

2021-08

Factors Affecting E-Marketing Adoption: The Case of Selected Star Rated Tourist Standard Hotels in Bahir Dar City

Nuru Baye

<http://ir.bdu.edu.et/handle/123456789/12536>

Downloaded from DSpace Repository, DSpace Institution's institutional repository



BAHIR DAR UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT

**FACTORS AFFECTING E-MARKETING ADOPTION: THE
CASE OF SELECTED STAR RATED TOURIST STANDARD
HOTELS IN BAHIR DAR CITY**

By
NURU BAYE

JUNE, 2021
BAHIR DAR, ETHIOPIA

BAHIR DAR UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS
DEPARTMENT OF MARKETING MANAGEMENT

**Factors Affecting E-Marketing Adoption: The Case of Selected Star
Rated Tourist Standard Hotels in Bahir Dar City**

By: NURU BAYE

**A Thesis paper submitted to the department of Marketing Management in
partial fulfillment of the requirement for the degree of Master of Art in
Marketing Management.**

Advisor: ALEMU MULETA (ASS PROF)

JUNE 2021
BAHIR DAR, ETHIOPIA

DECLARATION

I declare that the research paper entitled "**Factors Affecting E-Marketing Adoption: The Case of Selected Star Rated Tourist Standard Hotels in Bahir Dar City**" is my work. And also I acknowledged all the resources that I have used to produce the study appropriately.

Nuru Baye

Signature

Date

Bahir Dar University

College OF Business and Economics

Department of Marketing Management

STATEMENT OF CERTIFICATION

This is to certify that **Nuru Baye** has carried out his thesis work on the topic entitled "**Factors Affecting E-Marketing Adoption: The Case Of Selected Star Rated Tourist Standard Hotels In Bahir Dar City**" under my supervision and I assure it is his original work and is suitable for submission for the award of master's degree in marketing management.

Advisor Name: Alemu Muleta (Ass Prof)

Signature

Date

Bahir Dar University

College OF Business and Economics

Department of Marketing Management

Board of Examiners Approval Sheet

This is to certify that the thesis entitled: **Factors Affecting E-Marketing Adoption: The Case Of Selected Star Rated Tourist Standard Hotels In Bahir Dar City** are prepared by Nuru Baye in a partial fulfillment of the requirement of the degree of master of art in Marketing Management.

Approved by: Board of Examiners

-----	-----	-----
External Examiner's Name	Signature	Date
<u>Megbar L. (PhD)</u>	-----	-----
Internal Examiner's Name	Signature	Date
<u>Aschalew D. (PhD)</u>	-----	-----
Chairman Name	Signature	Date

ACKNOWLEDGMENT

First of all my appreciation and thanks towards ALLAH (S.W) the sustainer and the creator of the universe for giving me strengths and patience to complete this paper. I thanks my Advisor Alemu Muleta (Ass Professor) for his comments and encouragements. It is also my pleasure to express my gratitude to my beloved families (all Bayes family) and specially my wife Sofia for her endless support, keep it my dears. I thanks Bahir Dar City Bahil and Sport Memria for giving important data's. Finally my thanks to wards to management bodies and employees of all-star rated 12 hotels for their genuine and kind responses during my data collection.

TABLE OF CONTENTS

Contents	page
ACKNOWLEDGMENT	i
TABLE OF CONTENTS	ii
LIST OF TABLES	vi
LIST OF FIGURES	vii
LIST OF APPENDICES	viii
LIST OF ACRONYMS	ix
ABSTRACT	x
CHAPTER ONE	1
INTRODUCTION	1
1.1 Back Ground of the Study	1
1.2 Statement of the Problem	5
1.3 Research Questions	7
1.3.1 Basic Research Question.....	7
1.3.2 Sub Research Questions.....	7
1.4 Objective of the Study.....	8
1.4.1 General Objective	8
1.4.2 Specific Objectives	8
1.5 Hypothesis of the Study	9
1.6 Significance of the Study	9
1.7 Scope of the Study.....	10
1.8 Definition of Key Terms	10
1.9 Organization of the paper	11
CHAPTER TWO	12
REVIEW OF RELATED LITRATURE	12
2.1 Introduction	12
2.2 Theoretical Review of E-Marketing.....	12
2.2.1 E-Mail Marketing.....	13
2.2.2 Blog Marketing	13

2.2.3 Digital Marketing.....	14
2.2.4 Viral Marketing.....	14
2.3 E-Business.....	15
2.4 Electronic Commerce (E-Commerce) and Its Types	15
2.4.1 Business to Business (B to B).....	16
2.4.2 Business to Consumers (B to C)	16
2.4.3 Consumers to Business (C to B).....	16
2.4.4 Consumer to Consumers (C to C).....	17
2.5 Benefits and Types of Electronic Marketing Services	17
2.6 What Is E-Marketing Adoption?.....	18
2.7 Adoption of New Technology.....	18
2.7.1 The Technology Acceptance Model (TAM).....	19
2.7.2 The Innovation Diffusion Theory (IDT).....	19
2.7.3 The Decomposed Theory of Planned Behavior (DTPB)	20
2.7.4 Technology, Organization and Environment (TOE) Model	20
2.8 Hotel Rating Criteria's	20
2.9 Hotels in Bahir Dar City.....	21
2.10 List of Star Rated Tourist Standard Hotels In Bahir Dar City.	22
2.11 Factors Affecting E-Marketing Adoption in Star Rated Tourist Standard Hotels	22
2.11.1. IT Infrastructure	22
2.11.2. Managers Innovativeness.....	23
2.11.3. Skilled Man Power.....	24
2.11.4. Government Support.....	24
2.11.5. Financial Capacity.....	25
2.11.6. Customer Pressure.....	26
2.12 Empirical Reviews	26
2.13 Research Gap.....	27
2.14 Conceptual Frame Work	28
CHAPTER THREE	29
RESEARCH APPROACH AND METHODOLOGY	29
3.1 Introduction	29

3.2 Research Approach	29
3.3 Research Paradigm.....	29
3.4 Research Design.....	29
3.5 Target Population and Sampling Design.....	30
3.6 Sampling Technics	30
3.7 Sample Size.....	30
3.8 Sources of Data and Data Collection Procedures.....	32
3.9 Research Model.....	33
3.10 Data Analysis	33
3.11 Validity and Reliability	34
3.12 Ethical Consideration	35
CHAPTER FOUR.....	36
RESULTS AND DISCUSSIONS.....	36
4.1 Introduction	36
4.2 Response Rate	36
4.3 Descriptive Analyses.....	36
4.3.1 Demographic Profile of Respondents	36
4.3.2 Gender of Respondents	36
4.3.3 Age of Respondents	37
4.3.4 Educational Level of Respondents.....	37
4.3.5 Work Positions of Respondents.....	38
4.3.6 Work Experience of Respondents.....	39
4.4 Descriptive Statistics of Variables	41
4.5 Correlation Analysis.....	42
4.6 Inferential Analyses.....	44
4.7 Assumptions Testing in Multiple Regression Analysis	44
4.7.1 Normality Test	45
4.7.2 Linearity.....	46
4.7.3 Homoscedasticity	47
4.7.4 Multi Collinearity Test.....	48
4.7.5 Independence Test.....	48

4.8 Multiple Regressions Analysis	49
4.9 Discussion of the Results	52
CHAPTER FIVE	55
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION.....	55
5.1 Introduction	55
5.2 Summary of Major Findings	55
5.3 Conclusions	56
5.4 Recommendations	57
5.5 Limitation of the Study	58
5.6 Directions for Future Area Of Researches	58
APPENDICES	64
Appendix A: Survey Questionnaire	65
Appendix B: Questionnaire (Amharic version)	71
Appendix C: Lists of Star Rated Tourist Standard Hotels	77

LIST OF TABLES

Table 3. 1 Sampling Frame	32
Table 3. 2 Results of Reliability statistics.....	35
Table 4. 1 Gender of Respondents	36
Table 4. 2 Short Summery Of Demographic Profile of Respondents.....	39
Table 4. 3 Mean And Standard Deviation	41
Table 4. 4 Pearson Correlation Analysis.....	43
Table 4. 5 Significance of the Model for E-Marketing Adoption.....	44
Table 4 .6 Skew Ness And Kurtosis	46
Table 4. 7 Multi Collinearity Test.....	48
Table 4. 8 Regression Analysis of E-Marketing Adoption Factors	49
Table 4. 9 Regression Coefficient Analysis Summery	50
Table 4. 10 Summery of the Overall Results of the Research Hypothesis Test	52

LIST OF FIGURES

Figure 2.1 Differences between Internet-marketing, E-Marketing, E-commerce and E-Business	17
Figure 2. 2 Conceptual frame work of the study	28
Figure 4. 1 Age Of Respondents.....	37
Figure 4. 2 Educational Levels Of Respondents.....	37
Figure 4. 3 Work Position Of Respondents	38
Figure 4. 4 Work Experience Of Respondents	39
Figure 4. 5 Normal Distribution Curves	45
Figure 4. 6 Normal Point Plot Of Regression Standardized Residual	46
Figure 4. 7 Scatter Plot Of Standardized Residuals	47

LIST OF APPENDICES

Appendix A: Survey Questionnaire	65
Appendix B: Questionnaire (Amharic Version)	71
Appendix C: Lists Of Star Rated Tourist Standard Hotels	77

LIST OF ACRONYMS

IT	Information Technology
GS	Government Support
SKMP	Skilled Man Power
CP	Customer Pressure
FC	Financial Capacity
MI	Management Innovativeness
TAM	Technology Acceptance Model
TOE	Technology, Organization and Environment
DTPB	The Decomposed Theory Of Planned Behavior
IDT	The Innovation Diffusion Theory
Ema	Electronic-Marketing Adoption
E-Marketing	Electronic Marketing
B to B	Business to Business
B to C	Business to Consumers
C to B	Consumers to Business
C to C	Consumer to Consumers
E-Commerce	Electronic Commerce

ABSTRACT

Now a day traditional marketing switched to e-marketing because of latest technological advances on the field of marketing but most hotels does not adopt e-marketing yet because of different factors. The purpose of the study was to analyze the factors Affecting E-Marketing adoption in the case of selected star rated tourist standard hotels in Bahir Dar City. The study used Quantitative research approach to determine the relationship between dependent and independent variable in a population and to test hypotheses. The researcher used descriptive and inferential data analysis systems. As a descriptive analysis central tendencies like mean standard deviation which are used to organize and summaries the demographic data's of the respondents. As inferential statistics the researcher used multiple linear regression and Pearson correlation. Both primary and secondary sources were used to collect the necessary data's. As primary source the researcher collects data's from employees of the selected hotels through structured questioners. As a secondary source the researcher collected data from Bahir Dar City Bahile Tourism and Sport Memria about the hotels. This study used Purposive (judgmental) sampling which is a non-probability technic. Target population of the research was 12 hotels which are star rated and the sample size of the study was 279 employees of the selected hotels. Statistical package of social science (SPSS) was used to process and analyze the collected data's. It was found that manager's innovativeness, government support, skilled man power, IT infrastructure and financial capacity were positive and significant relationship on e-marketing adoption but customer pressure had insignificant relationship with e marketing adoption. From the Regression Analysis all the independent variables accounted about 0.705 or 70.5% of contribution for e-marketing adoption. The overall result showed that the independent variables had Positive and statistically significant effect on e-marketing adoption. Based on the research findings appropriate recommendations were forwarded. Finally the researcher gave future research implication areas.

Key Words; E-marketing, factors, tourist standard hotels and e-marketing adoption

CHAPTER ONE

INTRODUCTION

1.1 Back Ground of the Study

E-marketing or Digital marketing encompasses all things that involve electronic devices and the internet. In practice, E-marketing involves managing various forms of a business' online presence such as websites, mobile apps, blogs and social media company pages. This is in conjunction with online communication mechanisms including search engine marketing, social media marketing, and email marketing. These techniques used to support the goals of growing your customer base and providing services to existing customers that help nurture the client-company relationship. Businesses of all types have switched gears to leverage digital channels for many reasons. Most commonly the goal of investing in e-marketing or digital marketing is to boost engagement, increase sales and profits, create brand awareness and connect with their current and future customers. Internet plays its great role in managing marketing activities. It creates many opportunities and it reduces many threats in today's modern marketing.

There are different types of e-marketing such as digital marketing, blog marketing, affiliate marketing, e-mail marketing, viral marketing, search engine marketing etc. all e-marketing types listed above has its own similarities and has little differences it will discussed in detail in the next chapter. In global view electronic marketing (e-marketing) mostly defines as new attitude and modern realistic involvement with marketing of goods, services, and information's and even ideas via internet and other electronic means (El-Gohary, 2012). The terms of E-marketing, online marketing and internet marketing are used interchangeably. It focused on marketing your company online. You may use direct or indirect marketing features on the internet to connect your business to new customers, keep present customers, and build a brand identity. E-marketing through online channels and resources, can used by your company via direct emails, text messaging, web pages, videos ,banners, pictures, advertisements like pay per clicks, display or social media advertising and many others. Although there are lot of tools used in e-marketing you can choose to go in to many or all of its activities according to your companies' goals product or service types, business capacity, target market and other criteria related to your decision making processes.

Electronic marketing is a new marketing phenomena and philosophy that is rapidly growing in a very dynamic way. In today's globalization and technology era, the way of communicating among people has changed. These changes also appeared in the way of how business is among the nations. In recent years increasing number of business has used the internet and other electronic Medias in their marketing efforts, which are giving the high chances for electronic marketing to grow.

The most interesting issue in business relation is marketing; because of the unique relation between the producers and consumers. In marketing, trades cannot be made without the producers and consumers finding each other. This is the reason as why the marketing tactic helps humans reach their needs of eliminations (Krishnamurthy et al., 2006). E-marketing is the application of marketing principles and techniques by means of electronic media and more specially the internet. Based on this definition, e-Marketing includes all the activities a business conducts via the worldwide web with the aim of attracting new business, retaining current business and developing its brand identity. It includes all the activities of finding, attracting and retaining customers. Two synonyms of E-Marketing are Internet Marketing and Online Marketing which are often interchanged. (Almass, 2017) believes that marketing on the internet have become the best and the most widely accepted form of global communication. E-marketing communication consists of the global sharing of ideas, concepts and information's about products and services.

E-Marketing or digital marketing has observed as a modern business practice, which linked with the buying and selling of goods, information, ideas and services through the internet and other electronic means (D. E. Stokes, 2011). E-marketing is very important to creating short and long term relationship with customers for presentation of new services and achieves sales in the meantime. Radio, newspapers, however, now the future of marketers appears to digital as technology has become an important part of daily lives (Pall & McGrath, 2009) Online marketing it is a set of different tools and methodologies used for advertising products and services through internet medium it also includes a wider range of marketing elements than traditional marketing due to the extra marketing mechanisms available on the internet. Even if lack of network access and other infrastructures availabilities and capacities are the main obstacles of implementing on line marketing, on line marketing is more preferable than traditional marketing due to online marketing reduces different costs, wide coverage area, it reaches the unreachable. The E-marketing defined by (Chaffey & Smith, 2013) as e-marketing, internet marketing or digital marketing is at

the heart of e business-getting closer to customers and understanding them better, adding value to products and services, widening distribution mechanisms and boosting sales through running e-marketing campaigns using digital media channels such as search marketing, online advertising and affiliate marketing. Technological oriented firms are more focused to use. E-business is more broad concepts. Digital marketing, email marketing, internet marketing and electronic marketing are similar terms which ,simply refer to "marketing online whether through websites, online ads, interactive kiosks, interactive TV or mobiles" (Smith & Chaffey, 2008). The internet is considered as an independent, use full and effective marketing communication tool. During eight years from 2000-2008 the number of internet users has increased by 4 times from about 361 million to more than 146 billion (<http://www.internet world stars.com/stats.htm>).

Even if there is no single father of digital marketing, some argue that G Marconi who invented the radio in 1896, was the world's first digital marketer. Other experts will say that computer engineer Ray Tomlinson should be credited with the birth of digital marketing because he sent the first ever email in 1971. E-marketing technology is still now a relatively new concept, speci fically for corporations serving in under developed countries; normally such firms are already facing a lack of resources and high competition (Sheikh, Shahzad, & Ishak, 2016). As global levels hotels in developed countries utilize e-marketing and on line shopping relatively compared to hotels in developing countries. There are a lot of reasons for this it may be access of infrastructure, resources and other facilities. When it comes to online shopping and e-commerce, their users are growing by the day. Scholars think that by 2040, about 95% of all purchases will be made online. According to the stats from 2019, more than 3.5 billion people use social media, which is about 45% of the population.

The evolution of Digital marketing has been nothing short of impressive in its short 3 decades long lifespan. Digital marketing presents the type of marketing in the 90s in the 2000s and 2010s to the present. E-marketing is the use of electronic channels and applications for planning and executing the conception, distribution, promotion and pricing of ideas, goods and services to create exchanges that satisfy individual and organizational goals (Lee, Chen, & Wu, 2010). It is a plat form where business companies can access large number of its potential loyal customers. From 1936 to 1941 Ethiopia was under the occupation of Italian and one major aspect of the occupation period was the urbanization process it caused. This can be expounded by assessing the

administrative, economic and social measures the Italians took in giving Bahir Dar modern urban features (Seyoum, 2012)

The beginning of the twentieth century witnessed the foundations of different modern institutions in Ethiopia among these developments were the establishment of the first modern hotel in Ethiopia "Etegue hotel" in 1907 (A. Pankhurst, 2002). The development of the hotel industry was tied with the rising number of travelers both by internal and outsiders (R. Pankhurst, 1968). And this development continued and distributed to different regions throughout the country. Bahir Dar is among the cities which get these chances. In recently days the Hotel industry trends towards separating the services sector between hotels. Many hotels now a days offer recreation for a particular group of tourists popular family hotels, and hotels for peoples with disabilities and each of them has unique types of services . Service is any benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything (Kotler & Gertner, 2002). Direct marketing has had a tangible impact a long time ago as an integral part of marketing campaigns, but because of its maximum cost, only big companies were able to apply direct marketing, however, with the increase of internet users, and by using email in the direct market for consumers, the companies have managed to decrease the cost and to increase the efficiency (D. Stokes, 2008).

