



**ST. MARY'S UNIVERSITY
SCHOOL OF GRADUATE STUDIES**

**THE EFFECT OF ADVERTISEMENT ON THE
PURCHASING BEHAVIOR OF CONSUMERS:
IN THE CASE OF BOTTLED WATER
IN ADDIS ABABA**

BY MELAKU TADESSE

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ADDIS ABABA, ETHIOPIA

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ACRONYMS/ABBREVIATIONS

AWWA	-	American Water Works Association
BMC	-	Bio Med Central
CSA	-	Central Statistical Agency
ECA	-	Economic Commission for Africa
ECAE	-	Ethiopian Conformity Assessment Enterprise
EKB	-	Engel-Kollab-Blackwell
EPRDF	-	Ethiopian People's Revolutionary Democratic Front
FMCG	-	Fast Moving Consumer Goods
HoPR	-	House of Peoples' Representatives
NRDC	-	National Resources Defense Council
SPSS	-	Statistical Package for Social Sciences
UK	-	United Kingdom
UNDP	-	United Nations Development Programme
USA	-	United States of America

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ABSTRACT

This study was done to examine the effect of advertisement on consumers buying behavior in the case Addis Ababa bottled water consumers. The literature discusses about the concept of advertisement and its effect on consumers buying behavior in Addis Ababa bottled water market. Descriptive approach study which describes quantitatively the effect of advertisement on consumers buying behavior of bottled water is used to show the effect of advertisement on consumers of bottled water. Information was gathered from a sample of 246 bottled water consumers. Advertisement was identified as the independent variable with subsets awareness, information, branding, association and feeling and memory and consumers buying behavior as the dependent variable. Two-tailed correlation analysis showed that there is a strong and positive relationship between independent and dependent variables. Multiple regressions were also applied. Memory has significant relationship with consumer behavior. According to the finding of the research, it is recommended that advertisers of bottled water should think about creating advertisements that are memorable and those advertisements that give positive feeling for consumers. Additionally, radio advertisement is paramount for advertising bottled waters in Addis Ababa market. This research therefore adds a new contribution to the body of literature that will help researchers' efforts to understand the effect of advertisement in light of consumers buying behavior.

KEY WORDS:

Advertisement, Awareness, information, branding, association and feeling, memory and Consumers buying behavior.

CHAPTER ONE

INTRODUCTION

Chapter one will discuss about introduction of bottled water and its sales in the world and how it is affected by the advertisement of its manufactures. It also highlights the number of manufactures in Addis Ababa and the consumption amount. The chapter also contains statement of the problem, research questions, objective of the study, definition of terms, significance of the study, delimitation of the study, limitation of the study and the organization of the research report.

1.1. BACKGROUND OF THE STUDY

Bottled water sales is one of the fastest growing industries in the world. In 1970s the amount of water sold in the world was about 300 million US gallons or 1 billion liters. Just in ten years time, this amount has jumped to 650 million gallons or 2.5 billion liters which is a ten percent rise. The consumption of Americans alone is 32 billion liters per year, followed by Mexico with 20 billion liters. China and Brazil consume 14 billion liters each per year. Italy and Germany are on the 4th rank with 12 billion liter consumption per annum (Barlow and Clarke, 2011). The worldwide consumption of bottled water is increasing in the past ten years too. Researches shows that many consumers believe they get better test from bottled water than tap water and it is convenient to drink (Hu, Mahler and Morton, 2011). Similarly, the sale of bottled water is one of the largest markets in Addis Ababa. There are 48 companies in Ethiopia who sale bottled water and a significant number of them are in Addis Ababa market (ECAE, 2016). However, demographic and health survey of Ethiopia published on the same year shows that only 0.9% of urban dwellers drink bottled water in the country.

The fastest growth of bottled water consumption is seen in the developing countries especially Asia and South America. The reason to use bottled water is that it is perceived

to have convenience, purity and better taste (Mahler et al, 2011). Similarly, the major reason for the blast of bottled water market worldwide is that companies advertise it as it is pure and healthier than tap water. The industry is greatly affected by the bottled water manufactures advertisement (Yao, 2011). On contrary, Zheng and Kaiser (2008), argues that advertisement do not positively affect the purchasing decision of consumers.

Other studies show that market share of firms is secured by advertising and sales promotions and it is aimed at “unloading goods on resistant customers”. Creative advertisement also plays a role of convincing customers to buy (Whalley, 2010). Additionally, one of the major role of advertisement is to create awareness (Patterson, 2010). On similar manner, bottled water manufactures are able to sell their products by creating awareness of bottled water and convincing customers to buy.

Most premier popular bottled water brand in Ethiopia is “Yes” (Alemayehu, 2016). He has also indicated that Yes and Eden bottled waters are the leading brands from others. As seen by the researcher, there are a bunch of bottled water advertisers other than Yes and Eden waters which advertise on medias like radio and events. This pauses a question of advertisement that bottled water manufactures make on the purchasing decision of consumers and their selection by consumers. Therefore, this research paper is intended to study the effect of advertisement on the purchasing behavior of consumers in the case of bottled water consumers in Addis Ababa.

1.2. STATEMENT OF THE PROBLEM

Ethiopia is a place for a population of around 94,351,001 (CSA, 2009 EC). According to the same statistics, Addis Ababa is home to more than 3.1 million people. As society and media are inter-related, the advertisement effect of bottled water has great implication on the population of the city and its purchase decision. Collins and Wright (2014), found that bottled water is modern day phenomenon. It has transformed from a sales of niche market to a product that is demanded worldwide. They stated that bottled water has grown to be a multi-million euro industry by the effective advertisement and other elements. The

advertisement bottled water manufactures make is directly responsible to the global success story of the marketing in the industry.

Apart from the need to have healthier and purer water for drink, advertisement play great role in the consumption of bottled water. It was stated that in 1990s bottled water advertisers spent \$43 million dollars for advertisement in a year alone (Olson 1999 as cited by Doria, 2006). This expenditure has risen to \$20 million in a year by a single brand after ten years for print and outdoor campaign (Petrecca and Kramer 1999 as cited by Doria, 2006). In 2006, Doria has suggested that there is a need for further studies to substantiate the findings of previous researches.

A different argument about advertising and its effect on bottled water was raised by Zheng and Kaiser (2008) under the paper title "*Advertising and U.S. Nonalcoholic Beverage Demand*". They stated that advertisement do not positively affect bottled water sales. This was revealed in their study of US nonalcoholic beverage demand. Hence, this research investigates the relationship of advertisement and bottled water purchasing decision by Addis Ababa bottled water consumers.

As there are growing more than 48 bottled waters in Ethiopian market and many of them functioning in Addis Ababa, this is a ground for studying the effect of advertisement on bottled waters. On the other side, Islam and Habib (2009), stated that advertisement is one of the factors that has effect on the purchasing decision of consumers. Additionally, Doria (2006) said that there is a need to do further research on consumption of bottled water.

1.3. BASIC RESEARCH QUESTIONS

- Has mass media advertisement affected the consumption of bottled water in Addis Ababa?
- What elements in advertisement influence bottled water consumers purchase decision in Addis Ababa?

- What is the effect of advertising on the purchasing decision of consumers?

1.4. OBJECTIVES OF THE STUDY

1.4.1. GENERAL OBJECTIVES

The general objective of this study is to study the effect of advertisement on the purchasing decision of bottled water consumers in Addis Ababa. It studies the extent of advertisement effectiveness on the purchasing decision of consumers.

1.4.2. SPECIFIC OBJECTIVES

- To identify the use of mass media in consumers decision of bottled water purchase in Addis Ababa
- Identifying factors that have effect in promotion/advertisement of bottled water
- To examine the effect of advertisement on the purchasing decision of consumers

1.5. DEFINITION OF TERMS

Advertising: is a form of mass communication and it is non-personal, paid by organizations to create awareness of products and persuade buyers to consume products (Kayode, 2014).

Bottled water : “Bottled water is any product, including mineral, spring or well water taken from municipal or private utility systems, distilled or other water, to which chemicals may be added and which are put into sealed bottles, packages or other containers to be sold for domestic consumption or culinary use.” (Department of Health, New York State, 2006).

Consumer: A person who purchases products or services for their own consumption (Cambridge University Press, 2011)

Consumer behavior: A study of the process of consumers which includes their selection, purchase, use, and dispose. It could be product, service or idea to satisfy the need and desire of the consumer. (Mooiji, 2010).

Mass media: A means of transferring advertising messages to consumers (Pickton & Broderick, 2001: 456 as cited by Hansen and Christensen, 2003)

Media Mix: Selecting more than one media (Trehan and Trehan, 2014)

1.6. SIGNIFICANCE OF THE STUDY

The significance of this research is to study the effect of advertisement on bottled water purchasing behavior of consumers in Addis Ababa. As stated by (Meziobu 1986 in Chinenye, Luke and Nnamdi, 2012), the ultimate goal of advertising for companies is to sale product or service. It is meant to increase tendency of purchase by consumers. The research paper is expected to give knowledge about the advertisement and media mixes of bottled water industry in the case of Addis Ababa city bottled water purchasing behavior of consumers which will be input for bottled water producers. It will give practical and tangible information with regards to major advertisement topics in bottled water industry.

1.7. DELIMITATION OF THE STUDY

The research of this paper is limited to the data collected from customers of bottled water only. Geographically, it has focused on the bottled water market of Addis Ababa. The research design used is descriptive with a quantitative data analysis and theoretical incite about advertising and media mixes. It is done by the data collected from 246 respondents of questionnaire.

1.8. ORGANIZATION OF THE RESEARCH REPORT

The research paper is organized into five different chapters that has introduction which has background and theoretical parts of the relevant topics about the study, review of related literature follows the introduction part, research design and methodology is also included, results and discussion, summary, conclusion and recommendation is incorporated at the end of the discussion.

Chapter one of the research paper has introduction part of the research with background of the study, statement of the problem, research questions, objective of the study, significance of the study and scope of the study.

Chapter two is about literature review of related articles, books and journals which are directly related to the subject matter of the study. It contains theories and concepts and detailed discussion of the effect of advertising on bottled water.

The research analysis, methods, designs and types of the research are addressed in chapter three of the research paper. Additionally, it will elaborate sampling techniques, data collection and analysis of the research.

Chapter four contains results and discussions of the findings from the research. It includes details of results from the data collection in the study and analysis which will be stated in the statistical tools as described in the methodology part.

Finally, chapter five contains summary, conclusion and recommendation parts that are drawn from the research paper.

CHAPTER TWO

LITERATURE REVIEW

INTRODUCTION

Chapter two discusses about literature review that is used to describe bottled water consumption in Addis Ababa. The chapter contains detailed review of literature from books and journals. It is categorized as introduction, theoretical review, empirical review and conceptual framework.

2.1. THEORETICAL REVIEW

2.1.1. HISTORY OF BOTTLED WATER

The history of bottled water dates back to eighteenth century as there are evidences of bottled water sales in eighteen century. Hall (2009), argued that Jackson's Spa in Boston has started selling bottled water in 1767. In 19th century, the sale of bottled water has shown rise as the cost of bottled water become affordable through manufacturing technologies. Hall also depicted that a company called Saratogo Springs has produced more than 7 million bottles of water annually.

On contrary, the history of bottled water is brought to the 1900's by (Durga, 2010). Bottled water market has immerged in Europe and Russia in early 1900's and has started to be used in US and China in the following years. The major reason for its growing demand was health issue and possibly medical properties. It soon became to show a noticeable growth in the market of Europe and has become one of the demanded products in the beverage industry. The real sales of bottled water was witnessed as French company 'Vittel' launch its first plastic water in 1968 for the general public consumption. Europe then became the leading bottled water sales region with France and Germany being on the top with the highest sales (Durga, 2010).

2.1.2. BOTTLED WATER SIGNIFICANCE

Water is important for human body that each of us should consume daily. Institute of Medicine in US as referred by University of Nevada in 2013, recommended that men should drink 13 glasses and women 9 glasses of water in a day. On the other side, another study recommends the usage of water per day in liters. It says men should take 3.7Liter of water per day and women 2.7Liter (Sawka, Cheuvront and Carter, 2014). However, according to Sawka et al., 2014, the intake of water is not only bound on water itself. It might be gained from other beverages that human consume. This list includes drinking water, water in beverages, and water in food.

Bottled water is not any different from tap water that we use daily (*National Resources Defense Council* (NRDC), 1999 as cited by Linden, 2013). Similarly, in 2015, Mekonnen, Surur, Rajasekhar and Rafi stated that bottled water might not necessarily be safer than tap water we consume and through time concerns of its quality is rising worldwide. NRDC took samples of more than 1,000 bottled waters from 103 brands for test and concluded that water can not be taken as clean or safe just because it comes out of bottle. However, people drink bottled water for health reason driven by different motivations like advertisement, reputation of the bottled water, taking it as luxury product, package and chemical smell (Islam and Habib, 2009).

2.1.3. BOTTLED WATER PREFERENCE

Bottled water preference, as researches show, is not highly influenced by brand loyalty. Rather it is driven by beliefs and perception about the water (Gorelick et al, 2014 as noted by Linden, 2013). Additionally, as Enisermu in 2012, found out in his research that consumers justify their preference of bottled water at different locations like home and hotel is that the bottled water is cleaner, cold and fashionable for their use.

A research published in United States in 2005 by American Water Works Association (AWWA) as extensive quantitative study has surveyed 2,268 American residents to find the motivating factor for bottled water preference of the individuals. The result shows that consumers were satisfied with the quality as well as the safety of bottled water from

the municipality and they consider bottled water as a “luxury item” and the reason they prefer it is not related with some problem with their tap water. However, they prefer bottled water for its safety, healthiness and taste (BMC public health, 2009).

As Phend found out in 2009 and cited by Quansah, Okoe and Angenu in 2015, earlier researches which argue the perceived purity, safety and taste are main reasons for bottled water consumption are not valid. Rather findings in recent research done in England shows that health factor is not the main driver for bottled water use. However, convenience and taste are found to be the major reasons for it.

2.1.4. BOTTLED WATER CONSUMPTION

Bottled water has become a business that has got its global level (Carlucci, Gennarno and Rosselli, 2016). It’s consumption is increasing by ten fold every year worldwide (Hu et al, 2011). As pointed out by Mekonnen, et al in (2015), bottled water sales as well as its consumption has skyrocketed worldwide by being the fastest growing drink. It is one of the major consumptions in urban areas of Ethiopia (Gebrekidan and Samuel 2011 as cited by Alemu, Mengesha, Alemayehu, Serte, Kidane and Teklu, 2015). Consumption of bottled water is determined by differences in beliefs and perceptions about water not so much about brand loyalty (Linden, 2013). More than half of American people drink bottled water and about third of the population drink bottled water on regular basis (Natural Resources Defense Council, 1999). Similarly, population living in cities like Addis Ababa, with a size of 4.30 million, is preferring to drink bottled water to tap water (Ensermu, 2014).

With regards to the options that consumers have, there are more than 700 brands of bottled water only in United States. Consumers in one state alone could have hundreds of options. For example, New York State has more than 100 brands of bottled water which buyers can choose and consume (Mehta, Lemley and Schwartz, 1999). The consumption of bottled water in Canada has also increased by 150% from 1999 to 2005 and three out of 10 house holds take bottled water for their consumption. According to human development reports of the UNDP, even if over 1 billion people in our world do not have access to drinking water especially in developing countries (Queiroz, Rosenberg, Heller,

Zhoury and Silva, 2012), Ethiopia has more than 48 bottled water manufactures. As Mahta, et al in 1999 noted, large number of bottled water available in market shows that there is diverse consumer demand for the product and the need for good-tasting drinking water.

