1603.585	346			
a. Dependent Variable: Customer Satisfaction						
b. Predictors: (Constant), Social media marketing, Search engine marketing, Mobile marketing, Email marketing						

Source: Survey Result (2023)

The ANOVA (Analysis of Variance) table 4.14 provides the result of test of significance for R and R^2 . Accordingly, it shows the F value of 44.289 is significant at 0.01 (P value that a correspondent to F statistic is significant). Thus, which states that the independent variables email marketing, search engine marketing, mobile marketing and social media marketing significantly explain the variance in customer satisfaction.

Table 4.13: Regression Coefficients^a

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.216	1.142		15.071	.000
	Email marketing	.316	.052	.340	6.061	.000
	Search engine marketing	.303	.058	.260	5.231	.000
	Mobile marketing	.124	.044	.153	2.839	.005
	Social media marketing	.011	.078	.008	.140	.888

a. Dependent Variable: Customer Satisfaction

Source: Survey Result (2023)

From the Beta Coefficient table, the researcher highly concentrated on the values of the standardized Beta coefficient in order to figure out the relative importance of each independent variable, in predicting the dependent variable and on the unstandardized Beta coefficient in order to formulate the linear regression equation.

Based on the standardized beta coefficient values, it can be shown that email marketing, search engine marketing, mobile marketing and social media marketing found to be significant predictors of customer satisfaction. For every unit increase in the value of email marketing in customer satisfaction will increase by 34% and for every unit increase in the value of search engine, customer satisfaction will increase by 26%. In addition to this, for every unit increase in the value of mobile marketing, customer satisfaction will increase by 15.3 %. Lastly for every unit increase in the value of social media marketing, customer satisfaction will increase by 0.8%.

Regression Mathematical Model

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Where,

Y= the dependent variable customer satisfaction

a = y axis intercept (the constant beta value)

b1, b2, b3, b4 =beta weight for each independent variables

X1, X2, X3, X4 =representing, email marketing, search engine marketing, mobile marketing and social media marketing, respectively.

e = the error term (0.05 in our case)

Based on table 4.13 and taking the unstandardized beta value into consideration, the regression equation of this particular study to the nearest two decimal places can be expressed as:

$$Y = 17.216 + 0.316X1 + 0.303X2 + 0.124X3 + 0.11X4 + 0.05$$

That means from table 4.13, as the trend of email marketing in the company increases by one-unit company's customer satisfaction increases by 0.340 if the other three variables kept constant (Field, 2006).

4.8 Qualitative data analysis

After the interview had with the marketing management representatives with respect to application of digital marketing Coca Cola Company, the following points are generalized.

1. How do you see the experience of digital marketing that is administrated by Coca Cola Company?

The marketing manager was asked to evaluate the experience of digital marketing that is administrated by the company and she responded as follows:

- ✓ Practice of email marketing is good
 - ✓ Practice of search engine marketing in international level is good
 - ✓ Practice of mobile marketing is dominantly practiced
 - ✓ Practice of social media marketing is poor
2. What are the challenges that Coca Cola Company is facing operating digital marketing?
 - ✓ Experience of customer with regarding digital marketing is poor.
 - ✓ Infrastructure of the company.
 3. What are the solutions be implemented in operating digital marketing in Coca Cola Company?
 - ✓ The company needs to give attention in digital era.
 - ✓ The company needs to give awareness creating with its wholesaler about the importance of digital marketing.

4.9 Hypothesis Testing

➤ *H1: Email marketing has positive and significant contribution on customer satisfaction*

There is positive and significant relationship between Email marketing and customer satisfaction of the company. The $P < 0.05$ and the Value of Beta value .340 which represented the 34% variation in customer satisfaction. Therefore, H1 is supported. This implied that the more the company work on email marketing or give a freedom to their customer to use for and requested and other company purpose. In reasonably email marketing would increase the company customer satisfaction.

➤ *H2: Search engine marketing has positive and significant contribution on customer satisfaction.*

There is positive and significant relationship between search engine and company customer satisfaction. The $P < 0.05$ and the Value of Beta value .260 which represented the 26% variation in customer satisfaction. Therefore, H2 is supported. This meant that the company's consumer satisfaction would increase the more it tried or invested in search engine marketing.

