

**MEKELLE UNIVERSITY**

**COLLEGE OF BUSINESS & ECONOMICS,**

**DEPARTMENT OF MANAGEMNT.**

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**THE EFFECT OF SOCIAL MEDIA ADVERTISEMENT ON CUSTOMERS'  
ATTITUDE: - A SURVEY OF COSMOTICS INDUSTRY IN MEKELLE CITY**

**BY: GENET TSEGAY**

**A THESIS SUBMITTED TO MEKELLE UNIVERSITY DEPARTMENT  
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**THE EFFECT OF SOCIAL MEDIA ADVERTISEMENT ON CUSTOMERS' ATTITUDE: A  
SURVEY OF COSMOTICS INDUSTRY IN MEKELLE CITY**

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I, THE UNDERSIGNED, DECLARE THAT THIS THESIS—THE EFFECT OF SOCIAL MEDIA ADVERTISEMENT ON CUSTOMERS' ATTITUDE: A SURVEY COSMOTICS INDUSTRY IN MEKELLE CITY IS MY ORIGINAL WORK, PREPARED UNDER THE GUIDANCE OF HAYELOM NEGA (ASS. PROFESSOR). ALL SOURCE OF MATERIAL USED THIS THESIS HAVE DULY ACKNOWLEDGED. I FURTHER CONFIRM THAT THESIS HAS NOT BEEN SUBMITTED EITHER IN PART OR FULL TO ANY OTHER HIGHER LEARNING INSTITUTION FOR THE PURPOSE OF EARNING ANY DEGREE.

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## **ENDORSEMENT**

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

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**NOVEMBER 2025**

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### **Abstract**

The impact of social media advertising on customer attitudes in the cosmetics industry remains underexplored, particularly within the Ethiopian market. This study investigates how social media influences consumer attitudes in a survey in cosmetics industry and used both explanatory and descriptive research designs, data were collected through questionnaires distributed across three sub-cities. A five-point Likert scale was used, with 384 questionnaires distributed and 357 valid responses analyzed. Descriptive statistics were employed to present the demographic characteristics of the respondents, while multiple linear regression analysis examined the relationship between four independent variables—product reviews, influencer endorsements, interactive advertising capabilities, and customer expectations—and the dependent variable, customer attitude. Data analysis was conducted using STATA 14.0. The results revealed that social media advertising has a positive and significant impact on customer attitudes. Specifically, product reviews, influencer endorsements, interactive advertising capabilities, and customer expectations were found to significantly shape attitudes toward cosmetic products. These findings highlight the importance for advertisers to strategically leverage social media features to enhance customer engagement and purchase intentions. The study offers valuable insights for marketers seeking to harness the persuasive potential of social media in emerging markets such as Ethiopia.

**Keywords:** Social Media Advertising, Customer Attitudes, Cosmetics Industry, Influencers, Product Reviews, customer's capabilities

## **ACRONYMS**

DM – Digital Marketing

STATA – Statistics and Data

VIF- variances inflation factor

SMM–Social Media Marketing

## **Chapter One**

### **Introduction**

#### **1.1. Background of the Study**

In the digital age, businesses face a crucial decision on whether to utilize social media as a marketing tool. With rapid advancements in communication and technology, social media has become central to information exchange and business promotion, offering immense potential for growth and customer engagement (Pourkhani et al., 2019; Aji et al., 2020). The increasing accessibility of information and communication technologies has fueled a global surge in social media usage (Akoglu et al., 2021; Benelenioti et al., 2019).

Among various digital marketing strategies, social media advertising has emerged as one of the most effective. It involves promoting products or brands through platforms such as Facebook, Instagram, Twitter, and LinkedIn using sponsored content, targeted ads, and promoted posts to increase brand awareness and sales (Chaffey, 2018). These platforms allow businesses to communicate directly with consumers, target specific demographics, and strengthen customer relationships (Smith, 2019; Jones et al., 2020).

In developing countries like Ethiopia, the rapid expansion of social media provides new opportunities for businesses to connect with customers. The cosmetics industry, in particular, has experienced notable growth, driven by rising consumer awareness, urbanization, and online beauty trends. However, despite the growing use of social media for marketing, limited research has examined its influence on consumer attitudes within the Ethiopian context. Understanding how elements such as product reviews, influencer endorsements, interactive advertising, and customer expectations affect consumer perceptions is therefore crucial.

The evolution of digital marketing has made social media advertising a powerful driver of consumer behavior. Its ability to personalize ads, track engagement, and analyze performance provides businesses with valuable insights for improving marketing efficiency and return on investment (Williams & Brown, 2018). As consumers increasingly rely on social platforms for product recommendations and reviews, social media advertising plays a vital role in shaping attitudes and purchase decisions through persuasive messages and visuals (Taylor et al., 2021).

Nonetheless, the fast-changing nature of social media presents both opportunities and challenges for marketers seeking to design effective campaigns (Lee & Kim, 2019).

Understanding consumer attitudes toward advertising remains a core objective of marketers. Successful advertisements not only promote awareness but also engage consumers through interactive and entertaining content. The rise of digital technologies has transformed advertising from static messaging to dynamic, participatory experiences that influence consumers more strongly than traditional media (Yaakop et al., 2011; Ryan et al., 2012).

Ethiopia's cosmetics industry is undergoing rapid transformation, fueled by shifts in lifestyle, beauty standards, and purchasing power. Urbanization and modernization have increased demand for personal care products, while the Ethiopian Food and Drug Authority (EFDA) ensures regulatory oversight to maintain product safety and quality. The sector's growth contributes to employment, entrepreneurship, and economic diversification. Moreover, social media and influencer marketing are reshaping consumer awareness, making digital engagement a critical success factor for cosmetic brands.

Given this evolving landscape, this study examines the impact of social media advertising on customer attitudes in a survey study in cosmetics sector of Mekelle City. Using explanatory and descriptive research designs, the study investigates how product reviews, influence endorsements, interactive advertising, and customer expectations shape consumer attitudes. The findings aim to offer insights for marketers and policymakers seeking to harness social media's potential in Ethiopia's emerging cosmetics market.

## 1.2. Statement of the Problem

Social media advertising has become a vital component of modern marketing due to its ability to enhance brand visibility, generate leads, and drive conversions. With the continuous growth of global social media users, businesses are increasingly leveraging these platforms to reach broader audiences and foster meaningful interactions with their customers (Mangold & Faulds, 2009).

Consumer attitudes toward products are influenced by several key factors, including product reviews, customer expectations, influencer endorsements, and the interactive capabilities of advertisements. Johnson and Smith (2019) emphasize that product reviews serve as critical information sources that shape consumer decisions and attitudes. Similarly, Lee and Chen (2020) highlight that customer expectations regarding product quality and satisfaction strongly affect perceptions and behavioral intentions. Brown et al. (2018) demonstrate that influencer endorsements can foster trust and relatability, thereby influencing purchasing attitudes. Moreover, Williams and Davis (2021) found that interactive advertising features enhance consumer engagement and positively affect perceptions of promoted products. Collectively, these factors determine how consumers view, evaluate, and respond to marketing messages.

Previous studies in Ethiopia have explored the influence of social media advertising on customer decision-making in different industries. For instance, Getnet (2020) examined the effect of media advertisements on consumer behavior in the case of the Bank of Abyssinia, revealing a positive relationship between advertising and consumer purchase behavior. Similarly, Ruth (2020) found that social media characteristics significantly affect customer decision-making in Habesha Breweries, while Bethel (2021) identified a substantial impact of social media on consumer behavior in the real estate sector.

However, despite the growing body of research on social media marketing and consumer behavior, there remains a noticeable gap in understanding how social media advertising influences customer attitudes specifically within the cosmetics industry—particularly in the Ethiopian context. The cosmetics sector is one of the fastest-growing consumer markets, yet little empirical evidence exists regarding how social media advertising shapes attitudes toward cosmetic products.

Therefore, this study seeks to fill this gap by examining the impact of social media advertising on customer attitudes in the cosmetics industry of Mekelle City. Specifically, it aims to investigate

how product reviews, influencer endorsements, interactive advertising capabilities, and customer expectations influence consumer attitudes toward cosmetic products. Addressing this research gap will contribute to the understanding of digital marketing effectiveness in emerging economies and help marketers design more engaging and persuasive social media strategies.

### **1.3. Research Questions:**

- 2 How do product reviews influence customers' attitudes toward cosmetic products?
- 3 How do influencer endorsements affect customers' attitudes toward cosmetic products?
- 4 How does customers' ability to interact with advertised products influence their attitudes?
- 5 How do customers' expectations regarding the benefits, quality, and satisfaction of advertised products affect their attitudes?

## **5.1. General Objective of the Study**

The general objective of this study is to assess the effect of social media advertising on consumer attitudes toward cosmetic products in Mekelle City.

### **5.1.1. Specific Objectives**

- To investigate the effect of product reviews on customers' attitudes toward cosmetic products.
- To examine the influence of influencer endorsements on customers' attitudes toward cosmetic products.
- To analyze the impact of customers' ability to interact with advertised products on their attitudes.
- To assess the effect of customer expectations regarding benefits, quality, and satisfaction of advertised products on their attitudes.

## 5.2. Significance of Study

This study is expected to contribute to existing literature by analyzing the effectiveness of social media advertising on customer buying decisions. It aims to provide insights into how social media advertising influences consumers' perceptions of advertised products and services. The findings will be valuable for advertisers and marketers by enhancing their understanding of the role and impact of social media advertising. Additionally, the study will contribute to the broader body of knowledge on social media marketing and consumer behavior, particularly within the context of Ethiopia's cosmetics industry.

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## 5.3. Scope of the Study

### 5.3.1. Conceptual Scope

This study focuses specifically on the effect of social media advertising on customers' attitudes. While the concept of social media advertising is broad, the research concentrates on four key independent variables: product reviews, influencer endorsements, interactive advertising capabilities, and customer expectations. The study examines how these factors collectively influence consumer attitudes toward cosmetic products.

### **Geographical scope**

The study focuses on users of cosmetic products in Mekelle City. This city is selected due to its large and diverse population, which provides a representative sample of cosmetic product consumers in the city.

### **Methodological scope**

Explanatory and descriptive research designs were used. Primary data were gathered through questionnaires and secondary were taken from journals and articles.