2.1.5. BOTTLED WATER ADVERTISEMENT

The advertisement of bottled water has many criticisms among writers and researchers. A significant number of them argue that it is over exaggerated from the benefit it has. For example NRDC of US in 1999 has pointed out that the advertisement of bottled water sellers is trying to show “pure” and “protected” bottled water that is “better” from tap water. They are selling the concept that water is “pure and good” for consumers. Similarly, it is stated that preference of bottled water to other soft drinks is because of the influence of media, marketing and advertising. Bottled water is also made to be considered as luxury item (BioMed central, 2009).

Bottlers of water always try to convince their consumers about products they have. When products are advertised about their quality and advantages in combination with the investment of cash on advertisement, bottled water becomes viable commercial product as a result of massive investment of advertising (San Marcos, 2006). Advertising is one of the main ways in which consumers make good relationship with bottled water (Foote, 2011). Advertising industry has transformed bottled water into a social commodity that is expensive. It made bottled water to be seen as something that promote health and happiness which could not otherwise be benefited from tap water. However, the success of bottled water and its popularity has drawn backlash from opposing cultural forces. These forces question its superiority, as well as the wisdom and morality of bottled water consumption from time to time (Klein and Huang, 2008).

2.1.6. ADVERTISING DEFINED

Advertising is one of the communication mixes of marketing which is the most visible but no longer largest component. It is a paid promotion and presentation of products and services of an organization by using medias like television, radio, newspapers and the internet (Doyele and Stern, 2006). Advertising is also defined as a nonpersonal paid form

of communication of an organization, service, product or idea by a known sponsor. *Paid* implies that the space or time for advertisement in a media is secured by payment of the sponsor. *Nonpersonal* implies that the transmitted advertisement is by using mass media which will disseminate the advertisement to a large groups of individuals. *Nonpersonal* also shows that there is no immediate feedback from the recipient of the message. Exception to this is direct-response advertising. Consequently, the sponsor must consider how the advertisement is interpreted and responded by the receiver (Belch and Belch, 2001)

Advertising has recently become one of the most powerful tools to attract consumers to companies and sell their products and services. It is a kind of art to think, plan and launch an advertisement. Advertisement designers are “artists” that use all their ability and technique with possible tools in order to achieve the objective of the producer, that is to sell the product in the best market with the best offer possible (Campo and Ferrando, 2005).

2.1.7. BACKGROUND AND HISTORY OF ADVERTISING

Advertising started in ancient Greece by stone tablets or when it was shouted by town criers to advertise for the public (Solomon, Cornell and Nizan, 2012). On contrary, (Kotler & Armstrong, 2008 as cited by Ahmed and Ashfaq, 2013) said that advertising was started by Egyptians using papyrus, outdoor advertising, wall posters, billboards, and signboards to communicate sales ideas. However, there is a belief that advertisement emergence dates back to ancient times and history. Sellers used handmade pictorial signs and different symbols to charm their product users. This trend has grown to be a promotional tool to sell the advertisers products (Abideen and Saleem, 2011).

The beginning of the twentieth century witnessed the emergence of what is called “modern” advertising. Steady progress in 1900s, 1910s, 1920s was observed in professionalism of its practitioners (Beard, 2013). Advertising has moved a step ahead with the development of industrial revolution (Tungate, 2007). He argued that the mass medium used at the time was newspaper. In 1930’s advertising companies used the

emergence of radio and its programs for advertisement. However, Beard, 2013 argued that the great depression of 1930s and the war years of 1940s have affected the growth of advertisement in terms of spending, message strategy, and tactical execution.

Paid advertising was started on French Newspaper “La Presse” in 1836. It helped the newspaper to lower its price and hence increase profitability. It has also helped the newspaper to achieve more readership (Bakshi and Gupta, 2013). United States of America on the other hand witnessed the foundation of modern day advertising agency in Philadelphia around 1840 by Volney B. Palmer. The company has used a strategy to buy spaces from newspapers at a discounted rate and resell it to companies at a higher rate.

2.1.8. HISTORY OF ADVERTISING IN ETHIOPIA

The history of advertisement in Ethiopia has a background originated as a form of mass communication. It was called “Awaj Negari” or “*Official herald*” it was a mechanism which kings used to inform the public about different issues they want to address. Under the government of King Minelik, a type of newspaper called “Ye Beir Dimts” or “*The voice of Pen*” were distributed handwritten to nobility. In 1990 a more formal newspaper come to the industry with a name “Aimro” or “*Intellect*” which offered advertising on it (Reta, 2013).

After the over throw of monarchy in Ethiopia in 1974, the country witnessed the administration of mass medias by the ministry of information. The law enacted in 1994 by Ethiopian government has allowed the flourishing of print media by private organizations, government, religious and political organizations (Berger, 2007). According to Berger, these medias have covered advertisements among other issues they entertain. Furthermore, Berger has stated that broadcasting agency was established after the Broadcasting Proclamation of Ethiopia in 1999 and it issued broadcasting license and monitor their activities.

Currently Ethiopia has 20 government and 7 radio/FM functioning in the country. The number of government TV channel is 1 and there are 50 print medias. Among all the print medias, 23 are run by government in different languages (Reta, 2013).

2.1.8.1. ADVERTISEMENT AND MEDIA IN ETHIOPIA

Advertisement in Ethiopia is believed to have begun in the regime of Emperor Minilik II in 19th century. It was witnessed by using “Negarit” at main squares and streets to disseminate information from government to public. However, media advertisement has grown in Ethiopia during Emperor Haile Silasie where only few advertising agencies have begun the work as a start up (Niguse and Birhane 2012).

After the fall of emperor Hailesilasie, Dergue controlled all medias in the country mostly for propaganda purpose. The medias then were under the direct guidance of ministry of information. It was all lead by centralized control of the governing party. This administration has restricted advertisements till the beginning of 1990s (Berger, 2007).

EPRDF come to power in 1991 and changed the game for advertising. The time after 1990s witnessed unprecedented growth of advertisement on different media. Government allowed almost all types of advertisement to be released on medias (Niguse and Birhane, 2012). Ethiopia has got press law in 1994 that allowed the flourishing of print media with new publications. The type of organizations used this opportunity were religious, political and government. The print medias entertained different types of issues like political, economic, social, sport, culture, art, trade, children recreation and religion. Among the major issues that come to public at this time were advertisement on these medias (Berger, 2007).

2.1.9. IMPLEMENTATION OF ADVERTISING

Advertising is well-known and most accepted form of promotion especially for companies whose products target mass consumer markets. One of the reasons for this could be advertising is cost-effective tool of communication (Belch and Belch, 2004). Advertising is a promotion using an advertisement in a selected advertising medium.

Additionally, it is guaranteeing exposure to a general or specific target audience which will have a cost from media owners and producers of the advertisement (Baker, 2004)

Advertising can create brand images and symbolic appeals among consumers. It gives companies a power to sell their products and services especially when the products are difficult to differentiate by their functions. Marketers advertise their products to consumers as the type of demand they want to stimulate. It could be at a national and retail/local advertising (Belch and Belch, 2004). National advertising refers to the type of advertisement which is transmitted nationwide using mass media (Semenik, 2002).

2.1.10. TYPES OF ADVERTISEMENT

There are three types of advertising according to (Khan, 2006). These are informative, persuasive and reminder

- A. **Informative advertisement:** Informative advertisement informs about the benefit and use of the product. The more your advertisement is informative, the more it will be persuasive (Oglvy, 2011).
- B. **Persuasive advertising:** The main objective of this advertisement is to persuade the consumer to buy the products of the advertiser. TV is known for its persuasive advertisement but at the same time costs too much (US small business Administration, access date January 12, 2017).
- C. **Reminder advertising:** This is done for a product at its maturity stage and for matured manufactures that have well known products. It is advertised frequently so as users are informed to consume the product. It may be advertised on high entertainment and low involvement type of programs on media (Brierley, 1995).

2.1.11. TARGET AUDIENCE

Target audience are individuals and group of people which advertisers aim to transmit their message too (Semenik, 2002). Advertisers use media wisely and release their advertisement where they can reach high levels of concentration with regards to target audience (Brierley, 1995). Targeting increases the cost effectiveness of the firm by focusing on specific group only (Solomon et al, 2012).

Solomon et al, (2012), has argued that the topic of target audience includes understanding the target marketing of the organization. According to them, target marketing is of identifying consumers who most likely want the product of the company. Companies therefore satisfy the need of the consumer based on the unique need that exists. This can effectively be done by implementing STP (Segmenting, Targeting and Positioning)

- A. Segmenting:* It is subdividing of the larger markets in to categories to understand who the consumers are and what their interest is. It is also a strategy to identify who the potential audience are for advertisement. The following can be best ways to segment the market demographic segmentation, geographic segmentation, psychographic segmentation, behavioral segmentation, B2B (Business to Business) segmentation
- B. Targeting:* Is selecting the segment so as to make it the focus of advertisement. Good targets are measurable, accessible, profitable, distinguishable.
- C. Positioning:* It is of a relationship between a product and customer. This has a purpose of distinguishing the company's products from those of the competitors. Positioning is about how a particular market gets a good or service better than the completion.

2.1.12. ADVERTISING MESSAGE STRATEGIES

As a tool of promotion, companies prefer message strategies that are used in advertisement to attract consumers to their products (Semenik, 2002). The following are list of strategies used by companies in their ad

1. **Promote brand recall:** this advertisement objective is to make consumers call specific brand before similar brands
2. **Link a key attribute to the brand name:** This is a method which advertisers intend consumers to integrate their brand and key attributes and vice versa.
3. **Instill brand preference:** to make consumers prefer the brand more than other brands

4. **Scare the consumer into action:** It is a message from the advertiser that creates fear in the mind of users and leading to use the product as a result
5. **Change behavior by inducing anxiety:** Playing of buyers anxiety which is social in nature and make them buy products
6. **Transform consumption experiences:** Creating of a feeling, image, or mood initiated by using the product by the consumer
7. **Situate the brand socially:** Putting the brand in a desired social class which then the consumer will use at that level
8. **Define the brand image:** relying on visuals and creating brand image that will be associated by consumers to the product
9. **Persuade consumer:** Advertisement used to make consumers buy the product by persuading them

2.1.13. CLASSIFICATION OF ADVERTISING

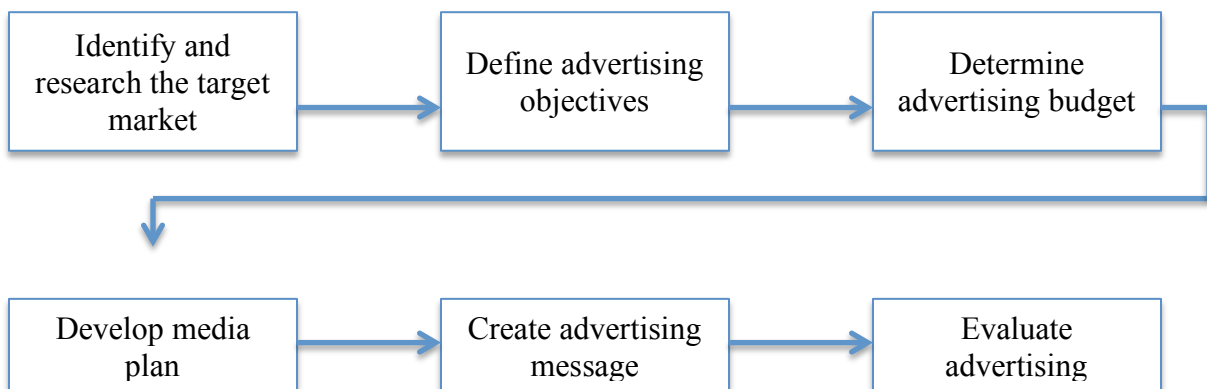


Figure 2.1: Planning and advertising campaign – Adopted from Marketing Management and strategic book by Doyele and Stern (2006) page 260.

2.1.14. ADVERTISING EXPOSURE MODEL

Figure 2.1 shows the different process that are resulted after consumers are exposed to an advertisement. After exposure to advertisement for the first time, consumers experience awareness about the product advertised, and familiarity will follow. The information about the benefit of the brand and attributes will be the second experience consumers will get after exposure of the ad. Feelings that are linked with the brand or its consumption

will arise as the third implication of the advertisement. The fourth stage will be creation of image for the brand which is usually referred as “brand personality.” Fifth, impression of peers, or experts will follow as the result of the advertisement. These are individuals and groups which the consumer would like to emulate. These five effects of advertisement on consumer should lead to purchasing of the product (Barta, Myers and Aaker, 2005).

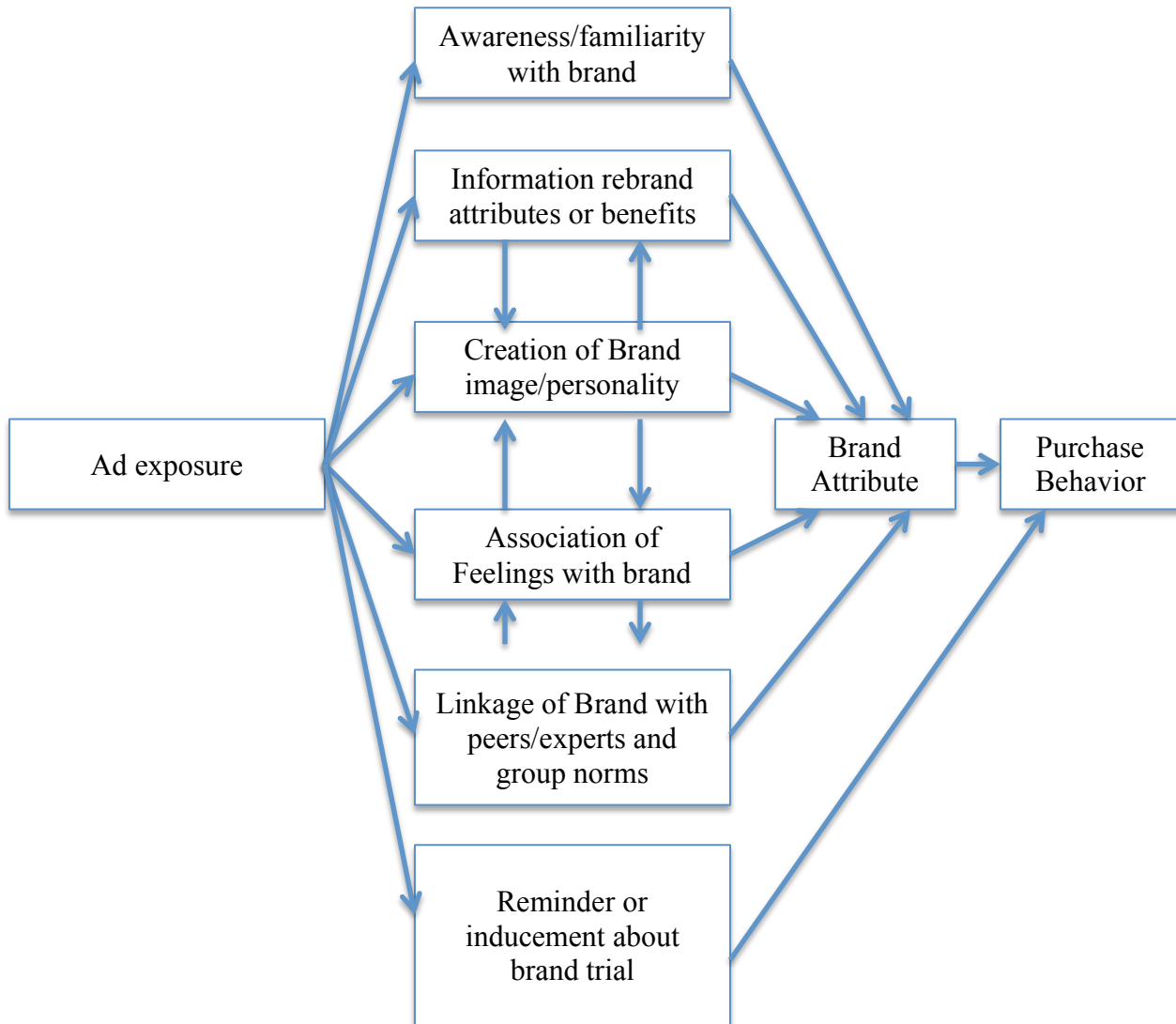


Figure 2.2: A model of the communication/persuasion process. Adopted from Advertising Management book by Barta, Myers and Aaker, 2005, page 48

2.1.15. BENEFITS OF ADVERTISING

Organizations advertise to make profit and create stronger image in the eyes of consumers. They do this to succeed in their business (Bruneau, 2000). Advertising is all about creating exchange that has value for customers. Customers must recognize the organization as a place that fulfills their need and want (Patterson, 2010). Even if advertising can cost either to build a brand preference or to educate people, it can pay off well in today's challenging media environment (Kotler and Keller, 2012).