The beginning of modern hotel services in Bahir Dar City goes back to the period of Italian occupation. In fact, the birth of Bahir Dar as a modern town was associated with this occupation period. The first hotel in Bahir Dar City begun to operate in the Italian building which primarily served as a residence of Italian administrators. However a large number of hotels which was primarily provided bar services began to flourish in the late 1950s and 1960s. In 1974, the construction of the first 3 star hotels, Tana hotel was completed. However, in a decade after liberation from the Italian occupation, expansion of this sector remained at its infant stage. It was in the 1950s and 1960s that a number of hotels began to appear in the City. The demise of the Derg regime was followed by a prospective decades in the development of tourist standard hotels in the City. Not only was an astonishing advance made in terms of number but also in the quality of hotels that were able to accommodate international tourists. Nevertheless, Bahir Dar as a City located along the Historic Route, which was found on the top of tourist destination, the number of its tourist standard hotels is still found to be insufficient (Megersa, 2016). E-marketing has its own

advantages over traditional marketing because e marketing is convenience and competitive price and it also reduces costs. As we know the development of internet marketing gives significant changes to the world of business and marketing activities. Now a day traditional marketing switched to e-marketing because of latest technological advances on the field of marketing. As far as e-marketing are concerned consumers get 24 hours day 7 days a week and 365 days of the year and it has a tangible return on investments. It does not matter whether you are home sick or sleeping services online shopping within a few clicks of their mouse. These saves time, money and other costs. Big or small many businesses using e-marketing because of various features and multiple advantages like e-marketing is cheaper than traditional marketing. To benefit totally from the available opportunities, enterprises must be able to adopt and develop suitable electronic strategies of conducting business, changing or abandoning their traditional businesses (Baourakis, Kourgiantakis, & Migdalas, 2002). To be more successful and to get the benefits of e-marketing companies should understand the factors that affect the adoption of e-marketing.

1.2 Statement of the Problem

E-marketing is considered as a new concept and has brought an easy way of communication between the firms. Likewise, delivering a right and consistent message by the suppliers to the buyers through the help of E-marketing is the most significant thing to achieve enterprise sales and also for long term relationship, no matter whether the business is based on manufacturing products or delivering the services (Abu Bakar & Ahmed, 2015). E-marketing is a process of planning and executing the conception, promotion, distribution, and pricing of products and services in a modernized, computerized, networked environment, such as the internet to facilitate business exchanges and satisfy customer demands.

Now a day our glob is one, as a marketer we can reach every corner of the globe with in a fraction of minutes through modern technologies, like internet, email, search engines etc. these also may be true through applying e-marketing(electronic marketing) systems effectively and efficiently. Marketers cannot escape from these competitive technological changes. To survive, to be profitable as well as to competes each other in the country and also compete at international level. They should always update themselves at the highest level by adopting e-marketing technology which is our future. Hotels are among the service providing sectors that give different kinds of services to their customers like, food services, drinks, reception, accommodations, conference

rooms, gyms, parking, game rooms and they also provide special services for wedding ceremonies and also give other entertainments. Service include all economic activities whose output is not a physical product or whose construction is generally consumed at the time it is produced and which provides added value in forms (convenience, amusement, timelines, comfort, or health) that are essentially intangible for its first purchaser (Quinn, Baruch, & Paquette, 1987). Bahir Dar's potential as a center of tourism industry is swiftly growing in the recent decade which was more demanding to the development of hotel sector. This was mainly due to its natural location with Lake Tana view and surrounded by natural tourist attractions like the Blue Nile and Tis sat waterfalls, and the Lake Tana Island monasteries. Recently the city began to attract in bound and out bound tourists. Though statically not supported the number of national tourists is recently growing (Megersa, 2016). Bahir Dar City becomes the second next to Addis Ababa, in hosting national and international conferences. It is also considered as one of the most attractive, beautiful, well planned, and safest cities in Africa by many standards and in 2002 it was awarded UNESCO Cities for Peace Prize for managing to address the challenges of fast social economic developments. These are the truth and good opportunity of the city and its hotels for fast growth, now a day banks and some real estate firms are applied e-marketing activities to serve their customers.

Most hotels in Ethiopia especially hotels in Bahir Dar City has serve their customer through traditional ways. Using only traditional ways of business activities are difficult to survive, profitable and to achieve their goals in this competitive and sophisticated word. The researcher believes and argues that hotels in this city are does not yet fully utilize the e-marketing technology in selling their goods and services in suitable way. This is checked by the researcher through two ways. The first one is in 2020 G.C the researcher done individual assignment in hotel service quality in Bahir Dar City. This gives chance to the researchers to now the gaps. The second one is supported by empirical evidences from different sources. Because of these the researcher tries to filling the gap which is identified.

Most empirical studies conducted by previous researchers are focused on factors affecting e-marketing adoption on commercial banks, retail business like super markets, insurance companies, e-tickets and other business sectors. For example, Yoseph (2017) have conducted a study on (Haile, 2015). Tesfahun Bazezew (2019) conducted a research on factors affecting e-marketing

adoption on Ethiopian super markets in case of Addis Ababa city. The other one is Dereje Desalegn (2017) who conducted a research on factors affecting e-marketing adoption in insurance company in the case of Ethiopian insurance company in 2019 (Chaouali, Souiden, & Ladhari, 2017) conducted a research on factors affecting e-marketing adoption among adopters and non-adopters (We will see these researchers' findings and recommendations on empirical review part). However those and other researchers listed above are mainly focused on adoption of e-marketing on different business sectors all does not consider hotel sectors. As the knowledge and observation of the researcher no researches are conducted on factors affecting e-marketing adoption in the hotel sectors. This and other factors make eager and initiated the researcher to conduct this paper. The researcher selected star rated tourist standard hotels in Bahir Dar City which is listed by Bahir Dar City Bahile and Sport Memria as tourist standard hotels. In this paper IT infrastructure, manager's innovativeness, skilled man power, government support, financial capacity and customer pressure are the independent variables that affect e-marketing adoption in the selected hotels in Bahir Dar City. The dependent variable is e-marketing adoption. Therefore the purpose this paper is focused on factors affecting e-marketing adoption the case of selected star rated tourist standard hotels in Bahir Dar City. Based on the above statements of problems the following basic and sub research questions are formulated.

1.3 Research Questions

Based on statement of the problem the following leading questions intends to address the gap.

1.3.1 Basic Research Question

- What are the factors that affect e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City?

1.3.2 Sub Research Questions

- To what extent IT Infrastructure affects e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City?
- Does Managers Innovativeness affects e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City?

- Does Skilled Man Power affects e- marketing adoption in selected star rated tourist standard hotels in Bahir Dar City?
- Does Government Support affects e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City?
- Does Financial Capacity affects e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City?
- Does Customer Pressure affects e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City?

1.4 Objective of the Study

1.4.1 General Objective

The general objectives of the paper is to identify the factors affecting e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City

1.4.2 Specific Objectives

The study has the following Specific objectives.

- ❖ To look the effect of IT Infrastructure on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.
- ❖ To analyze the effect of Manager's Innovativeness on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.
- ❖ To examine the effect of Skilled Man Power on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.
- ❖ To analyze the effect of Government Support on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.
- ❖ To show the effect of Financial Capacity on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.

- ❖ To analyze the effect of Customer Pressure on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.

1.5 Hypothesis of the Study

From the above objectives and research questions the following research hypothesis were formulated.

H1: IT Infrastructure has positive and significant effect on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.

H2: Manager's Innovativeness has positive and significant effect on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.

H3: Skilled Man Power has positive and significant effect on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.

H4: Government Support has positive and significant effects on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.

H5: Financial Capacity has positive and significant effect on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.

H6: Customer Pressure has positive and significant effects on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City.

1.6 Significance of the Study

The result of the study will be significance in various aspects. First the study analyze the factors affecting e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. It used as a bench mark and source of information for those who are interested for further investigation. It is also useful to marketers, hotel managers and hotel owners when it comes to decision making and to fill their gaps and arrange their activities based on the findings and the recommendation given by the researcher. It may be help full for decision makers and give useful insights. The result of the study is useful to make successful online marketing strategies.

1.7 Scope of the Study

As it is known scope (delimitation) may be geographical, subject coverage or model. As a geographical scope the study is focused on factors affecting e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. No other cities are included in this study. As subject coverage the paper is focused on e-marketing adoption in the selected hotels, thus it did not cover other unites of business activities in this hotels. As a research model the study uses linear regression model.

1.8 Definition of Key Terms

- **Digital Marketing;** it any types of marketing activities to do with a digital interface. It includes internet marketing and e-marketing.
- **E-Marketing;** it is the process of marketing a product or service using the internet including marketing via email and wireless media to reach consumers.
- **Factors;** elements contributing to a particular result or situation.
- **Tourist Standard Hotels;** there is so far no international classification which has been adopted and even if no a single global standard for rating hotel, a Tourist standard hotels is a hotel which has standard qualities, provides higher quality service, level of comforts, their equipment, physical attributes and design are considered and which tourists favor to land.
- **Service;** is any activity or benefit that one party can offer to another which is essentially intangible and does not result in the ownership of anything (Kotler & Gertner, 2002).
- **E-Commerce;** it is the business activity of buying and selling of goods and services through electronic networks, primarily the internet. These business transactions may be business to business (B to B), business to consumers (B to C), consumer to consumer(C to C), and consumer to business (C to B).
- **Customer pressure;** it refers to the requests and the requirements of end consumers and customers for the firm to improve its performance.

- **E-Marketing Adoption;** e-marketing adoption is a stage in which e-marketing technology is selected for use by an individual or an organization. It is also decision of implementing e-marketing based on knowledge.

1.9 Organization of the paper

The paper has five main and different chapters. The first chapter contain the introduction part, statement of the problem, research questions /main and sub research questions/,objective of the study/general and specific objectives/ hypothesis of the study, significance of the study, scope/delimitation/ of the study, limitation of the study, definition of key terms and organization of the paper. The second chapter deals with literature review, detail explanation of dependent and independent variables, the third chapter deals with research approach and methodology, population ,sampling techniques, data sources procedures, research models, data analysis and ethical considerations. Chapter four describes results and detail discussions. The last chapter that is chapter five deals with summery, conclusions and recommendations of the study. Future research directions also included at the end of the chapter.

CHAPTER TWO

REVIEW OF RELATED LITRATURE

2.1 Introduction

This chapter discussed issues related to the theoretical frame work of e-marketing, factors affecting e-marketing adoption, empirical works of e- marketing, details of e-marketing types, conceptual frame works and legal considerations of the study are included.

2.2 Theoretical Review of E-Marketing

E-marketing is generally thought to be equivalent to internet marketing, however it encompass broader spectrum of marketing initiatives. E-marketing not only utilizes the internet, it also markets through email and wireless media. A more recent development in the marketing universe is also the management of sensitive data information about digital customers along with electronic customer's relationship management systems. Technology has transformed many aspects of business and market activities; internet is one of the most important technologies, which have created ecommerce and a global digital economy with new opportunities. E-commerce enables business to sell their products and services to customers on global basis. A prominent role of electronic commerce is that it assists firms to compete, access to new markets and extend the geographic reach of their operations (Haraizah & Saket, 2010). Consumers today have changed in terms of sensitivity of products prices and quality products. This is because consumers have become smart with the presence of internet technology in their midst (Hills & Sarin, 2003).

E-marketing (electronic marketing) has been recognized by scholars and professionals in the field of marketing as a factor that plays an important role in raising the efficiency of economic performances to the companies in highly competitive markets, through providing the necessary information for the various administrative levels (Pappas, 2016). E-marketing is deemed to be broad in scope because it is not only refers to marketing and promotions over the internet , but also internet marketing is the process of building and maintaining customer relationship through online activities to facilitate the exchange of ideas ,products, and services that satisfies the goals of both buyers and sellers includes marketing done via email and wireless media (Mokhtar, 2015). As businesses offer e- marketing and online shopping, customers can get market information from their own computer or phones and other medium of communications and buy goods and services

in their home twenty four hours a day and seven days a week. E-marketing boosts business activities whether manufacturing or service companies and it revolutionized the fields of advertising and marketing to a large extent. It is another form of online promotion, through this marketer reaches their prospective customers directly through electronic mediums.

In short period of time e-marketing has become a fact of marketing that cannot be ignored with some enthusiastic adopters of digital technologies such as Cisco, eBay, and IBM now achieving the majority of their sales and customer services online, many organizations are examining how they can best make use of this new medium (M. J. Baker, 2014). Direct marketing is not an event but it is a very effective process of marketing that involves basic and important activities such as forecast analysis, compilation of lists, the creation and implementation of the important campaign for the customers, and the efforts for the achievement of the analytical marketing's activities. Today most of the leading companies in the world use direct marketing, and also most advertising agencies have a department for direct marketing (Sweeney, 2001). E-marketing includes different types of marketing these include email marketing, blog marketing, viral marketing, digital marketing.

2.2.1 E-Mail Marketing

It is a type of e-marketing where marketer's sales or buy goods and services through using email. It is one of a powerful marketing techniques today which many business activities are taking place. It is fast and cost effective to reach potential customers. Email is an important and fast growing online marketing tool. A recent study by the DMA found that 79% of all direct marketing campaigns employ email (Kotler & Armstrong, 2015). It is one of among the powerful marketing tools to reach and promote target customers. It is still an effective marketing channel. Marketers talk about (unconfirmed) demise of email but it remains one of the best ways to promote your products and services to your customers.

2.2.2 Blog Marketing

Blog marketing is the process of reaching business target market through the use of medium of blogs. Now a day many business use blogs like that of other electronic medias it is easy to use inexpensive and credible. Now a day many marketers use blog mediums to reach many actual and potential customers or targeted customers. Blog marketing sometimes called web blog marketing is any process that publicizes or advertises a web site, businesses, brand or services via the medium

of blogs. While blog marketing presents a fantastic opportunity for marketing agencies and business it can be a dangerous medium, as originators often have very little control over the message that gets spread so, marketers always active to minimize such kinds of risks.

2.2.3 Digital Marketing

Digital marketing is a component of marketing that utilizes internets and other electronic technologies to reach customers and to seal goods and services. Digital marketing makes use of technologies to help marketing activities in order to improve customer knowledge's by matching their needs and wants. It is types of marketing and it is a way to connect with and influence your potential customer through online. Digital marketing is a great option for any businesses. From mom and pop shops to internationally recognized business organizations and beyond that is the beauty of advertising online if you know who you want to target, you can use digital marketing to target anyone anywhere. The main objective of digital marketing is attracting customers and allowing them to interact with the brand through using digital media. Thanks to the internet, Business organizations now a days have a new tool for direct marketing and advertising that may be cost effective and maximum delivery to targeted customers. By using email address the company can establish a two way communication method with customers (Nguyen & Hoang, 2008)

2.2.4 Viral Marketing

Most online Marketer's use viral marketing. Viral marketing involves creating a website, video, e-mail, cellphone message advertisement or other marketing event that is so infectious that customers will want to pass it along to their friends. Because customers pass the message or promotion along to others. In terms of cost viral marketing can be very inexpensive. And when the information comes from a friend, the recipient is much more likely to view or read it (Kotler, Armstrong, Harker, & Brennan, 1990). Viral marketing distinguishes itself from other marketing strategies as it is built on trust among individuals. The growing popularity of many on line social network sites , such as face book Myspace, and twitter, presents new ways for succeeding large-scale viral marketing (Pallis, Zeinalipour-Yazti, & Dikaiakos, 2011). It is a mix of marketing techniques that use preexisting social networks to increase brand awareness or to achieve other

marketing objectives of a business. It is highly attractive to business organizations because it can deliver maximum results in a relatively short period of time.

2.3 E-Business

E-business is a new revolution where initiative is needed to fully utilize the capability of internet technology in a specific business setting. Such an initiative has built the fundamental strengths of the organization that creates a huge competitive advantage among the competitors in the market (Sheung, 2014). It is the administration of conducting any business using internet, extranet, web and intranet. This would include buying and selling of goods or services using business transactions conducted electronically along with providing technical support to customer with the help of the internet. E-business and E-commerce are similar but E-business is more than just a simple act of buying and selling services or goods online. Electronic business (e-business) models may be pure play; an e-business model where all efforts and resources are invested in one line of business. Breaks and clicks an e-business model that operates and generates sales both online and offline. It is a super set of electronic commences.

E-business is a term that includes all forms of using digital information and communication technologies to support and optimize business process. In contrast, ecommerce describes only the online trading of goods and services, and is therefore only a sub section of e-business. E-business (Electronic business) refers to any method of utilizing digital information and communication technologies to support or streamline business activities from preparation to implementation. However, it can also refer more specifically to the business process of online stores or other internet –based companies. It is the facilitation of business through the use of the internet and online technology. E-business is not contacted exclusively online, but rather, uses the power of the internet to enhance a business that is also run offline.

2.4 Electronic Commerce (E-Commerce) and Its Types

Electronic commerce (E-commerce) or simply internet commerce it is a business models that firms or individual's sale or buy products and services to their customers through electronic Medias. It is more convenience and increased selection for its customers. It is often used to refer to the sale of products and services on line but it can also describe any kinds of commercial transactions that are facilitated through the internet. Electronic commerce (E-commerce) is often thought to simply

refer to buying and selling of goods and services using the internet; people immediately think of consumer retail purchases from companies such as amazon. But ecommerce involves much more than electronically mediated financial transactions between organizations and customers most commentators now consider e commerce to refer to all electronically mediated transactions between an organization and any third party it deals with (M. J. Baker, 2014). Now a day almost anything can be purchased through e-commerce. These may be business to businesses, business to customers, customer to business and customer to customers. E-commerce is one potential piece of an e-business. The following are types of e-commerce models

2.4.1 Business to Business (B to B)

It involves companies that sale to other companies. Most major business-to-business marketers now offer product information, customer purchasing and customers support services online. Beyond simply selling their product and services online companies can use the internet to build stronger relationship with important business customers (Armstrong, Kotler, & He, 2005).