## **5.2. Organization of the Study**

This study is organized into five chapters. Chapter One serves as the introduction and includes the background of the study, statement of the problem, research questions, objectives, scope and limitations, significance, and organization of the study. Chapter Two presents a review of relevant literature, comprising theoretical reviews, empirical studies, and the conceptual framework. Chapter Three focuses on the research methodology, covering the research area, research design, types and sources of data, sample size and determination, sampling techniques, data collection methods and instruments, data processing and presentation, methods of data analysis, and ethical considerations. Chapter Four provides data analysis, interpretation, and discussion of the findings. Finally, Chapter Five presents the summary, conclusions, and recommendations of the study.

# CHAPTER TWO

## REVIEW OF RELATED LITERATURE INTRODUCTION

Literature review is a critical step in the research process, providing a foundation for understanding the background and context of the study. It involves examining previous research and identifying trends, gaps, and findings relevant to the topic. By reviewing existing literature, researchers gain insight into what has been done in the field and establish a framework for their own study. In this research, the review focuses on the role of social media and its influence on consumer attitudes toward advertised products.

### 2.1. Theoretical Review

#### 2.1.1. Social media

The origins of social media predate modern computer science, rooted in the human instinct to communicate and connect (Safko et al., 2009). Safko and Brake (2009) noted that combining this natural urge with modern information technology has created a powerful communication tool that has opened new avenues for online marketing.

Khan (2013), cited in Sinclair and Vogus (2011), defines social media as a broad category of software tools that enable the creation and sharing of user-generated content. Similarly, Mayfield (2008), cited in Safko and Brake (2009), describes social media as “a set of new online tools that allow users to participate by contributing content accessible to anyone.” Kaplan and Haenlein (2010) define social media as “a group of internet-based applications built on Web 2.0 principles that facilitate the creation and exchange of user-generated content,” which is widely regarded as the most applicable definition in the context of current social media platforms.

Social media is characterized by **openness**, with minimal access barriers, and **connectedness**, allowing rapid formation of communities and efficient communication (Safko & Brake, 2009). Its impact on business has been profound; as noted by *The Economist* (2005, cited in Smith & Zook, 2011), companies that fail to understand digital communities risk obsolescence. Smith and Zook (2011) further categorize social media tools as product review sites, rating platforms, blogs, video demonstrations, discussion forums, and social networking sites, which enable consumers to discover, share, and evaluate products and services in new ways.

While social media offers powerful opportunities for communication and marketing, it also presents challenges, including unethical behaviors that can harm users and businesses. Understanding these dynamics is essential for developing strategies to leverage social media effectively while mitigating potential risks.

### 2.1.2. Social media marketing

Social media marketing refers to the utilization of various social media platforms to create and share content, engage with the target audience, build brand awareness, and drive website traffic with the ultimate goal of achieving marketing objectives."(Kaplan, A.M.,& Haenlein,M., 2010)

Gunelius (2011, p.4) classifies marketing as push marketing and pull marketing. In a push marketing the marketers push messages to its customers through television, radio, and newspaper. While in pull marketing consumers pull messages from different sources including from friends, companies, conventional media, and other sources. But SMM is a type of pull and push marketing in which customers get product messages from company reviews and comments from costumers and allows buyers to give feed backs. This type of marketing has changed the way marketing has changed the way marketers do business, Weinberg (2009,p.2) —SMM connects service provides, companies, and corporations with a broad audience of influencers and consumers using SMM companies can gain traffic followers and brand awareness and that's just the tip of iceberg .SMM is a process of interacting and building a relationship with costumers and makes the products available if the costumers need it. "SMM also involves listening to communication and establishing relationships with you as a representative of your company (Weinberg, 2009). It means SMM is about listening to the community and responding in kind, but for many SM marketers it also refers to reviewing content or finding a particularly useful piece of content and promoting it within the vast social sphere of the internet (Weinberg, 2009).

Social media marketing involves the strategic use of social media channels to establish and nurture relationships with customers, enhance brand visibility, facilitate direct communication, and generate leads and sales through engaging and targeted content. (Hoffman, D.L.& Fodor, M., 2010). The practice of leveraging social media platforms and networks to develop and implement marketing strategies that enhance brand recognition, strengthen customer relationships, and drive business goals through engaging content, audience targeting, and data- driven insights. (Mangold, W.G., & Faulds, D.J., 2009).

Social media marketing is the process of using social media platforms to build brand credibility, increase brand awareness, and foster engaged communities through proactive content creation, sharing, and conversation." (Hsiao, K., & Chen, Y., 2011).

### 2.1.2.1. Types of Social Media Marketing

The following are some of different type's social media marketing.

✓ Influencer Marketing:

Influencer marketing involves collaborating with influential individuals on social media platforms to promote products or services, leveraging their credibility, reach, and audience engagement to drive brand awareness and sales. (Kaplan, A., & Haenlein, M., 2019).

✓ Content Marketing:

Content marketing refers to the creation, publication, and distribution of relevant and valuable content on social media platforms to attract and engage the target audience, ultimately driving profitable customer action. (Cronin, J.J., & Menon, A., 2014).

✓ Social Media Analytics:

Social media analytics refers to the extraction, analysis, and interpretation of social media data to gain insights into audience preferences, behaviors, and trends, aiding informed decision-making, and optimizing social media marketing strategies. (Khan, G.F., Tahir, A., & Khan, M.P.A., 2021).

✓ Community Management:

Community management involves actively engaging with online communities and fostering meaningful interactions on social media platforms to build relationships, enhance brand loyalty, and facilitate customer support and advocacy. (Kang, J.H., 2016).

✓ Social Media Advertising:

Social media advertising involves paid promotional activities on social media platforms to amplify brand reach, expose targeted audiences to specific products or services, and drive desired consumer actions such as clicks, leads, or purchases. (Zhang, J., & Zhang, Y., 2021).

### 2.1.3. Social Media Advertisement

Social media advertising encompasses the strategic promotion of products, services, or brands on various social media platforms, employing targeted messages and engaging content to reach and interact with specific audiences. (Alalwan, A. et al. 2017). Social media advertising represents the creation and dissemination of marketing messages via social media platforms, utilizing features such as targeting capabilities, user-generated content, and interactive elements to connect with and influence the target audience. (Yang, I., 2019).

#### 2.1.3.1. Types of Social Media Advertisement

Display ads are visual advertisements that appear on social media platforms, typically in the form of banners, images, or videos. These ads aim to capture users' attention and raise awareness about a product or brand (Barker & Roberts, 2013). According to Barker and Roberts (2013), display advertising is a mode of online promotion where marketers use banner ads and other visual formats to advertise their products on websites, apps, or social media. Display ads can take various forms—such as static, animated, interactive, video, or expanding banners. They help businesses reach audiences across millions of websites and applications, increase brand awareness, and target users who are more likely to convert. Major display ad networks include Google Display Network, Facebook Audience Network, and Twitter Audience Platform.

#### Native Advertising:

Native advertising refers to paid advertisements that blend seamlessly with the platform's native content, making them appear as natural or organic posts. These ads match the overall look and feel of the social media platform, resulting in higher user engagement and acceptance. (Mangold, & Faulds, 2009).

According to (Featherman, and Hofacker, 2016), native advertising aims to provide value to users by delivering relevant and engaging content that aligns with their interests and preferences. It often appears within social media feeds, articles, or within sponsored content sections. Unlike traditional banner ads or pop-ups, native ads are integrated more organically into the user's browsing experience, making them less obtrusive.

Native advertising: works by capturing users' attention and creating brand awareness without explicitly looking like an advertisement. By blending in with the surrounding content, native ads aim to overcome banner blindness and ad fatigue, potentially leading to higher engagement and improved conversion rates.

The content in native advertising can take various forms, such as promoted articles, recommended posts, sponsored videos, or interactive content. It is often designed to provide useful information, entertain, or evoke emotional responses to engage the audience and foster a positive association with the brand.

**Video Ads:** Video ads are advertisements that appear in the form of videos on social media platforms. These ads can range from short, auto play videos to longer, highly produced videos, and are effective in capturing users' attention and conveying brand messages (Tuten, T. L., & Solomon, M. R. 2017).

According to Li and Zhang (2021), video advertising offers unique benefits such as storytelling opportunities, audio-visual impact, and the ability to convey complex information effectively. Video ads can range from short, skip able ads that appear before or during online video content to longer, narrative-driven ads that tell a brand's story or showcase product features.

One of the advantages of video advertising is the ability to target specific audiences by using demographic data, interests, or behavior to reach the desired consumer segment. Moreover, with the increasing popularity of video-sharing platforms like YouTube and TikTok, advertisers have access to large, engaged audiences that can lead to significant brand exposure and reach.

Video ads can take various formats, including traditional pre-roll or post-roll ads, in-stream ads, native videoads, and ormid-rollads. They can incorporate various creative elements such as

animation, live-action footage, music, voice-overs, and special effects to captivate and engage viewers.

Perception is critical to their success. Prior research has attempted to ascertain the antecedents of consumers' perceptions of online advertising, and it has been discovered that an increase in consumer perception is connected with an increase in online advertising (Nasir et al., 2021). This indicated that there was a strong and positive correlation between consumer perception and online advertising. Additionally, it was discovered that all sub-dimensions of consumer perception influenced online advertising and its dimensions favorably and considerably (Haur et al., 2017). Advertising is basically an art of persuasion. Understanding the factors of an ad that can successfully persuade a user on social media becomes necessary to create an effective ad (Ahmad et al., 2019; Lee & Hong, 2016).

A comparative study indicated that both entertainment and informativeness have a significant impact on the value of social media advertisements (Logan et al., 2012). The impact of informativeness and the impact of advertising creativity on customers' empathy expression were validated (Lee & Hong, 2016). Customers' intention to purchase and intention to express empathy saw a strong association (Lee & Hong, 2016). The perception of an advertisement as informative affects a consumer's attitudes towards advertising (Wang & Sun, 2010; Weismueller et al., 2020; Wolin et al., 2002). The product information shown in advertisements helps consumers in making informed and right purchase decisions and therefore consumers consider advertisements as an important source of information (Jamali & Khan, 2018).