➤ *H3: Mobile marketing has positive and significant contribution on customer satisfaction.*

There is positive and significant relationship between mobile marketing and company customer satisfaction. The $P < 0.05$ and the Value of Beta value .153 which represented the 15.3% variation in customer satisfaction. Therefore, H2 is supported. This meant that the company's consumer satisfaction would increase the more the company tried or invested in mobile marketing. As a result, when a company experimented with or made investments in mobile marketing, consumer satisfaction would rise.

H4: Social media marketing has positive and insignificant contribution on customer satisfaction

There is positive but insignificant relationship between social media and company's customer satisfaction. The $P > 0.05$ and the Value of Beta value .008 which represented the 0.08% variation in customer satisfaction. Therefore, H4 is rejected. This implied that company should give due consideration to social media marketing because it gives insignificant effect on customer satisfaction.

4.10 Discussion of the Result

This section discusses how digital marketing attributes affects customer's satisfaction at Coca Cola Company. The results revealed that digital marketing dimensions have significant and positive effect on customer satisfaction except social media marketing. Digital marketing can be defines as a projection of conventional marketing which

it tools and strategies, on internet. Today, digital marketing has become a phenomenon that brings together customization and mass distribution to accomplish marketing goals. Technological convergence and the multiplication of devices have led to an opening up of the ways in which we thinking about marketing in internet and have pushed the boundaries towards a new concept of digital marketing user centered, more measurable, ubiquitous and interactive Teresa Pineiro-Otero (2016). With regards to the issue of digitalization, it was indicated that the Coca Cola Company fulfilled all the necessary marketing tools. Finding indicates that email marketing significantly affects satisfaction of Coca Cola Company customer. According to Damian (2014) found out the existence of email marketing is a fusion of marketing savvy and imaginative copy. In its simplest form, it's an e-mail sent to a customer list that usually contains a sales pitch and a 'call to action'. This could be as simple as encouraging the customer to click on a web link embedded in the e-mail. From the research survey result above, it can be indicates that a consumers has different needs and expectations towards digital marketing. It highlight the usage of digital marketing revolutionarily increasing, and also find the better exposure, awareness, usage, comfort ability, result, layout application, design application and the satisfaction level in the present digital marketing development.

CHAPTER FIVE

5 CONCLUSION AND RECOMMENDATIONS

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

Summary of Findings

All of the four determine factors email marketing, search engine marketing, mobile marketing and social media marketing positively affects customer satisfaction according to the regression results.

The findings show that email marketing significantly explains 34 % of the variation in customer satisfaction. Therefore H1: there is significant effect of email marketing on customer satisfaction and concluded that email marketing has a positive and significant effect on customer satisfaction.

The findings show that search engine marketing significantly explains 26% of the variation in customer satisfaction. Therefore H2: there is significant effect of search engine marketing on customer satisfaction and concluded that email marketing has a positive and significant effect on customer satisfaction.

The findings show that mobile marketing significantly explains 15.3% of the variation in customer satisfaction. Therefore H3: there is significant effect of mobile marketing on customer satisfaction and concluded that brand email marketing has a positive and significant effect on customer satisfaction.

The findings show that social media marketing positive but insignificantly explains 0.08% of the variation in customer satisfaction. Therefore H4: there is insignificant effect of social media marketing on customer satisfaction and concluded that social media marketing has a positive but insignificant effect on customer satisfaction.

5.1 Conclusions

Based on previous theories and researches conducted in the areas of digital marketing and its outcomes, this study could show clear links between digital marketing and customer satisfaction, which helps to deeply understand the relationship and interaction between them. The findings support the assumption that digital marketing dimensions can enhance customer satisfaction. Based on the results, it can be concluded that the respondents believed the Coca Cola Company utilized digital access to satisfy their needs. The overall digital marketing dimension was positively implying that the services are easy to use and satisfied. Email marketing of Coca Cola Company attributes was

positively to customer satisfaction. The social media marketing give the accurate and clear information about the company products. Mobile marketing dimension also perceived positively by the Coca Cola Company and serve with quick response. The overall perception of customer satisfaction based on respondents' perception shows that customers are being satisfied by Coca Cola Company digital marketing service even though a great deal of efforts has been required to gain more satisfied customer as a world competitive is highly increased and dynamic. Thus, Coca Cola Company should work hard on customers' need in regards to the digital marketing service to make them satisfied more. From the analysis made to assess the relationship between digital marketing dimensions and customer satisfaction, it could be found out the three dimensions of digital marketing are positively and significantly affect to customer satisfaction but the social media marketing dimension is positively but insignificantly affect customer satisfaction this means that there should be a need of some consideration to utilized this.