2.4.2 Business to Consumers (B to C)

In this type companies sell its products and services directly to consumers on line. It is the most common and well known of all e-commerce companies and the most familiar to most internet users. The popular press has paid the most attention to Business-to-Consumer (B-to-C) online marketing businesses selling goods and services online to final consumers. Today's consumers can buy almost anything online from clothes kitchen gadgets and airline tickets to computers and cars (Kotler & Armstrong, 2010).

2.4.3 Consumers to Business (C to B)

This is takes place when individual consumers sales its goods and services to business organizations or companies. C to B has different models from these Electronic commerce is one types of C to B model in which consumers can offer products and services to companies and on return the company pays the consumer this is completely the reverse of the traditional business model in which companies' offers goods and services to their customers and customers pays to the company. This types of ecommerce transactions has occurs when a business is sourcing materials for their production process for outputs and when a business needs the service of another for operational reasons and also a business re-sells goods and services produced by theirs. In this

commerce both parties have comparable negotiating power, both parties involves professional staffs.

2.4.4 Consumer to Consumers (C to C)

Here consumers sales its products and services to another consumer. Much consumer to consumer (C to C) online marketing and communications occurs on the web between interested parties over a wide range of produce and subjects in some case the internet provides in an excellent means by which consumers can buy or exchange goods or information directly with one another (Kotler, Armstrong, Harris, & Piercy, 2013)



Figure2.1 Differences between Internet-marketing, E-Marketing, E-commerce and E-Business

Source: (El-Gohary, 2010)

2.5 Benefits and Types of Electronic Marketing Services

E-marketing has different benefits like reach, scope, interactivity, immediacy, demographic targeting, easy of adoption. E-marketing enables all kinds of businesses to have a global reach. It is less expensive in comparing to traditional marketing to have a global reach. It is easy to access customers from all corners of the world. E-marketing allows a business to reach its customers in wide range through emails live chats and blogs every day. Comparing to traditional marketing e-

marketing is more interactive and enables the marketer to obtain feedback from its customers. The internet creates a perfect environment for niche marketing to the targeted groups. It is easy to collect data about your customers it also open the door to personalized marketing with the right planning and marketing strategy. There are different Types of e-marketing services provided by hotels information exchanges with their customers, electronic payment bedding and reservation services.

2.6 What Is E-Marketing Adoption?

Unlike new technological innovation, which often appears to occur as a single event or jump, the adoption or diffusion of any technology in to practice appears as a continuous and rather slow process (Hall & Khan, 2003). According to (Ajzen, 1991) technology adoption means the acceptance of new innovations, technics and tools in executing specific task. E-marketing adoption factors can be described as those that motivate or inhibit the adoption of ecommerce (Cragg & King, 1993). this review adopts a three dimension frame work for reviewing the factors affecting e-market adoption and use in hotel industries that is modified from the (Tornatzky, Fleischer, & Chakrabarti, 1990) model. According to (Tornatzky et al., 1990), the process by which a firm adopts and implements technological innovations is influenced by the technological context, the organizational context and the environmental context.

2.7 Adoption of New Technology

The innovation and emerging technology adoption literature implies that in order to adopt new technology in developing countries, firms need to be internally and externally ready (Chung & Wang, 2007). Although there are a lot of theories' relate to technology adoption, the most frequently applied theories by the research community are; the (Davis, 1989) technology Acceptance model (TAM), the (Orr, 2003) innovation diffusion theory (IDT), and the decomposed theory of planned behavior (DTPB) (Feenstra & Looi Kee, 2004). Each theory's has different perspectives of new technology. And the other one is Technology, Organization and Environment (TOE) model (Tornatzky et al., 1990) were also used by many researchers.

There are different theories of new technology adoption these are technology acceptance model (TAM), innovation diffusion theory (IDT), decomposed theory of planned behavior

(DTPB).Technology, Organization and Environment (TOE) model (Tornatzky et al., 1990). Each theory is discussed below.

2.7.1 The Technology Acceptance Model (TAM)

The Technology acceptance model (TAM) is proposed by (Davis, 1989) to explain the acceptance, usage and adoption of new information technology. According to Davis point of view IT adoption is affected by prior use related beliefs. When constructing his model, Davies depends on the following two beliefs to develop his model.

Perceived beliefs/usefulness/ "which is the degree to which a person believes that using a particular system would enhance his or her job performance" (Elgarah & Falaleeva, 2005)

Perceived ease of use (PEOU) which refers to "the degree to which a person believes that using a particular system would be free of effort (Hendrickson, Massey, & Cronan, 1993)

Perceived usefulness and ease of use are the main components of TAM model, there is also two other constructs in the model which are;

- Attitude towards the use of IT
- Behavioral intention to use

2.7.2 The Innovation Diffusion Theory (IDT)

The diffusion of new technology usually appears as a continuous and rather slow process (Hall & Khan, 2003). It is one of the most popular theories in the diffusion of new technology and appeared to be the most widely accepted models by researchers. According to (Rogers, 1995) while diffusion is "the process by which an innovation is communicated through certain channels over time among the members of a social system". innovation is an idea, practice, or object that is perceived as new by a particular individual or another unit of adoption (Sahin, 2006). The main contribution of the innovation diffusion theory (IDT) is the set of innovation attributes it provides that affect the rate of adoption. These attributes include; relative advantage, compatibility, complexity, trial ability, visibility, and observe ability (Wright & Charlett, 1995). According to Rogers these five attributes can explain 49 to 87 percent of the variance rate of adoption (Orr, 2003)

2.7.3 The Decomposed Theory of Planned Behavior (DTPB)

One of the most influential and comprehensive theories for studying adoption process is the decomposed theory of planned Behavior (DTPB) (Cunningham, Taylor, & Reeder, 1993). It decomposes the three antecedents of TPB in to asset of silent beliefs based on IDT and TAM. This model is an extension of one of the most well-known behavioral theories, the theory of planed behavior (TPB) introduced by (Ajzen, 1991) and investigates technology adoption in terms of behavior and social influence. Within this model, technology adoption is a direct faction of behavioral intention and perceived behavioral control.

2.7.4 Technology, Organization and Environment (TOE) Model

This model was developed by (Tornatzky et al., 1990) It is the process by which a firm adopts and implements technological innovations is influenced by the technological contexts, the geographical contexts and the environmental contexts (J. Baker, 2012). The internal and external technologies that are relevant to the firm are included in the technological context. As (Tornatzky et al., 1990) explain the technological factor includes IT infrastructure, employee's technical IT skill. The organizational context refers to the characteristics and resource capacity of the firm. It includes firm size, firm scope, owners or managers IT knowledge and adoption cost. And the environmental factor includes competitive pressure, government support and customer readiness, the macroeconomic context and the regulatory environments. The above three elements encompass "both constraints and opportunities for technological innovations (J. Baker, 2012).

2.8 Hotel Rating Criteria's

Hotels are classified according to the hotel size, location target markets, level of service, facilities provided, and number of rooms, owner ship and affiliation. Even though there has not common criteria's in rating hotels different countries use different criteria's in rating their hotels. The stars are used to evaluate the key features, amenities and quality of the services provided by the hotel. The hotel star rating system began in the US when its peak motoring body, the American Automobile Association (AAA) developed its first criteria for rating different hotels

There are two ways a hotel can get star ratings. Firstly the hotel has self –assess and give its own star rating to itself. There are no specific laws governing how a hotel can self –rated, but it must

declare that it is self-rated. The second way a hotel gets its star rating is to use an independent third party to perform the assessment.

Hotel ratings are often used to classify hotels according to their quality from the initial purpose of informing travelers on basic facilities that can be expected. The objectives of hotel rating have expanded in to a focus on the hotel experience as a whole today the terms grading rating and classification are used to generally refer to the same concept. That is to categorize hotels. There is a wide variety of hotel rating technics used by different organizations around the world. Greater number of stars indicating greater luxury, Forbes Travel Guide, formerly Mobile Travel Guide, launched its star rating system in 1958. The AAA and their affiliated groups use diamonds instead of stars to express hotels ratings levels.

Most of the time in establishing a standard for hotels Food services, entertainment, hotel view, room variations such as size and additional amenities, spas and fitness centers, ease of access and location may be considered. The independent organization send an independent mystery auditor to the properties once or sometimes twice a year if the property failed the first audit is in risk of losing a star /diamond to rate the property. An international tourist hotel shall be equipped with restaurant, conference venue, coffee shop, bar (room for serving anchoring drinks, gymnasiums, shops, dedicated cabinet for the safe keeping of valuable goods, and satellite television receiving facilities. there is not common criteria's in the world to rate hotels

2.9 Hotels in Bahir Dar City

As globalization opens up markets, increasing mobility of people, information and capital on a global scale the world has seen strong growth in foreign direct investment and tourist flow which are the back bone for the hoteling industry (Karjaluo, Ulkuniemi, Román, & Rodríguez, 2015). Ethiopia saw the development of hotel business during the second Italian occupation from 1936-1941. The Italian company, Immoilare Albergo Africa oriental undertook the task of constructing hotels and restaurants in different parts of Ethiopia such as in Addis Ababa, Bishoftu, Karan, Dessie, Jijiga, Jimma, Gonder, Harar Massawa and Quiha (Geremew, Alemayehu, & Meskele, 2017). In Amara region there are about around seventy eight hotels of different categories out of total hotels Bahir Dar and Gondar city the majority of the numbers of the hotels in the region as its major attraction place. As previous finding revealed that the actual number of hotel is more than

double of the record (Yemer, 2017). The development of Bahir Dar as a modern urban center was associated with the period of Italian occupation of Ethiopia. In the 1950, a number of bars and hotels where opened in Bahir Dar town. For instance, in 1955 three bars were opened in the town by Khasay Oqbagari, Argaw Worqneh and Yayahyirad Merid. In the late 1950s a bright prospect was seen for the hotel and tourism sector with the improvement of Ghion hotel in its accommodation and the lake port facilities by Navigatana Company. Soon the town began to host a growing number of buildings which served as bars, hotels, night clubs and shops (Megersa, 2016). Now a day As competition in the hotel industry becomes more intense, it is increasingly important for hotels to invest more in marketing activities to attract and retain guests and distinguish themselves from their competitors in order to stay in the industry (Keh, Chu, & Xu, 2006).

2.10 List of Star Rated Tourist Standard Hotels In Bahir Dar City.

1. Jacaranda Hotel	6. Delano Hotel	11. So Liana Hotel
2. Naky Hotel	7. Asinura Hotel	12. Lake Mark Hotel
3. Rah Nile Hotel	8. Homeland Hotel	
4. Addis Amba Hotel	9. Paperese Hotel	
5. Benmas Hotel	10. Water Front Hotel	

Source; Bahir Dar City Bahile Tourism and Sport Memria 2013 E.C

2.11 Factors Affecting E-Marketing Adoption in Star Rated Tourist Standard Hotels

In this section factors that affect e-marketing adoption will be discussed as follows

2.11.1. IT Infrastructure

In today's workplace, technology is one of the driving force of productivity and success, for all workers. But when workplace technology isn't accessible, it excludes some groups and becomes a barrier to employment. It can limit opportunities for people with disabilities to get hired, or to

excel in a position when they are unable to perform their job duties effectively because they can't access basic workplace tools. On the flip side, when an organization's technology infrastructure is accessible, it can optimize on both the individual and organizational level. According to the research conducted by (Adediran & Abdulkarim, 2012) shows that there are societies; individuals who could have benefited from the use of technology to market and to sale their products over the internet but lack of infrastructure makes this impossible.

When talking about technology, accessible means tools that can be used successfully by people with a wide range of both abilities and disabilities. When new technology is accessible, each user is able to interact with it in the ways that work best for him or her. Accessible technology is may be either directly accessible, whereby it is usable without additional assistive technology AT, or it is may be compatible with AT. Like, a mobile smartphone with a built-in screen reader is directly accessible, whereas a website that can be navigated effectively by people with visual impairments using a screen reader is AT-compatible.

Regardless of whether accessible or assistive, taking steps to ensure all employees can access the technology they need to perform their jobs is one of a wise business practice that can impact a business's bottom line. Technological accessibility has the following Benefits: Improved recruitment and employee retention, Enhanced productivity, Operational cost reductions, improved corporate image, reduced legal costs. It assists employees of the hotel to perform their activities effectively and efficiently it is also useful for the customers by easily access the services provided by the hotel.

2.11.2. Managers Innovativeness

The manager's perception of new innovation plays an important role in adoption of e-marketing manager's innovativeness and favorable attitude of new technology affects in a positive way the adoption of IT (Damanpour, 1991). According to (Andreasen, 2018) the creation of attitude towards an innovation happens before a decision to adopt has been made. Top managements favorable attitude assists all stages of e-marketing adoption. In the first initiation stage managers help developing awareness among the organizational members, in the adoption decision stage they are responsible for allocating necessary materials and resources and in the implementation stage they can create an environment for smooth integration in to the organizational settings.

(DeLone, 1988) suggested that in firms where the managers or owner is familiar with computers and is involved in computerization, the computer operations are more successful. (Wong & Tong, 2012) also found that the attitude of managers and their visionary leadership will significantly influences the degree of ICT adoption.

It is the major dimension of organizational innovativeness because managers who are well-informed about emerging technologies can induce or force employees and other managers to consider such technology use (Sabherwal, Jeyaraj, & Chowa, 2006). A company managed by innovation-oriented manager are more likely to adopt e-marketing than are a non- innovative managers because their priority is to make significance resource commitments to develop new products and because they tend to be early innovation adopter.

2.11.3. Skilled Man Power

Employees are the asset of any organizations. When we say skilled man power it says a person who is trained, well educated, energetic, experienced, and devoted to their filed and is capable of doing any specific work in balanced way and efficiently. Skilled man power has a great important impact for the companies and other important business activities in achieving its short and long term goals. You are not thinking once business organizations without its employees. They are everything of the organizations especially if they are technically skillful.

It is the most vital part of hotels and any business if employees have technological, service knowledge and understand the nature of latest technologies it is easy to solve when the problem exists. Easily handle customer complaints. Technological knowledge help the service employees answer questions, identify common errors that arise. Service employee's patience it is able to stand in front of customer complaints. It protects against defensive and going on the attack with a customer.

2.11.4. Government Support

According to (Yang, Zhou, & Jiang, 2011) Government has a great influence over any kinds of companies; he suggested that the formulation of related regulations can became limitations or entry barriers for companies' investments, or subsidies that can motivate the companies to adopt information technologies or to develop new technologies. (Hameed, Counsell, & Swift, 2012)

mentioned that by providing training, guideline, financial assistant, technical support, independent advice and other incentives government can encourage adoption of IT in organizations. Government influence refers to the commitment and assistance provided by the authority to encourage the spread of IT innovation in its context (Kuan & Chau, 2001).

The development of digital technology and the emergence of new products and services require formulation of new polices and regulatory frame work. These polices include direct research and development (RAND) funding, agency level research police , investment tax credit, industry policy and RAND tax credits (Ramadani, 2009) this is because without parallel development of laws, polices and strategic directions by government can result in abuse and discourage the adoption and use of technological innovation (Ramadani, 2009).

2.11.5. Financial Capacity

however, financial capacity is complicated to define and has been conceptualized in multiple ways and even if there is not a common definition, financial capacity relates to resources firms can invest in acquiring and implementing technological innovations, consultation fees, the hiring and training of key personals in the handling of their ICT set up including the maintenance and servicing of ICT infrastructures and websites (Wilson & Makau, 2018). It is the most important conditions to adopt e-marketing and other latest technologies. financial capacity is focused on the ability to complete specific financial tasks such as budgeting, writing checks, paying rent and other bills, and receiving and monitoring income (Lawton & Brody, 1969). It is also the ability and skills to satisfactorily manage ones financial affairs in a manner consistent with values and other important financial interests. Measuring of financial capacity is complex and multidimensional. The ability to make financial decisions is an essential life skill, impacting the ability to effectively handle once property and financial affairs, and potentially increasing vulnerability to financial exploitations (DEANE, 2018). It is also the financial limit of an organizations ability to absorb losses with its own funds or borrowed funds without major disruption.

Finance is perhaps the most important issues affecting the decision to adopt e-marketing. According to (Peng & Wang, 2006) there is a correlation between adoption of e-marketing and costs of e-marketing. The high cost of accessing latest technologies is one of a major factor in

adopting e-marketing in the hotel sectors. To acquire the soft and hard ware of the internet connection adequate finance is a back bone.

2.11.6. Customer Pressure

One of the proposed factors that affect the adoption of marketing is customer's pressure. In general customers' demands represent a major source of pressure on organizations (Shaltoni, 2017). it refers to the requests and the requirements of end consumers and customers for the firm to improve its performance. This common sentiment is even more valid now a days the internet and other related latest technologies are creating powerful customers who have a wealth of accurate and updated information (Strauss & Frost, 2014). The more customers are literate the more the challenge they exert to the market literate customers always need competitive market so, to achieve customers' needs and to keep its competitive advantage companies are forced to adopt latest technologies.

2.12 Empirical Reviews

Since e-marketing is at its infant stage not that much enough researches are conducted. A lot is expected in the future for student's and high profile researchers. (Dlodlo & Dhurup, 2010) examined the relevant barriers contributing to the non-adoption of e-marketing practices by small and medium enterprises and found that they include technology incompatibility with target markets, lack of knowledge, stake holder UN readiness, technology disorientation and technology perception (Dlodlo & Dhurup, 2010). Yoseph (2017) have conducted a research to identify factors affecting the adoption of mobile banking on commercial bank of Ethiopia and found that ease of use, perceived risk, trust and convenience as an important factors affecting the adoption of mobile banking.