## **I. Set campaign goals:**

Clearly define the objectives the company wants to achieve through the social media advertising campaign, such as increasing brand awareness, driving website traffic, generating leads, or boosting sales. According to Alalwan, A. et al (2017) Setting campaign goals in social media advertising refers to establishing clear and measurable objectives that a business or brand aims to achieve through its promotional activities on social media platforms. These goals serve as a roadmap for developing effective strategies, tracking progress, and evaluating the success of the campaign. Here are a few common campaign goals in social media advertising:

**Increase brand awareness:** This goal focuses on expanding the reach and visibility of a brand among the target audience. It aims to make people more familiar with the brand and its offerings. For example, a study by Yang, Kim, and Kim (2019) found that social media advertising positively impacts brand awareness.

**Drive website traffic:** The objective here is to attract more visitors to the brand's website or specific landing pages. This can be achieved by sharing engaging content, using compelling call-to-actions, or running targeted ads. According to a study by Alalwan et al. (2017), social media advertising has a positive influence on website traffic.

**Generate leads:** This goal focuses on capturing potential customer information, such as email addresses or contact details, to nurture them into becoming paying customers. Social media platforms offer various lead generation tools and ad format so facilitate this objective.

**Increase customer engagement:** This goal involves encouraging users to interact with the brand's social media content, such as liking, sharing, commenting, or participating in contest scrolls. Higher engagement levels can lead to increased brand loyalty and word-of-mouth marketing.

**Boost sales and conversions:** The primary objective here is to drive revenue by promoting products or services directly through social media advertising. This can be achieved by targeting relevant audiences, offering discounts or promotions, or using compelling visuals and persuasive messaging.

When setting campaign goals, it is crucial to ensure they are SMART: Specific, Measurable, Achievable, Relevant, and Time-bound. This ensures clarity and enables effective tracking and evaluation of the campaign's success. (Yang et al 2019).

## **II. Identify target audience**

Determine the business target audience based on demographics, interests, behaviors, and psychographics. This will help you tailor your messaging and choose the appropriate social media platforms.

Identifying the target audience in social media advertising is crucial for the success of any marketing campaign. It involves understanding the demographics, interests, behaviors, and preferences of the audience that is most likely to engage with the brand's message and convert into customers (Kumar & Mirchandani, 2012). By targeting the right audience, social media advertising can help businesses reach their marketing goals, such as increasing brand awareness, driving website traffic, generating leads, and boosting sales.

According to a study by Pew Research Center (2019), social media usage varies significantly by age, gender, education, and income. For instance, Facebook and YouTube are more popular among adults aged 18-49, while Instagram and Snap chat are more popular among younger adults aged 18-29. Women are more likely to use Pinterest, while men are more likely to use LinkedIn. Moreover, social media users with higher education and income levels tend to use LinkedIn and Twitter more than those with lower education and income levels.

To identify the target audience in social media advertising, businesses can use various tools and techniques, such as social media analytics, customer surveys, competitor analysis, and persona development (Kapoor & Kaur, 2019). Social media analytics can provide insights into the audience's demographics, interests, engagement rates, and conversion rates. Customer surveys can help gather feedback on the audience's preferences, pain points, and buying behaviors. Competitor analysis can reveal the audience's loyalty, sentiment, and perception of the brand and its competitors. Persona development can create a fictional representation of the audience's characteristics, motivations, and goals.

### **III. Choose social media platforms**

Select the social media platforms that align with your campaign goals and target audience. Consider factors such as user demographics, platform features, and ad formats available.

Social media platforms are online platforms that allow users to create and share content, connect with other users, and engage in social networking. There are numerous social media platforms available, each with its own unique features and target audience. When choosing social media platforms for advertising purposes, it is important to consider the demographics of the platform's

user base, the type of content that performs well on the platform, and the advertising options available.

According to a study by Pew Research Center, **Facebook** remains the most widely used social media platform, with 69% of adults in the United States using the platform. **Instagram**, which is owned by Facebook, is also a popular platform, particularly among younger users. The study found that 37% of adults aged 18-29 use Instagram, compared to just 8% of adults aged 65 and older (Perrin, 2019).

**Twitter** is another popular social media platform, particularly among users who are interested in news and current events. According to a study by the American Press Institute, 59% of Twitter users say they use the platform to get news, compared to just 31% of Facebook users (Mitchell et al., 2015).

**LinkedIn** is a social media platform that is geared towards professionals and businesses. According to LinkedIn's own data, the platform has over 700 million members in more than 200 countries and territories (LinkedIn, 2021). Advertising options on LinkedIn include sponsored content, sponsored InMail, and display ads. Overall, when choosing social media platforms for advertising purposes, it is important to consider the target audience, the type of content that performs well on the platform, and the advertising options available

#### **IV. Set budget and allocate resources**

Determine the amount you're willing to invest in your social media advertising campaign. Allocate your resources effectively among platforms, ad types, content creation, and monitoring tools.

One of the key benefits of setting a budget is that it helps businesses to control their advertising costs and avoid overspending. As noted by Hootsuite, "setting a budget ensures that you don't spend more than you can afford, and it helps you to allocate your resources effectively" (Hootsuite, 2021). By setting a budget, businesses can also prioritize their advertising efforts and focus on the most effective channels and campaigns. Setting a social media advertising budget is a critical aspect of any social media marketing strategy. It helps businesses to control their advertising costs and allocate resources effectively.

## The steps to set a social media advertising

### Budget

#### **: Step 1: Define the company's marketing**

##### **Goal**

The first step in setting a social media advertising budget is to define your marketing goals. According to Hootsuite, "your budget should align with your marketing goals and the results you want to achieve" (Hootsuite, 2021). For example, if your goal is to increase brand awareness, you may need to allocate more resources to social media channels that have a broader reach.

##### **Step 2: Identify the target audience**

The next step is to identify the target audience. This will help the company to determine which social media channels are most effective for reaching the target audience. As noted by Sprout Social, "each social media platform has its unique audience, so it's essential to understand where the company's target audience spends their time" (Sprout Social, 2021).

##### **Step 3: Determine the ad spend**

Once the company has identified the marketing goals and target audience, it can determine ad spends. According to Hootsuite, "a good rule of thumb is to allocate 10-20% of your marketing budget to social media advertising" (Hootsuite, 2021). However, the actual amount will depend on the company's marketing goals, target audience, and the cost of advertising on each social media channel.

##### **Step 4: Monitor and optimize the company's campaigns**

Finally, it's essential to monitor and optimize the campaigns regularly. This will help you to identify what's working and what's not and make adjustments accordingly. As noted by Hub

Spot, "monitoring your campaigns regularly will help you to optimize your ad spend and achieve better results" (HubSpot, 2021).

## **V. Define key performance indicators (KPIs)**

Establish quantifiable metrics that support the campaign's objectives. The company will be able to assess the campaign's success with the aid of these KPIs.

Asper Chaffey, D. et al. (2017), to start, specify the company's social media advertising goals in detail. These might involve boosting customer engagement, generating leads, boosting website traffic, raising brand awareness, or increasing conversions. Once the objectives have been established, the businesses should choose the precise KPIs that will be used to monitor their progress. D. Evans (2016). To accurately assess business performance, it is crucial to set measurable targets for each KPI, according to Weinberg, T. (2015). These objectives ought to be SMART (specific, attainable, timely, and relevant). Utilize social media analytics tools to continuously track and evaluate the success of the company's social media marketing initiatives. To evaluate the success of your strategies, keep track of the company's KPIs and compare them to the goals. T. Tuten et al. 2017. Make the necessary adjustments to the social media advertising strategies based on the analysis of the company's KPIs in order to maximize performance and meet the company's goals. Barker, M., & Barker, D. I. (2016)

## **VI. Develop engaging ad content:**

Create effective ad copy, images, and videos that speak to the target audience and are compatible with the social media platforms of choice. To maximize your content's performance and appeal, make sure it is optimized for each platform.

## **VII. Schedule and launch the campaign:**

Create a campaign timeline that outlines the start and end dates, as well as any specific ad fighting or promotional periods. Implement the necessary tracking and conversion pixels to monitor ad performance accurately.

## VIII. Monitor, analyze, and optimize:

Regularly track the performance of the ads using analytics tools provided by the social media platforms or third-party analytics solutions. Analyze the data, test different variations, and optimize your campaign for better results.

When planning a social media advertising campaign, it is essential to consult relevant research, industry best practices, and case studies for guidance. These resources can provide insights into effective strategies, emerging trends, and successful campaign examples.

### 2.1. 4. The orison social media advertisement

#### 2.2. 2.1.4.1. Social Cognitive Theory (SCT)

At heorydevelopedbyBandurain1986.SCTemphasizestheroleofobservationallearning, self-efficacy, and self-regulation in shaping human behavior.

- ✓ Observational learning, According to SCT, individuals learn through observing others and the consequences of their actions. In the context of social media advertising, customers may observe and learn from the behavior of others, such as influencers or peers, who engage with or react to advertisement. These observations can influence their attitudes towards the brand and their subsequent behavior.
- ✓ Self-efficacy, another key concept in SCT, refers to an individual's belief in their ability to perform a specific behavior. In the context social media advertising, customers with higher self-efficacy may be more likely to resist the influence of social advertisements and maintain attitudes towards the brand.
- ✓ Self-regulation, the third concept in SCT, refers to an individual's ability to monitor and control their own behavior. In the context of social media advertising, customers with higher self-regulation may be more likely to critically evaluate advertisements, seek additional information, and form their own attitudes based on ethical considerations.

### **2.1.4.2. Theory of reasoned action (TRA)**

The Theory of Reason Action (Ajzen & Fishbein, 1980) would serve as a behavioral theory for strengthening the relationship amidst consumer beliefs, motives, attitudes and behavioral intentions. It would consider the volitional factors that determine a consumer's behavior of interest backed by a sound cognitive process which strengthens their capability of performing that behavior .The Theory of Reasoned Action (TRA) is a social psychological theory that explains and predicts human behavior based on individual attitudes and subjective norms. It suggests that people's behaviors are a result of their intentions, which are influenced by their attitudes towards a particular behavior and the subjective norms associated with it.

### **2.3. The concept of consumer attitude**

Consumer attitude refers to an individual's overall evaluation, feelings, and thoughts towards a particular product, service, brand, or experience. It plays a significant role in influencing consumer behavior and purchase decisions. Understanding consumer attitudes becomes essential for marketers as it helps them create effective strategies to reach their target consumers. This

essay will discuss the concept of consumer attitude by analyzing its components, measurement, formation, and the factors that influence it. The concept of consumer attitude consists of three components: cognitive, affective, and behavioral. The cognitive component refers to an individual's beliefs, thoughts, and knowledge about a product or brand. The affective component refers to the emotional responses and feelings associated with the product or brand. The behavioral component refers to the tendencies or actions exhibited by the consumer towards the product or brand, such as purchase behavior and brand loyalty. (Solomon, M. 2010).