5.2 Recommendations

This study shows clear linkage between digital marketing and customer satisfaction which helps to deeply understand the relationship and interaction between digital marketing and customer satisfaction. Based on the conclusion drawn from the study and the established research problems and research objectives, the researcher forwarded realistic and applicable recommendations. Accordingly, the following recommendations were suggested by the researcher:

- Management and employee of Coca Cola Company should keep their digital marketing services in terms of the following four groups of factors such as email marketing, search engine marketing, mobile marketing and social media marketing so as to build high customer satisfied rate.
- By utilizing digital marketing, companies like Coca Cola Company spot may save cost and modernize their operations. Customers may also benefit from the use of the digital marketing system to get updated information.
- From the finding indicated that the company should work on social media marketing dimension
- This Study has focused with predictive variables which were on digital marketing; email marketing, search engine marketing, mobile marketing, social media marketing and additional predictive variables must be analyzed to get full understanding. This paper employed Cross sectional study. However, technology and digital practice grow and shift every time. Henceforth, longitudinal study will able to evaluate the growth of digital marketing practices in industrial companies by the future researchers.

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Appendixes



Appendix 1

Kotebe University of Education

School of Business and Economics

Department of business administration

Dear respondents

The title of this thesis is “effect of digital marketing on customer satisfaction” and the name of the researcher Tizazu Amare, who is currently a Masters of Business Administration student at the college of Business and Economics of Kotebe University of Education. The aim of this project is investigate the effect of digital marketing on customer satisfaction.

This survey questionnaire is being distributed to get relevant information from the respondents and participation is totally voluntarily. The investigator respectfully requests your kind cooperation in answering the whole question as frankly as possible and your response will be recorded anonymously and strict confidentiality will be maintained.

General Instruction

- ✓ There is no need of writing your name
- ✓ In all cases where answer options are available please tick (“√”)
- ✓ For further information, please contact using the following address: Tel (mobile):+251911537741
- ✓ Email: tizazuamare@yahoo.com

Thank you in advance for willingness, cooperation and dedicating your time!

Section 1: Demographic Information

1. Gender

Male Female

2. Age

18-35 36-55 above55

3. Educational Level

Diploma Degree Second Degree PhD others

4. Your position in the organization:

Owner Employee

5. Company's age:

1-5 6-15 16 and above

Section 2: Measurement of digital marketing and customer satisfaction

Please tick “√” to indicate the degree of your agreement or disagreement on the following order on a scale of 1 to 5, where 1= Strongly Disagree (SD), 2= Disagree (D), 3= Neutral (N), 4= Agree (A), 5= Strongly agree (SA).

	Email Marketing	SD	D	N	A	SD
1	The Coca cola company uses emailing to communicate with your company.					
2	Our company uses emailing for any complains with Coca cola company.					
3	Our company receives solutions of complains through emailing from Coca cola company.					
4	Our company is receiving price amendment, adverting new products and other information through email from Coca cola company.					
	Search engine Marketing					
5	The Coca cola company's information is easily accessible in search engine.					
6	The Coca cola company's advertising on its products using search engine is satisfied by our company.					

7	The Coca cola company's information in search engine is enough for your decision to be as partnership.					
	Mobile Marketing					
8	The Coca cola company's information provides through telephoning to our company.					
9	Our company uses telephoning for any complains with Coca cola company.					
10	Our company uses telephone for ordering products from coca cola company.					
11	Our company receives solutions of complains through telephoning from Coca cola company.					
12	The Coca cola company's information through telephoning is enough for your decision to be as partnership.					
13	Our company uses text marketing to communicate with Coca cola company.					
14	Our company receives service conformation, price amendments and other information through text marketing from coca cola company.					
15	Coca cola company uses mobile SMS text message for sending receipt and reminding expected payments to our company.					
	Social media Marketing					
16	Our company communicates with Coca cola company through social media like you tube, Facebook, Twitter and other platforms.					
17	Coca cola company advertises its product and services through social media like you tube, Facebook, Twitter and other platforms.					
18	Our company receives quick responses and information regarding services through social media from Coca cola company.					
	Customer Satisfaction					
19	Coca cola company offers enough service to our company.					
20	Our company wants to continue working with Coca cola company.					
21	Coca cola company's responsiveness is good enough in dealing with					

	our company.					
22	Coca cola company's delivery on time performance and commitment to meet our company's expectation is good enough.					
23	Our company talks favorably about Coca cola company and its services.					
24	Our company never complains on Coca cola company's services.					
25	Coca cola company can provide the services to our company as promised.					