A research conducted by (Abou-Shouk, Lim, & Megicks, 2013) conducted a research on factors affecting e-marketing adoption among adopters and non-adopters in Egypt. The findings of the study shows that funding problem, resource limitation, lack of governmental or managers support, lack of public infrastructure readiness were the common barriers of e-marketing adoption. They recommended that government support is mandatory for e-marketing to be successfully adopted. They also identify the relationship between e-marketing adoption and the business strategy. The variable of this study was IT infrastructure. The result of this study indicates that lack of telecommunication infrastructure was the main obstacle for e-marketing adoption in retail

business. Tesfahun Bazezew conducted a study on factors affecting the adoption of e-marketing on Ethiopian supermarkets in case of Addis Ababa the variables were information technology infrastructures, owners or managers IT knowledge's, adoption cost, competitive pressure and government support. The finding of the study were competitive pressure is the most significant e-marketing adoption factor. Information technology infrastructure, owners or management it knowledge and competitive pressure were significant and positive relationship with e-marketing adoption. While adoption cost had significant and negative relationship with e-marketing adoption. The recommendation given based on the findings was. Managers and super market owners should focus on the technological readiness in order to create a compatible business structure ready to accept innovative e-marketing systems. An empirical investigation conducted by (El-Gohary, 2012) on factors affecting e-marketing adoption and implementation in tourism firms which selects 368 Egyptian small tourism organizations that has been selected randomly from a population of 1837 Egyptian tourism organizations. It has been found that Egyptian small tourism organizations internal and external factors (such as owner skills, the available resource of the organization, the organization organizational culture, e-marketing adoption cost, size of the organization, ease of use, compatibility, competitive pressures, government influence, market trends, national infrastructure and cultural orientation towards e-marketing by the organization customers) have a significant positive impact on e-marketing adoption.

According to a research conducted by (Jain & Jain, 2011) in Malaysia on determining factors that affect ecommerce among small firms. Relative advantage, organizational capabilities, executive support, and the countries IT infrastructure are variables of the study. Their findings are management decisions to change the business model were the main determinant for embarking on a new technology. Lack of IT infrastructure is significantly affected e-marketing adoptions and implementation. The recommendations were owners or managers should not resist adoption information technology in their business activities they also recommended that the government support is the main vehicle for a good IT infrastructure.

2.13 Research Gap

Numbers of studies were conducted in focused on e-marketing adoption in the area of small and medium enterprises, supermarkets and mobile banking's as it is already discussed in the empirical review in Malaysia, Egypt, Ethiopia and other countries in the world. As the knowledge of the

researcher no study is conducted in e-marketing adoptions in hotel sectors so, this study aims to fill this gap by analyzing the factors that affect e-marketing adoption in selected tourist standard hotels in Bahir Dar City.

2.14 Conceptual Frame Work

The following figure shows the conceptual frame work of the study. This frame work is developed and formulated to show factors that affect e-marketing adoption on selected tourist standard hotels in Bahir Dar City. It includes dependent and independent variables. Independent variable of the study is IT infrastructure, manager’s innovativeness, skilled man power, government support, and financial capacity and customer pressures. Dependent variable of the study is e-marketing adoption.

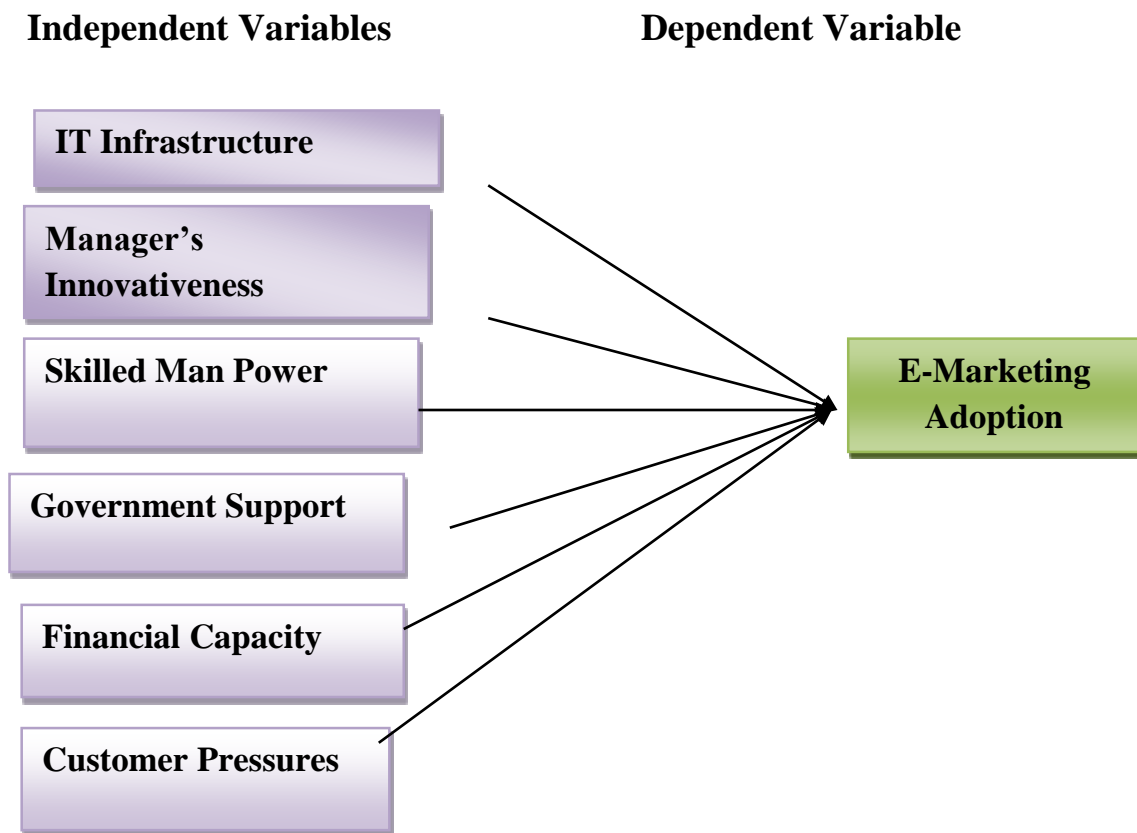


Figure 2. 2 Conceptual Frame Work of the Study

Source; Adopted And Modified By Based On Technology, Organization And Environment Model Of (Tornatzky et al., 1990)

CHAPTER THREE

RESEARCH APPROACH AND METHODOLOGY

3.1 Introduction

This chapter discusses issues related to research approaches, research design, population and sample, data sources, reliability checks and ethical considerations of the study.

3.2 Research Approach

Research approaches may be quantitative, qualitative or mixed approaches. Quantitative research is a research approach used for testing objective theories by examining the relationship among variables. Qualitative research approach is a means for exploring and understanding the meaning individuals or groups ascribe to social or human problem with intent of developing theory or pattern inductively (Creswell, 2009). A mixed methods approach is an approach in which the researchers emphasize the research problem and use all approaches available to understand the problem (Creswell, 2003).

Quantitative research approach helps to determine the relationship between dependent and independent variable in a population. It also used to explain the causal relationship and will attempt to test hypotheses. To analyses factors that affect e-marketing adoption on selected star rated tourist standard hotels in Bahir Dar City the research uses quantitative research approach. As a quantitative approach the researcher used close ended questioners to employers of the selected hotels,

3.3 Research Paradigm

Paradigm is an interpretative frame work, which is guided by a set of beliefs and feelings about the world and how it should be understood and studied (Heath, 1997). The researcher uses positivism paradigm because this paradigm uses hypothesis and quantitative test methodologies.

3.4 Research Design

The research design is a parameter and a frame work for a research. Research design may be descriptive, explanatory or exploratory. It depends on the situation and types of the study. This

study describes the relationship between dependent and independent variables which is focused on factors affecting e-marketing adoption in selected tourist standard hotels in Bahir Dar City. In this study the researcher uses descriptive and explanatory research designs because this research designs uses a set of scientific methods and procedures to collect raw data and create data structures that describe the existing characteristics of a defined target population or market structure (Hair, Black, Babin, Anderson, & Tatham, 2006). The study also used a cross-sectional quantitative data, which implies the data was collected at one point in time (McMillan, 2000)

3.5 Target Population and Sampling Design

According to (Saunders & Aragón-Zavala, 2007) population refers to full set of groups from which a sample is taken. In Bahir Dar city there are 27 tourist standard hotels from these only 12 hotels are star rated. The research population is all-star rated tourist standard hotels in Bahir Dar City that constitutes the target population of the study. The researcher selected star rated tourist standard hotels based on Bahir Dar City Bahel Tourism and Sport Memria documents.

3.6 Sampling Technics

Since there are different types of constraints and lack of resources researchers take sample of a population in conducting a particular research. Researchers also use sampling if there are a large number of populations. Even if there are different types of sampling technics the researcher used purposive (judgmental) sampling technics for this study. Purposive (judgmental) sampling is a non-probability technic where the researcher selects units based on its existing knowledge or his professional judgments. The reason behind to select such sampling technics was to get accurate and genuine data's Compared to other hotels (which have not star rated) In Bahir Dar City the star rated hotels has a probability to adopt e-marketing.

3.7 Sample Size

Studding all the population is impossible because of different obstacles and constraints, so taking sample is more effective in doing a research. For all non-probability sampling technics, other than for quota samples, the issue of sample size is ambiguous and unlike probability sampling, there are no rules in determining sample sizes (Sim, Saunders, Waterfield, & Kingstone, 2018). As it is known there is not a single rule in selecting a sample size. In addition to the purpose of the study and population size three criteria usually will need to be specified to determine the appropriate

sample size; the level of precision, the level of confidence or risk, and degree of variability in the attributes being measured (Israel, 1992). As (Israel, 1992) states strategies for determining sample size. There are several approaches in determining the sample size These includes: census for small populations, imitating other sample size of similar studies, using published tables, and applying formulas to calculate a sample size. Since the population of the study is finite the researcher used the simplified formula provided by (Israel, 1992) to calculate sample size.

From this the following formula is used.

$$n = \frac{N}{1 + N(e)^2} \quad \text{where} \quad \begin{array}{l} N = \text{population} \\ n = \text{minimum sample size} \\ e = \text{error} \end{array}$$

$$n = \frac{918}{1 + 918(0.05)^2} = 279$$

So, based on the above formula the sample size of the research will be 279. The questioners were distributed to the respondents (employees) of the selected hotels based on their experience. Employees less than one year of experience in the hotel does not included in the response because it is expected that these fresh (new) employees may not have enough know how about the existing e-marketing adoption and the overall activities of the hotel they employed. The sample size from each hotel was taken based on proportion as listed below in table 3.1.

Table 3.1 Sampling Frame

N.O	List Of Star Rated Tourist Standard Hotels	Number Of Employees (X)	Sample Size (Y)	Proportion Sample Size (X*Y)/N
1	Jacaranda Hotel	98	279	30
2	Naky Hotel	50	279	15
3	Rahan Nile Hotel	51	279	16
4	Adis Amba Hotel	86	279	26
5	Ben Mas HOTEL	79	279	24
6	Delano Hotel	63	279	19
7	Asinuara Hotel	88	279	27
8	Homeland	164	279	50
9	Paperus	108	279	33
10	Weter Fronet	43	279	13
11	Soliana	48	279	14
12	Lake Mark	40	279	12

Source: Bahir Dar City Bahil and Tourism Memria 2013 E.C

3.8 Sources of Data and Data Collection Procedures

There are two types of data collection sources. These are primary and secondary sources. . Primary data's are collected directly from the necessary bodies. It is a firsthand data, or the information collected by researchers via direct observations and questions. Normally primary data is collected through observation method, surveys, interviews and experiments instead of other sources which are available for public access (Dangisso, 2019). Secondary data is a data collected from secondary sources that are already available and documented files. Secondary data's may be found in published or not published materials. Secondary data involves the collection of information from studies that other researchers have conducted on a given issues or phenomenon (Creswell, 2009). This study applied primary and secondary data to collect the necessary information's. Primary data's are collected from employers of the selected hotels using five-point likert scale questioners. Secondary data's are collected from existing published and not published materials. As a secondary data the researcher collected valuable data's from Bahir Dar city Bahile and Tourism Sport Memria.

3.9 Research Model

The main aim of the study is analyzing the factors that affect e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. The researcher's dependent variable is e-marketing adoption and the independent variables are IT infrastructure, manager's innovativeness, skilled man power, government support, financial capacity, Customer pressure. To examine the effect of independent variables on dependent variables the appropriate model is multiple regression models. So, the researcher uses multiple regression analysis models. To show this effect the researcher uses the following formula.

$$E_{ma} = \alpha + \beta_1x_1 + \beta_2x_2 + \beta_3x_3 + \beta_4x_4 + \beta_5x_5 + \beta_6x_6 + e$$

Where

E_{ma} = Electronic-Marketing Adoption

α = Constant

β = Coefficient of Independent Variables (IV)

X_1 = IT Infrastructure

X_2 = Managers Innovativeness

X_3 = Skilled Man Power

X_4 = Government Support

X_5 = Financial Capacity

X_6 = Customer Pressure

E = Error Term

3.10 Data Analysis

The researcher used descriptive and inferential data analysis statistics. As a descriptive analysis central tendencies like mean standard deviation which are used to organize and summaries the demographic data's of the respondents are used. As inferential statistics the researcher uses

multiple linear regression and Pearson correlation, Pearson correlation is used to analyses the relation between dependent and independent variables. It is also a measure of linear association between two variables the value always between -1 and +1. The correlation coefficient is +1 the two variables are perfectly related if it is -1 the reverse is true and if it is 0 no relationship between the two variables. Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, DeMatteo, & Festinger, 2005). The collected data's will be presented and analyzed using simple statistical tools such as tables, graphs, percentages, confidence interval and hypothesis test methods to show the factors (independent variables) which is IT infrastructure, manager's innovativeness, skilled man power, financial capacity, government support, customer pressure On dependent variable (e-marketing adoption). Statistical package for social sciences (SPSS version 22) software will be used to analyses quantitative and numerical data's.

3.11 Validity and Reliability

Validity is the extent to which a measurement represents characteristics that exist in the phenomenon under investigation (N. K. Malhotra & Birks, 2007). Validity is so important to check the rightness of the questioners here also professionals on the field are needed to check the clarity of the questions. In this study the researcher used three mechanisms to check the validity of the questioners. First pilot test was conducted on selected three star rated tourist standard hotels of 23 employees. Second my advisor verifies the validity of the content. Third Colleague discussion also used to assure the appropriateness of the questions.

Reliability refers to the degree to which asset of indicators consistently and stability reflect a given constructs. Cronbach's alpha is the most commonly used for assessing the reliability of the construct. The reliability of the study is computed by Crombach alpha through using statistical package for social sciences (SPSS) software. Pilot test sample taken to check the reliability of the questions. The general recommended level of Cronbachs alpha indicator is 0.70 (Cronbach, 1951). The closer the coefficient gets to 1.0, is the better. Coefficients less than 0.60 are considered poor and those in the 0.70 range acceptable and those over 0.80 good (Ahmad, 2020). As it is shown from the table all the Cronbach alpha coefficients of all variables are above the commonly thresholds that is 0.70.

Table 3. 2: Results of Reliability statistics

Variables (Dimensions)	Cronbach's Alpha	Number Of Items
IT Infrastructure	0.739	4
Managers Innovativeness	0.732	5
Government Support	0.808	4
Customer Pressure	0.808	3
Skilled Man Power	0.754	5
Financial Capacity	0.748	5
E-Marketing Adoption	0.804	4
Over All Reliability	0.845	30

Source: Own Survey Result 2021

3.12 Ethical Consideration

Researchers use consent forms for confidentiality and to ensure the protection of participant's rights (Beck, 2019). Ethics are moral principles that govern the actions and decisions of an individual or a particular group. The researcher puts his contact information to request additional information's about the study and other things. The research data's will be collected through voluntary consents and permissions from managers and employees of the selected hotels; the data's and information's is collected for the academic purpose only no more other secrets are behind the study. Things are confidential. The privacy of the respondents also keeps confidential and unbiased. Writing their name on the questioner paper is not mandatory. All the information given by the respondents will not be changed it will be presented as it is. The privacy of the respondents and the hotels are also keeps confidential. In the questioner paper the purpose of the study is clearly explained. Reference works and materials are properly acknowledged.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

This chapter deals with data analysis and discussions of findings with the help of statistical package for social science (SPSS version 22). It provides the findings and discussion of the main study (factors that affect e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City). In this chapter the data's gathered from primary sources collected through questioner was analyzed, discussed and presented in the understandable manner. The chapter also consists of descriptive and inferential analysis. As descriptive analysis demographic information, mean and standard deviation of the respondent's response were included. Inferential analysis employed to test the hypothesis of the study and to investigate the relationship of independent and dependent variables.

4.2 Response Rate

From a total of 279 questioners distributed to the research respondents, 254 questioners were filled and returned. Only 25 questioners were not returned this shows that the response rate of the research questioner was 91.03%.