Advertisement also plays a role of inducing consumers to buy a product. Nevertheless, such impact about the brand of a product is often bound or changed people's memories with regards to purchasing decision (Miryala and Aluva, 2015). He argues that there is positive relationship between emotional response and consumer buying behavior and there is no relationship between environmental response and consumer buying behavior. This shows that consumers purchase products and services by emotional response but not environmental response. The purchase of consumers induced by emotional response is created by advertisements like radio which is appealing to consumers.

2.1.16. PARAMETERS WHICH AFFECT THE CONSUMER BEHAVIOR

According to Miryala and Aluvala (2015), there are factors that influence the purchase decision of consumers such that social, cultural, personal and psychological. These factors are influenced on the process which consumers pass for purchase decision. Initially, consumers search for commodities which they will consume, then they select only commodities that offer greater utility. After selection, the consumers estimates the available money they can spend on the commodity. Finally, consumers analyzes the optimum price which they can pay for the product which they could buy. Factors that influence consumers purchasing decision are discussed as follows.

I. CULTURAL FACTORS

Under this category, consumers are influenced by cultural factors that are: buyer culture, subculture, and social class. As culture is part of society which influence

how individuals respond to their environment, influences person's wants and behavior. Every culture has its own subculture like religion, nationality, geographic region, racial group etc. Marketers can use these categories in order to satisfy different needs and wants under subcultures and sale products and services.

II. SOCIAL FACTORS

The other factor that influence consumers purchasing decision is social factor. Under social factor, there are reference group, family, role and status.

Reference groups: Reference groups that belong to the consumer circle have influence on the purchasing decision of the consumer. If the product consumed is visible like shoes, car, dress etc the influence of the reference group increases on the purchasing decision.

Family: The decision of consumers is strongly influenced by the family members of consumers that marketers usually concentrate to have effect on too. If particular product is influenced by the decision of wife, then marketers try to include the target of women in their advertisement. Life style of consumer also has effect on the purchasing decision. As their life style changes, their purchasing decision also changes.

III. PERSONAL FACTORS

Personal factors which include lifestyle, economic situation, occupation, age, personality and self concept influence consumers purchasing decision.

A lifestyle of the individual has effect on the consumer purchasing decision as different life styles will initiate different needs of consumers.

Economic situation: The economic situation of consumers will affect the their purchasing decision and product choice. Marketers usually target consumers with stronger economic power to get prices they set (Kotler, Burton, Deans, Brown and Armstrong, 2015).

Occupation: One of the implications that has influence on the purchasing decision of individuals is their occupation. As higher occupation job holders

demand commodities that go with their job status that lower occupation job holders might not look for.

Age: As humans, we have different kinds of demand in our life cycle. As time passes, so does our demand due to family status like, single, married, unmarried, etc. these makes marketers think the appropriate commodity for different stages of life cycle.

Personality: Personality is internal factor that make a person unique and includes traits and behaviors which is attributed to that person. It is either inherited or based on the persons experience of the individual. Aggressiveness, competitiveness, self confidence, friendliness, ambitiousness etc are all included as behaviors of personality (Sarangapani, 2009).

Self concept: It is the mental image of the individual by him/herself. If a product matches consumer's self-image, the product may be more marketable. It is related with the status of the individual which is pictured by the consumer. Marketers should target the image of consumers and match it with the products and services they offer (Iman, 2002).

IV. PSYCHOLOGICAL FACTORS

Psychological factors of consumers include four factors that have influence on the purchasing decision of consumers. These are motivation, beliefs and attitudes, perception and learning.

Motivation: The decision of purchase comes with in different needs consumers have like physiological, biological and social needs. Some of the needs might be least pressing while others are more pressing. Consequently, the need of the individual becomes a motive to buy and consume products when it gets more pressing. It leads the consumer seek satisfaction using the consumable products.

Perception: It is a way of looking at things by the consumers. One commodity may be perceived to be good by one and totally unimportant by others. Therefore, perception has great impact on the purchasing decision of consumers as people buy products which they perceive important. Perception is different from person to person and so does consumer behavior (Gupta, 2007).

Beliefs and attitudes: Consumers have different beliefs and attitudes to products and services. This belief and attitude creates a buying behavior by creating brand image in the mind of the consumers. This makes marketers consider it in their marketing tasks. They create special campaigns to change the beliefs and attitudes of consumers and sale their products and services.

Learning: It is the past experience of consumers that might be good or bad. Consumer behavior is shaped by their learning experience in the past. Consumers tend to buy products which they have good experience with its respect. On the other side, they tend to avoid commodities in which their experience is bad (Gupta, 2007).

2.1.17. MEDIA MIX

In the contemporary marketing strategy, it has become difficult for companies to advertise on single medium and meet a desired goal. Different factors have contributed for this. The result of increasing complexity of society, the development of communications, development of advertising with the spread of television sets has made the importance of using media mix paramount in advertising plan (University of Minnesota press, 2012). Selecting a media mix is advantageous for the advertiser in a way that it helps to communicate the advertising message to the target audience successfully and at a lowest possible cost (Trehan and Trehan, 2014)

Deciding to include advertising in a communication mix is a relatively easy for organizations to decide when compared to deciding which media and media vehicles to choose. Shall the advertisement be on press, TV, radio, cinema or poster? Are major

questions to be asked on this regard. After selecting the media mix, how much of it should be used is also a question. When, which page or program? This makes certain that the advertisement is a success for the advertiser. Even great advertisements could be come a fail if they are (A) on a wrong place, (B) wrong time (C) on the right place and right time but do not have enough frequency to be seen sufficiently (Smith and Tylor, 2004).

When we talk about media mix, radio is an important and efficient part to use. It can be taken as prime message carrier to the target audience of the organization or supplement to other medias that are part of the media mix. The strength of radio fits well into the total media plan in which advertising campaigns should be in best position in achieving exposure, reach, frequency, creativity, and message recall, and communicating the message transmitted (Weinberger, Campbell and Brody, 2014). On the other side Latif and Abideen (2011), argued and Abideen and Saleem (2011), cited that TV is one of the strongest medium of communications for producers due to its mass reach it can not only influence attitude, behavior, life style and exposure of individuals but also the culture of once country in the long run.

2.1.18. POWER OF ADVERTISING

Advertising is a one of the marketing mixes which is a subset of promotion. As identified by McCarthy in Kotler and Keller in 2012, marketing mix is divided in to four categories. They are product, price, place and promotion. Promotion consists advertising, personal selling, sales promotion and publicity. In modern marketing history, advertisement has become paramount to promote products and services and used to communicate consumers about the products and services the organization has.

The power of advertisement for companies is explained by (Hassainly et al. 2008 as cited by Niazi, Siddiqui, Alishah and Hunjra, 2012). They argue that no company can become successful in leading a market unless its effort is supported by lots of investment in promotional purposes. Additionally, the power of advertising is also stated by Dr Kenneth Arrow and Dr. George Stigler as referred by (Solomon et. al., 2012). They

identified advertising as a powerful tool to compete among organizations in a cost-effective manner to give information about products and services of the establishments. Commodities can be part our daily life as seen on branding of bottled water filled by the powerful advertising of manufactures (Wilk, 2006).

Advertisement exposure is broadly available to viewers and it is well-known for its long lasting impact (Katke, 2007 as cited by Abideen and Saleem, 2011). It is a promotional strategy meant to create product awareness in the mind of potential consumers.

I. AWARENESS

Building of awareness is a crucial part of advertising when a company releases new product or service. This activity is the act of influencing potential customers from ignorance to interested awareness. The objective of advertising is getting the attention of the consumer in anyway. It should be creative, bold and aggressive. The behavior of consumer at this stage is excessive problem solving. It means that consumers are being introduced to new products and services for their problems and hence have to solve the problems in their mind. Straight announcement of products and services to consumers is the popular way in this stage to introduce offerings. There are many tasks to be done in advertisement after releasing first announcements. The reason for it is to reach potential users of the products and services since the first creation of awareness might not reach all prospective consumers (Bird, 2004).

Good advertisement makes consumers aware of the product and service available but it also make them attracted to seek the product. At the end of the day the ultimate goal of advertisement is to create brand awareness and to make consumers purchase the product and service of the company. No matter how the advertisement is showy, savvy, refined or manipulative, it is objective is to drive consumers to investigate the company's offering and possibly make them purchase (Deming, 2010).

Awareness comes first in the consumer mind before the product is positioned in the mind. This makes the consumer develop positive attitudes about the product and service. It may result to purchase the product too (Kayode, 2014). In a discussion of awareness a number of factors contribute to advertising awareness. For example, the choice of media could be a decisive factor of how many people are exposed to advertisement and the frequency of the ad exposure. Where the advertisement is released in the media can also be another factor to decide the number of people who are exposed to the ad. Other element which affect the attention of the consumer could be: the use of humor in the ad, well-known celebrity, and frightening headline. However, the more the advertisement is relevant to the audience, the more it could get attention (Richards, Daugherty and Logan, 2009).

Awareness → Comprehension → Conviction → Action

Advertisement's first goal is to make sure that consumers are aware of the existence of the product in the market. The next goal is to ascertain the communication of information about the features and benefits of products. After this advertisement should create positive feeling about the brand. The final goal is to encourage consumers to purchase the product from the market (Woodside and Megehee, 2009).

Hypothesis 1. There is positive relationship between creating awareness in advertisement and consumer purchasing behavior.

II. INFORMATION

Providing information in advertisement is the only proper function of advertising. However, other merits of advertising are greater, advertisement with out information can not be taken as important and is wasteful (Taplin, 2013). Modern market place around the world has become more complex. Consumers therefore, desire information about products and services so that they can make rational decision. Advertising gives this information to consumers which differs from uses of products to substantial products information that is useful (Jhally, 2014).

Jhally (2014) has also noted that information about the products and services do not need to be very narrow. They should have information about goods and other important knowledge to the consumers. A compiled information includes how goods were made and who is the producer of the product.

Information in Ethiopian advertisement law

Ethiopian advertisement proclamation number 759/2012 has stated that advertisement plays important role in the society by contributing to the economic, social and political development of the country by influencing the activities of the public in commodity exchange or service rendering. The proclamation forbids advertisements to be contrary to the law or moral and includes misleading or unfair statements. It also underlines that advertisements released to public should describe the true nature, use, quality and other similar information of the product or service promoted. Furthermore, advertisement that promotes a product beyond its real usage, quality, flavor taste, ingredient, strength, durability or sufficiency is deemed to be as having misleading or unfair content or presentation (HoPR, 2012).

Hypothesis 2. There is positive relationship between having information in advertisement and consumer purchasing behavior.

III. CREATION OF BRAND IMAGE

Brand represents interface that is dynamic between an organization's actions and customers' interpretations. Brand consists of two characters that are visible and invisible. The visible characters are name and logo while the invisible components are values and culture of the organization. Brand image is an attribute of a brand that it wish to project, by virtue of it the brand gains a distinguishing territory in the market where it competes, holds an intended position (Rossolatos, 2012). The major objective of position strategy for the firm is to create particular brand image in consumer minds. This is achieved by implementing organized marketing mix strategies (Kayode, 2014).

Brand image gives psychological rather than physical differentiation among products. Therefore, advertising attempts to develop an image or identity for a brand in the consumers mind by associating it with symbols. Consumers then draw meaning for the brand from their cultural experience and transfer that meaning to their brands. This gives a reality for the unknown properties of the advertised brand from the well-known properties of our everyday world (Shimp and Andrews, 2012).

Developing of image for a brand through advertising goes to create a distinct identity or personality for a brand. This image is very important for brands as they are competing in world where there is no much differentiation among brands. Companies therefore, try to develop their own image in the consumer mind and get differentiation (Shimp and Andrews, 2012).

In 2012, Shimp and Andrews have explained brand image advertising as transformational versus informational. Transformational advertising is advertisement which is unique as it gives unprecedented psychological characteristic association with the brand which otherwise could not be possible without the exposure of the advertisement. It is transforming and informing the brand usage with a particular experience that is not the same as using similar products. Transformational advertising make consumers feel richer, warmer, more exciting, more enjoyable while using the brand.

Hypothesis 3. There is positive relationship between creation of brand image in advertisement and consumer purchasing behavior.

IV. ASSOCIATION AND FEELING

Association is communication of the company's products through symbolism. It is a process of making connections between brand and characteristics, qualities or lifestyles that represent the personality and image of the brand in the market (Moriarty, Mitchell, Wells, Crawford, Brennan and Stone, 2014). A brand represented in one event like sports will benefit from association of its brand with the event. When people are involved in the

particular activity like the event, their sense of preference for the event or game should transfer to the brand (Tuten, 2008).

Emerging models of feeling and affective response are having a trend of explaining one or more of the four constructs. The first of this is feeling that is stimulated by the advertisement, feeling like warmth, excitement, fear and amusement. The second is attitude towards the advertisement itself. The third is the transformation of the use experience, whereby attributes like intangible are affectively added to the brand advertised. The fourth is the process, this is usually considered as the classical conditioning process, by which all the above - feelings, attitude towards the advertisement, or the transformed use experience get associated with the brand (Batra, 2009).

The positive feelings or positive attitudes that are created by the advertisement need to be associated with the brand itself. Advertising history is well characterized by the campaigns that have been extremely entertaining and well liked but had no impact on the consumer as the ads could not be associated with the brand advertised. Most viewers or listeners could remember the fun part and entraining history but not the brand like its name and logo and the feeling aroused by the ad. If the brand is made the hero of the ad, then the association is greater with some kind of unique link suggestion between the brand and the feeling (Batra, 2009).

Batra, 2009 also said that creating of such association in advertisement is vital as the brand choice is inevitable in some future time much later than the ad seen. Therefore, it is of no value for the ad to evoke feeling at the time of ad transmission if the viewer could not connect this feeling to the brand name. A consumer who has some feeling when the brand name is mentioned can recall those feeling much later when the brand name is being thought. Clearly speaking, ad which evoke feelings and brand names can become associated and linked in the mind of the consumer who evaluate the product or service to purchase.