Appendix 1

Kotebe University of Education

School of Business and Economics

Department of business administration

Post graduate studies

Checklist key informants and interviews for coca cola company marketing experts and officials

Branch: _____

Key informant interview identification number: _____

The researcher signature: _____

Name of marketing staff: _____ Sign: _____

Date of interview: _____

Interview started at: _____:_____hrs. Interview finished at: _____:_____hrs. (Fill at the end)

Questions

1. How do you see the experience of digital marketing that is administrated by Coca Cola Company?
2. What are the challenges that Coca Cola Company is facing operating digital marketing?
3. What are the solutions be implemented in operating digital marketing in Coca Cola Company?



ከተቤ ሜትሮፖሊታን ዩኒቨርሲቲ
የንግድ እና ኢኮኖሚክስ ፋኩልቲ
የንግድ አስተዳደር መምሪያ

ውድ ተሳታፊዎች፡-

የዚህ የመመረቂያ ጽሑፍ ርዕስ “የዲጂታል ግብይት በደንበኞች እርካታ ላይ ያለው ተጽእኖ” የሚል ሲሆን የተመራማሪው ስም ትዛዙ አማረ በአሁኑ ጊዜ በከተቤ ዩኒቨርሲቲ የቢዝነስና ኢኮኖሚክስ ኮሌጅ የቢዝነስ አስተዳደር ሁለተኛ ደረጃ ተማሪ ነው። የዚህ ፕሮጀክት አላማ የዲጂታል ግብይት በደንበኛ እርካታ ላይ ያለውን ተጽእኖ መመርመር ነው። ይህ የዳሰሳ ጥናት መጠይቅ እየተሰራጩ ያለው ከምላሾች ጠቃሚ መረጃ ለማግኘት ሲሆን ተሳትፎውም ሙሉ በሙሉ በፈቃደኝነት ነው። ሙሉውን ጥያቄ በተቻለ መጠን በትክክል ለመመለስ መርማሪው ደግ ትብብርዎን በአክብሮት ጠይቋል እና ምላሽዎ በስም ሳይገለጽ ይመዘገባል እና ጥብቅ ምስጢራዊነት ይጠበቃል።

አጠቃላይ መመሪያ፡-

- ስምህን መጻፍ አያስፈልግም
- የመልስ አማራጮች በሚገኙበት በሁሉም አጋጣሚዎች እባክዎን ምልክት ያድርጉ ("✓")
- ለበለጠ መረጃ እባክዎን በሚከተለው አድራሻ ያነጋግሩ፡- ስልክ. (ሞባይል): +251911537741
- ኢሜል: tizazuamare@yahoo.com

ለምታደርጉት ፈቃደኝነት፣ ትብብር እና ጊዜ ስለሰጡን በቅድሚያ እናመሰግናለን!

ክፍል I፡ የስነ ሕዝብ አወቃቀር መረጃ

1. ጾታ

ወንድ ሴት

2. እድሜ

18-35 36-55 ከ55 አመት በላይ

3. የትምህርት ደረጃ

ዲፕሎማ ድግሪ ሁለተኛ ድግሪ ፕሎችዲ

4. በድርጅቱ ላይ ያለህ ሀላፊነት

ባለቤት ተቀጣሪ

5. የድርጅቱ እድሜ

1-5 6-15 ከ16 አመት በላይ

ክፍል 2፡ የዲጂታል ግብይት እና የደንበኛ እርካታን መለኪያ

እባክትን “√” ላይ ምልክት ያድርጉ የስምምነትዎን ደረጃ ወይም አለመግባባቶችን በሚከተለው ቅደም ተከተል ከ1 እስከ 5 ባለው ሚዛን 1 = በጣም አልስማማም ፣ 2 = አልስማማም ፣ 3 = ገለልተኛ ፣ 4 = እስማማለሁ ፣ 5 = በጣም እስማማለሁ