4.3 Descriptive Analyses

4.3.1 Demographic Profile of Respondents

4.3.2 Gender of Respondents

Table 4.1 Gender of Respondents

Variables	Categories	Frequency	Percent
Gender	Male	107	42.13
	Female	147	57.87
	Total	254	100%

Source; Own Survey Result (2021)

4.3.3 Age of Respondents

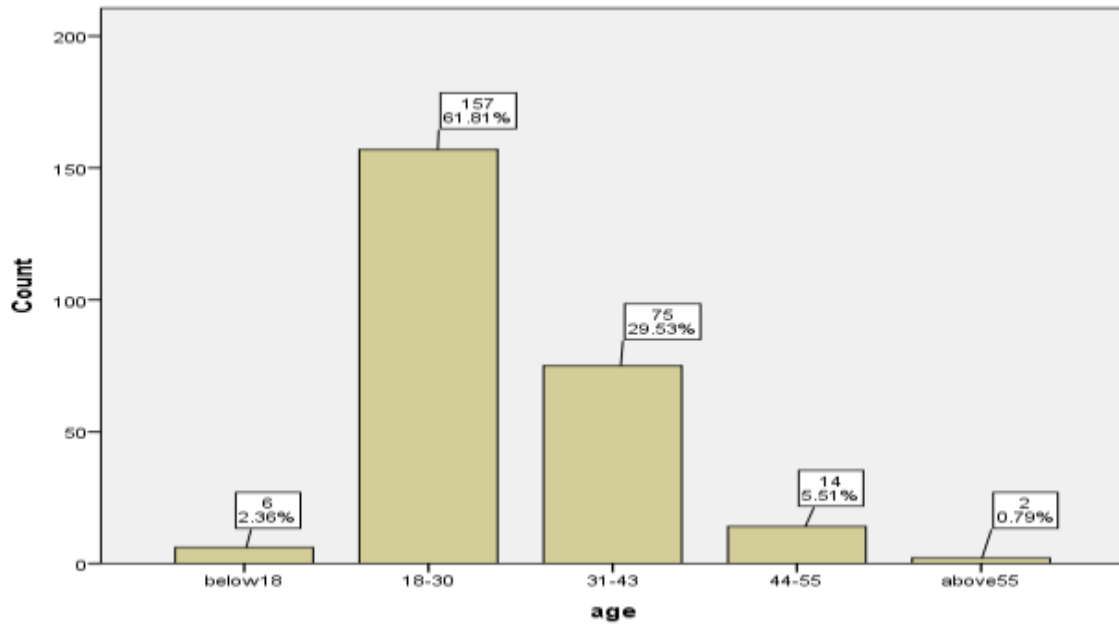


Figure 4. 1 Age of Respondents

Source; Own Survey Result (2021)

4.3.4 Educational Level of Respondents

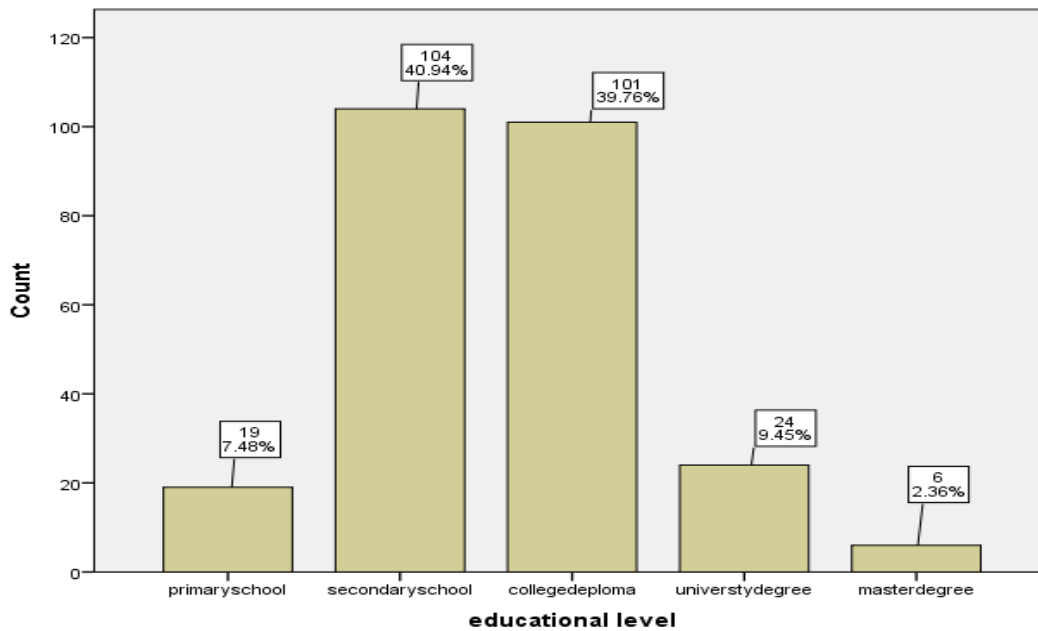


Figure 4. 2 Educational Levels of Respondents

Source: Own Survey Result (2021)

4.3.5 Work Positions of Respondents

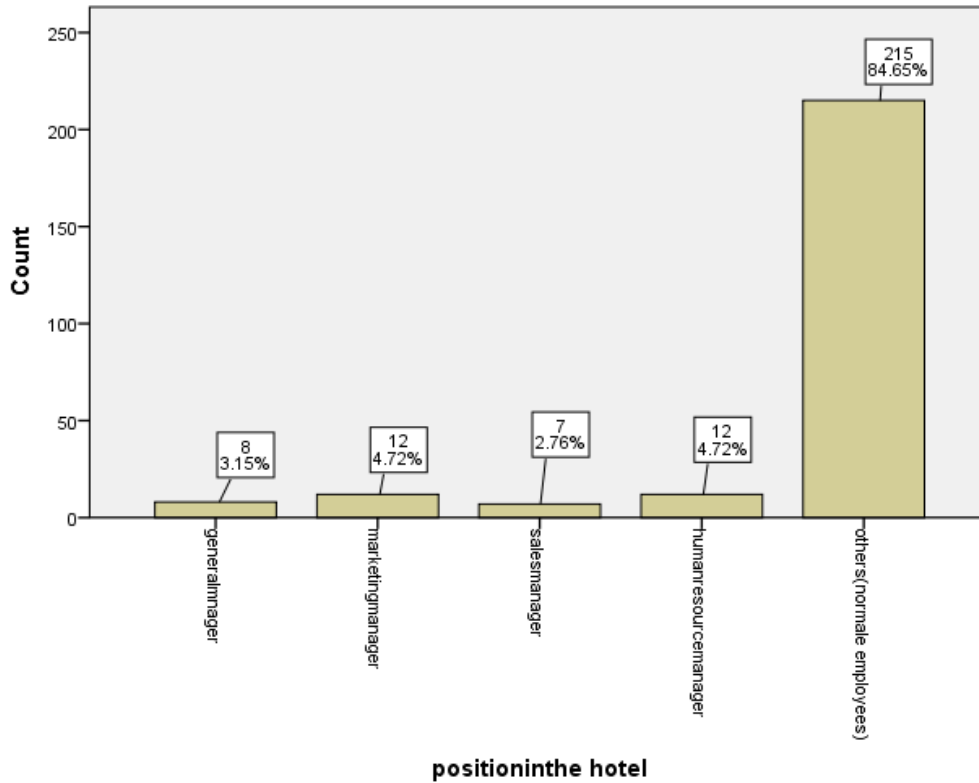


Figure 4. 3 Work Position of Respondents

Source: Own Survey Result (2021)

4.3.6 Work Experience of Respondents

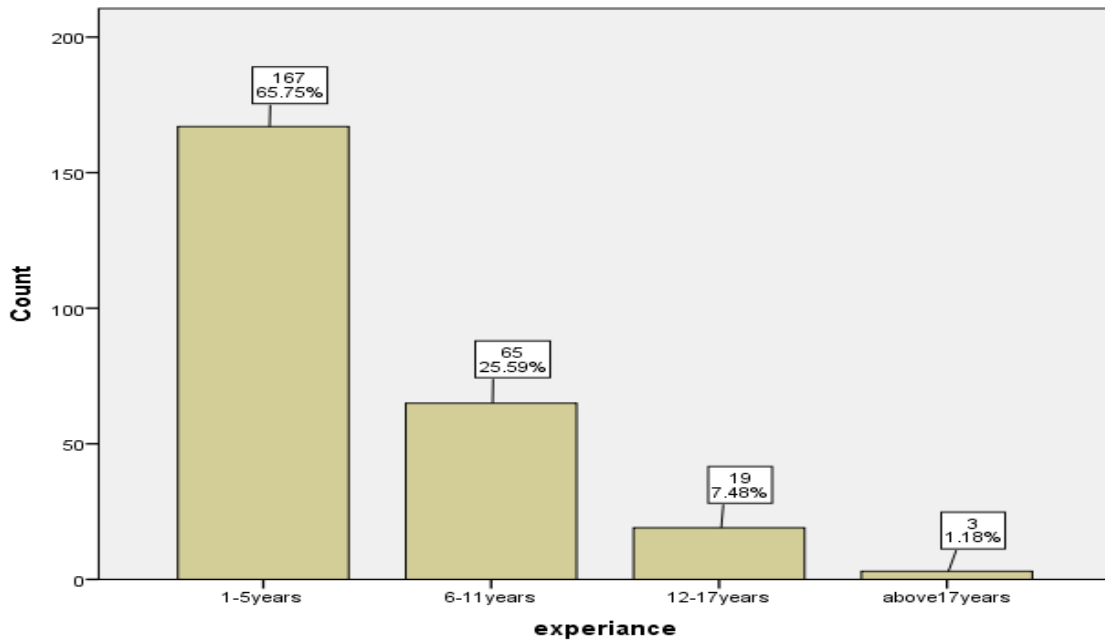


Figure 4. 4 work Experience of Respondents

Source: Own Survey Result (2021)

Table 4. 2 Short Summary Of Demographic Profile of Respondents

Variables	Categories	Frequency	Percent
Gender	Male	107	42.13
	Female	147	57.87
	Total	254	100%
Age	Below 18	6	2.36
	18-30	157	61.81
	31-43	75	29.52
	44-55	14	5.51
	Above 55	2	0.78
	Total	254	100.0
Educational Qualification	Primary School	19	7.48
	Secondary School	104	40.94
	College Diploma	101	39.76

	University Degree	24	9.44
	Master Degree And Above	6	2.36
	Total	254	100.0
Marital Status	Marriage	103	40.55
	Not Marriage	118	46.45
	Divorced	20	7.87
	Widowed	13	5.11
	Total	254	100.0
Your Position In The Hotel	General Manager	8	3.14
	Marketing Manager	12	4.72
	Sales Manager	7	2.75
	Human Resource Manager	12	4.72
	Other (Employees)	215	84.64
	Total	254	100.0
Your Experience In The Hotel	1-5 Year's	167	65.74
	6-11 Year's	65	25.59
	12-17 Years	19	7.48
	Above 17 Years	3	1.18
	Total	254	100.0

Source; Own Survey Result (2021)

As it is observed from table 4.2, which is short summary of Demographic profile of respondents in terms of sex 42.13% of the respondents were male and 57.87% of the respondents were female, this implies that majority of the hotels employees are females. In terms of aged 2.36% of the respondents were below 18 years old, 61.81% of the respondents were between 18-30 this implies that most of the employees are young, energetic and powerful work motives and 29.52% the respondents were between 31-43 years, 5.51% of the respondents were between 44-55 years and 0.78% of the respondents were above 55 years. In terms of educational qualification 4.48% of the respondents were primary school, 40.94% of the respondents were secondary school, 39.76

% of the respondents were college diploma and 9.44% of the respondents were university degree and 2.36% of the respondents have master degree and above. Majority of the respondents were above secondary school this facilitates the employees to easily communicate with their customers. In terms of marital status 40.55% of the respondents were married and 46.45% of the respondents were not marriage, 7.87% percent of the respondent was divorced and 5.11% of the respondents are widowed. In terms of work position 3.14 % of the respondents are general manager of the hotel, 4.72% of the respondents were marketing managers, 2.75% of the respondents were sales manager, 4.72% of the respondents were human resource managers and 84.64% of the respondents were normal employees.

4.4 Descriptive Statistics of Variables

Descriptive statistics that are mean and standard deviation of the respondents are calculated through SPSS version 22. It is very important to compare the different factors that affect e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar city. The following table shows this analysis.

Table 4. 3 Mean And Standard Deviation

Descriptive Statistics			
	N	Mean	Std. Deviation
Information Technology Infrastructure	254	4.02	.623
Managers Innovativeness	254	4.04	.604
Government Support	254	3.99	.633
Customer Pressure	254	4.02	.652
Skilled Manpower	254	3.97	.565
Financial Capacity	254	3.96	.596
Electronic Adoption	254	3.99	.620
Valid N (List Wise)	254		

Source; Own Survey Result (2021)

In the survey questioner respondents were asked to indicate there level of agreements based on 1-5 likert scales towards e-marketing adoption. As it is shown from the table 4.3 all the independent variables of e-marketing adoption were more than moderate agreements (intentions) towards e-marketing adoption. Managers innovativeness mean 4.04 IT infrastructure mean 4.02 , Customer

pressure mean 4.02, Government support mean 3.99, E-marketing adoption mean 3.99, Skilled man power mean 3.97, Financial capacity mean 3.96, respectively . This implies that all the variables play a great role in the adoption of e-marketing in the selected star rated tourist standard hotels.

4.5 Correlation Analysis

Pearson correlation is conducted to know the degree of relationship between dependent and independent variables. In this study IT infrastructure, skilled man power, financial capacity, customer pressure, government support and management innovativeness are independent variables and e-marketing adoption is dependent variable. Pearson correlations also measure the strength of the linear relationship between two variables. According to (N. Malhotra, Mavondo, Mukherjee, & Hooley, 2013) the level of associations measured by Pearson's coefficient falls between -1.0 and +1.0. Correlation result between 0 - 1 imply positive relationship, 0 for no relationship, and 1 for perfect positive relationship. -1 shows perfect negative relationship. The strength of such a relationship is not high when the results fall below – or + 0.61 (Ramsaran-Fowdar, Fowdar, & Oogarah-Hanuman, 2011).

Table 4. 4 Pearson Correlation Analysis

	Information Technology Infrastructure	Management Innovativeness	Government Support	Customer Pressure	Skill Manpower	Financial Capacity	Electronic Adoption
Information Technology Infrastructure	1	.546**	.512**	.430**	.486**	.465**	.607**
Pearson Correlation		.000	.000	.000	.000	.000	.000
Sig. (2-Tailed)							
N	254	254	254	254	254	254	254
Managers Innovativeness	.546**	1	.542**	.622**	.528**	.519**	.620**
Pearson Correlation			.000	.000	.000	.000	.000
Sig. (2-Tailed)							
N	254	254	254	254	254	254	254
Government Support	.512**	.542**	1	.393**	.559**	.440**	.621**
Pearson Correlation				.000	.000	.000	.000
Sig. (2-Tailed)							
N	254	254	254	254	254	254	254
Customer Pressure	.430**	.622**	.393**	1	.454**	.488**	.507**
Pearson Correlation					.000	.000	.000
Sig. (2-Tailed)							
N	254	254	254	254	254	254	254
Skill Manpower	.486**	.528**	.559**	.454**	1	.556**	.687**
Pearson Correlation						.000	.000
Sig. (2-Tailed)							
N	254	254	254	254	254	254	254
Financial Capacity	.465**	.519**	.440**	.488**	.556**	1	.708**
Pearson Correlation							.000
Sig. (2-Tailed)							
N	254	254	254	254	254	254	254
Electronic Adoption	.607**	.620**	.621**	.507**	.687**	.708**	1
Pearson Correlation							
Sig. (2-Tailed)							
N	254	254	254	254	254	254	254

** . Correlation Is Significant At The 0.01 Level (2-Tailed).

Source: Own Survey Result (2021)

As the result shows from the table all the above six independent variables are positively correlated with the dependent variable which is e-marketing adoption. The highest strong significant relationship is between financial capacity and e-marketing adoption ($r=.708$, $p<0.05$). The second highest significant relationship is between Skill man power and e-marketing adoption ($r=0.687$, $p<0.05$). The third significant relationship between customer pressure and e-marketing adoption ($r= 0.622$, $p<0.05$). The fourth significant relationship is between Government support and e-marketing adoption ($r=0.621$, $p<0.05$). The fifth significant relationship is between Managers innovativeness and e-marketing adoption ($r=0.620$, $p<0.05$). The six significant relationship is between Information technology and e-marketing adoption ($r=0.607$, $p<0.05$) respectively. This implies that all the independent factors are significant correlation between e-marketing adoptions.

4.6 Inferential Analyses

Table 4.5 Significance of the Model for E-Marketing Adoption

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	68.635	6	11.439	98.242	.000 ^b
	Residual	28.761	247	.116		
	Total	97.396	253			

A. Dependent Variable: E-Marketing Adoption

B. Predictors: (Constant), Financial Capacity, Government Support, Customer Pressure, It Infrastructures, Skilled Man Power, Managers Innovativeness

Source: Own Survey Result (2021)

The ANOVA table tells as weather the model overall result is significant or not. As it is shown in the table the significance is 0.000 which is less than p value which is $p<0.05$ this proved that the model is at predicting the outcome there is a significant degree of prediction. As it is shown from the table $F= 98.242$ at significant level of 0.000 in which it is significant at P less than 0.05.

4.7 Assumptions Testing in Multiple Regression Analysis

Multiple regression analysis makes a number of assumptions about the data which it includes normality test, linearity, homoscedasticity, multi Collinearity and independence test to confirm

that the obtained data truly represented the sample and get the best result. These assumptions have to be tested to reach conclusion about the rest of the population.

4.7.1 Normality Test

To check whether the residuals or data have normal distribution the researcher uses histogram with a normal curve and using skew ness and kurtosis numerically.

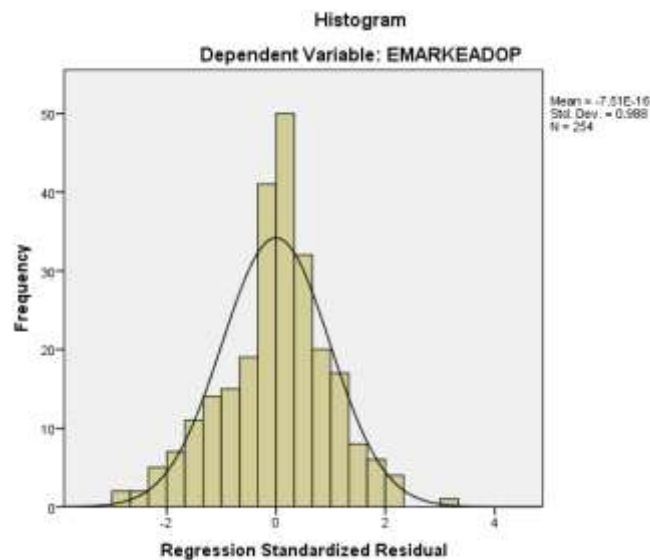


Figure 4. 5 Normal distribution curves

Source: Own Survey Result (2021)

As it is shown from figure 4.5 normality assumption was not a major problem (normality assumption was not violated).