Consumer attitudes are influenced by a number of elements, such as situational conditions, individual attributes, and social and cultural influences. Consumer attitudes are influenced by personal traits like personality, values, and lifestyle. Because people often follow social conventions and the opinions of powerful people, social and cultural factors—such as opinion leaders, cultural values, and social norms—also have an impact on consumer attitudes. Situational elements can also have an impact on customer attitudes. Examples include the setting in which a transaction is made or the particular need or objective that the customer wishes to achieve. (Stern, D.2019)

### **2.3.1. Components of Attitude**

#### **2.3.1.1. Cognitive Component of Attitude**

The cognitive component of attitude refers to the beliefs and thoughts an individual holds about an object, person, or situation. It encompasses the individual's knowledge, perceptions, and understanding of the subject. According to Hogg and Vaughan (2014), this cognitive component reflects the information an individual has gathered over time and the evaluation or judgment they make about the object or situation. For example, if someone believes that exercise is crucial for maintaining good health based on their knowledge about the benefits of physical activity, their cognitive component of attitude towards exercise would be positive.

#### **2.3.1.2. Affective Component of Attitude**

The affective component of attitude deals with the emotional or feeling aspect associated with an object, person, or situation. It encompasses an individual's emotional response, like or dislike and general feelings towards the subject matter. This component involves the individual's evaluation

Of whether they have positive, negative, or neutral emotions and sentiments towards the object.(Eagly and Chaiken 1998)

### **2.3.1.3. Behavioral Component of Attitude**

The behavioral component of attitude relates to an individual's behavioral intentions, actions, or tendencies towards a particular object, person, or situation. It represents how one's attitudes influence their behavior. Fishbein and Ajzen (1975) suggest that this component includes an individual's inclinations or resolutions to act in a certain manner due to their attitude towards something.

## **2.4. Empirical Review**

According to Smith and Johnson's (2019) findings, social media advertisements with specific targeting could significantly impact customer behavior by providing tailored material that corresponds with individual tastes and requirements.

Jones et al. (2020) demonstrated how interactive advertising material increases consumer involvement and brand affinity, highlighting the critical role that social media plays in building brand engagement and customer loyalty.

Furthermore, Taylor et al. (2021) demonstrated how user-generated material and testimonials may be successfully incorporated into social media advertising campaigns to influence customer attitudes and establish credibility and trust, which in turn influence purchase decisions. These empirical findings highlight the importance of customized, interesting, and genuine brand communication in fostering customer engagement and loyalty in the digital sphere. They also highlight the significant influence of social media advertising methods on consumer behavior.

A Research conducted by Akhavan Sarraf, A. R., & Hosseini Teshniz, M. (2020) titled The Effect of Social Media Advertising Properties on Customer Buying Intention. The study sheds light on the complex interplay between social media advertising properties and consumer behavior, offering valuable insights for businesses looking to leverage social media as a marketing tool in the realm of cosmetic products. The findings revealed that several properties of social media advertising had a positive influence on buying intention. Specifically, interactivity,

Hedonic motivations, performance expectations, and informativeness were found to positively impact the intention to purchase. However, it was noted that perceived relevance did not have a significant effect on buying intention.

The researcher sought to measure the overall influence of social media advertising on the consumer decision-making process and buying behavior in the context of fast fashion. The findings revealed that social media advertising indeed wields a positive influence on consumer buying behavior within the fast fashion industry. Notably, among the independent variables studied, namely entertainment, familiarity, and social imaging, three were found to significantly impact consumer behavior. However, for the remaining variable, advertising expenditure, no statistically significant influence was detected. Darshana B. (2021)

According to Haudietal (2022) on the study that seeks to evaluate the impact of social media marketing activities on brand trust, brand equity, and brand loyalty within the realm of social media. The study's findings suggest a positive effect of social media marketing on brand trust, brand equity, and brand loyalty. Moreover, the results also reveal that brand trust positively influences SMEs (Small and Medium-sized Enterprises) performance, as does brand equity. Additionally, brand loyalty was found to have a positive influence on SMEs performance. The study illuminates the significant impact of social media marketing on crucial components such as brand trust, brand equity, brand loyalty, and ultimately, small and medium-sized enterprises' performance.

The rapidly growing usage of social media in Ethiopia, coupled with the increasing internet penetration, underscores the necessity for local companies to adapt in order to thrive in a globalized business environment and gain maximum benefit from this remarkable technological phenomenon. As such, the adoption and exploration of social media marketing in the Ethiopian context are likely to become increasingly vital for companies striving to maintain a competitive edge and capitalize on the opportunities presented by this digital transformation. (Nejat M.,2021)

## **2.5. Research frame work**

The following conceptual frame work is developed to clarify the relationship between independent and dependent variables as we see social media advertisement variables consists

product reviews, endorsements by influencers, capabilities to interact with the advertised products, expectations about the benefits, quality, or satisfaction associated with the advertised offerings (Bandura ;1986)

## **Hypothesis development**

A hypothesis is a tentative explanation formulated to account for a set of observed facts and can be tested through further investigation. According to Selamat (2008), a hypothesis represents a tentative and intelligent guess proposed to guide one's thinking and actions toward solving a research problem.

In this study, the development of hypotheses aims to explore how different elements of social media advertising influence consumer attitudes toward advertisements. Understanding these relationships helps marketers design more effective and engaging social media advertising strategies.

In the realm of social media marketing, one crucial factor is the influence of product reviews on shaping consumer perceptions and attitudes toward advertised offerings. Research has shown that product reviews significantly affect consumer decision-making, where positive reviews enhance trust and credibility, while negative reviews may discourage potential customers (Smith & Johnson, 2020).

H1: Product reviews have a significant positive effect on consumer attitudes toward social media advertisements.

Another important factor is endorsements by influencers. Influencer marketing leverages the credibility and social capital of individuals with large followings to promote products or services. Endorsements by influencers often create authenticity and trust, leading to favorable attitudes toward advertisements (Gupta & Harris, 2010; Kaplan & Haenlein, 2019).

H2: Endorsements by influencers significantly predict attitudes toward advertisements on social media.

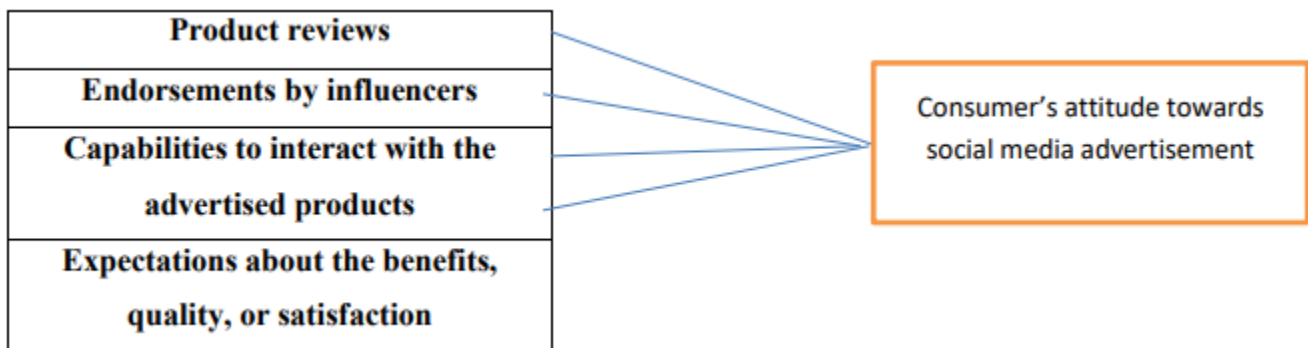
Furthermore, the interactive capabilities that customers experience with advertised products on social media platforms play a vital role in shaping consumer attitudes. Features such as live product demonstrations, interactive advertisements, and virtual experiences enhance engagement and provide immersive brand interactions. Studies

suggest that higher interactivity leads to stronger customer involvement and more positive brand perceptions, which in turn influence consumer attitudes positively (Williams & Davis, 2021).

H3: Customers' capability to interact with advertised products significantly predicts attitudes toward advertisements on social media.

In addition, customer expectations regarding the benefits, quality, and satisfaction associated with advertised products also influence their attitudes. When promotional messages align with customer expectations and the brand delivers on its promises, this leads to improved brand perceptions and higher satisfaction levels. Exploring the relationship between customer expectations and perceived value can help explain the mechanisms that drive consumer attitudes toward advertised offerings (Lee & Chen, 2018).

H4: Expectations about benefits, quality, or satisfaction significantly predict attitudes toward advertisements on social media.



# **CHAPTER THREE**

## **RESEARCH METHODOLOGY**

### **3.1 Introduction**

This chapter presents the methodological approach employed in the study. It provides detailed information about the research area, research design, and research approach, as well as the population of the study, sample size, and sampling techniques. Furthermore, it outlines the procedures used for data collection and the methods applied for data analysis. Finally, the chapter discusses the ethical considerations observed throughout the research process.

## **3.2 Research Approach/ Method and Design**

### **3.2.1 Research approach**

This study employed a mixed-methods approach to investigate the impact of social media advertisements on consumers' attitudes. Specifically, the research focused on a quantitative approach, using a survey to collect data on consumers' attitudes toward social media advertisements. The quantitative data were gathered through closed-ended questionnaires incorporating Likert-scale items and multiple-choice questions.

According to Creswell (2003), scientific research approaches can be categorized into three main types: quantitative, qualitative, and mixed-methods research. Quantitative research is a systematic approach that examines the relationship between variables that can be measured and evaluated using statistical methods, often to test objective hypotheses. In this study, the quantitative approach allowed the researcher to measure and analyze the influence of social media advertising factors on consumer attitudes in a structured and empirical manner.

### **3.2.2. Research Design**

Research design refers to the specific procedures involved in conducting research, including data collection, data analysis, and report writing (Creswell, 2014). This study adopted an explanatory research design, which aims to explore and explain the relationships between variables and provide answers to the "why" and "what" questions.