	የኢሜል ግብይት	1	2	3	4	5
1	የከካ ኮላ ኩባንያ ከእርስዎ ኩባንያ ጋር ለመገናኘት ኢሜል መላክን ይጠቀማል።					
2	ከከካ ኮላ ኩባንያ ጋር ለሚነሱ ቅሬታዎች ድርጅታችን ኢሜልን ይጠቀማል።					
3	ድርጅታችን የቅሬታ መፍትሄዎችን ከከካ ኮላ ኩባንያ በኢሜል ይቀበላል።					
4	ድርጅታችን የዋጋ ማሻሻያ፣ አዳዲስ ምርቶችን እና ሌሎች መረጃዎችን ከከካ ኮላ ኩባንያ በኢሜል ያገኛል።					
	የድህረ ገፅ ግብይት					

5	የከካ ኮሌ ስብሰባ መረጃ በድህረ ገፅ ውስጥ በቀላሉ ማግኘት ይቻላል.					
6	የከካ ኮሌ ስብሰባ የድህረ ገፅን በመጠቀም በምርቶቹ ላይ የሚያቀርቡት ማስታወቂያ በስብሰባችን ረክቷል።					
7	እንደ አጋርነት ለውሳኔዎ የከካ ኮሌ ስብሰባ በድህረ ገፅ ውስጥ ያለው መረጃ በቂ ነው።.					
	የሞባይል ግብይት					
8	የከካ ኮሌ ስብሰባ መረጃ ወደ ድርጅታችን በመደወል ያቀርባል።					
9	ከከካ ኮሌ ስብሰባ ጋር ለሚነሱ ቅሬታዎች ድርጅታችን ስልክ ይጠቀማል።					
10	ስብሰባችን ከከካ ኮሌ ስብሰባ ምርቶችን ለማዘዝ ስልክ ይጠቀማል።					
11	ድርጅታችን የቅሬታ መፍትሄዎችን ከከካ ኮሌ ስብሰባ በስልክ ይቀበላል።					
12	እንደ አጋርነት ውሳኔዎ የከካ ኮሌ ስብሰባ በስልክ በኩል ያለው መረጃ በቂ ነው።					
13	ድርጅታችን ከከካ ኮሌ ስብሰባ ጋር ለመገናኘት የሞባይል ጽሑፍ መልዕክት ግብይትን ይጠቀማል።					
14	ርጅታችን ከከካ ኮሌ ስብሰባ በሞባይል ጽሑፍ መልዕክት ግብይት የአገልግሎት ማሻሻያ፣ የዋጋ ማሻሻያ እና ሌሎች መረጃዎችን ይቀበላል።					
15	የከካ ኮሌ ስብሰባ ደረሰኝ ለመላክ እና ለድርጅታችን የሚጠበቁ ክፍያዎችን ለማስታወስ የሞባይል አጭር የጽሑፍ መልእክት ይጠቀማል።					
	ማህበራዊ ሚዲያ ግብይት					
16	ድርጅታችን ከከካ ኮሌ ስብሰባ ጋር እንደ እርስዎ ቲዩብ፣ ፊስቡክ፣ ትዊተር እና ሌሎች መድረኮች ባሉ ማህበራዊ ሚዲያዎች ይገናኛል።					
17	የከካ ኮሌ ስብሰባ ምርቱን እና አገልግሎቶቹን እንደ እርስዎ ቲዩብ፣ ፊስቡክ፣ ትዊተር እና ሌሎች መድረኮች ባሉ ማህበራዊ ሚዲያዎች ያስተዋውቃል።					
18	ድርጅታችን ፈጣን ምላሾችን እና አገልግሎቶችን በማህበራዊ ሚዲያ ከከካ ኮሌ ስብሰባ ይቀበላል።					
	የደንበኛ እርካታ					
19	የከካ ኮሌ ስብሰባ ለድርጅታችን በቂ አገልግሎት ይሰጣል።					

20	ድርጅታችን ከኮከ ኮሎንያ ጋር መስራቱን መቀጠል ይፈልጋል።					
21	የኮከ ኮሎንያ ምላሽ ከኮሎንያችን ጋር ለመነጋገር በቂ ነው.					
22	የኮከ ኮሎንያ በጊዜ አፈፀፀም እና የኮሎንያችን ፍላጎት ለማሟላት ቁርጠኝነት ላይ ማቅረቡ በቂ ነው.					
23	ድርጅታችን ስለ ኮከ ኮሎንያ እና አገልግሎቶቹ በጥሩ ሁኔታ ይናገራል።					
24	ኮሎንያችን በኮከ ኮሎንያ አገልግሎቶች ላይ ቅሬታ አያቀርብም።					
25	የኮከ ኮሎንያ በገባው ቃል መሰረት አገልግሎቱን ለድርጅታችን መስጠት ይችላል።					