Table 4. 6 Skew Ness And Kurtosis

	N	Skew Ness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Information Technology Infrastructure	254	-.122	.153	-.148	.304
Managers Innovativeness	254	-.403	.153	.756	.304
Government Support	254	-.011	.153	-.437	.304
Customer Pressure	254	-.599	.153	.969	.304
Skill Customer Manpower	254	-.036	.153	-.181	.304
Financial Capacity	254	-.262	.153	.517	.304
Electronic Adoption	254	-.033	.153	-.329	.304
Valid N(List Wise)	254				

Source; Own Survey Result (2021)

As (Garson, 2012) suggests, kurtosis and skew ness should be with in the +2 to -2 range when the data are normally distributed. While some statisticians prescribe +1 to -1 as a more stringent criterion when normality is critical and others extend the range of kurtosis up to +3 to -3. So, as shown from the above table the skew ness is perfect within the range of -.559 and -.011. Kurtosis is fit between the range -.437 and .969. This implies that the overall distribution is reflected as normal this implies that Abnormality is not the problem,

4.7.2 Linearity

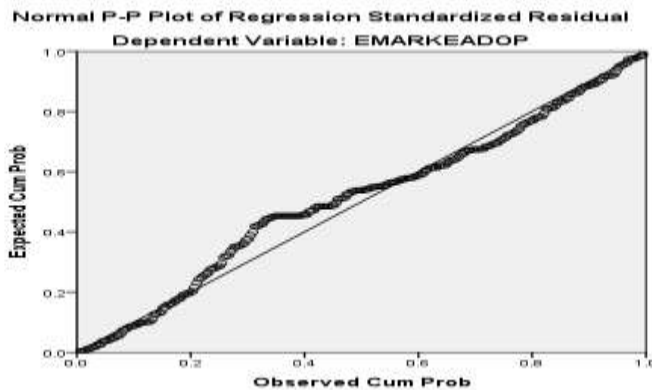


Figure4. 6 Normal Point Plot of Regression Standardized Residual

Source: Own Survey Result (2021)

As it is shown above from figure 4.6 the points in the normal probability plot (p-p plot) lie in a reasonably straight diagonal line from the bottom left to the right. This means that there is a linear relationship between dependent and independent variables. This implies that the increase of one independent variable causes the increment of the other dependent variable (e-marketing adoption).

4.7.3 Homoscedasticity

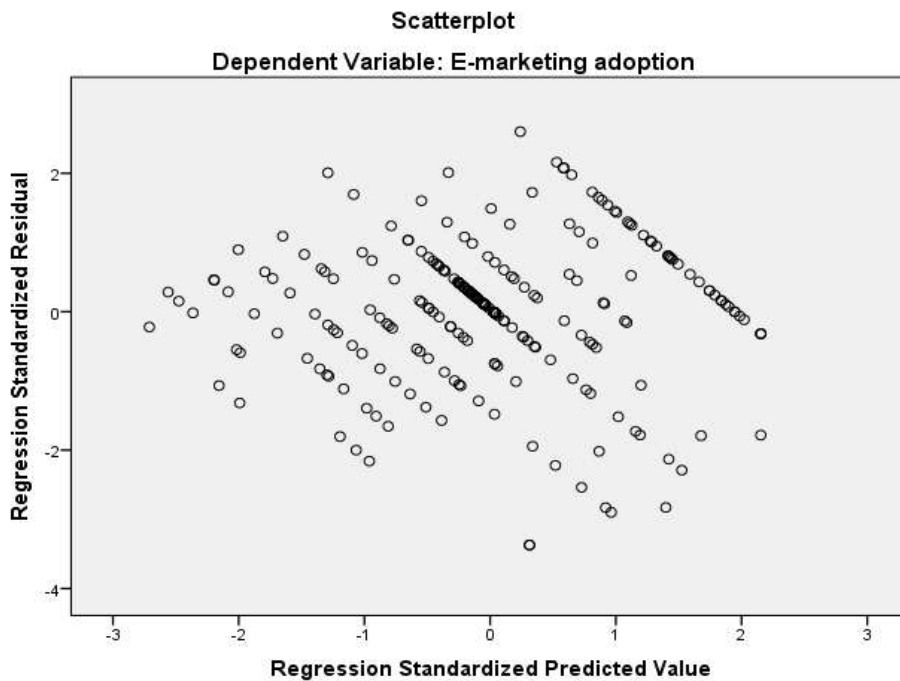


Figure 4. 7 scatter Plot of Standardized Residuals

Source: Own Survey Result (2021)

According to (Brynjolfsson & Saunders, 2009) Homoscedasticity is the extent to which the data values for the dependent and independent variables have equal variance. Checking for this assumption is helpful for the goodness of the regression model. It was checked by plotting ZRESID (Y-axis) against ZPRED (x-axis) on SPSS dialog box. Based on this Homoscedasticity assumption is achieved.

4.7.4 Multi Collinearity Test

Multi collinearity is the undesirable situation when one independent variable is a linear function of other independent variables (Abbadi, Hijazi, & Al-Rahahleh, 2016). According to (Menard, 2000), a tolerance value less than 0.2 indicate a serious collinearity problem. Variance of Inflation Factor (VIF) value greater than 10 is a cause for concern (Ziegel, 1991). According to (Kock & Lynn, 2012) multi collinearity is not a threat if a correlation value is less than 80%. The presence of high correlation over 0.90 is an indicator of multi collinarty (Maghnati, Ling, & Nasermodeli, 2012).

Table 4. 7 Multi Collinearity Test

Model	Coefficients	
	Tolerance	VIF
IT infrastructures	.599	1.671
Managers innovativeness	.453	2.207
Government support	.571	1.752
Customer pressure	.567	1.763
Skilled manpower	.532	1.878
Financial capacity	.583	1.716

a. Dependent Variable: E-marketing adoption

Source: Own Survey Result (2021)

As it is shown from the table the tolerance value of the independent variables are ranges from 0.453-0.599 which is more than 0.10 and the Variance Inflation Factor (VIP) ranges from 1.671-2.207 which is less than ten (10) so, based on the above results we conclude that multi collinearity assumptions is not violated in this study.

4.7.5 Independence Test

Durban-Watson test is used to check the independence of residuals. As it is shown below from model summary of table 4.8 the value is 1.997 this is acceptable according to (Ros, 2006) he Saied the acceptable range of Durban-Watson is within the range of 1-3.

4.8 Multiple Regressions Analysis

Multiple linear regressions were conducted in order to determine the explanatory power of independent variables. Linear Regression estimates the coefficients of the linear equation, involving one or more variables that best predicts the value of the dependent variable (Mack, 2005). The higher value of R^2 represents greater explanatory power of regression equation. On the other hand Regressions Analysis was employed to identify which variables made relatively significant contribution in predicting e-marketing adoption (i.e. the dependent variable). Regressions Analysis answers the research question of the effect of each factor (IT infrastructure, Managers innovativeness, skilled man power, Government support, financial capacity, Customer pressure) on the dependent variable which is e-marketing adoption. The proposed hypotheses which are listed in the previous chapter were tested by using multiple regression analysis. The following table shows the result of the multiple regressions.

Table 4. 8 Regression Analysis of E-Marketing Adoption Factors

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin - Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.839 ^a	.705	.698	.341	.705	98.242	6	247	.000	1.997

a. Predictors: (Constant), Financial capacity, Government support, Customer pressure, IT infrastructure, Skill man power, Managers innovativeness

b. Dependent Variable: E-marketing adoption

Source: Own Survey Result (2021)

As it is shown in table 4.8 the independent variables accounted about 0.705 or 70.5% of contribution for e-marketing adoption. This implies that 70.5% of e-marketing adoption was explained by the variation of these six independent variables and the rest 0.295 or 29.5% of the variation may account to e-marketing adoption which is not included in this model and cannot explained by these six independent variables. This shows that there is Positive, strong and statistically significant effect of independent variables on e-marketing adoption. The R (0.839) shows multiple correlation of dependent and independent variables.

Table 4. 9 Regression Coefficient Analysis Summery

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	-.408	.185		-2.199	.029
IT infrastructures	.165	.045	.166	3.712	.000
Managers innovativeness	.115	.053	.112	2.184	.030
Government support	.174	.045	.178	3.884	.000
Customers pressure	.013	.044	.013	.291	.771
Skilled man power	.270	.052	.246	5.195	.000
Financial capacity	.365	.047	.351	7.747	.000

A. Dependent Variable: E-Marketing Adoption

Source: Own Survey Result (2021)

As it is shown from the above table 4.9 except customers pressures all other factors (independent variables) are positively and significantly affect electronic marketing adoption (the dependent variable). Beta value (unstandardized Coefficients) Shows degree of importance of each factor to the dependent variables all these should be given great attention. The other one beta vale (Standardized Coefficients) it shows level of effect of e-marketing adoption. The highest beta values was financial capacity of B=0.351 this means that if financial capacity increase by one unit e-marketing adoption increased by 0.351. The second highest beta value was skilled man power of B= 0.246 this implies that if skilled man power increases by one unit e-marketing adoption increased by 0.246. The third highest beta values were Government support of B=0.178, this implies that if Government support increases by one unit e-marketing adoption increased by 0.178. The fourth highest beta values were IT infrastructure of B=0.166, this implies that if IT infrastructure increases by one unit e-marketing adoption increased by 0.166. The fifth highest beta values were manager’s innovativeness of B=0.112, this implies that if manager’s innovativeness increases by one unit e-marketing adoption increased by 0.112 and the last one is Customer pressure which has 0.013 effect on e-marketing adoption in the selected hotels.

From The Above Finding We Can Develop the Following Equation

$$\text{Ema} = \alpha + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + \beta_5 x_5 + \beta_6 x_6 + e$$

$$\text{Ema} = -.408 + .166x_1 + .112x_2 + .246x_3 + .178x_4 + .351x_5 + .013x_6 + e$$

Where

Ema = Electronic-Marketing Adoption

α = Constant

β = Coefficient Of Independent Variables (IV)

X1 = IT Infrastructure

X2 = Managers Innovativeness

X3 = Skilled Man Power

X4 = Government Support

X5 = Financial Capacity

X6 = Customer Pressure

E = Error Term

❖ Keep all other variables constant.

Based On Table 4.9 Regression Coefficient Analysis Summery, Hypothesis Result Was Summarized As Follows

Table 4. 10 Summery of the Overall Results of the Research Hypothesis Test

List Of Hypothesis	Results	Reasons
H1: IT Infrastructure Has Positive And Significant Effect On E-Marketing Adoption In Selected Star Rated Tourist Standard Hotels In Bahir Dar City	Accepted	B= 0 .166 P= 0.000
H2: Manager’s Innovativeness Has Positive And Significant Effect On E-Marketing Adoption In Selected Star Rated Tourist Standard Hotels In Bahir Dar City.	Accepted	B= .112 P=0.030
H3: Skilled Man Power Has Positive And Significant Effect On E-Marketing Adoption In Selected Star Rated Tourist Standard Hotels In Bahir Dar City	Accepted	B= 0.246 P= 0.000
H4: Government Support Has Positive And Significant Effects On E-Marketing Adoption In Selected Star Rated Tourist Standard Hotels In Bahir Dar City.	Accepted	B= 0.178 P= 0.000
H5: Financial Capacity Has Positive And Significant Effect On E-Marketing Adoption In Selected Star Rated Tourist Standard Hotels In Bahir Dar City.	Accepted	B= 0.351 P= 0.000
H6: Customer Pressure Has Positive And Significant Effects On E-Marketing Adoption In Selected Star Rated Tourist Standard Hotels In Bahir Dar City.	Rejected	B=0.013 P= 0.771

Source: Own Survey Result (2021)

4.9 Discussion of the Results

This section presents the research hypothesis test results and findings in line with objectives of the study

H1: IT Infrastructure has positive and significant effect on e-marketing adoption in selected star rated tourist standard hotels.

As it is shown from the summary table 4.10 IT infrastructure B value = 0 .166 and P value = 0.000 with other variables remains constant; **Hypothesis 1 is Accepted**. Like previous studies Abou-

shouk (2013) firms with great IT infrastructure are more likely to adopt e –marketing. **The first objective** of the study was to analyze the effect of IT Infrastructure on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. So, based on the statistical results showed in the table 4.10 IT Infrastructure has positive and significant effect on e-marketing adoption. If IT infrastructure increased by one unites e-marketing adoption increases by 0.166.

H2: Manager’s Innovativeness has positive and significant effect on e-marketing adoption in selected star rated tourist standard hotels.

As it is shown from the summary table 4.10 Manager’s Innovativeness B value = .112 and P Value = 0.030 with other variables remains constant; **Hypothesis 2 is Accepted.** Consistent with previous studies Ghobakhloo et al (2011) organizations with great it innovativeness manager are more likely to adopt e-marketing adoption. **The second objective** of the study was to analyze the effect of Manager’s Innovativeness on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. So, based on the statistical results showed in the table 4.10 Manager’s Innovativeness has positive and significant effect on e-marketing adoption. If Manager Innovativeness increased by one unites e-marketing adoption increases by 0.112.

H3: Skilled Man Power has positive and significant effect on e-marketing adoption in selected star rated tourist standard hotels.

As it is shown from the summary table 4.10 Skilled Man Power B value = 0.246 and P value = 0.000 with other variables remains constant; **Hypothesis 3 is Accepted.** Like previous studies Dereje Desalegn (2019) human resource skill has positive and significant effect on e-marketing adoption. **The third objective** of the study was to examine the effect of Skilled Man Power on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. So, based on the statistical results showed in the table 4.10 Skilled man power has positive and significant effect on e-marketing adoption. If skilled man power increased by one unites electronic marketing adoption increases by 0.246.

H4: Government Support has positive significant effects on e-marketing adoption in selected star rated tourist standard hotels.

As it is shown from the summary table 4.10 Government Support B value = 0.178 and P value = 0.000 with other variables remains constant; **Hypothesis 4 is Accepted.** Like previous studies by Jain (2011) government support leads to e-marketing adoption. **The fourth objective** of the study was to analyze the effect of Government Support on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. So, based on the statistical results showed in the table 4.10 Government Support has positive and significant effect on e-marketing adoption. If Government support increased by one unit electronic marketing adoption increases by 0.178.

H5: Financial Capacity has positive significant effect on e-marketing adoption in selected star rated tourist standard hotels.

As it is shown from the summary table 4.10 Financial Capacity B value = 0.351 and P value = 0.000 with other variables remains constant; **Hypothesis 5 is Accepted.** **The fifth objective** of the study was to show the effect of Financial Capacity on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. So, based on the statistical results showed in the table 4.10 Financial Capacity has positive and significant effect on e-marketing adoption. If financial capacity increased by one unit electronic marketing adoption increases by 0.351.

H6: Customer Pressure has positive and insignificant effects on e-marketing adoption in selected star rated tourist standard hotels.

As it is shown from the summary table 4.10 Customer Pressure B value = 0.013 and P value = 0.771 with other variables remains constant; **Hypothesis 6 is Rejected.** Unlike the previous researches Customer Pressure is insignificant compared to the research conducted by Jain (2011) in his study the result of customer pressure was significant predictor of e-marketing adoption. **The Sixth objective** of the study was to analyze the effect of Customer Pressure on e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. So, based on the statistical results showed in the table 4.10 Customer Pressure has positive but insignificant effect on e-marketing adoption.

These hypothesis and objectives were checked and tested through appropriate statistical procedures and the results obtained from the analysis were Said to be successful in achieving the desired objective and in answering the research questions which were listed in chapter one.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1 Introduction

This chapter presents summary of the main findings, conclusions drawn from the discussion, and it also has possible recommendations. Finally future research implications also included at the end of this chapter.

5.2 Summary of Major Findings

The following are the major findings obtained from the research

- ✓ From the total of 279 questioners administered 254 were completed. It contains 91.3% of response rate has been obtained
- ✓ Majority of the respondents were between the ages 18-30 which is 45% of the total workers. It implies that most of the hotel employers are young work power. You can see other age groups from Table 4.2 (Short summary of Demographic profile of respondents).
- ✓ In terms of Educational qualification Most of the respondents 40.94% were secondary school level and 39.76 % of the respondents were colleague diploma. You can see other groups of Educational qualification from Table 4.2 (short summary of Demographic profile of respondents).
- ✓ Regarding marital status level majority of the respondents 46.45% were not married. You can see other groups of marital status from Table 4.2 (Short summary of Demographic profile of respondents).
- ✓ It was checked that there were a positive and significant relationship between IT infrastructure, managers' Innovativeness, skilled man power, financial capacity and government support on e-marketing adoption but there were insignificant relationship between Customer pressure and e-marketing adoption in the selected hotels.

- ✓ According to the descriptive statistics analysis the most important factors that affect e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City are managers Innovativeness (mean= 4.04) IT infrastructure (mean=4.02), Customer pressure (mean=4.02), Government support (mean 3.99), skilled man power (mean=3.97), Financial capacity (mean3.96) respectively.
- ✓ From the correlation analysis all factors (independent variables) which are IT infrastructure, skilled man power, managers innovativeness, Financial capacity and Government support were found significantly and positively correlated with e-marketing adoption in the selected hotels
- ✓ From the Regression Analysis all the independent variables accounted about 0.705 or 70.5% of contribution for e-marketing adoption. This shows Positive and statistically significant effect on e-marketing adoption.

5.3 Conclusions

The main aim of this study is analyzing the factors that affect e-marketing adoption in selected star rated tourist standard hotels in Bahir Dar City. From the study findings the following conclusion was given. According to the regression result there were a significant and positive relationship between IT infrastructure, manager's innovativeness, skilled man power, financial capacity and government support with e-marketing adoption but there were insignificant relationship with Customer pressure with e-marketing adoption.