Hypothesis 4. There is positive relationship between association and feeling in advertisement and consumer purchasing behavior.

V. MEMORY

“You don’t have to see it again, because you have a vivid mental picture of it.” (Brown, 2003). Consumers have two memories that are divided as short term and long term. These are learning experiences accumulated in their mind. Short term memories are used as active problem solving while long term are stored experiences values, decisions and rules feeling. However, long term memory is permanent storage in the mind of the consumer. It can store a variety of information consisting of concepts, decisions, rules processes etc (Khan, 2006).

Some processes that the consumer pass to have memory is called perception. The processes are exposure, attention and interpretation. This is depicted in a well informative manner in the following table.

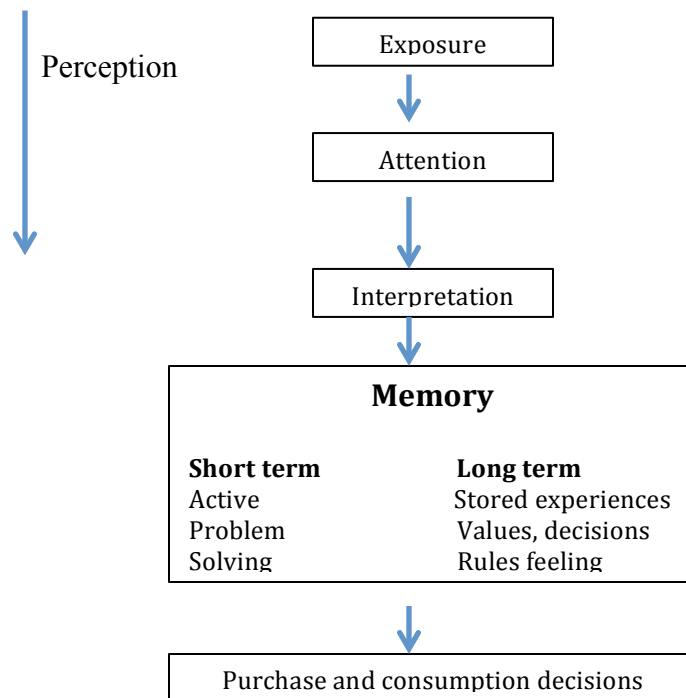


Figure 2.3: Information processing for consumer decision - making. Adopted from Consumer Behaviour and Advertising Management book by Martin Khan, 2006. Page 105

Figure 2.3 depicts the process in which individual consumer passes after exposing to stimuli. The consumer attention is attracted and he/she interprets the stimuli and the situation in which this leads to memory. The action of the consumer is shown in later stage when purchase and consumption decisions are made.

In a discussion about memory, much of the information gained at the time of advertisement might not be available at the time of purchase/decision. This is due to the fact that consumers are usually exposed to many information. Hence, marketers have a difficult task when communicating to the consumers and be a winner in the competition.

Hypothesis 5. There is positive relationship between memory from advertisement and consumer purchasing behavior.

2.1.19. PURCHASING BEHAVIOR OF CONSUMERS

“Consumer behavior is a process which studies that how individuals or groups are going to purchase, consume, and dispose of products, services, experiences, ideas over a period of time” (Solomon, 1996 as cited by Cole, 2014). Purchasing behavior of consumers is a decision of buying the product on the spot (Adelaar et al., 2003 as cited by Niaz, Siddiqui, Alishah and Hunjara, 2012). When consumers decide to purchase, their behavior is set by attitude which they have already developed in their mind (Smith and winyard 1983 as cited by Arshad, Noor, Noor, Ahemed and Javed, 2014).

As argued by Pride and Ferrell in (2015), consumer buying decision process includes five stages: ***problem recognition, information search, evaluation of alternatives, purchase and post purchase evaluation.*** Problem recognition is when the buyer recognizes the stage of understanding the difference between a desired state and actual state. After the consumer understands the existence of a problem, he/she will search for information about the product or service that is needed. Buyers use memories about products information that solve their problems. If they could not find the information internally, they search it from external source. Consideration set comes to a consumer after

evaluation of alternatives and when the brand is the one that is to be consumed. Purchase stage is the result of evaluation stage in which consumers pay for the product and service after evaluating its viability to them. The consumer evaluates the product/service after the purchase to determine if the desired level of service is met.

2.1.20. MODELS OF CONSUMER BEHAVIOR

With the objective of understanding economic system, economists developed consumer behavior models. In early 19th century, consumer behavior becomes popular study and models developed accordingly. These models explain the process that influence consumer behavior. Scholars have developed varied consumer behavior models. According to Betra, Kazmi and Betra (2009), three models explain consumer behavior. These are Nicosia Model, Haward-Sheth Model and EKB Model.

Nicosia Model: This model represents a situation in which the firm designs communications that might be products and advertisements etc. to be delivered to consumers. This delivery in turn will make consumers respond to it which influence the following actions of the firm. It has four major fields named; Field I, Field II, Field III, Field IV.

Field I – It is the firms offering to the consumers. It includes attributes and outputs or communications that the firm has for consumer’s psychological attributes.

Field II – It is the search and finding of the products and services of the company by the consumers. It also includes the evaluation of the outputs and alternatives of the companies for consumption.

Field III – It includes the motivation of consumers for action or purchase decision.

Field IV – Is the consumer’s storage or use of products and services.

Haward-Sheth Model : This model depicts the behavior of individuals before and during purchase in the variables and process that influence behavior. Four variables that are important in this model are 1. Stimuli 2. Perception 3. Learning and 4. Attitudes output.

Howard–Sheth model has the primary objective of showing how exogenous variables affect the perception and learning of consumers in time. It explains the importance of these variables on consumers behavior. They are always present and are assumed to be changed as a result of new learning. The model is considered as dynamic in nature based on the changes in both the individual and societal conditions (Hulten, 2015).

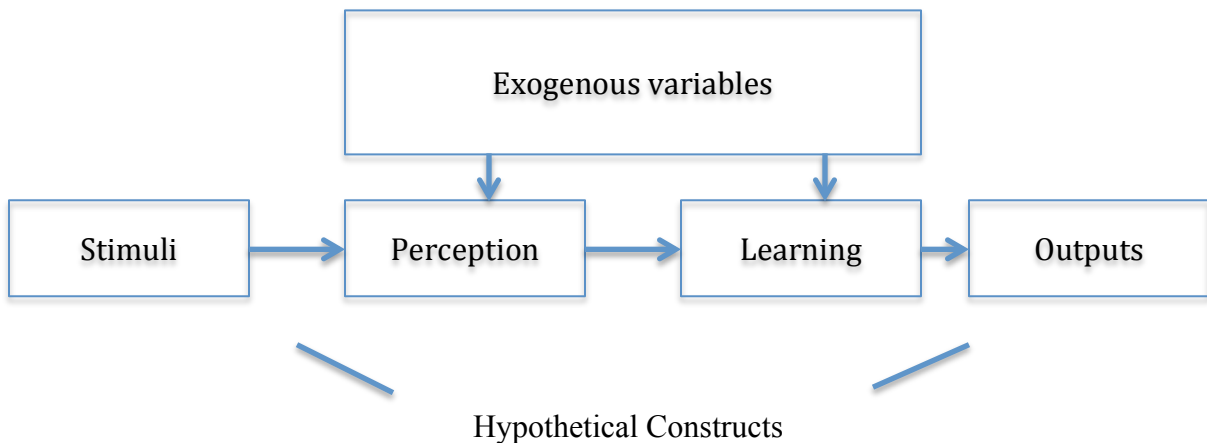


Figure 2.4. The Howard and Sheth Model of Buyer Behavior (Zaltman and Wallendorf, 1979 adopted from Hulten, 2015 Page 37)

Figure 2.4 shows that exogenous variables stimuli will lead to perception and learning. This will also have effect on the output. The output is purchasing behavior of consumers.

Engel-Kollat-Blackwell (EKB) Model : According to Agarwal (2016), EKB model states that there are various factors which affect the decision of consumers. It shows the impact of these factors. According to this model, there are components which make up consumers decision and it shows their multiple relationship.

The components are A. Information Processing B. Central Control
C. Decision Process D. Environmental Influences

A. Information Processing – There are marketing and non-marketing sources that consumers perceive about products and services. The model demonstrate consumer’s selective exposure, attention, comprehension and retention of stimuli from these sources about a product or service of specific brand.

B. Central Control Unit – The central unit processes the stimuli received and retained by the consumer at the information processing stage.

C. Decision Processes – This stage of the model explains how consumer's make buying decision. There are some stages in the decision process that the consumer passes like problem recognition, internal research and evaluation, external research and evaluation, purchase processes and post purchase evaluation. However, it might not occur in all types of buying situations.

D. Environmental Influences – There are many environmental factors that might affect the consumer's purchasing decision. According to EKB model income, age, family, cultural and subcultural, social class and psychological factors influence the purchasing decision.

2.2. EMPIRICAL REVIEW

2.2.1. BRANDING AND MARKETING OF BOTTLED WATER

Collins and Wright (2014), have done a research in Ireland about bottled water consumption under the title – “*Still Sparkling: The Phenomenon of Bottled Water - An Irish Context*” They have collected information from 223 individuals to know whether the purchase decision of bottled water is affected by marketing role of the manufactures. The finding of the case study with regards to branding states that, when consumers purchase, they are paying for the brand name. They have argued that the product is after all water which the consumers are paying for. When visible cues like the bottle and label of the bottled water are not seen, consumers were not able to differentiate the different samples of bottled water available for them. The research further found out that marketing is important for bottled water sellers to get market share in Ireland. Strong market share was indicated as crucial factor in influencing bottled water brand choice.

Similarly, Ogbuji, Anyanwu and Onah (2011), have done a research on branding of bottled water under the title “*An Empirical Study of the Impact of Branding on Consumer Choice for Regulated Bottled Water in Southeast, Nigeria*” to understand the factors that affect bottled water consumption. The data was collected from 374 sample size from

senior staff of tertiary level institutions in Southeast Nigeria. The researchers have come to the conclusion that branding is one of the most required strategies that marketers think of about products. It is because of the reason that branding has positive impact to influence consumer choice positively. According to the research, branding of bottled water is a strong tool and make great implication in the mind of the consumer. It was found by the research that branding is so strong and it can even surpass the influence of product quality.

2.2.2. PERCEPTION AND BELIEF OF BOTTLED WATER

Quansah et al. (2015), in a research called “*Factors Affecting Ghanaian Consumers’ Purchasing Decision of Bottled Water*” have identified that the psychological factors, perception and beliefs of bottled water shows a relationship with the frequency of using the product. Consumers have shown more frequent buying behavior for a high perception and belief of bottled water. Therefore, the research has come to a conclusion that the more positive perception consumers have about a product, the better their motivation to purchase and/or consume the product. The researchers have noted that consumers take bottled water as safe, healthy, reliable, convenient, good and available, refreshing, socially accepted and a good alternative to other drinks. Consumer further take bottled water as better than sachet water in any aspect. This belief and perception variable of bottled water might be as a result of heavy and even at times “Misleading” advertising that bottled water manufactures release. It made it attractive for consumers to use the product. The research has concluded that there is positive relationship between psychological factors and bottled water buying behavior among Ghanaian consumers.

2.2.3. UNDERSTANDING CONSUMERS PREFERENCE OF BOTTLED WATER

Doria (2006), has done a research on bottled water preference of consumers under the title “*Bottled Water Versus Tap Water: Understanding Consumers’ Preferences*”. The study focused in USA, Canada and France and it has reviewed several previous studies and found out that there are two major factors for the preference of consumers to take bottled water.

The researcher argued that the consumption of bottled water has often been high in some communities that have varied problems with tap water. This has emerged as a good opportunity for bottled water manufacturers who advertise their products as ‘pure’, ‘safe’ and ‘healthy’ to consumers. Additionally, consumers are sensitive to the marketing of bottled water business. Advertisement was not found to be the only factor to affect consumer purchasing decision but also packaging of the product. The second major factor that made consumer purchase bottled water is health related reasons. Consumers in US and Canada are greater in percentage from France saying that they consume bottled water for health issues. Demographic variables are also found out to have influence on the consumer purchasing decision of bottled water. Ethnic group, age, income, occupation and gender are in this list. A study conducted in France on the other hand has identified that urban areas have much higher bottled water consumers than rural areas .

In conclusion, Doria has come up with the understanding that consumers value “good quality water”. The product which is thought to be “purer” and “healthier” will be used by bottled water consumers (Doria, 2006 in Durga, 2010).

2.2.4. ADVERTISING AND BOTTLED WATER PREFERENCE

Zheng and Kaiser (2008), have researched about beverages in relation to their advertisement in USA under the title “*Advertising and US nonalcoholic Beverage Demand*”. The aim of the research was to see the effect of advertisement on different nonalcoholic beverages. Bottled water was one of the beverages evaluated in the research. The research come up with a conclusion about bottled water that, advertising do not positively affect the demand of it. They have found that consumption of bottled water is not affected by the advertisement bottled water producers make.

2.2.5. ADVERTISING MESSAGES AND CONSUMER BEHAVIOR

A. AWARENESS IN ADVERTISEMENT AND CONSUMER BEHAVIOR

Barroso and Llobet (2011), have done a research with a title “Advertising and Consumer Awareness of New, Differentiated Products”. The research had aimed to evaluate the

effect of advertising regarding which products consumers include in their choice set. The research was done in Spain and included consumers reply about awareness in advertising. The result of the research has come up with a conclusion that the effect of advertising on awareness is dynamic and its effect on sales of product over its life time is paramount. Additionally, it was noted that awareness process can be significantly speed up by the advertisement of the companies.

B. INFORMATION IN ADVERTISEMENT AND CONSUMER BEHAVIOR

The research of Raula, Liviu and Madalina (2005), under the title “The Role of Advertising In the Purchase Decision Process”, showed that buyers are responsive to information in advertisements. It was explained in the research that needs and motivations are the beginning points for purchase decision to take place. Buyers must experience sufficiently positive attitudes towards the product and the brand to make the purchase decision. This comes to the consumer mind after the consumers get information about the product that they purchase. According to the research, buyers seek special information on the products which they purchase and it directly affects their purchase decision.

C. BRANDING IN ADVERTISEMENT AND CONSUMER BEHAVIOR

Sarwar, Aftab and Iqbal (2013), have done a research to know about the effect of branding. The research title is “The Impact of Branding on Consumer Buying Behavior”. It was founded by the research that brand knowledge is important factor. The more consumers are aware of the brand, the more they are attracted to it. The research has concluded that branding is very important factor in consumer purchasing behavior. People want to use branded products to show their power, wealth and status. Furthermore, it was argued in the research that people are more loyal to brands because of their commitment. However, brand switching increases with the consumers age as they could not afford to continue purchasing of the product.

Another research done by Rahdini, Aisyah and Kumar (2014), has shown that branding is one of the factors which induce consumers to purchase bottled water. The research done in Indonesia by title “Factors that influence People Buying Decision on Bottled Drinking Water”, shows that branding is one of the major factors which has effect on consumer purchasing decision. Other factors that are considered to have major effect on the purchasing decision of bottled water are packaging and price.