Explanatory research is particularly useful for gaining a deeper understanding of previously unexplored topics or clarifying issues for future studies. It helps determine how or why certain phenomena occur, making it a common initial step in the research process and serving as a foundation for subsequent investigations. In this study, explanatory design was employed to analyze how different aspects of social media advertisements influence consumer attitudes.

## 3.3 Population and Sample

### 3.3 Population and Sample

The target population of this study includes consumers who are exposed to cosmetics product advertisements and are active social media users in Mekelle. Due to the dynamic and continuously growing nature of social media users, the total population size is unknown. As a result, it was not feasible to apply a probability sampling technique for data collection.

To reach the targeted sample population efficiently, the researcher employed a convenience non-probability sampling technique. This method allows for the collection of data from readily accessible participants while acknowledging the practical constraints of identifying the entire population of social media users in Mekelle.

Since the total population is unknown, the researcher estimated the sample size using standard statistical assumptions. Following Corbetta (2003), the sample size was determined with a 95% confidence interval and a 5% tolerable sampling error. The formula used for calculating the required sample size is as follows:

$$n = \frac{Z^2 \cdot P \cdot Q}{e^2}$$

Where:

nnn = required sample size

ZZZ = z-value corresponding to the desired confidence level (1.96 for 95%)

PPP = estimated probability of a positive response (0.5)

QQQ = estimated probability of a negative response (0.5)

eee = tolerable sampling error (0.05)

This formula provides a statistically valid estimate of the sample size needed to ensure reliable results despite the unknown total population.

### **3.4. Sources of Data**

The target population for this study includes all cosmetic users in Mekelle City. The sample was drawn from respondents who specifically use social media, employing a convenience sampling technique. This approach was used because it is difficult to access the entire population of cosmetic users at once. Respondents were selected based on their availability and accessibility, which also made the data collection process less time-consuming and more cost-effective.

### **3.5. Data Collection Tools**

This section explains the methods used to collect data for the study. Both primary and secondary data sources were utilized.

#### **3.5.1. Primary Data**

Primary data refers to first-hand information collected directly from respondents. In this study, a survey research method was employed, and questionnaires were used to gather information from cosmetic users who are exposed to social media.

### **3.5.2 Secondary data**

Secondary data were gathered from different research articles, reports, books and other official publications to develop conceptual framework and review literatures in social media advertising. For quantitative investigation, the questionnaire will be developed, and pilot test will be conducted to insure its internal consistency.

## **3.4. Methods of data analysis**

After collecting the quantitative data from the respondents, the collected data was organized and presented in a meaningful way for further descriptive analysis, and Correlation. Thus, the following activities were taken consequently. The quantitative data collected from the survey was analyzed using descriptive statistics and inferential statistics such as correlation analysis and regression analysis. The qualitative data collected from the interviews was analyzed using thematic analysis to identify common themes and patterns in the data.

## **3.7 Reliability and Validity of the Instruments**

### **3.7.1 Validity**

The extent to which differences discovered with a measuring instrument represent genuine differences among persons being examined is referred to as validity (Kothari,2004). The most important criterion is validity, which reveals how well an instrument measures what it claims to measure. The researcher double-checked the research's content and construct validity to confirm its quality. According to Kothari (2004), content validity is a measure of how well a measuring instrument/s covers the topic under investigation and how well it covers the topic under investigation, whereas construct validity is the degree to which test scores can be accounted for by the defining construct of a sound theory.

### **3.7.2 Reliability**

Reliability (Joppe, 2000) is defined as the degree to which results are consistent over time and an accurate representation of the total population under study. If the results of a study can be replicated using similar methodology, the research instrument is considered to be reliable. Reliability refers to the absence of random error, which allows succeeding researchers to reach the same conclusions if they repeat the same processes (Yin, 2003). And Cronbach's alpha was used as shown:

Table3-1: Reliability Test Result

No	Variables	Cronbach's Alpha	
1	Product reviews	0.72	5
2	End or segments by influencers	0.7430	5
3	Capabilities	0.7665	5
4	Expectations	0.7523	5
5	Customers attitude	0.7062	4
	<b>Total</b>		<b>24</b>

Source: STAT primary data (2024)

The above table lists 24 items that are used to gauge consumer attitudes and social media advertising. The Cronbach's alpha was used to test the scales' reliability. State that a reliability coefficient of greater than 0.7 is deemed satisfactory. Therefore, the aforementioned items' dependability coefficient is higher than 0.7 (Hair et al, 2006)

### 3.8. Ethical Consideration

The next section discuss ethical issues that ought to be brought up during the study:

- It was made sure that respondents voluntarily participated in the survey.
- Participants in the study provided there informed consent.

It is imperative to refrain from using derogatory, biased, or any other unwanted wording when creating questionnaires. These security and privacy of the respondents are extremely important, and the study data should have appropriate protections in place to ensure their privacy. The investigator exhibited impartiality and autonomy.

# CHAPTER FOUR

## PRESENTATION, ANALYSIS AND INTERPRETATION

### Introduction

In this phase of the study, the data collected through questionnaires is presented, analyzed, interpreted, and discussed. The data, obtained from cosmetics customers in Mekelle, was analyzed using STATA/SE software version 14.0, and the results are interpreted accordingly.

The main objective of the study was to examine the effect of social media advertising on customers' attitudes toward cosmetics products in Ethiopia. Data were collected from respondents in Mekelle through structured questionnaires. Both descriptive analysis and multiple regression analysis were employed. Multiple regression analysis was specifically used to assess whether the proposed independent variables—**product reviews, endorsements by influencers, capabilities, and expectations**—have a significant effect on the dependent variable, **customers' attitudes**.

#### Samples and Response Rate

A total of 384 questionnaires were distributed, of which 357 were returned, representing a **response rate of 92.9%**. The remaining questionnaires were considered invalid and excluded from the analysis.

#### 4.1. Demographic Profile of Respondents

The table below presents the demographic characteristics of 332 respondents, including **gender, age, income level, and educational background**.

Gender	Freq.	Percent	Cum
Female	249	69.75	70.18
Male	108	30.25	100.00
Total	357	100.00	

Source: STAT Primary data (2024)

Table 4.1 presents the frequency and percentage of the respondents based on gender from the Total 357 respondents the male respondents accounted for 108 (30.25 %) while the females accounted for 249(69.75 %) the result suggest that majority of the respondents were female.

Table4-2: Age of respondents

<b>Age</b>	<b>Freq.</b>	<b>Percent</b>	<b>Cum</b>
18-25	207	57.98	57.98
26-30	109	30.53	88.52
31-35	36	10.08	98.60
36-40	5	1.40	100.00
<b>Total</b>	<b>357</b>	<b>100.00</b>	

Source: STAT A primary data (2024)

Table 4.2 Presents the frequency and percentage of the respondents based on age. From the total 357 respondents the research clustered around the age groups between 18-25 and 26-30 years who accounted for 57.98% and 30.53% of the respondents respectively. The age group between —31-35| accounted for 10.08% and the age group "36-40| accounted for 1.40% From the above data it can be suggested that majority of the respondents comprised in age from age 18-25 years of age.

Table4-3: Educational back ground of respondents

<b>Educational background</b>	<b>Freq.</b>	<b>Percent</b>	<b>Cum.</b>
Certificate	6	1.68	1.68
Diploma	61	17.09	18.77
First Degree	269	75.35	94.12
Second Degree	21	5.88	100.00
<b>Total</b>	<b>357</b>	<b>100.00</b>	

Source: STAT primary data (2024)

The above table 4 shows the educational background of respondents From the total number the majority of individuals in the sample 269 hold a "First Degree," comprising 75.35% of the sample, 61 (17.09%) holds a "Diploma, 21(5.88%) holds Second degree and the rest 6(1.68%) holds certificate.

Table4-4: Income level of respondents

Income level	Freq.	Percent	Cum.
10,000-14,999	12	3.36	3.36
15,000-19,999	12	3.36	6.72
20,000and more	36	10.08	16.81
5000-9,999	31	8.68	25.49
<5000	266	74.51	100.00
<b>Total</b>	<b>357</b>	<b>100.00</b>	

Source: STAT A primary data (2024)

As shown in the table, 3.36% of respondents have a monthly income between 10,000 and 14,999, while another 3.36% earn between 15,000 and 19,000. 10.08% of respondents have a monthly income of 20,000 and above, and 8.68% earn between 5,000 and 9,999. The majority, 74.51% of respondents, have a monthly income of 5,000 or less. This indicates that most respondents fall within the lower-income category, earning less than 5,000 per month.

Table4-5: Customers response whether they use social media or not

	Freq.	Percent	Cum
Yes	357	100.00	100.00
Total	357	100.00	

Source: STAT A primary data (2024)

As shown in the table 100% respondents of the respondents use social media.

Table 4-6: Customers

Response to whether they have seen any social media advertisement for any cosmetics product

	Freq.	Percent	Cum
Yes	357	100.00	100.00
Total	357	100.00	

Source: STAT A primary data (2024)

As shown in the above table 100% of the respondents encountered social media advertisement for cosmetics products.

Table 4-7: Customers response to whether they are customer or user of any cosmetics products

	Freq.	Percent	Cum
Yes	357	100.00	100.00
Total	357	100.00	

Source: STAT A primary data (2024)

As shown in the above table 100% respondents are customers of cosmetic products

## 4.2. Descriptive Analysis

This part of the chapter deals with the presentation and analysis of respondents. Key items of the questionnaires were regarding Product reviews, Endorsements by influencers, Capabilities, and Expectations. The descriptive analysis was done using descriptive statistics by computing mean score to get the average response of the respondents for each question. For discussion purpose the mean scores are interpreted as follows.