- ❖ financial capacity has significant effect and positive relationship with e-marketing adoption. When financial capacity increased by one unites electronic marketing increases by 0.351.
- ❖ skilled man power has significant effect and positive relationship with e-marketing adoption. When skilled man power increased by one unites electronic marketing increases by 0.246.
- ❖ Government support has significant effect and positive relationship with e-marketing adoption. When Government support increased by one unites electronic marketing adoption increases by 0.178.

- ❖ IT infrastructure has significant effect and positive relationship with e-marketing adoption, when IT infrastructure increased by one unit electronic marketing increases by 0.166.
- ❖ Managers innovativeness has significant effect and positive relationship with e-marketing adoption. When managers innovativeness increased by one unit e-marketing adoption increases by 0.112.
- ❖ Customer pressure has insignificant effect relationship with e-marketing adoption.

5.4 Recommendations

Based on the research findings and conclusions the student researcher came up with some important recommendations on factors that affect e-marketing adoption in selected tourist standard hotels in Bahir Dar City.

- financial capacity has significant effect and positive relationship with e-marketing adoption, the hotels should give great emphasis and focused on increasing their financial capacity In collaboration with different fiancé and borrowing sectors.
- Managers innovativeness has significant effect and positive relationship with e-marketing adoption. Managers of the hotels should update and ready themselves for new technologies through learning how to manipulate latest technologies. They should also initiates the employees to use e-marketing tools during providing services. Most of the time the success or the failure of the organization is depend on the capacity and innovativeness of the mangers. Management bodies should aggressively do their best to enhance e-marketing adoption in these hotels. So, managers have huge responsibilities to achieve e-marketing adoption.
- skilled man power has significant effect and positive relationship with e-marketing adoption. Hotels should recruit skilled man powers and give their employees different trainings and workshops to improve their skills and to get the best of their employees and contribute their own parts to e-marketing adoption.
- IT infrastructure has significant effect and positive relationship with e-marketing adoption. The more hotels full fill necessary IT infrastructures the more of e-marketing adoption in their hotels exists. Without full filing IT infrastructures and necessary technological materials

achieving e-marketing adoption is difficult so, this is one of the important areas it needs great attentions.

- Government support has significant effect and positive relationship with e-marketing adoption. Government support is important not only for hotel sectors but it is also necessary to other sectors. The government bodies and other government stake holders should support the hotel sectors by setting suitable rules, regulations and by improving internet networks which helps to implement technological innovations and improve IT Infrastructure usages.

5.5 Limitation of the Study

- ✓ The research was limited to star rated hotels in Bahir Dar City so, it is unable to generalize about other hotels in Ethiopia.
- ✓ The study used quantitative research design based on survey data collected from employees of the hotel this limits the methodology.
- ✓ The study used cross-sectional data

5.6 Directions for Future Area Of Researches

Based on the above limitations the student researcher forwards the following areas of future research.

- This research is only focused on star rated tourist standard hotels in Bahir Dar City. there are 15 hotels which are not yet rated because of different reasons but the hotels has capability to be star rated, so in the futures it is advisable to future researchers to do in this area.
- Futures researches has to be conducted by combining quantitative research with qualitative to get more accuracy.
- In the future conducting longitudinal studies is advisable because this minimizes the limitation of cross sectional studies.
- This study focused on factors affecting e-marketing adoption in star rated tourist standard hotels in Bahir Dar City. Other hotels throughout the country are not included.

REFERENCES

- Abbadi, Sinan S, Hijazi, Qutaiba F, & Al-Rahahleh, Ayat S. (2016). Corporate governance quality and earnings management: Evidence from Jordan. *Australasian Accounting, Business and Finance Journal*, 10(2), 54-75.
- Abou-Shouk, Mohamed, Lim, Wai Mun, & Megicks, Phil. (2013). e-Commerce and small tourism businesses in developing countries: Drivers versus boundaries of adoption. *Tourism Planning & Development*, 10(3), 249-266.
- Abu Bakar, Abdul Rahim, & Ahmed, Zafar U. (2015). Technology motivation in e-marketing adoption among Malaysian manufacturers. *Journal of Transnational Management*, 20(2), 126-152.
- Adediran, Yinusa Ademola, & Abdulkarim, A. (2012). Challenges of electronic waste management in Nigeria. *International Journal of Advances in Engineering & Technology*, 4(1), 640.
- Ahmad, Zulfiqar. (2020). Summative Assessment, Test Scores and Text Quality: A Study of Cohesion as an Unspecified Descriptor in the Assessment Scale. *European Journal of Educational Research*, 9(2), 523-535.
- Ajzen, Icek. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.
- Almass, Nabila. (2017). *Effectiveness of Marketing Communication to Customers through Modern Technology: A Case Study of Kenyatta International Convention Center (KICC)*. United States International University-Africa.
- Andreasen, Alan R. (2018). Challenges for the science and practice of social marketing *Social Marketing* (pp. 3-19): Psychology Press.
- Armstrong, Gary, Kotler, Philip, & He, Zhiyi. (2005). *Marketing: an introduction*.
- Baker, Jeff. (2012). The technology–organization–environment framework. *Information systems theory*, 231-245.
- Baker, Michael J. (2014). *Marketing strategy and management*: Macmillan International Higher Education.
- Baourakis, George, Kourgiantakis, M, & Migdalas, A. (2002). The impact of e-commerce on agro-food marketing. *British Food Journal*.
- Beck, Kathleen Marie. (2019). Academic researcher decision making processes for research participant compensation.
- Brynjolfsson, Erik, & Saunders, Adam. (2009). *Wired for innovation: How information technology is reshaping the economy*: Mit Press.
- Chaffey, Dave, & Smith, Paul Russell. (2013). *eMarketing eXcellence: Planning and optimizing your digital marketing*: Routledge.
- Chaouali, Walid, Souiden, Nizar, & Ladhari, Riadh. (2017). Explaining adoption of mobile banking with the theory of trying, general self-confidence, and cynicism. *Journal of Retailing and Consumer Services*, 35, 57-67.
- Chung, Henry FL, & Wang, Zhenni. (2007). Analysis of Marketing Standardization Strategies: A “City” Market Framework. *Journal of Global Marketing*, 20(1), 39-59.
- Cragg, Paul B, & King, Malcolm. (1993). Small-firm computing: motivators and inhibitors. *MIS quarterly*, 47-60.
- Creswell, John W. (2003). A framework for design. *Research design: Qualitative, quantitative, and mixed methods approaches*, 9-11.
- Creswell, John W. (2009). *Mapping the field of mixed methods research*: SAGE publications Sage CA: Los Angeles, CA.
- Cronbach, Lee J. (1951). Coefficient alpha and the internal structure of tests. *psychometrika*, 16(3), 297-334.

- Cunningham, Peggy, Taylor, Shirley, & Reeder, Carolyn. (1993). *Event marketing: The evolution of sponsorship from philanthropy to strategic promotion*. Paper presented at the Proceedings of the Conference on Historical Analysis and Research in Marketing.
- Damanpour, Fariborz. (1991). Organizational innovation: A meta-analysis of effects of determinants and moderators. *Academy of management journal*, 34(3), 555-590.
- Dangisso, Mathewos Yure. (2019). The Effect of Marketing Challenges on the Performance of Small and Medium Scale Enterprises:(A Case of Loka Abaya Woreda, Sidama Zone, SNNPRS, Ethiopia).
- Davis, Fred D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340.
- DEANE, STEPHEN. (2018). Elder Financial Exploitation. *Why it is a concern, what regulators are*.
- DeLone, William H. (1988). Determinants of success for computer usage in small business. *Mis Quarterly*, 51-61.
- Dlodlo, N, & Dhurup, M. (2010). Barriers to e-marketing adoption among small and medium enterprises (SMEs) in the Vaal Triangle. *Acta commercii*, 10(1), 164-180.
- El-Gohary, Hatem. (2010). E-Marketing-A literature Review from a Small Businesses perspective. *International journal of business and social science*, 1(1).
- El-Gohary, Hatem. (2012). Factors affecting E-Marketing adoption and implementation in tourism firms: An empirical investigation of Egyptian small tourism organisations. *Tourism management*, 33(5), 1256-1269.
- Elgarah, Wafa, & Falaleeva, Natalia. (2005). Adoption of biometric technology: Information privacy in TAM. *AMCIS 2005 Proceedings*, 222.
- Feenstra, Robert, & Looi Kee, Hiau. (2004). On the measurement of product variety in trade. *American Economic Review*, 94(2), 145-149.
- Garson, G David. (2012). Testing statistical assumptions. *Asheboro, NC: Statistical Associates Publishing*.
- Geremew, Yechale Mehiret, Alemayehu, Haimanot Belay, & Meskele, Ashenafi Tafesse. (2017). Tourism marketing challenges and new tourism product development potentials: Practices from the Amhara National Regional State World heritage sites. *Journal of Hospitality Management and Tourism*, 8(1), 1-13.
- Haile, Laekemariam. (2015). *Factors Affecting the Adoption of Mobile Banking in Commercial Bank of Ethiopia*. St. Mary's University.
- Hair, Joseph F, Black, William C, Babin, Barry J, Anderson, Rolph E, & Tatham, Ronald L. (2006). *Multivariate data analysis (Vol. 6): Pearson Prentice Hall Upper Saddle River: NJ*.
- Hall, Bronwyn H, & Khan, Beethika. (2003). *Adoption of new technology: National bureau of economic research*.
- Hameed, Mumtaz Abdul, Counsell, Steve, & Swift, Stephen. (2012). A conceptual model for the process of IT innovation adoption in organizations. *Journal of Engineering and Technology Management*, 29(3), 358-390.
- Haraizah, Al, & Saket, Ahed. (2010). *E-commerce technology acceptance (ECTA) framework for SMEs in Middle Eastern countries with reference to Jordan: empirical evidence from electronic commerce in SMEs*. Kingston University.
- Heath, Anthony W. (1997). The proposal in qualitative research. *The qualitative report*, 3(1), 1-4.
- Hendrickson, Anthony R, Massey, Patti D, & Cronan, Timothy Paul. (1993). On the test-retest reliability of perceived usefulness and perceived ease of use scales. *MIS quarterly*, 227-230.
- Hills, Stacey Barlow, & Sarin, Shikhar. (2003). From market driven to market driving: an alternate paradigm for marketing in high technology industries. *Journal of Marketing Theory and Practice*, 11(3), 13-24.
- Israel, Glenn D. (1992). *Determining sample size*.

- Jain, Sanjay K, & Jain, Manika. (2011). Exploring impact of consumer and product characteristics on e-commerce adoption: A study of consumers in India. *Journal of Technology Management for Growing Economies*, 2(2), 35-64.
- Karjaluoto, Heikki, Ulkuniemi, Pauliina, Román, Sergio, & Rodríguez, Rocío. (2015). The influence of sales force technology use on outcome performance. *Journal of Business & Industrial Marketing*.
- Keh, Hean Tat, Chu, Singfat, & Xu, Jiye. (2006). Efficiency, effectiveness and productivity of marketing in services. *European Journal of Operational Research*, 170(1), 265-276.
- Kock, Ned, & Lynn, Gary. (2012). Lateral collinearity and misleading results in variance-based SEM: An illustration and recommendations. *Journal of the Association for information Systems*, 13(7).
- Kotler, Philip, & Armstrong, Gary. (2010). *Principles of marketing*: Pearson education.
- Kotler, Philip, & Armstrong, Gary. (2015). *Principles of marketing-global edition*: Pearson.
- Kotler, Philip, Armstrong, Gary, Harker, Michael, & Brennan, Ross. (1990). *Marketing: an introduction* (Vol. 1): Prentice-Hall Englewood Cliffs, NJ.
- Kotler, Philip, Armstrong, Gary, Harris, LC, & Piercy, N. (2013). *Principles of marketing*. 6th European edition. *Essex: Pearson Education Limited*.
- Kotler, Philip, & Gertner, David. (2002). Country as brand, product, and beyond: A place marketing and brand management perspective. *Journal of brand management*, 9(4), 249-261.
- Krishnamurthy, Janakiraman, Ramsey, Matthew R, Ligon, Keith L, Torrice, Chad, Koh, Angela, Bonner-Weir, Susan, & Sharpless, Norman E. (2006). p16 INK4a induces an age-dependent decline in islet regenerative potential. *Nature*, 443(7110), 453-457.
- Kuan, Kevin KY, & Chau, Patrick YK. (2001). A perception-based model for EDI adoption in small businesses using a technology–organization–environment framework. *Information & management*, 38(8), 507-521.
- Lawton, M Powell, & Brody, Elaine M. (1969). Assessment of older people: self-maintaining and instrumental activities of daily living. *The gerontologist*, 9(3_Part_1), 179-186.
- Lee, Ming-Ju, Chen, Wen-Xi, & Wu, Wu-Chung. (2010). A Study of Tourist Destination Image, Satisfaction, Experiential Value And Revisiting Willingness. *International Journal of Asian Tourism Management*, 1(1), 13-29.
- Mack, Natasha. (2005). *Qualitative research methods: A data collector's field guide*.
- Maghnati, Farshad, Ling, Kwek Choon, & Nasermodeli, Amir. (2012). Exploring the relationship between experiential marketing and experiential value in the smartphone industry. *International Business Research*, 5(11), 169.
- Malhotra, Naresh K, & Birks, David F. (2007). *Marketing Research, An Applied Approach*, European Edition: ESSEX.
- Malhotra, Neeru, Mavondo, Felix, Mukherjee, Avinandan, & Hooley, Graham. (2013). Service quality of frontline employees: A profile deviation analysis. *Journal of Business Research*, 66(9), 1338-1344.
- Marczyk, Geoffrey, DeMatteo, David, & Festinger, David. (2005). *Essentials of research design and methodology*: John wiley & sons, Inc.
- Megersa, Hailu. (2016). A historical survey of hotel services in Bahir Dar Town Since 1930s: Challenges and prospects. *African Journal of History and Culture*, 8(2), 9-14.
- Menard, Scott. (2000). Coefficients of determination for multiple logistic regression analysis. *The American Statistician*, 54(1), 17-24.
- Mokhtar, Noor Fadhiha. (2015). Internet marketing adoption by small business enterprises in Malaysia. *International Journal of Business and Social Science*, 6(1).
- Nguyen, Phuong Linh, & Hoang, Tung. (2008). Internet marketing: acquisition process: case: www.flashgame4fun.com.
- Orr, Greg. (2003). Diffusion of innovations, by Everett Rogers (1995). Retrieved January, 21, 2005.
- Pall, GS, & McGrath, RG. (2009). Institutional memory goes digital. *Harvard Business Review*, 87(2), 27.

- Pallis, George, Zeinalipour-Yazti, Demetrios, & Dikaiakos, Marios D. (2011). Online social networks: status and trends. *New directions in web data management* 1, 213-234.
- Pankhurst, Alula. (2002). Research on Ethiopian societies and cultures during the second half of the twentieth century. *Journal of Ethiopian Studies*, 35(2), 1-60.
- Pankhurst, Richard. (1968). *Economic history of Ethiopia, 1800-1935*: Haile Sellassie I University Press Addis Ababa.
- Pappas, Nikolaos. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behaviour. *Journal of retailing and consumer services*, 29, 92-103.
- Peng, Leong Yow, & Wang, Qing. (2006). Impact of relationship marketing tactics (RMTs) on switchers and stayers in a competitive service industry. *Journal of marketing management*, 22(1-2), 25-59.
- Quinn, James Brian, Baruch, Jordan J, & Paquette, Penny Cushman. (1987). Technology in services. *Scientific American*, 257(6), 50-59.
- Ramadani, Veland. (2009). Business angels: who they really are. *Strategic Change: Briefings in Entrepreneurial Finance*, 18(7-8), 249-258.
- Ramsaran-Fowdar, Rooma Roshnee, Fowdar, Sooraj, & Oogarah-Hanuman, Vanisha. (2011). Examining the Relationship between Market Orientation, Service Quality and Business Performance—The case of stockbrokers in Mauritius.
- Rogers, Everett M. (1995). Diffusion of Innovations: modifications of a model for telecommunications *Die diffusion von innovationen in der telekommunikation* (pp. 25-38): Springer.
- Ros, Esteve Xavier Rifà. (2006). FIELD, A.(2005). Discovering Statistics Using SPSS. London: SAGE Publications. *Anuario de psicología/The UB Journal of psychology*, 37(1), 195-196.
- Sabherwal, Rajiv, Jeyaraj, Anand, & Chowa, Charles. (2006). Information system success: Individual and organizational determinants. *Management science*, 52(12), 1849-1864.
- Sahin, Ismail. (2006). Detailed review of Rogers' diffusion of innovations theory and educational technology-related studies based on Rogers' theory. *Turkish Online Journal of Educational Technology-TOJET*, 5(2), 14-23.
- Saunders, Simon R, & Aragón-Zavala, Alejandro. (2007). *Antennas and propagation for wireless communication systems*: John Wiley & Sons.
- Seyoum, Seltene. (2012). Early History of Bahir Dar Town: c. 1900-1941. *Journal of Ethiopian Studies*, 45, 73-94.
- Shaltoni, Abdel Monim. (2017). From websites to social media: exploring the adoption of internet marketing in emerging industrial markets. *Journal of Business & Industrial Marketing*.
- Sheikh, Adnan Ahmed, Shahzad, Arfan, & Ishak, Awanis Ku. (2016). The mediating impact of e-marketing adoption on export performance of firms: A conceptual study. *Journal of Technology and Operations Management*, 11(1), 48-58.
- Sheung, Chia Thian. (2014). E-Business; The New Strategies Ande-Business Ethics, that Leads Organizations to Success. *Global Journal of Management and Business Research*.
- Sim, Julius, Saunders, Benjamin, Waterfield, Jackie, & Kingstone, Tom. (2018). Can sample size in qualitative research be determined a priori? *International Journal of Social Research Methodology*, 21(5), 619-634.
- Smith, Paul Russell, & Chaffey, Dave. (2008). *EMarketing EXcellence*: Routledge.
- Stokes, Debbie. (2008). *Principles and practice of variable pressure/environmental scanning electron microscopy (VP-ESEM)*: John Wiley & Sons.
- Stokes, Donald E. (2011). *Pasteur's quadrant: Basic science and technological innovation*: Brookings Institution Press.
- Strauss, Judy, & Frost, Raymond. (2014). *E-marketing*: Pearson Education.
- Sweeney, Latanya. (2001). Information explosion. *Confidentiality, disclosure, and data access: Theory and practical applications for statistical agencies*, 43-74.