D. ASSOCIATION AND FEELING IN ADVERTISEMENT AND CONSUMER BEHAVIOR

Bagozzii and Moore (1994), have done a research in USA about the feeling advertisements create on consumers by their paper named “Public Service Advertisements: Emotions and Empathy Guide Prosocial Behavior”. They noted that advertisements use graphic, sensational and negative appeals in their content to get consumers in to action. This has made consumers to give a lot of attention to the advertisement. It has even made the public to get into word of mouth publicity about the advertised product. It is a clear indication of association and feeling in advertisement leads to purchase of the product.

E. MEMORY EVOKED BY ADVERTISEMENT AND CONSUMER BEHAVIOR

Balazs (2011), researched about the beliefs and perceptions of consumers for advertisement in Hungary. The title of their paper is “Memorable Hungarian Advertisements”. The research was done to study consumers behavior in Hungary and understand their response to memorable advertisements. The research aim was to identify factors that make advertisements memorable. It has come up with the conclusion that advertisement which ignite positive feeling is memorable. Memorable advertisements lead to increased sales.

2.3. CONCEPTUAL FRAMEWORK

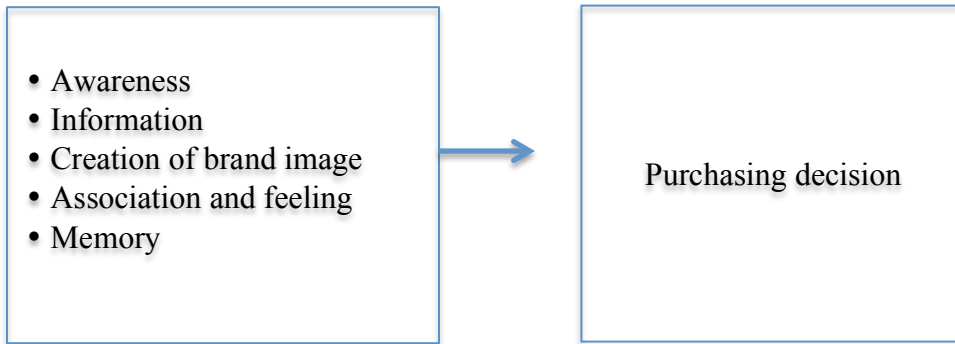


Figure 2.5: DEVELOPED FROM OWN RESEARCH (2017)

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

Chapter three contains the methodology in which the research is done. The parts included in this chapter are research design and methodology, sampling, sources of data, procedures of data collection, methods of data analysis, measurement of validity and reliability, and ethical issues.

3.1. RESEARCH DESIGN

Research design is a master plan and it specifies procedures and methods of data collection and analysis of the required information (Zikmund et al, 2010). The sampling for this research paper is taken from actual bottled water consumers. The type of research design in this paper is descriptive. It is the belief of the researcher that they gave concrete information for the input of the paper. Non-probability convenience sampling is used in taking the data.

Questionnaire is used as a mechanism of data collection. Users of bottled water are requested to fill questionnaires at different locations including Addis Ababa University, Arat Killo campus and the surrounding areas. Sample questionnaires were distributed to see the feedback of the respondents and 271 questionnaires distributed. This will give adequate information for the researcher about the effect of advertisement on bottled water with regards to the respondents view.

3.2. POPULATION AND SAMPLING TECHNIQUE

Sample is a subgroup of the larger population in which a research studies (Bordens and Abbott, 2011). Sampling is a major activity in a business research which requires in-depth examination. It is used to make inferences about the whole population using population element. Sampling is used in this research to come up with results that are accurate enough to give conclusions (Zikmund, Babin, Carr, Adhikari and Griffin, 2010). The population of the research are bottled water users in Addis Ababa. A sample is taken

from a sampling frame in which it is believed to be represented by the sample. These samples were selected by convenience sampling technique and they are believed they will give accurate data for the research. According to (Zikmund et al, 2010), the formula to be used for estimating infinite number of respondents is as follows.

$$n = \frac{Z^2_{c.l} pq}{E^2}$$

Where n = number of items in sample

$Z^2_{c.l}$ = Square of the confidence level in standard error units

P = estimated proportion of successes

q = 1-q, or estimated proportion of failures

E^2 = square of the maximum allowance for error between the true proportion and the sample proportion, or $Z_{c.l}S_p$ squared

It is expected that the sample which will be taken will show 20 percent of the population with 95 percent confidence level ($Z^2_{c.l} = 1.96$) and the allowance for sampling error will not be greater than five percentage points (E).

Therefore, it is represented as $n = \frac{(1.96)^2_{c.l} \times 0.2 \times 0.8}{0.05^2}$

$$n = \underline{246}$$

3.3. SOURCES OF DATA AND DATA COLLECTION TOOLS USED

For this research paper quantitative data is collected from bottled water users. The researcher has fetched primary data from respondents of questionnaire and fulfill the data requirements. It was used to get information from respondents directly. Questionnaire was used so as to collect data quickly and analyze it. Additionally, secondary data was

taken from books, articles and companies websites and printed documents so as they can describe the exact information of the companies and studies undertaken previously.

3.4. PROCEDURES OF DATA COLLECTION

The research is done by collection of data using self developed questionnaires. It is collected from users of bottled waters. The type of questionnaires for respondents is dichotomous and likert scale statements. First of all sample questionnaires were distributed and see the feedback of respondents. After adopting the feedbacks, corrected questionnaire distributed and all data collected. All the collected data is used for input in data analysis of the research paper. The questionnaire which is filled by the respondents did not require their name to be mentioned. Therefore, they are secured to give their view. The questionnaires are also taken as an input for data processing.

3.5. METHODS OF DATA ANALYSIS

The data analysis is done by the application of quantitative method. The data generated from the questionnaire is analyzed using SPSS software. Descriptive statistics is presented like frequencies, percentage, diagrams to give concrete ground to the research finding. Tables and figures in the research shows the processed data using the SPSS software. It is used to provide summaries of samples in a comprehensive way for the research.

3.6. MEASUREMENT OF VALIDITY AND RELIABILITY

3.6.1. RELIABILITY

As Cronbach Alpha is used to measure internal consistency of items in the scales measured (Garson, 2001), it is duly used in this research. According to (Garson, 2001) Alpha is used to measure the response of item in which it is obtained and at the same time correlate highly with each other. Furthermore, It does not only measure internal

consistency (“reliability”) from the average correlation, the formula for alpha also assures as more items taken in the data, the more reliable the scale will be.

The higher the correlation of items on Cronbach Alpha, the more reliable the instrument tends to be (Bernand 2000 as cited in Olgbemi and Cpa 2011). Cronbach’s alpha takes values between zero and one. Sufficient construct reliability can be drawn from results that are 0.7 and above (Steinkühler, 2010).

The researcher has done a reliability test for 31 questions and statements that respondents have replied and come up with a Cronbach’s alpha of 0.744. It shows that the items are correlated and they are reliable. The result is depicted on table 3.1.

Table 3.1. RELIABILITY STATISTICS

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.744	.730	31

Source: own survey data (2017)

3.6.2. VALIDITY

To test the truthfulness of the test or to check if the test has affirmed what it is suppose to do, several different types of validity can be established. To assure validity of the research, the questionnaire was developed with a clear instruction so as it avoids respondent bias. Contact of the student researcher was given too if they have any questions. Clear oral instruction and assistance was given at the time of filling the questionnaires. Additionally, the questionnaire was developed to give clear understanding about the objective of the research and independent variables. Furthermore, it was tested with 20 respondents to know if it needs correction. Finally, Pearson correlation is presented in chapter 4.

3.7. ETHICAL ISSUES

With regards to ethical issues, confidentiality of respondents and their respective privacy is kept anonymous by the researcher and they are assured this at the time of data collection. This has given them a guarantee and the feeling of confidence to give their replies as requested by the researcher.

CHAPTER FOUR

DATA ANALYSIS AND INTERPRETATION

As mentioned in the introduction part of this paper, chapter four contains analysis and interpretation of data so that the researcher could use the research problems and recommendations and solve problems accordingly. The chapter contains response rate, demography, general statements, advertisement related statements and consumer behavior related statements. It also contains the discussions of the questions raised in the questionnaire and includes the validity and reliability.

The data is coded and defined on SPSS software, entered in different ways that include categorizations, graphs, tables frequencies and percentages. This analysis is done so that the data can be summarized in understandable manner in the research. It will also lead to conclusion and recommendation of chapter five.

4.1. RESPONSE RATE

As discussed in chapter three, the number of responses required for the research was 246. The questionnaire distributed was 271 in order to avoid non returned and invalid responses. Finally, It was found that 250 responses came but four of the responses were not valid and 246 was correctly filled and returned which are found to be accurate for the research since 100% response found from the required sample size. It was distributed in different locations including Addis Ababa University Arat Killo campus and other organizations around Bole, Megegnagna and Kirkos.

Table 4.1. Questionnaire response rate

Sample size	Questionnaire distributed	Questionnaire replied	Invalid replies	Valid replies
246	271	250	4	246

Source: Own survey data (2017)

4.2. DEMOGRAPHIC PROFILE OF RESPONDENTS

Table 4.2. DEMOGRAPHY OF RESPONDENTS

		Frequency	Percent	Valid Percent	Cumulative percent
Gender	Male	152	61.79	61.79	61.79
	Female	94	38.21	38.21	100
	Total	246	100	100	
Educational Background	Grade 12 and above	60	24.4	24.4	24.4
	Certificate	11	4.5	4.5	28.9
	Diploma	48	19.5	19.5	48.4
	First Degree	93	37.8	37.8	86.2
	Masters	30	12.2	12.2	98.4
	PhD and above	4	1.6	1.6	100
	Total	246	100	100	
Marital Status	Single	128	52	52	52
	Married	114	46.3	46.3	98.4
	Divorced	4	1.6	1.6	100
	Total	246	100	100	
Age	18 -25	81	32.9	32.9	32.9
	25 - 45	140	56.9	56.9	89.8
	46 and above	25	10.2	10.2	100
	Total	246	100	100	
Occupation	Government Employee	41	16.7	16.7	16.7
	NGO Employee	11	4.5	4.5	21.1
	Private Employee	70	28.5	28.5	49.6
	Self Employee	71	28.9	28.9	78.5
	Student	43	17.5	17.5	95.9
	Job seeker	10	4.1	4.1	100
	Total	246	100	100	
Monthly income	3,000 birr and below	74	30.1	30.1	30.1
	3,001 – 5,000 birr	54	22	22	52
	5,001 – 10,000	68	27.6	27.6	79.7
	10,001 – 25,000	34	13.8	13.8	93.5
	25,001 birr and above	16	6.5	6.5	100
	Total	246	100	100	

Source: Own survey data (2017)

The above table 4.2 shows that the male gender of respondents higher than females. 152 respondents or 61.2 % of the respondents are male and 94 or 38.21% are female. Even if more respondents are male, this only shows that the number of individuals who just got the questionnaire by random selection.

First degree holders take much larger portion of the respondents as they were easily accessible in the area that questionnaires dispatched. They are 37.8% or 93 persons. The next higher number of respondents are grade 12 and below respondents. They are 60 in number and takes 24.4% from the total 246 respondents. The third number of respondents who responded the questionnaire are diploma holders. They are 48 in number and it is 19.5% from the total number of respondents. At fourth stage we find masters holders. They are 30 respondents and 12.2% of all. Certificate holders are 11 respondents which account 4.5% of the 100%. PhD and above holders are 4 and they are 1.6% of the total respondents.

Larger number of respondents are single. They account for 128 of the respondents or they are 52% of the total who responded the questionnaire. The next number of respondents are married. They are 114 in number or this is 46.3%. Finally, other group of respondents are divorced. They are only 4 and this is 1.6 percent of the total 246 respondents who respond the questionnaire.

The age category of respondents is divided into three. The first category consist of individuals with age 18-25 with 81 or 32.9% respondents. The second category is between the age of 26-45 with 140 or 56.9% respondents and the last category includes age of 46 and above which has 25 respondents or 10.2%. Age category of 26-45 takes much larger number and it shows the number of respondents in the age category who were easily accessible to the questionnaire.

The first category which are government employees account for 16.7% and these are 41 individuals. NGO Employees are 11 and this is 4.5% of the total respondents. The third category which is private employees includes 70 respondents or 28.5% of the total. Self

employed who respond the questionnaire are 71 and the larger number from all occupation status. They account for 28.9% of the total respondents they were found to be significant number in the area that the questionnaires were distributed. Student respondents were 43 and they take 17.5% of the total sample. The last category, job seekers, were 10 and they take 4.1 percent of the total 246 respondents.

Majority of the respondents said that their income is less than or equal to 3,000 Birr. This number is 74 or 30.1% of the total respondents. As the area which the questionnaire were distributed is school area, more respondents were found to have income of less than 3,000 birr. The next category, income of 3,001 – 5,000 Birr, has 54 individuals or 22% of all respondents. The third category, income of 5,001 – 10,000 Birr contains 68 respondents or 27.6%. the fourth income category is 10,001 – 25,000 Birr. This has 34 respondents with a percentage of 13.8%. The last category is 25.001 Birr and above. This has small number of respondents from all categories. The respondents in this category are only 16 or 6.5% of the total 246 individuals.

4.3. GENERAL STATEMENTS

All respondents who gave replies to the questionnaire are bottled water users. Respondents who said that they are not consumer of bottled water, were not included in the study. This is done to find the right respondents who have view about the effect of advertisement on bottled water consumption in Addis Ababa.

4.3.1. MEDIA AND ITS EFFECT ON CONSUMERS

As table 4.3. shows, more respondents select radio as their reply to the question. Which type of mass media attracts you more? Those who said banner are 10 or 4.1%. Radio is selected by 111 or 45.1% of respondents. It shows that radio has great effect to advertise bottled water in Addis Ababa market. TV is a choice of 36.6% and News paper 14 or 5.7%. Events and bazaar is a choice of 10 or 4.1%. Magazine is selected by 11 or 4.5%.

Table 4.3. TYPE OF MASS MEDIA SELECTED BY RESPONDENTS

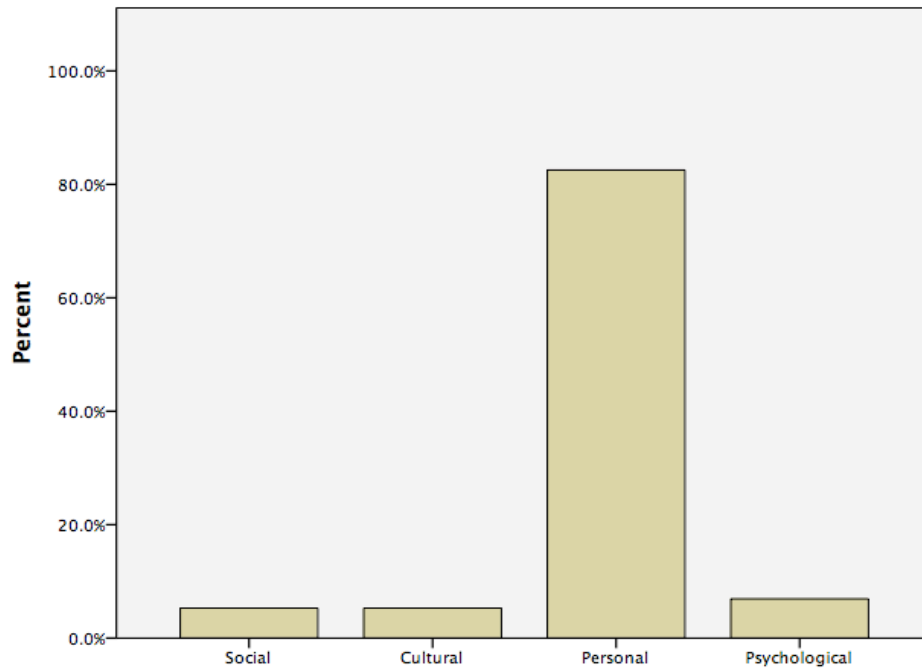
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Banner	10	4.1	4.1	4.1
	Radio	111	45.1	45.1	49.2
	Tv	90	36.6	36.6	85.8
	News Paper	14	5.7	5.7	91.5
	Events and Bazaar	10	4.1	4.1	95.5
	Magazine	11	4.5	4.5	100.0
	Total	246	100.0	100.0	

Source: Own survey data (2017)

4.3.2. OTHER FACTORS THAT AFFECT CONSUMER PURCHASE DECISION

Respondents who said social factor affects them for the question that says what other factors affect your purchase decision were 13 or 5.3% of the total respondents (Figure 4.1). Those who said cultural factors are also 13 or 5.3%. Individuals who said that personal factors affect them account for the larger number and they were 203 or 82.5% of the total respondents. It shows more focus of respondents on factors that affect purchase decision other than advertisement is on personal factors. Those who selected psychological factors are 17 or 6.9%.