**Figure4-8: Descriptive Statistic for product review**

<b>Variable</b>	<b>Obs</b>	<b>Mean</b>	<b>Std. Dev.</b>
Cosmetic products review on social media typically attention capturing.	357	3.672269	.8523851
Believes cosmetics product reviews that are promoted on social media.	357	3.633053	.8123519
Social media product reviews on cosmetic products have a greater impact than traditional advertising techniques	357	3.691877	.9393197
To distinguish between similar cosmetics products in social media advertisements, product reviews are really helpful.	357	3.708683	.8671649
Social media advertisements that include thorough product reviews with particular details about the features and usage of the product are more reliable.	357	3.759104	.8825444
<b>Product review's mean</b>		<b>3.67</b>	

**Source: STATA primary data (2024)**

As indicated above in table 4.8 respondents mean values show that the customers more agree among the alternatives of the Likert scale (Cosmetic products review on social media are attention capturing mean= 3.67std. deviation=0.85), (whether customers believe cosmetics product reviews that are promoted on social media mean= 3.63std deviation= .81), ( customers responded whether Social media product reviews on cosmetic products have a greater impact than traditional advertising techniques mean=3.69stddeviation=0.93), ( To distinguish between similar cosmetics products in social media advertisements, product reviews are really helpful. Mean = 3.7 std deviation = 0.867), (Social media advertisements that include thorough product reviews with particular details about the features and usage of the product are more reliable =3.75std deviation= 0.88). The mean scores suggest that, on average, respondents agree with the statements presented about product review and the ratings are relatively consistent across the sample.

Table4-9: Descriptive Statistic for endorsement

<b>Variable</b>	<b>Obs</b>	<b>Mean</b>	<b>Std. Dev.</b>
To engage with cosmetic products social media advertisement that Features a celebrities or influencers.	357	3.62465	.8958442
Testimonials or endorsements from multiple individuals in social Media advertisements add layer of credibility.	357	3.582633	.836009
Likely to consider a productive it is endorsed by a celebrity or influencer	357	3.638655	.9778251
Endorsements by celebrities or influencers in social media Advertisements are persuasive	357	3.733894	.8990005
Endorsements by celebrities or influencer scan enhance the Visibility and awareness of a cosmetic product	357	3.686275	.8722674
<b>Endorsements mean</b>		<b>3.68</b>	

Source: STAT A primary data (2024)

As indicated above in table 4.9. respondents mean values show that the customers more agree among the alternatives of the Likert scale (To engage with cosmetic products social media advertisement that features a celebrities or influencers mean= 3.62std. deviation=0.89), (Testimonials or endorsements from multiple individuals in social media advertisements add a layer of credibility to the customers attitude mean= 3.58std deviation= 0.83), ( customers likely to consider a product if it is endorsed by a celebrity or influencer mean = 3.63std deviation= 0.977), (Endorsementsbycelebritiesorinfluencersinsocialmediaadvertisementsarepersuasive mean= 3.73 std deviation =0 .89), (Endorsements by celebrities or influencers can enhance the visibility and awareness of a cosmetic product mean=3.68std deviation= 0.87). The mean scores suggest that, on average, respondents agree with the statements presented about endorsements and the ratings are relatively consistent across the sample.

Table4-10: Descriptive Statistic customer's capability

<b>Variable</b>	<b>Obs</b>	<b>Mean</b>	<b>Std. Dev.</b>
Have a clear understanding of the different social media platforms and their advertising features.	357	3.568627	.8956333
Know how to use the tools for social media advertising	357	3.557423	.8709946
Skilled at using social media features for engaging with advertisements (liking, commenting, and sharing.)	357	3.560224	.9800756
Familiar with the different social media advertisement forms (picture advertisements, video ads, sponsored posts, etc.)	357	3.59944	.8958705
Able to successfully screen out and block undesired or irrelevant social media advertisements about cosmetic products.	357	3.717087	.9487214
<b>Customers capabilities mean</b>		<b>3.59</b>	

Source: STAT A primary data (2024)

As indicated above in table 4.9. Respondents mean values show that the customers more agree among the alternatives of the Liker scale (Have a clear understanding of the different social media platforms and their advertising features Mean=3.56 Standard Deviation: 0.89) this suggests that, on average, the participants have a decent understanding of different social media platforms and their advertising features. The standard deviation indicates that there is some variation among the participants' understanding. (Knowing how to use the tools for social media advertising Mean=3.55 Standard Deviation: 0.87) On average, the participants have a good level of knowledge about using tools for social media advertising. Again, the standard deviation shows some variability among the participants' knowledge. (Skilled at using social media features for engaging with advertisements (liking, commenting, and sharing.) Mean=3.56 Standard Deviation: 0.98 the participants, on average, have a fair level of skill when it comes to engaging with advertisements on social media platforms. The standard deviation indicates there is some diversity in the participants' skill levels. (Familiar with the different social media advertisement forms Mean=3.59 Standard Deviation: 0.89) On average, the participants are familiar with various forms of social media advertising, such as picture advertisements, video ads, and sponsored posts. The standard

deviation suggests some variation among the participants' familiarity. (Ability to successfully screen out and block undesired or irrelevant social media advertisements about cosmetic products Mean=3.71 Standard Deviation: 0.948) Overall, the participants have a good ability to screen out and block undesired or irrelevant social media advertisements related to cosmetic products. The standard deviation indicates some diversity in their capabilities. (Customers capabilities: =Mean: 3.59) This is the overall mean score calculated across all the variables. It represents the participants' overall capabilities related to social media advertising, indicating that, on average, they possess a satisfactory level of ability

Table4-11: D e s c r i p t i v e Statistic customer’s expectation

Variable	Obs	Mean	Std. Dev
Expect smooth, continuous and easy-to-use experience when interacting with social media advertisements.	357	3.834734	.7989623
Have consistently delivered on the benefits or advantages they promised for cosmetic products.	357	3.638655	.8148664
expect social media advertisements to provide accurate and truthful information about the product	357	3.823529	.9023726
Social media advertisements should be visually appealing and engaging	357	3.865546	.809956
Expect social media advertisements to be transparent about sponsored content or partnerships	357	3.686275	.9698586
<b>Consumer sex petition means</b>		<b>3.76</b>	

Source: STAT A primary data (2024)

As indicated above in table4.9 respondents overall expect a smooth, continuous, and easy-to-use experience when interacting with social media advertisements, with an average rating of 3.83. They also expect the advertisements to consistently deliver on the promised benefits or advantages of cosmetic products, with an average rating of 3.64. Respondents also expect social media

advertisements to provide accurate and truthful information about the product, with an average rating of 3.82. Additionally, they believe that these advertisements should be visually appealing and engaging, with an average rating of 3.87. Lastly, respondents expect social media advertisements to be transparent about sponsored content or partnerships, with an average rating of 3.69.

Table 4-12: Descriptive Statistic for consumer attitude

<b>Variable</b>	<b>Obs</b>	<b>Mean</b>	<b>Std. Dev.</b>
Social Media advertisement influences my attitude towards the product.	357	3.647059	.8797494
Made cosmetics product purchase based on information gathered from social media advertisement.	357	3.591036	.824981
Refer to advertisements made on social media to make purchases	357	3.666667	.9411524
Recommend others to refer to social media advertisements when making purchases	357	3.876751	.8047908
<b>Consumers attitude mean</b>		<b>3.7</b>	

Source: STAT A primary data (2024)

For the variable whether social media advertisement influences respondent's attitude towards the product, the mean scores 3.65 with a standard deviation of 0.88. This indicates that, on average, social media advertisement has a somewhat positive impact on consumers' attitudes towards the products being advertised.

For the variable whether respondents made cosmetics product purchase based on information gathered from social media advertisement has a mean score of 3.59 with a standard deviation of

0.82. This suggests that consumers do make purchases of cosmetics products based on the information they gather from social media advertisements. For the variable whether respondents refer to advertisements made on social media to make purchases has a mean score of 3.67 with a standard deviation of 0.94. This suggests that consumers often look to social media advertisements to help them make purchasing decisions. Lastly, the variable whether respondents recommend others to refer to social media advertisements when making purchases has a mean score of 3.88 with a standard deviation of 0.80. This indicates that consumers are generally inclined to suggest others to consider social media advertisements when making purchasing decisions.

## 4.2. Correlation Analysis

Correlation analysis is conducted to analyze the strength of correlation between consumers buying behavior and impact of social media. This coefficient can take on any value between 1 and -1. A value of 1 represents a perfect positive correlation whereas a value of -1 represents a perfect negative correlation (Saunders, L. & Thornhill, 2009). Furthermore, according to Robson

C. (2002) correlation coefficients are further classified in detail as follows:

- 0.00-0.19 - slightly/negligibly correlated
- 0.20 -0.39 - weakly correlated
- 0.40 -0.69 - moderately correlated
- 0.70 - 0.89 - highly correlated
- 0.90 -1.00 – very high correlated
- 1.00 - perfectly correlated

Table 4.9 correlation analysis

Table 4.2-13: Correlation analysis

	<b>Product review</b>	<b>Endorsement</b>	<b>Capabilities</b>	<b>Expectations</b>	<b>Attitude</b>
Product review	1.0000				

Endorsement	0.0550	1.0000			
Capabilities	0.0348	0.3282	1.0000		
Expectations	0.0185	0.1814	-0.0239	1.0000	
Attitude	0.0983	0.8870	0.3715	0.1304	1.0000

Source: STAT A primary data (2024)

According to the table, product review (0.09) and capabilities (0.37) respectively has a weak but positive correlation with consumer attitude. Endorsement (0.88) has high correlation with consumer attitude. Likewise, expectation (0.13) has a slight but positive correlation with consumer attitude.

### 4.3. Regression Analysis

#### 4.3.1. Testing Assumptions of Classical Linear normality test

Testing for regression analysis before examining the influence of one or more independent variables on a dependent variable, testing the obtained data is an important step in order to get non-biased and better results. In this study, there are four types of testing which are Multi- Co linearity, Linearity, Normality, and Homoscedasticity test

#### Multi-Collinearity Test

The assessment of "the extent to which a variable can be explained by the other variables in the study" is known as multicollinearity (Hair, et al., 2010). It's a correlation matrix problem in which three or more independent variables are highly correlated (i.e. 0.90 or higher) with one another (Tabachnick & Fidell, 2007; Hair, et al., 2010). According to Hair et al. (2010), a higher level of multicollinearity reduces the unique variation explained by each independent variable while increasing the shared prediction percentage to examine for Multi collinearity among the independent variables, the researcher utilized the Variance Inflation Factor (VIF) and Tolerance. The most frequent approaches for detecting Multicollinearity are tolerance and variance inflation factor. (Tabachnick & Fidell, 2007; Field, 2009; Pallant, 2010; Tabachnick & Fidell, 2007;

Tabachnick & Fidell, 2007; Tabachnick & Fide The presence of multi Collinearity is indicated by a higher VIF (more than 10) and a lower tolerance (less than 0.1). (Pallant, 2010). The values of VIF and Tolerance are shown in Table 4.12. As a result, the problem of Multicollinearity does not present in this study.