- Tornatzky, Louis G, Fleischer, Mitchell, & Chakrabarti, Alok K. (1990). *Processes of technological innovation*: Lexington books.
- Wilson, Victor, & Makau, Christopher. (2018). Online marketing use: small and medium enterprises (SMEs) experience from Kenya. *Orsea Journal*, 7(2).
- Wong, Stanley Kam Sing, & Tong, Canon. (2012). The influence of market orientation on new product success. *European Journal of Innovation Management*.
- Wright, Malcolm, & Charlett, Don. (1995). New product diffusion models in marketing: an assessment of two approaches. *Marketing Bulletin*, 6(4), 32-41.
- Yang, Zhilin, Zhou, Chen, & Jiang, Ling. (2011). When do formal control and trust matter? A context-based analysis of the effects on marketing channel relationships in China. *Industrial Marketing Management*, 40(1), 86-96.
- Yemer, Mesfin. (2017). The Effect of Internal Controls Systems on Hotels Revenue. A Case of Hotels in Bahir Dar and Gondar Cities. *Arabian Journal of Business and Management Review (Oman Chapter)*, 6(6), 19.
- Ziegel, Eric R. (1991). *Classical and Modern Regression With Applications*: Taylor & Francis Group.

APPENDICES

Appendix A: Survey Questionnaire

Questionnaire (English version)

BAHIRDAR UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

DEPARTMENT OF MARKETING MANAGEMENT

POST GRADUATE PROGRAM

Dear Respondents:

My name is Nuru Baye I am post graduate student in marketing management in Bahir Dar University in 2013 E.C. this questionnaire is designed to collect a data to carry out a research entitled analyzing the factors that affect e-marketing adoption the case of selected Tourist Standard Hotels in Bahir Dar City as a partial fulfillment of the requirements for the degree of master of Marketing Management at Bahir Dar University. Your genuine and kindly response has its own part for the effectiveness of the study. Your response in this questionnaire will be remains confidential and it will be used for only academic purpose no other secrets behind. You are requested to answer all questions but you are not requested to write your name. In advance I thank you for your time and kindly response.

My contact Mobile: 0943545147

Email: sofanuba@gmail.com

Part One; Demographic Profile

1. Gender

- Male female

2. Age

- below 18 18- 30 31-43 44-55 above 55

3. Educational qualification

- Primary school secondary school college diploma university degree
 Master degree PhD and above

4. Marital status

- Marriage not marriage divorced widow

5. Your Position in the Hotel

- General manager marketing manager sales manager human resource manager
 Others (employee)

6. Your Experience in the Hotel Service.

- 1-5 year’s 6-11 year’s 12-17 years above 17 years

Part Two; Questions about the Factors That Affect E-Marketing Adoption in Selected Star Rated Tourist Standard Hotels in Bahir Dar City

Dear respondents in part two you are asked to tick (√) the number you choose that reflects your agreement or dis agreement from the following 5-point Likert scale regarding the factors affecting e-marketing adoption.

1. Strongly disagree 2. Disagree 3. Neutral 4. Agree 5. Strongly agreed

NO.	Information Technology Infrastructure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
1	The hotel has good telecommunication infrastructure to implement e-marketing.					
2	The hotel gives his customer services by using information net works					

3	The hotel has integrated information system applications in its different work areas					
4	The hotel has good security technologies to protect its data from hackers.					

NO.	Managers Innovativeness	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
5	The management of the hotel has great intention to adopt e-marketing					
6	the management of hotel knows how to manipulate computers and other soft wares					
7	The management of the hotels attend trainings to improve computer skills					
8	The management of the hotel has strong ambition to adopt e-marketing					
9	The management of the hotel is always eager to accept new and latest technologies					

NO.	Government Support	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
10	The government plays a great role in creating favorable environment to adopt e-marketing					
11	The governments rules and regulations are helpful to adopt e-marketing					
12	The government provides training to adopt e-marketing					
13	Lack of government infrastructure hinders e-marketing adoption					

NO.	Customer Pressure	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
14	Customers have technological knowhow to implement e-marketing					
15	Customers have ambition to see e-marketing activities in the hotel					
16	Many of our Customers are literate					

NO.	Skilled Man Power	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
17	employers of the hotel are skill full in adopting and manipulating e-marketing technologies					

18	Our employees gets different trainings to adopt e-marketing					
19	Employers are more eager to accept new technologies.					
20	Skill of our employees has led to easily adopt e-marketing					
21	Our hotel has enough professional employees for e-marketing adoption					

NO.	Financial Capacity	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
		1	2	3	4	5
22	The hotel has financial capacity to adopt and implement e-marketing					
23	The hotel has more than enough and necessary resources for adopting e-marketing					
24	The hotel has strong financial strategies for e-marketing usage					
25	Buying computers and other necessary software are affordable					
26	It is very easy(expensive) to have websites and subscribes internet networks					

NO	E-Marketing Adoption	Strongly Disagree	Disagree	Neutra	Agree	Strongly Agree
		1	2	3	4	5

27	Our hotel has plan to adopt e-marketing					
28	Our hotel intends to learn more about e-marketing					
29	The hotel has high intention to use e-marketing					
30	Our use of latest e-marketing technologies are gradually improved					

Thank You for Your Cooperation and Kindly Response.

Appendix B: Questionnaire (Amharic version)

ባህርዳር ዩኒቨርሲቲ

ቢዝነስ እና ኢኮኖሚክስ ኮሌጅ

የማርኬቲንግ ማኔጅመንት ትምህርት ክፍል

ድኅረ ምረቃ ፕሮግራም

መጠይቅ

የተከበራችሁ ተሳታፊዎች፡

ስሜ ኑሩ ባዩ ይባላል የባህርዳር ዩኒቨርሲቲ በገበያ አመራር የማስተርስ ድግሪ በ 2013 አ.ም ተመራቁ ነኝ። የዚህ መጠይቅ ዋና አላማ ለ ትምህርታዊ ምርምር ሲሆን የጥናቱ ርዕስም በባህር ዳር ከተማ በሚገኙ ቱሪስት መጥን ሆቴሎች ላይ ያለው የ ኤሌክትሮኒክ ግብይት ለመጠቀም ተጽእኖ የሚያሳድሩ ምክንያቶችን ለማጥናት ሲሆን ይህም በገበያ አመራር የማስተርስ ድግሪ ለማጠናቀቅ እንደ አንድ መስፈርት የሚረዳ ስለሆነ ነው። ይህን መጠይቅ ለመሙላት ያለውት ፍቃደኝነት በጣም አስፈላጊ ነው። የእርስዎ እውነተኛነትና ቅንነት ለጥናቱ ውጤታማነት አስተዋጾ ስላለው ጥያቄዎችን በጥንቃቄ እንዲሞሉልኝ በትህትና እጠይቃለሁ። በቅድሚያም ይህን መጠይቅ ለመሙላት ስለትባበሩኝ እና ስላሳዩኝ ቅንነት እንዲሁም ስለ ጊዜዎ እና ቀና ትብብርዎ በቅድሚያ አመሰግናለሁ። የሚሰጡኝ ማንኛውም መረጃ ሚስጥራዊነቱ የተጠበቀ ሲሆን ለትምህርታዊ አላማ ብቻ የሚውል ነው። በጥያቄው ላይ ስምዎትን መጻፍ አይገደዱም ነገር ግን ሁሉንም ጥያቄዎች እንዲሞሉልኝ በአክብሮት እጠይቃለሁ።

የግል አድራሻዎ: ስልክ:0943545147

ኢሜል; sofanuba@gmail.com

ክፍል አንድ: የተሳታፊዎች የግል መረጃ

1. ጾታ ወንድ ሴት
2. እድሜ ከ 18 አመት በታች ከ18- 30 ከ31-43 ከ 44-55 ከ 55 አመት በላይ
3. የትምህርት ደረጃ የመጀመሪያ ደረጃ የሁለተኛ ደረጃ የ ኮሌጅ ዲፕሎማ የዩኒቨርሲቲ ዲግሪ ማስተረስ ድግሪ እና ከዚያ በላይ
4. የጋብቻ ሁኔታ ያገባ ያላገባ የፈታ የሞተበት
5. በሆቴሉ ውስጥ ያለውት የስራ ደረጃ አጠቃላይ አስተዳዳሪ የገበያ አስተዳዳሪ የሽያጭ አስተዳዳሪ የሰው-ሃብት አስተዳዳሪ ሌላ (ባለሙያ)
- 6 .በሆቴል አገልግሎት ስራ ምን ያህል ጊዜ ቆዩ 1-5 አመታት 6-11 አመታት 12-17 አመታት ከ 17 አመታት በላይ

ክፍል ሁለት: የኤሌክትሮኒክ ግብይትን ለመጠቀም ተጽእኖ የሚያሳድሩ ምክንያቶች

የተከበራችሁ ተሳታፊዎች በክፍል ሁለት ላይ የኤሌክትሮኒክ ግብይትን ለመጠቀም ተጽእኖ የሚያሳድሩ ምክንያቶች ላይ የምትስማሙበት ወይም የማትስማሙበት ጉዳይ ላይ የ ራይት(✓) ምልክት በማድረግ ይገለጹ.

1. በጣም አልስማማም
2. አልስማማም
3. ገለልተኛ ነኝ
4. እስማማለሁ
5. በጣም እስማማለሁ

ተ.ቁ	የመረጃና ቴክኖሎጂ መሰረተ ልማት	በጣም አልስማማም	አልስማማም	ገለልተኛነኝ	እስማማለሁ	በጣም እስማማለሁ
		1	2	3	4	5
1	ሆቴሉ የኤሌክትሮኒክ ግብይትን ለመጠቀም ጥሩ የሆነ የመረጃ መሰረተ ልማት አለው.					
2	ሆቴሉ ብዙ የመረጃ አውታሮችን በመጠቀም ለ ደንበኞቹ አገልግሎት ይሰጣል					
3	ሆቴሉ በሁሉም ስራ መስኮች ላይ የተቀናጀ የመረጃ ስርአት አለው.(ይተገብራል)					
4	ሆቴሉ መረጃዎችን ከዝርፊያ ለመጠበቅ የሚያስችል ቴክኖሎጂ አለው.					

ተ.ቁ	የሆቴሉ አስተዳደሮች ለለውጥ ያላቸው ተነሳሽነት	በጣም አል	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
		1	2	3	4	5
5	የሆቴሉ አስተዳደሮች የኤሌክትሮኒክ ግብይትን ለመጠቀም ትልቅ እሳቤ አላቸው					
6	የሆቴሉ አስተዳደሮች ኮሙፒተሮችና ሶፍት ዌሮች እንዴት እንደሚተገበሩ ግንዛቤው አላቸው					
7	የሆቴሉ አስተዳደሮች የኮምፒውተር እውቀታቸውን ለማሳደግ የተለያዩ ስልጠናዎችን ወስደዋል					
8	የሆቴሉ አስተዳደሮች የኤሌክትሮኒክ ግብይትን ለመጠቀም ጠንካራ ፍላጎት አላቸው					
9	የሆቴሉ አስተዳደሮች አዲስ ግኝቶችንና አዳዲስ ቴክኖሎጂዎችን ለመቀበል ሁሌም ጉጉት አላቸው					

ተ.ቁ	የ መንግስት ድጋፍ(እገዛ)	በጣም አልስማማም	አልስማማም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
		1	2	3	4	5
10	የኤሌክትሮኒክ ግብይትን ለመጠቀም መንግስት አመች አካባቢን በመፍጠር ትልቅ አስተዋጾ አበርክቷል					

11	መንግስት የሚያወጣቸው ህጎችና ደንቦች የኤሌክትሮኒክ ግብይትን ለመጠቀም አጋዥ ናቸው					
12	መንግስት የኤሌክትሮኒክ ግብይትን ለመጠቀም ስልጠናዎችን ይሰጣል					
13	የመንግስት መሰረተ ልማት እጥረት መኖሩ የኤሌክትሮኒክ ግብይትን ለመጠቀም አንዱ ተግዳሮት ነው					

ተ.ቁ	የደንበኞች ግፊት(ጫና)	በጣም አልሰማም	አልሰማምም	ገለልተኛ ነኝ	እስማማለሁ	በጣም እስማማለሁ
		1	2	3	4	5
14	ደንበኞቻችን የኤሌክትሮኒክ ግብይትን ለመጠቀም የቴክኖሎጂ እውቀቱ አላቸው					
15	ደንበኞቻችን የኤሌክትሮኒክ ግብይት በሆቴሉ ውስጥ ተተግብሮ ማየት ምኞታቸው ነው					
16	አብዛሃኛው ደንበኞችን የተማረ ነው					

ተ.ቁ	የ ሰለጠነ የሰው ሃይል	በጣምአልሰማምም	አልሰማምም	ገለልተኛ ነኝ	እስማማለሁ	በጣምእስማማለሁ
		1	2	3	4	5
17	የሆቴሉ ባለሙያዎች (ሰራተኞች) የኤሌክትሮኒክ ግብይት ለመፈጸም እና ተግባር ላይ ለማዋል ሙሉ ብቃቱ አላቸው					
18	የሆቴሉ ሰራተኞች የኤሌክትሮኒክ ግብይት					

	ለመፈጸም የተለያዩ ስልጠናዎችን ወስደዋል					
19	የሆቴሉ ሰራተኞች አዳዲስ ቴክኖሎጂዎችን ለመቀበል ሁሌም ጉጉት አላቸው.					
20	የሆቴሉ ሰራተኞች ያላቸው እውቀት የኤሌክትሮኒክ ግብይትን በቀላሉ ለመጠቀም ያግዘናል					
21	ሆቴላችን የኤሌክትሮኒክ ግብይትን ለመጠቀም በቂ የሆኑ ባለሙያዎች አሉት					

ተ.ቁ	የ ገንዘብ አቅም	በጣም	አልስማ	ገለልተኛነ	እስማማሁ	በጣም
		አልስማማም	ማም	ኛ		እስማማለሁ
		1	2	3	4	5
22	ሆቴሉ የኤሌክትሮኒክ ግብይት ለመጠቀም ና ለመፈጸም የሚያስችል የገንዘብ አቅም አለው					
23	ሆቴሉ የኤሌክትሮኒክ ግብይት ለመጠቀም ከ በቂ በላይ የሆ አስፈላጊ ግብአት አለው					
24	ሆቴሉ ለኤሌክትሮኒክ ግብይት አጠቃቀም የሚውል ጠንካራ የሆነ የ ገንዘብ እቅድ አለው					
25	ኮመፒተሮችንና ሌሎች አስፈላጊ የሆኑ ሰፍት ዌሮችን ለመግዛት ሆቴሉ አቅም አለው					
26	ሆቴሉ ድረገጾችን ለመክፈትና የተለያዩ የ ኢንተርኔት ኔት-ወርኮችን ለመግዛት አይቸገርም					

ተ.ቁ	የኤሌክትሮኒክ ግብይት ትግበራ	በጣም አልሰማምም	አልሰማምም	ገለልተኛነት	እሰማለሁ	በጣም እሰማለሁ
		1	2	3	4	5
27	ሆቴላችን የኤሌክትሮኒክ ግብይትን ለመጠቀም የእቅዱ አንድ አካል ማድረግ					
28	ሆቴላችን ስለ ኤሌክትሮኒክ ግብይት ብዙ መማር ይፈልጋል					
29	ሆቴሉ የኤሌክትሮኒክ ግብይት ለመጠቀም ሀይለኛ ፍላጎት (ሃሳብ) አለው					
30	በቅርብ ጊዜ የመጡ የኤሌክትሮኒክ ግብይት ቴክኖሎጂዎችን አጠቃቀማችን በሃደት እያደገ መጣል					

ጥያቄውን ለመሙላት ስለተባበሩኝ እንዲሁም ስለጊዜዎና ስለ ቀና ትብብርዎ ከ ልብ አመሰግናለሁ!!

Appendix C: Lists of Star Rated Tourist Standard Hotels

በባህርዳር ከተማ ውስጥ ያሉ ቱሪስት መጥን ባለ ከከብ ሆቴሎች

ተ.ቁ	የሆቴሉ ስም	ስራ የጀመረበት ጊዜ	የክፍል ብዛት	የአልጋ ብዛት	የኮከብ ደረጃ	ካፒታል በሚሊዮን	የሰው ሀይል
1	ጃካራንዳ ሆቴል	2005	47	59	ባለ 4	48	98
2	ናኪ ሆቴል	2010	--	--	ባለ 4	29.4	50
3	ራህናይል ሆቴል	2005	44	50	ባለ 3	28	51
4	አዲስ አምባ ሆቴል	2005	62	82	ባለ 3	60	86
5	ቤንማስ ሆቴል	2007	48	54	ባለ 3	50	79
6	ዲላኖ ሆቴል	2007	48	54	ባለ 3	50	63
7	አሲኗራ ሆቴል	2000	48	54	ባለ 3	8.8	88
8	ሆምላንድ ሆቴል	2002	70	83	ባለ 3	60	164
9	ፓፒረስ ሆቴል	1993	100	100	ባለ 2	50	108
10	ወተርፍሮንት ሆቴል	2008	36	42	ባለ 2	60	43
11	ሶሊያና ሆቴል	--	48	58	ባለ 2	20	48
12	ሌክማርክ ሆቴል	2008	10	13	ባለ 2	13.4	40

Source: Bahir Dar City Bahile and Tourism Memria (2013 E.C)