Figure 4.1. FACTORS THAT AFFECT RESPONDENTS PURCHASE DECISION

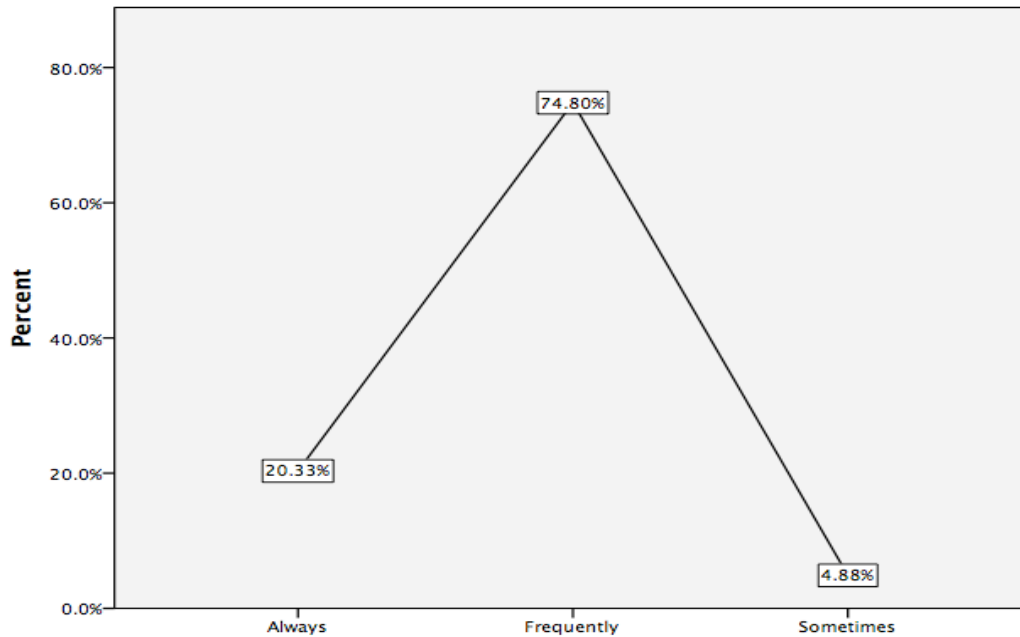


Source: Own survey data (2017)

4.3.3. USING OF BOTTLED WATER

Figure 4.2 shows percentage reply found from respondents about the usage of bottled water. The question was how often do you use bottled water. 50 respondents or 20.3% said that they use it always. 184 or 74.8%, which is the highest, said that they use it frequently. It shows that bottled water in Addis Ababa is used frequently. 12 or 4.9 % said they use bottled water sometimes.

Figure 4.2. RESPONDENTS FREQUENCY OF USING BOTTLED WATER

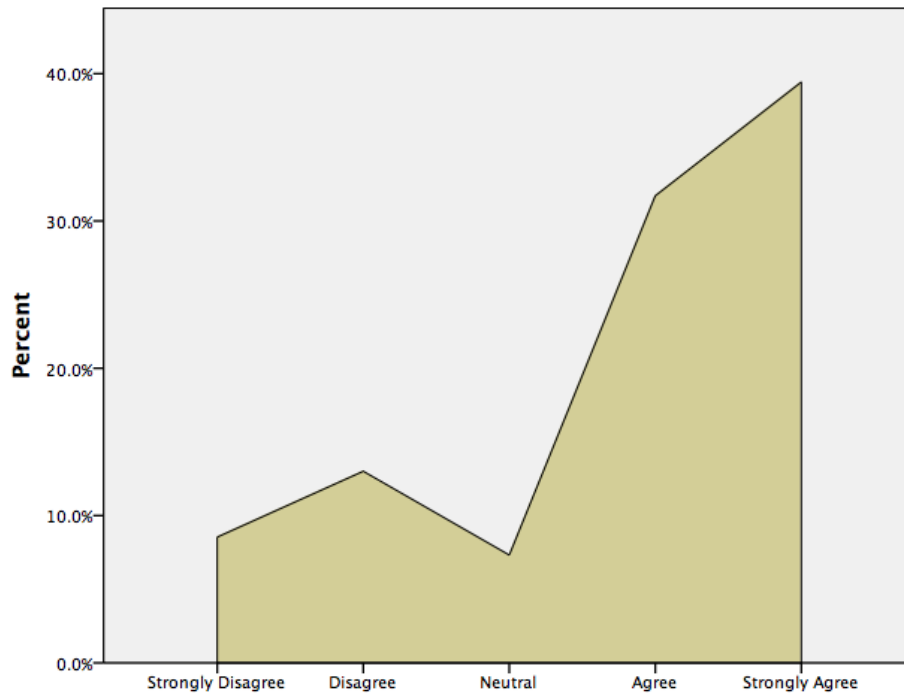


Source: Own survey data (2017)

4.3.4. PREFERENCE OF BOTTLED WATER TO TAP WATER

Most people in this statement strongly agree that they prefer bottled water to tap water. Only 21 respondents or 8.5% said that they strongly disagree with this statement. 32 respondents or 13% of the total said that they disagree with the statement (Figure 4.3). Those who choose to be neutral with the statement are 18 or 7.3% of the total. Respondents who agree with the statement are 78 or 31.7%. The remaining 97 of the respondents from the total 246 said that they strongly agree. This takes 39.4% of the total respondents. It shows bottled water is more preferred than tap water in Addis Ababa.

Figure 4.3. RESPONDENTS PREFERENCE OF BOTTLED WATER TO TAP WATER

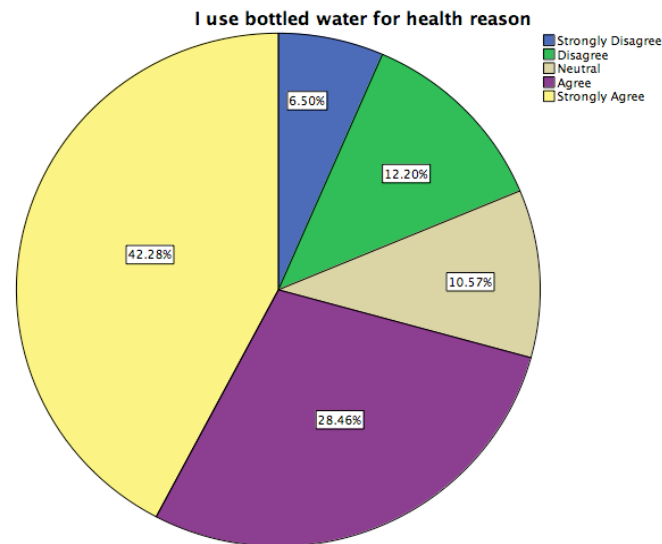


Source: Own survey data (2017)

4.3.5. PREFERING OF BOTTED WATER FOR HEALTH REASON

Those who said that they strongly disagree with using of bottled water for health reason account for 16 (6.5%). Those who choose disagree are 30 (12.2%). Neutral is selected by only 26 (10.6%). Agree is selected by 70 (28.5%). Much larger number of all the choices is taken by those who selected strongly agree. They are 104 or 42.3% of all respondents (Figure 4.4). It shows that bottled water is preferred for health reason.

Figure 4.4. CONSUMERS PREFERENCE OF BOTTLED WATER FOR HEALTH REASON



Source: Own survey data (2017)

4.4. ADVERTISING ELEMENT STATEMENTS

4.4.1. BOTTLED WATER ADVERTISEMENTS

A significant number of respondents said that they think bottled water advertisers are advertising enough. This is seen on table 4.4. Those who strongly disagree are 2.4% and disagree 5.3% neutral and agree are 3.3% and 58.9% respectively. Strongly agree is selected by 30.1% respondents. It shows that bottled water is advertised well in Addis Ababa.

Table 4.4. CONSUMERS VIEW ABOUT ENOUGH ADVERTISEMENT OF BOTTLED WATER

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	2.4	2.4	2.4
Disagree	13	5.3	5.3	7.7
Neutral	8	3.3	3.3	11.0
Agree	145	58.9	58.9	69.9
Strongly Agree	74	30.1	30.1	100.0
Total	246	100.0	100.0	

Source: Own survey data (2017)

4.4.2. AWARENESS OF BOTTLED WATER ADVERTISEMENTS ON MASS MEDIA

Table 4.5. shows that a number of respondents have awareness about bottled water advertisements. Strongly disagree is selected by 9 (3.7%). Disagree and neutral are selected by 7 (2.8%) each. Agree is selected by many respondents. 142 (57.7%) of all 246 respondents said they agree and strongly agree is a choice of 81 (32.9%). This shows bottled advertisement is known in mass media.

Table 4.5. CONSUMERS VIEW ABOUT KNOWING ADVERTISEMENT OF BOTTLED WATERS ON MASS MEDIA

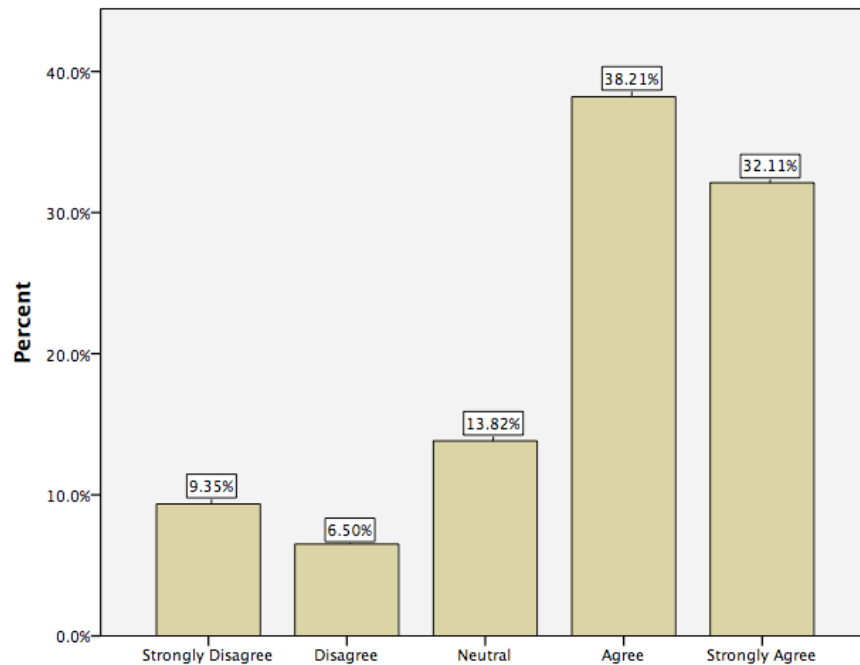
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	9	3.7	3.7	3.7
Disagree	7	2.8	2.8	6.5
Neutral	7	2.8	2.8	9.3
Agree	142	57.7	57.7	67.1
Strongly Agree	81	32.9	32.9	100.0
Total	246	100.0	100.0	

Source: Own survey data (2017)

4.4.3. COMMUNICATION OF BOTTLED WATER ADVERTISEMENT

As seen on figure 4.5, many respondents said that bottled water advertisements communicate them about the feature and benefit of the product. Strongly disagree is selected by 23 respondents or 9.3%. Disagree is selected by 16 respondents or 6.5% only. Neutral is selected by 34 respondents or 13.8%. Agree takes much larger number of all. Which is 94 respondents or 38.2%. Strongly agree is selected by 79 respondents or 32.1% in total. This indicates that bottled water advertisers communicate about the feature and benefit of the product.

Figure 4.5. DATA THAT SHOWS CONSUMERS OPINION ABOUT THE COMMUNICATION OF BOTTLED WATER ADVERTISEMENTS

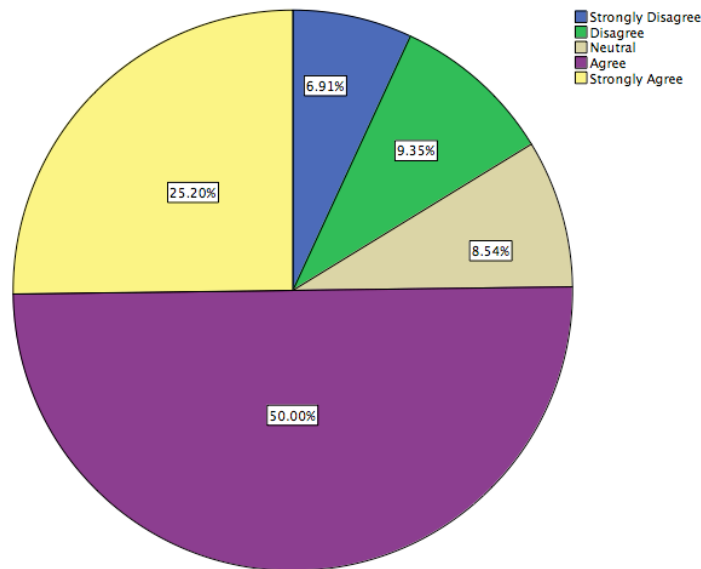


Source: Own survey data (2017)

4.4.4. HEARING BOTTLED WATER ADVERTISEMENTS ON RADIO

The number of respondents who agree and strongly agree with hearing bottled water advertisement on radio outweigh the other respondents in total. As seen on figure 4.6, strongly disagree is the choice of 17 respondents or 6.9% and disagree is selected by 23 respondents or 9.3%. Neutral is selected by 21 respondents or 8.5%. Agree is selected by 123 respondents or 50%. Strongly agree is selected by 62 respondents or 25.2%. This indicates that significant number of respondents know bottled water advertisement on radio.

Figure 4.6. CONSUMERS VIEW ABOUT THEIR KNOWLEDGE OF BOTTLED WATER ADVERTISEMENTS ON RADIO



Source: Own survey data (2017)

4.4.5. WATCHING BOTTLED WATER ADVERTISEMENTS ON TV

Table 4.6. shows that a number of respondents have seen bottled water advertisement on TV. Strongly disagree is selected by only 8 or 3.3% of the total respondents. Disagree is selected by 11 or 4.5% respondents. Those who are neutral are 13 or 5.3%. Agree is selected by 122 respondents or 49.6%. This is larger number from all other respondents. Strongly agree is selected by 92 respondents and it accounts 37.4% of all. This is the indication that bottled water users in Addis Ababa watched the products' advertisements on TV.