Table4.3-14: Multi collinearity analysis

<b>Variable</b>	<b>VIF</b>	<b>1/VIF</b>
Endorsement	1.17	0.854876
Capability	1.13	0.884799
Expectation	1.04	0.959203
Product review	1.00	0.996556
<b>Mean VIF</b>	<b>1.09</b>	

Source: STAT A primary data (2024)

The Variance Inflation Factor (VIF) is a measure of multicollinearity in a regression analysis. It quantifies how much the variance of the estimated regression coefficient is increased due to the presence of correlation between predictor variables. In this case, the VIF values for all the variables (Endorsement, Capability, Expectation, and Product review) are relatively low, ranging from 1.00 to 1.17. This indicates that there is no severe multi collinearity present in the model. The "1/VIF" column provides the reciprocal values of the VIF, which can be interpreted as the degree to which multicollinearity affects the variables. A value close to 1 indicates low Multicollinearity. The mean VIF value of 1.09 suggests that the variables in the model are not strongly correlated with each other. This is generally desirable in regression analysis as it reduces the potential for inflated standard errors and unreliable coefficient estimates.

## Linearity Test

The linearity between the dependent and independent variable is assumed to be linear. To check the linearity in this model, we can examine the t-values and p-values associated with the coefficients of the predictor variables (product review, endorsement, capabilities, expectation) in the model.

The t-value measures the magnitude of the coefficient relative to the standard error, and the p-value indicates the statistical significance of the coefficient.

In this model, the t-values and p-values are as follows:

Product review:  $t=2.01$ ,  $p=0.045$

Endorsement's:  $t=33.11$ ,  $p=0.000$

Capability :  $t = 3.40$ ,  $p = 0.001$

Expectations:  $t = -1.00$ ,  $p = 0.319$

Based on these values, we can conclude that the coefficients of product review, endorsement, and capability are statistically significant ( $p < 0.05$ ), indicating a linear relationship with the dependent variable. However, the coefficient of expectation is not statistically significant ( $p > 0.05$ ), suggesting that it doesn't have a linear relationship with the dependent variable. Therefore, the models have a linear relationship for the predictor variables product review, endorsement, and Capabilities, but not for expectation.

## Normality

Normality is the gold standard for statistical procedures, and Statistical tests are invalid without it (Tabachnick & Fidell, 2007). The variables were tested for normality using both graphical and statistical approaches). The researcher used statistical, Skewness, and kurtosis tools in STATA to

assess the normality of the data distribution in this model. The values in this study are normally distributed. Skewness and kurtosis techniques were also utilized to evaluate the normality assumptions. According to Hair, et al. (2003), the beta skewness values must be between +1 and -1, and the Kurtosis values must be between +3 and -3. When both conditions are passed, the data is deemed to be regularly distributed. The data are normally distributed because all of the Skewness and Kurtosis values for variables are within the permitted range.

Table 4.3-15: Normality test

Variable	Obs	Pr(Skewness)	Pr(Kurtosis)
Attitude	357	0.7756	0.0116
Product review	357	0.3750	0.0007
Endorsement	357	0.5679	0.0283
Expectation	357	0.0242	0.0789
Capability	357	0.0974	0.0639

Source: STAT A primary data (2024)

### **Homoscedasticity**

The Breusch-Pagan / Cook-Weisberg test for homoscedasticity is a statistical test that assesses whether there is homoscedasticity (unequal variances) in the errors of a regression model.

Breusch-Pagan/Cook-Weisberg test for homoscedasticity

Ho: Constant variance

Variables: fitted values of attitude

chi2(1) = 72.00

Prob>chi2 = 0.0000

The null hypothesis ( $H_0$ ) is that there is constant variance in the errors, meaning that the variances are equal for all observations. The alternative hypothesis would be that there is heteroscedasticity. The test statistic is  $\chi^2(1)$ , which indicates that the test follows a chi-square distribution with 1 degree of freedom. The test statistic value obtained is 72.00. The p-value (Prob >  $\chi^2$ ) associated with the test statistic is 0.0000. This is the probability of observing a test statistic as extreme as the one obtained, assuming the null hypothesis is true. In

this case, the extremely small p-value suggests strong evidence against the null hypothesis of constant variance, indicating the presence of heteroscedasticity in the errors.

#### 4.4. Results of Regression Analysis

To address the research questions, a **Classical Linear Regression Model (CLRM)** was employed. When the assumptions of CLRM are satisfied, the estimators have desirable properties and are considered **Best Linear Unbiased Estimators (BLUE)** (Brooks, 2008).

In the regression output:

- The **beta coefficient** ( $\beta$ ) indicates the direction and strength of each independent variable's influence on the dependent variable.
- The **p-value** indicates the significance level of each variable.
- The **Adjusted R<sup>2</sup>** value shows the explanatory power of the model (Brooks, 2008).

The regression model used to study the effect of social media advertising on consumers' attitudes is expressed as follows:

$$\text{ATTITUDE} = \alpha + \beta_1 \text{Product Review} + \beta_2 \text{Endorsement} + \beta_3 \text{Capabilities} + \beta_4 \text{Expectations} + \varepsilon$$

#### Regression Output:

Source	SS	DF	MS	Number of respondents = 357	
Model	1781.06	4	445.26	R <sup>2</sup> = 0.7969	
Residual	453.88	352	1.289	Adj R <sup>2</sup> = 0.7946	
Total	2234.957	356			
Variable	Coef.	Std. Err.	t	p > t	[95% Conf. Interval]
Product Review	0.0337	0.0168	2.01	0.045	0.0008, 0.0667
Endorsement	0.6888	0.0208	33.11	0.000	0.6479, 0.7298
Capabilities	0.0668	0.0196	3.40	0.001	0.0282, 0.1054
Expectations	-0.0184	0.0184	-1.00	0.319	-0.0546, 0.0178
_cons	0.5506	0.6177	0.89	0.373	-0.6642, 1.7654

Source: Survey Results (2024)

### Interpretation:

- The **R<sup>2</sup> value of 0.7969** indicates that approximately **79% of the variation** in consumers' attitudes is explained by the independent variables collectively.
  - The overall model is a **good fit** at the 5% significance level (p-value = 0.000).
  - **Product Reviews, Endorsements, and Capabilities** are significant predictors of consumers' attitudes at the 5% significance level (p < 0.05).
  - **Expectations** are not statistically significant (p = 0.319), indicating that this factor does not significantly influence consumers' attitudes in this study.
- 

## 4.5. Discussion of Regression Results

### H1: Product Reviews

Product reviews have a **positive and significant effect** on consumers' attitudes ( $\beta = 0.0337$ ,  $p = 0.045$ ). This implies that, holding other variables constant, a one-unit increase in product reviews is associated with an expected **0.0337 increase in consumers' attitude** toward social media advertisements.

### H2: Endorsements by Influencers

Endorsements by influencers also have a **positive and significant effect** on consumers' attitudes ( $\beta = 0.6888$ ,  $p = 0.000$ ). This suggests that a one-unit increase in endorsements results in an expected **0.6888 increase in consumer attitude**, controlling for other variables.

### H3: Capabilities

Customers' capability to interact with advertised products positively and significantly affects attitudes ( $\beta = 0.0668$ ,  $p = 0.001$ ). This indicates that improved capability leads to a positive change in consumer attitude.

### H4: Expectations

Expectations regarding benefits, quality, or satisfaction **do not significantly influence** consumers' attitudes ( $\beta = -0.0184$ ,  $p = 0.319$ ).

### Table 4-17: Summary of Hypothesis Testing

<b>Hypothesis</b>	<b><math>\beta</math> Value</b>	<b>p-Value</b>	<b>Decision</b>
H1: Product reviews significantly predict attitudes toward social media advertisements	0.0337	0.045 ( $<0.05$ )	Accepted
H2: Endorsements by influencers significantly predict attitudes toward social media advertisements	0.6888	0.000 ( $<0.05$ )	Accepted
H3: Customers' capability to interact with advertised products significantly predicts attitudes	0.0668	0.001 ( $<0.05$ )	Accepted
H4: Expectations about benefits, quality, or satisfaction significantly predict attitudes	-0.0184	0.319 ( $>0.05$ )	Rejected

# CHAPTER FIVE

## SUMMARY, CONCLUSION AND RECOMMENDATION

### SUMMARY

The primary objective of this study was to investigate the effect of social media advertising on consumers' attitudes toward cosmetic products in Mekelle. The research aimed to assess how various elements of social media advertising—such as product reviews, influencer endorsements, and interactive features—shape consumer perceptions, preferences, and purchasing intentions within the cosmetic industry.

A total of 384 structured questionnaires were distributed to social media users in Mekelle, out of which 357 were properly completed and deemed valid for analysis, yielding a high response rate of 92.9%. The data collected were processed using descriptive statistics to summarize respondent characteristics, while correlation and regression analyses were applied to test the relationships between the independent variables (aspects of social media advertising) and the dependent variable (consumer attitude).

#### **Demographic Profile of Respondents:**

**Gender:** The majority of participants were female (69.75%), which aligns with the nature of cosmetic product consumption, suggesting that women represent the dominant consumer segment in this market.

**Age:** Most respondents (57.98%) were between 18 and 25 years old, followed by those aged 26–30 years (30.53%). This indicates that younger consumers are more engaged with social media platforms and are highly responsive to online advertising content.

**Educational Background:** The majority of respondents possessed a first degree (75.35%), followed by diploma holders (17.09%), second degree holders (5.88%), and certificate holders (1.68%). This shows that the sample was largely composed of educated individuals who can critically interpret and evaluate online advertising content.

**Income Level:** A large proportion (74.51%) earned less than 5,000 birr per month, while others earned between 5,000 and 19,999 birr, and only 10.08% earned 20,000 birr or more. This suggests that price sensitivity and perceived value may play an important role in shaping attitudes toward cosmetic purchases.

### **Descriptive Statistics for Independent Variables:**

The descriptive results revealed that most respondents were regularly exposed to social media advertisements through product reviews, influencer endorsements, and interactive brand content. Respondents generally agreed that these forms of advertising are informative, persuasive, and engaging. Influencer marketing was particularly noted as a credible source of product information, while user-generated reviews were seen as trustworthy indicators of product quality. Additionally, the interactive nature of social media—allowing likes, comments, and shares—enhanced users' sense of connection and engagement with brands.