Table 4.6. DATA THAT SHOWS RESPONDENTS VIEW ABOUT WATCHING OF BOTTLED WATER ADVERTISEMENTS ON TV

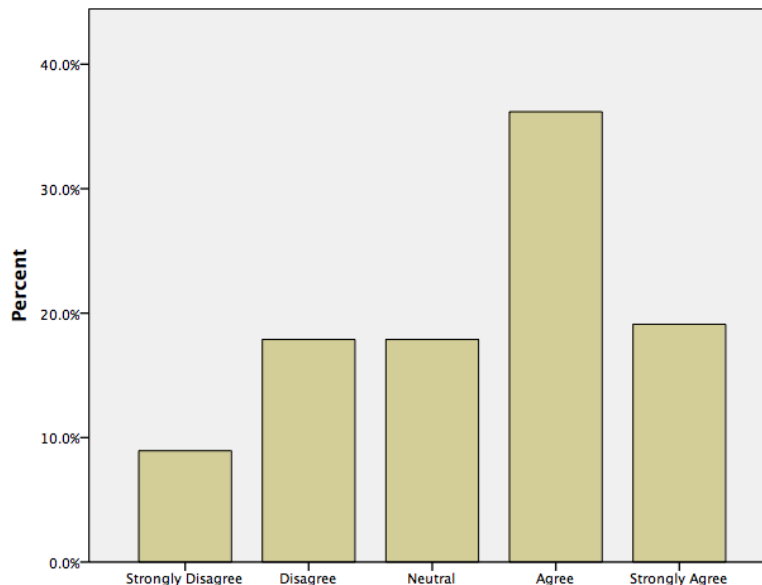
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	8	3.3	3.3	3.3
Disagree	11	4.5	4.5	7.7
Neutral	13	5.3	5.3	13.0
Agree	122	49.6	49.6	62.6
Strongly Agree	92	37.4	37.4	100.0
Total	246	100.0	100.0	

Source: Own survey data (2017)

4.4.6. BOTTLED WATER ADVERTISEMENTS ON OTHER MEDIAS

Most respondents said that they have not seen bottled water advertisements on other medias other than radio and TV. It's strongly disagree by 22 (8.9%) on figure 4.7. Disagree and neutral are equally selected by 44 (17.9%) respondents. Agree is selected by 89 3(6.2%). Strongly agree is also selected by 47 (19.1%) respondents. This shows that bottled water advertisement are more seen on mass medias than other medias.

Figure 4.7. DATA THAT SHOWS KNOWLEDGE OF RESPONDENTS ABOUT BOTTLED WATER ADVERTISEMENTS ON OTHER MEDIAS THAN RADIO AND TV

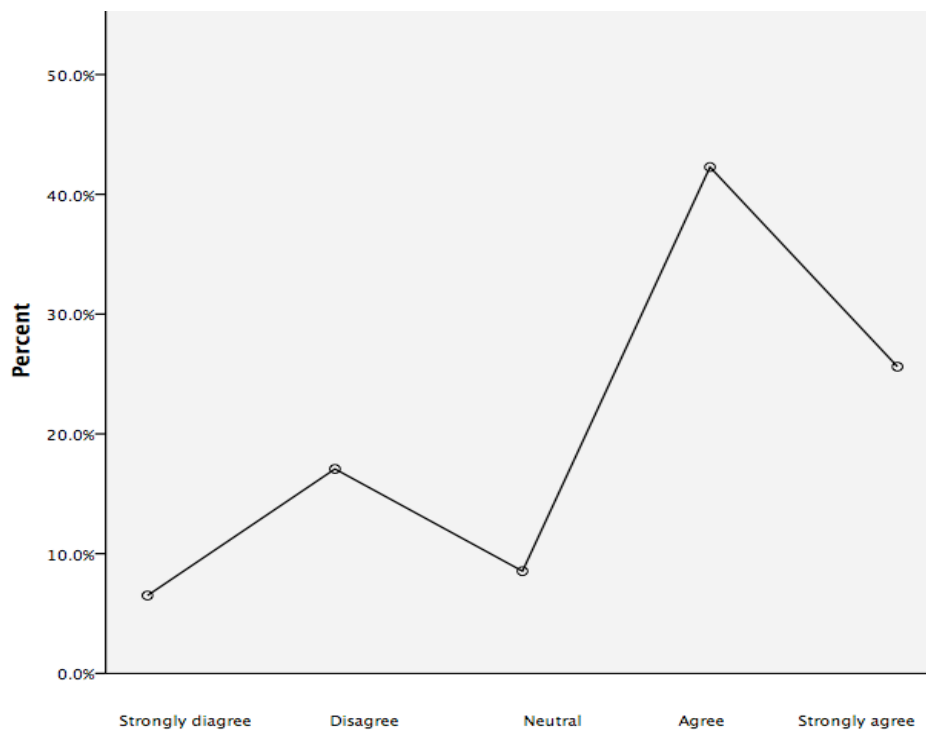


Source: Own survey data (2017)

4.4.7. GETTING INFORMATION FROM BOTTLED WATER ADVERTISEMENTS

The statement which says the information in bottled water advertisements helps me to purchase the product is much agreed by respondents. Figure 4.8 shows that 16 (6.5%) respondents said they strongly disagree with the statement. Disagree is selected by 42 or 17.1%. This is a significant number. Neutral is selected by 21 respondents or 8.5% of all. Agree is also selected by 104 respondents or 42.3%. Strongly agree is selected by 63 respondents or 25.6%. Therefore, the information in advertisements is important to make purchase decision.

Figure 4.8. DATA THAT SHOWS RESPONDENTS VIEW ABOUT THE INFORMATION IN BOTTLED WATER ADVERTISEMENTS



Source: Own survey data (2017)

4.4.8. MISLEADING CONSUMERS

Those who strongly disagree with the statement that bottled water advertisers mislead consumers are 34 from this research. It is 13.8%. As table 4.7 shows, the higher number

of respondents which are 81 or 32.9% say that they disagree with this statement. Those who selected to be neutral are 57 respondents or 23.2%. Agree is selected by 51 respondents or 20.7%. Strongly agree is a choice of 23 respondents and it is 9.3% of all. This indicates that bottled water advertisements do not mislead consumers in Addis Ababa.

Table 4.7. DATA THAT SHOWS VIEWS OF RESPONDENTS ABOUT MISLEADING BOTTLED WATER ADVERTISEMENTS

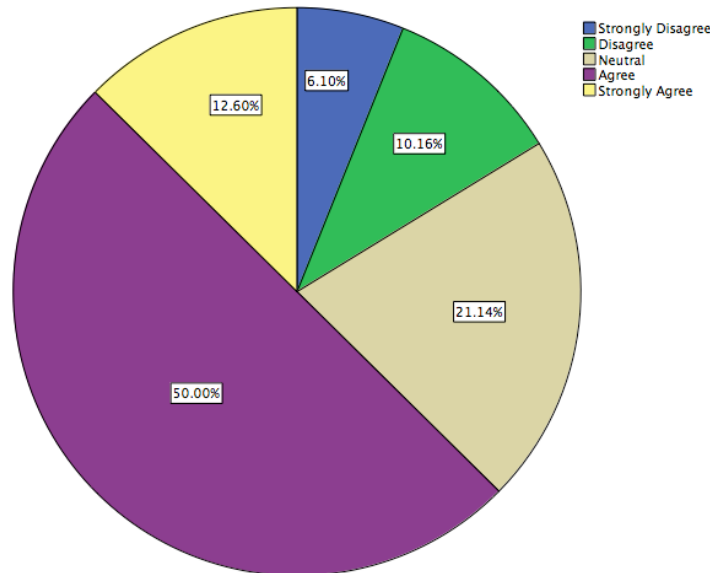
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	34	13.8	13.8	13.8
Disagree	81	32.9	32.9	46.7
Neutral	57	23.2	23.2	69.9
Agree	51	20.7	20.7	90.7
Strongly Agree	23	9.3	9.3	100.0
Total	246	100.0	100.0	

Source: Own survey data (2017)

4.4.9. ADVERTISING THE TRUE NATURE AND QUALITY OF BOTTLED WATERS

In figure 4.9, we can see that 15 (6.1%) of all said that they strongly disagree with the statement that says bottled water advertisers advertise the true nature and quality of their products. However, disagree is selected by 25 (10.2%) respondents and neutral by 52 (21.1%) respondents. Agree is selected by 123 (50%) and strongly agree 31 or 12.6%.

Figure 4.9. CONSUMERS UNDERSTANDING ABOUT ADVERTISING THE TRUE NATURE AND QUALITY OF BOTTLED WATERS

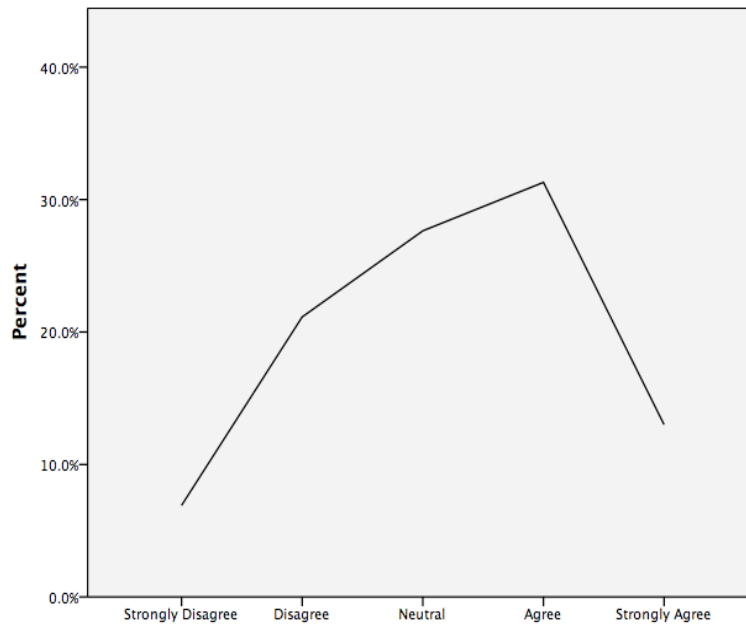


Source: Own survey data (2017)

4.4.10. ADVERTISING OF BOTTLED WATER BEYOND ITS USAGE AND QUALITY

Consumers have varied view on the statement that says Bottled water advertisers advertise their products beyond its usage and quality. As shown on figure 4.10, 17 respondents or 6.9% said that they strongly disagree. 52 respondents or 21.1% said that they disagree. 68 respondents or 27.6 said that they are neutral. However, larger number is taken by the choice agree. 77 respondents or 31.3% said that they agree. Strongly agree is selected by 32 respondents or 13%. It shows that bottled water is advertised beyond its usage.

Figure 4.10. CONSUMERS OBSERVATION ABOUT ADVERTISING BOTTLED WATERS BEYOND ITS USAGE AND QUALITY

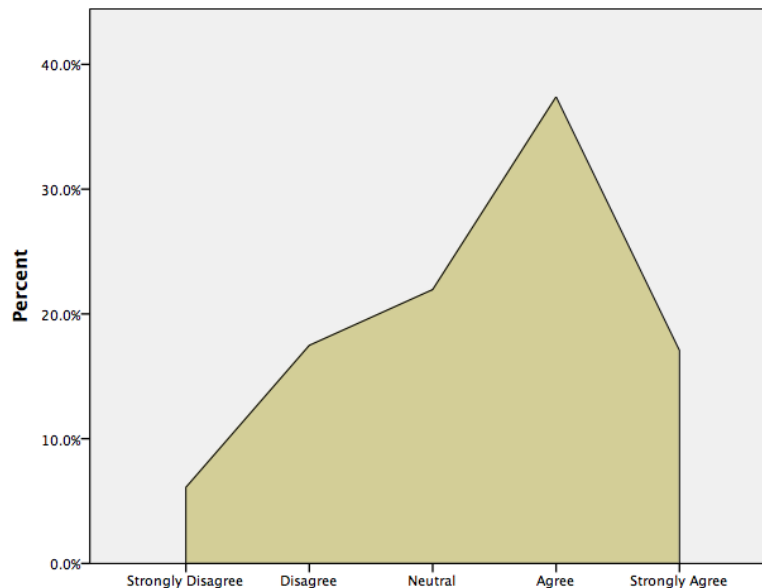


Source: Own survey data (2017)

4.4.11. ADVERTISING THE PRODUCER

Consumers that said they know producers of bottled water which advertise who the producer is shown on figure 4.11. This statement is strongly disagreed by 15 respondents and this is the least of all which took 6.1 percent. Those who disagree are 43 respondents and it is 17.5%. Those who are neutral are 54 respondents or 22%. Agree is selected by 92 respondents which is the highest and it is 37.4%. Strongly agree is selected by 42 respondents and it is 17.1%. Hence, bottled water producers advertise who the producer is.

Figure 4.11. CONSUMERS OUTLOOK ABOUT ADVERTISING WHO THE PRODUCER OF BOTTLED WATER IS



Source: Own survey data (2017)

4.4.12. ADVERTISEMENT OF BRAND

Bottled water advertisers advertise their brand well which helps me to purchase the product, statement has been agreed by many respondents. As seen on table 4.8, those who strongly disagree are only 9 or 3.7%. Those who disagree are 22 or 8.9%. Neutral is selected by 27 respondents or 11%. Agree is selected by 105 respondents or 42.7%. Strongly agree is selected by 83 respondents or 33.7% of all. It shows that advertisement has helped to purchase bottled waters in Addis Ababa.

Table 4.8. FREQUENCY THAT SHOWS CONSUMERS OBSERVATION ABOUT BOTTLED WATER ADVERTISEMENT OF THEIR BRAND

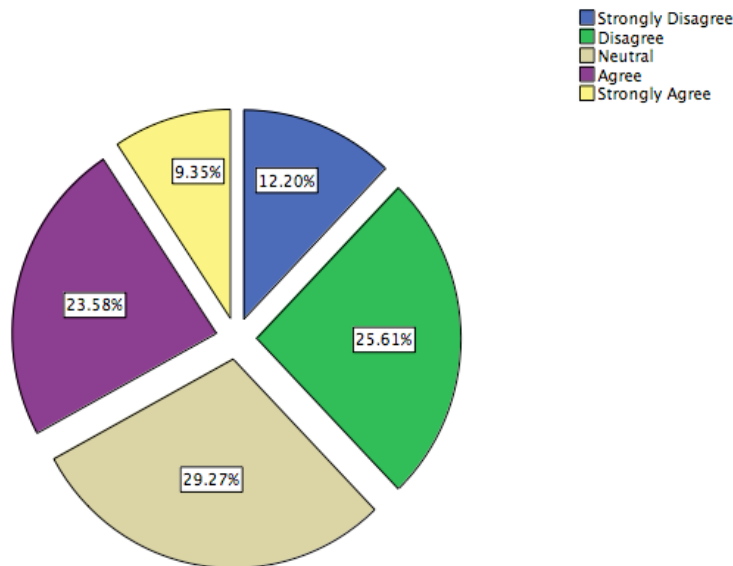
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	9	3.7	3.7	3.7
Disagree	22	8.9	8.9	12.6
Neutral	27	11.0	11.0	23.6
Agree	105	42.7	42.7	66.3
Strongly Agree	83	33.7	33.7	100.0
Total	246	100.0	100.0	

Source: Own survey data (2017)

4.4.13. ASSOCIATION OF ADVERTISING WITH CULTURE

Figure 4.12 shows that 30 respondents or 12.2% strongly disagree the statement that says advertisement of bottled water creates association with our culture and 63 respondents or 25.6% said that they disagree. However, the larger number of respondents or 72 (29.3%) said that they are neutral. Those who agree with the statement are 58 or 23.6%. Strongly agree is selected by 23 respondents or 9.3% of all. Therefore, advertisements donor show association with culture.