Overall, the findings suggest that social media advertising exerts a significant and positive influence on consumers' attitudes toward cosmetic products. The combination of visual appeal, social proof, and interactivity appears to strengthen brand perception and purchase intent among consumers, especially younger audiences.

## Conclusion

The findings of this study clearly demonstrate that social media advertising exerts a significant influence on consumers' attitudes toward cosmetic products in Mekelle City. Through quantitative analysis of the collected data, it became evident that social media platforms serve as powerful tools in shaping consumer perceptions, preferences, and purchase intentions in the cosmetics market.

Among the key determinants, **product reviews** and **influencer endorsements** emerged as strong positive predictors of consumer attitudes. This indicates that consumers rely heavily on peer feedback and trusted personalities when forming opinions about cosmetic brands. Influencers, in particular, play a crucial role in bridging the gap between brands and audiences by providing relatable, authentic content that enhances credibility and engagement. Therefore, companies must strategically collaborate with credible influencers and encourage satisfied customers to share their experiences to strengthen brand trust and influence purchase decisions.

The study also found that **customer capability**—the ability of consumers to access, interact with, and engage with social media advertisements—has a notable impact on shaping attitudes. This highlights the importance of interactive and participatory advertising formats that enable users to explore product features, ask questions, and share feedback in real time. Such interactive campaigns not only increase engagement but also foster a sense of connection and brand loyalty.

Interestingly, **consumer expectations** regarding product quality, benefits, or satisfaction did not have a significant influence on consumer attitudes toward cosmetic products. This suggests that while social media advertising can effectively create awareness and initial interest, it cannot fully replace the actual product experience. Positive consumer attitudes are ultimately sustained by product performance and overall satisfaction.

In light of these insights, cosmetic companies in Ethiopia—particularly those operating in Mekelle—should:

1. **Leverage influencer marketing** to expand reach, build credibility, and strengthen emotional connections with audiences.
2. **Promote authentic and positive product reviews** to influence potential buyers and reinforce brand trust.
3. **Develop engaging and interactive social media content** that encourages active participation, virtual trials, and information sharing.

Nevertheless, marketers should remember that effective advertising must be supported by **consistent product quality** and **satisfactory customer experiences**. While social media platforms are powerful channels for influencing consumer perceptions, long-term brand success depends on delivering real value that aligns with promotional messages.

In conclusion, social media advertising serves as a vital component of modern marketing strategies in the cosmetics industry. When effectively integrated with quality products and authentic communication, it can significantly enhance consumer attitudes, brand image, and market competitiveness in the Ethiopian context.

## **Recommendation**

This study examined the effect of social media advertising on customers' attitudes toward cosmetic products. The findings confirmed that social media advertising has a significant and positive influence on consumer attitudes. Specifically, influencer endorsements, customer reviews, and interactive social media features were found to be key factors shaping perceptions and purchase intentions. The results highlight the growing importance of social media as a marketing tool for cosmetic brands operating in the Ethiopian market.

Based on the research findings, the following recommendations are proposed:

### ✓ **Collaborate with Influencers Strategically:**

Cosmetic companies should form long-term partnerships with credible and relatable social media influencers who align with the brand's values and target audience. Influencers play a crucial role in shaping consumer perceptions and trust, making them an essential component of modern marketing campaigns.

### ✓ **Encourage and Highlight Customer Reviews:**

Businesses should actively motivate customers to share product experiences and reviews on social media platforms. Positive reviews enhance trust and shape favorable attitudes toward cosmetic products. Incorporating authentic testimonials in advertisements can strengthen brand credibility and attract new customers.

### ✓ **Enhance Customer Engagement through Interactive Content:**

Brands should create interactive and participatory campaigns such as virtual product trials, live tutorials, polls, or contests. These initiatives promote deeper engagement, allowing consumers to connect emotionally and experientially with the brand.

### ✓ **Localize Marketing Strategies:**

When developing social media campaigns, cosmetic brands must consider Ethiopian consumers' cultural preferences, language, and lifestyle. Localized and culturally sensitive advertisements tend to resonate more effectively and drive higher engagement.

### ✓ **Utilize Data Analytics for Targeted Advertising:**

Companies should invest in social media analytics tools to track user behavior, preferences, and engagement levels. Data-driven insights help refine advertising strategies, ensuring that campaigns reach the right audience with relevant content.

### ✓ **Maintain Ethical and Transparent Advertising:**

Transparency about product ingredients, benefits, and potential effects is vital. Misleading claims or exaggerated promises can harm brand reputation and consumer trust. Ethical advertising fosters long-term customer loyalty.

Invest in Continuous Digital Marketing Training:

Marketing teams should receive ongoing training in digital advertising trends, content creation, and social media management. Enhancing digital literacy among staff ensures more effective and innovative campaigns.

✓ **Build Community-Based Brand Loyalty:**

Cosmetic companies can create online communities where consumers share experiences, ask questions, and receive personalized beauty tips. This builds long-term engagement and transforms satisfied customers into brand advocates.

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### 5.3. Future Research Directions

Future studies should aim to expand the scope and generalizability of the findings:

- **Multi-Regional Studies:** Conduct research across different regions and demographics to examine whether the observed effects hold in varied cultural and social contexts.
- **Longitudinal Studies:** Track consumer attitudes over time to assess the consistency and long-term impact of social media advertising on behavior.
- **Diverse Product Categories:** Investigate the effects of social media advertising across a broader range of product types to identify category-specific trends.
- **Integration of Objective Metrics:** Combine self-reported survey data with objective measures, such as actual purchase behavior and digital engagement tracking, to gain a more comprehensive understanding of consumer responses.
- **Psychological Factors:** Explore the role of psychological concepts, such as trust, cognitive dissonance, and perception, in shaping consumer attitudes toward social media advertising.

These directions will help provide deeper insights into how social media advertising affects consumer attitudes and behavior, supporting more effective marketing strategies in the cosmetics sector and beyond.

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# Appendix

## MEKELLE UNIVERSITY

### COLLEGE OF BUSINESS AND ECONOMICS DEPARTMENT OF MANAGEMENT

### THE EFFECTS OF SOCIAL MEDIA ADVERTISEMENT ON COSMETIC PRODUCTS

#### Questionnaire to be completed by customers

Dear Respondents:

This questionnaire is proposed to gather primary data on—The Effects of social media advertisement on customers' attitude: on cosmetics products. The purpose of the study is to fulfill a requirement for the fulfillment of MA in Management at Mekelle University.

Your sincere responses for the questions are very important for the success of completing this study. All information collected through the questionnaire will be used only for the purpose of the study and will be kept confidential. Accordingly, I would like to thank you in advance for your volunteer participation.

Thank you, for your support!

## PartI: Demographic characteristics

1. What is your

gender? Male

Female

2. What is your Age:

20-25  26-30  31-35  36-40  Above40

3. What is your Education level?

Certificate  Diploma  First Degree  Second Degree  PhD

4. What is your Level of income?

<5000

5000-9,999

10,000-14,999

15,000-19,999

20,000and more

5. Do you use a social media?

• Yes

- No

6. Which social media platforms do you use?

- YouTube
- Facebook
- Instagram
- TikTok
- Other

7. Have you ever encountered any social media advertisement for any cosmetics product?
- Yes
  - No
8. Are you a customer or user for cosmetics products like(deodorants, hair growth products, perfumes Skin-care creams, powders, lotions, lipsticks, nail polishes, eye and face make up, baby products, hair colorants and sprays).indicate yes if you are a user of at least for one.
- Yes
  - No

## PartII: Social Media Advertisement

Please rate the extent to which you agree on the following statements used to measure your opinion towards social media advertisement efforts of cosmetics products using five points likers scale items ranges (1=Strongly disagree, 5= strongly agree)

SD=strongly disagree      D= Disagree    N=Neutral      A=Agree      SA=Strongly agree

SN	Statements or Items	SDA	D	N	A	SA
<b>Product Reviews</b>						
1	Cosmetic products review on social media typically captures my attention.					
2	I believe cosmetics product reviews that are promoted on social media.					
3	Social media product reviews on cosmetic products have a Greater impact on me than traditional advertising techniques.					

4	When I'm trying to distinguish between similar cosmetics Products in social media advertisements, product reviews are helpful.					
5	In my opinion, social media advertisements that include thorough Product reviews with details about the features and					

	Usage of the product are more reliable.					
<b>Endorsements:</b>						
1	I am more likely to engage with cosmetic products social media Advertisement that features a celebrities or influencers.					
2	Testimonials or endorsements from multiple individuals in social media advertisements add a layer of credibility and influence to My decision-making process.					
3	I am more likely to consider a product if it is endorsed by a Celebrity or influencer in a social media advertisement.					
4	I often feel that endorsements by celebrities or influencers in social media advertisements are persuasive.					
5	I believe that endorsements by celebrities or influencers can enhance the visibility and awareness of a cosmetic product in a Crowded market place in social media advertisements.					
<b>Customers' Capabilities:</b>						
1	I have a clear understanding of the different social media Plat form sand their advertising features.					
2	I know how to use the tools for social media advertising.					
3	I am skilled at using social media features for engaging with Advertisements (liking, commenting, sharing.)					

4	I am familiar with the different social media advertisement forms (picture advertisements, video ads, sponsored posts, etc.).					
5	I'm able to successfully screen out and block undesired or Irrelevant social media advertisements about cosmetic products.					
<b>Expectations</b>						
1	I expect smooth, continuous and easy-to-use experience when interacting with social media advertisements.					
2	Social media advertisements have consistently delivered on the benefits or advantages they promised for cosmetic products.					
3	I expect social media advertisements to provide accurate and truthful information about the product.					

4	I believe social media advertisements should be visually Appealing and engaging.					
5	I expect social media advertisements to be transparent about Sponsored content or partnerships.					

Part III: Customers Attitude

**Direction:** Please rate the following statements related to consumer attitude by putting ✓ the appropriate number against each question. Where SDA=1, DA=Disagree, N=Neutral; A=Agree; SA=Strongly Agree

		SDA	DA	N	A	SA
1	Social Media advertisement influences my attitude towards the product.					

2	I have made cosmetics product purchase based on information Gathered from social media advertisement.					
3	I refer to advertisements made on social media to make purchases.					
4	I recommend other store for to social media advertisements when making purchases					

Thank you for your time!!!