Figure 4.12. CONSUMERS OBSERVATION ABOUT ADVERTISEMENT OF BOTTLED WATER AND IT'S ASSOCIATION WITH OUR CULTURE

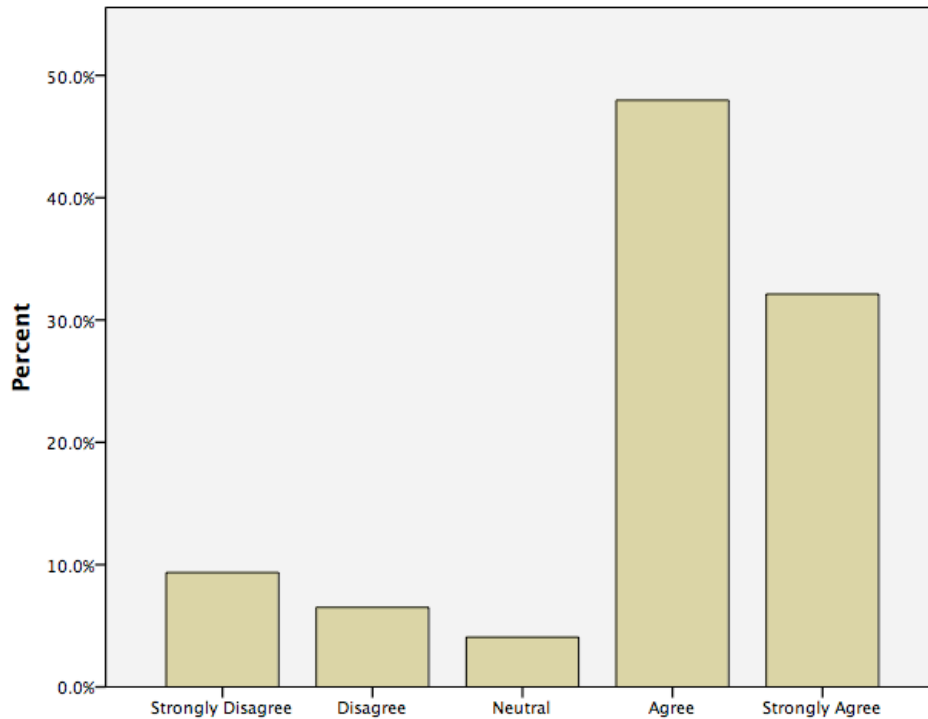


Source: Own survey data (2017)

4.4.14. ADVERTISEMENT CREATING IMAGE IN MIND

Most people agree to the statement that says Advertisement of bottled water creates some kind of good image in mind. The statement is strongly disagreed by 23 respondents or 9.3% as seen on figure 4.13. Those who selected disagree are 16 respondents or 6.5%. Neutral is selected by 10 of them or 4.1%. Agree is chosen by many respondents 118 or 48%. Strongly agree is a choice of 79 or 32.1% of the total. It can be said that bottled water advertisements create good image in mind.

Figure 4.13. CONSUMERS UNDERSTANDING ABOUT BOTTLED WATER ADVERTISEMENTS CREATING OF GOOD IMAGE IN MIND



Source: Own survey data (2017)

4.4.15. PROMISING OF UNPRECEDENTED FEELING

As table 4.9 shows, advertisement of bottled water promise me unprecedented feeling which I could not get from similar brands statement is strongly disagreed by 9 (3.7%) respondents. Disagreed by or 12 (4.9%) respondents. Those who are neutral are 11 (4.5%). Agreed by 133 (54.1%) which is the highest and strongly agreed by 81 (32.9%). This is an indication that bottled water promises unprecedented feeling in the mind of consumers.

Table 4.9. CONSUMERS VIEW ABOUT ADVERTISEMENT OF BOTTLED WATER PROMISING UNPRECEDENTED FEELING

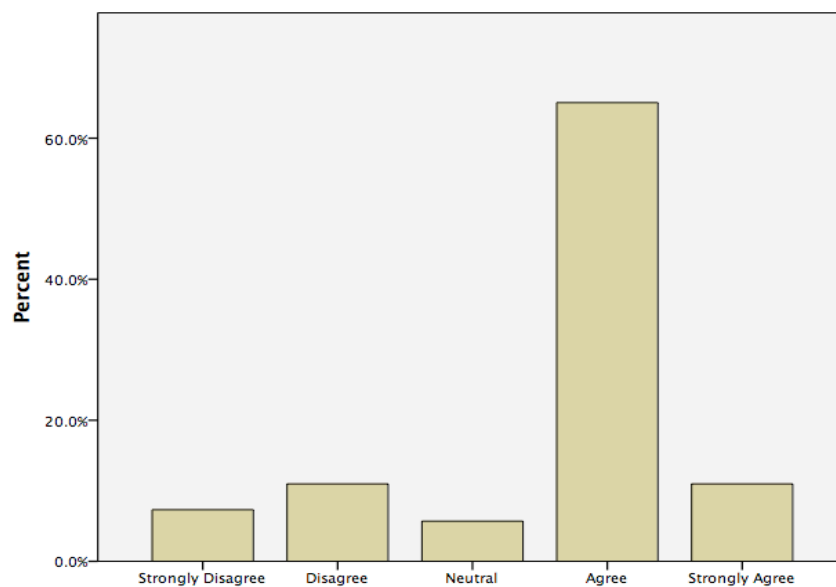
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	9	3.7	3.7	3.7
	12	4.9	4.9	8.5
	11	4.5	4.5	13.0
	133	54.1	54.1	67.1
	81	32.9	32.9	100.0
Total	246	100.0	100.0	

Source: Own survey data (2017)

4.4.16. ASSURING THE FEELING OF EXCITEMENT

Most respondents agree to the statement that says advertisement of bottled water assure me the feeling of excitement and enjoyment if I use the product. Figure 4.14, shows that those strongly disagree are 7.3%. Disagree is selected by 11%. Neutral is the choice of 5.7% respondents only. Agree is selected by 65% respondents and strongly agree is selected by 11%. Therefore, bottled water advertisers assure the feeling of excitement.

Figure 4.14. CONSUMERS OPINION ABOUT ASSURING THE FEELING OF EXCITEMENT AND ENJOYMENT IN ADVERTISEMENT OF BOTTLED WATER

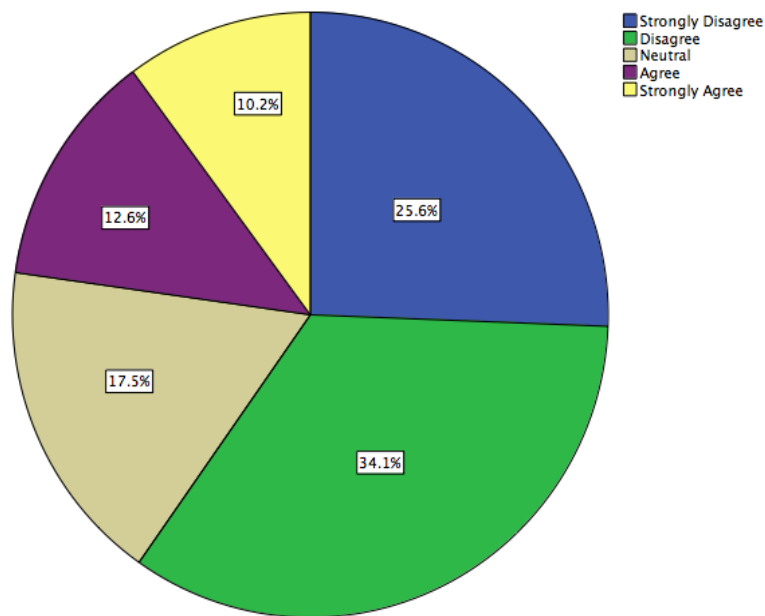


Source: Own survey data (2007)

4.4.17. PREFERING BOTTLED WATER WITH OUT CONSIDERING QUALITY OF THE PRODUCT

Respondents tend to disagree with the statement that says I prefer the best brand bottled water with out considering the quality of the product. Figure 4.15 shows strongly disagree is selected by 63 (25.6%) and the highest number of respondents selected disagree which is 84 (34.1%). Neutral is selected by 43 (17.5%). Agree is a choice of 31 (12.6%). Strongly agree is selected by 25 (10.2%) respondents. Hence, bottled water is not preferred only by its brand in Addis Ababa market.

Figure 4.15. CONSUMERS CHOICE ABOUT PREFERING THE BEST BRAND BOTTLED WATER WITH OUT CONSIDERING THE QUALITY OF THE PRODUCT



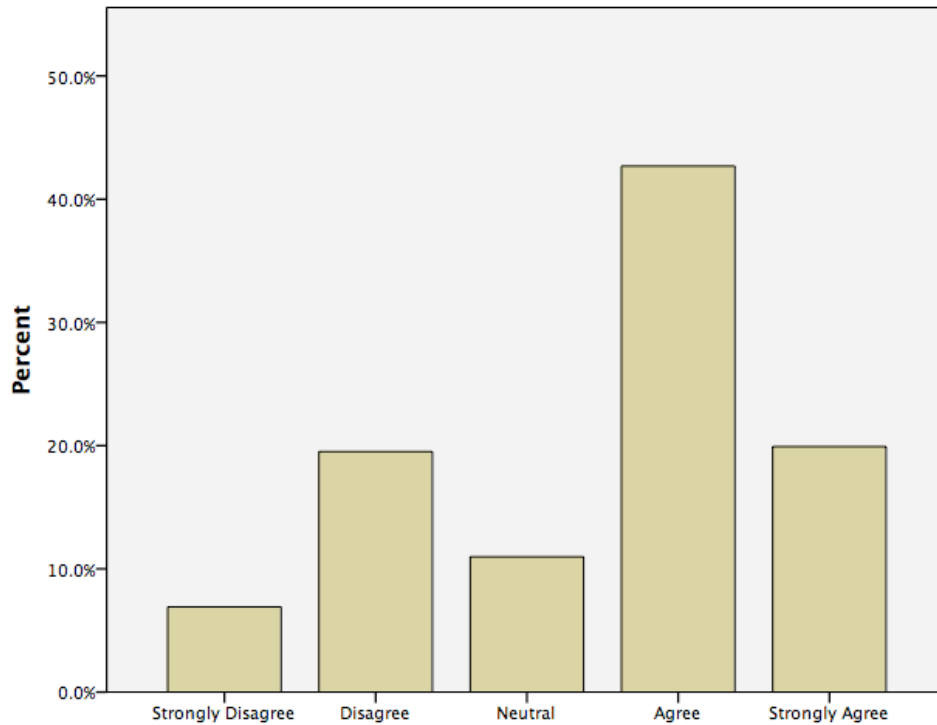
Source: Own survey data (2017)

4.4.18. POSITIVE FEELING OF ADVERTISEMENTS

Figure 4.16 shows that the positive feeling from advertisement of bottled is more agreed by respondents. Strongly disagree is a selected by 17 (6.9%). Disagree is selected by 48 (19.5%) and the top choice neutral is selected by 27 (11%). Agree is a choice of 105

(42.7%). Finally, strongly agree is selected by 49 (19.9%). It shows that advertisements of bottled water in Addis Ababa gives positive feeling.

Figure 4.16. CONSUMERS VIEW ABOUT ADVERTISEMENT OF BOTTED WATER GIVING POSITIVE FEELING



Source: Own survey data (2017)

4.4.19. ASSOCIATION OF BOTTLED WATERS WITH SPECIAL EVENTS

On table 4.10, we can see that respondents said that they strongly disagree with a frequency of 20 or 8.1% with the statement; I associate bottled waters with special occurrence, feeling or event. Those who disagree are 62 (25.2%) and neutral is a choice of 58(23.6%). Agree is selected by 65 (26.4%) and strongly agree by 41 (16.7%). Therefore, it is associated with special events, feeling and occurrences.

Table 4.10. CONSUMERS POSITION ABOUT ASSOCIATION OF BOTTLED WATERS WITH SPECIAL OCCURRENCE, FEELING OR EVENT

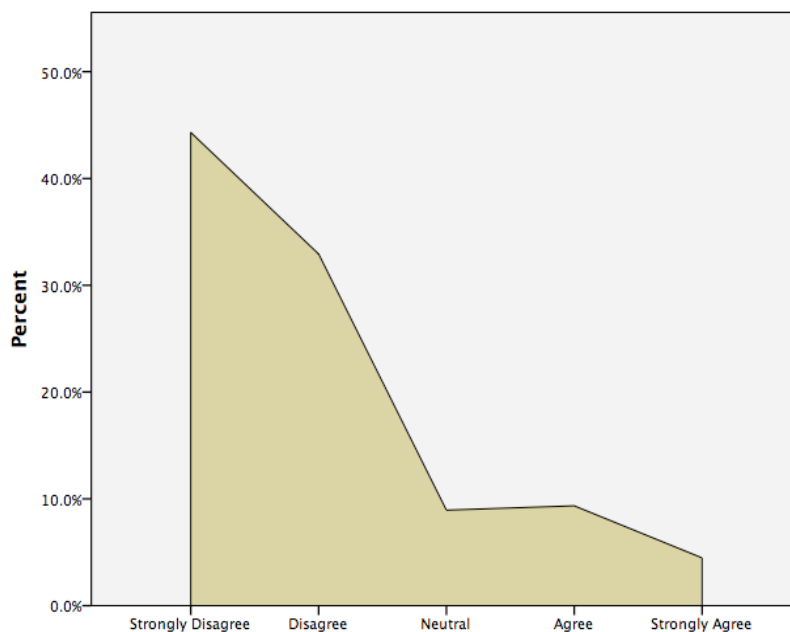
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	20	8.1	8.1	8.1
	Disagree	62	25.2	25.2	33.3
	Neutral	58	23.6	23.6	56.9
	Agree	65	26.4	26.4	83.3
	Strongly Agree	41	16.7	16.7	100.0
	Total	246	100.0	100.0	

Source: Own survey data (2017)

4.4.20. HIGHER SOCIAL CLASS FROM BOTTLED WATER

Bottled water usage for its social class is highly disagreed by respondents. 109 (44.3%), the highest of all the numbers in this statement, said that they strongly disagree with this statement. 81 (32.9%) said that they disagree, figure 4.17. Neutral is selected by 22 (8.9%). Agree and strongly agree are selected by 23 (9.3%) and 11 (4.5) respondents respectively. Accordingly, bottled water is not selected for social class.

Figure 4.17. CONSUMERS CHOICE ABOUT USING OF BOTTLED WATER FOR HAVING SOCIAL CLASS



Source: Own survey data (2017)

4.4.21. USING BOTTLED WATER FOR SPECIAL FEELING

Using of bottled water for its special feeling is agreed by many respondents. Table 4.11 shows 33 (13.4%) said that they strongly disagree and 30 (12.2%) said they disagree. Neutral is a choice of 21 (8.5%). Those who agree with this statement are 106 (43.1%) and 56 (22.8%) said that they strongly agree and it shows that it is used for special feeling.

Table 4.11. CONSUMERS CHOICE OF USING BOTTLED WATER FOR SPECIAL FEELING

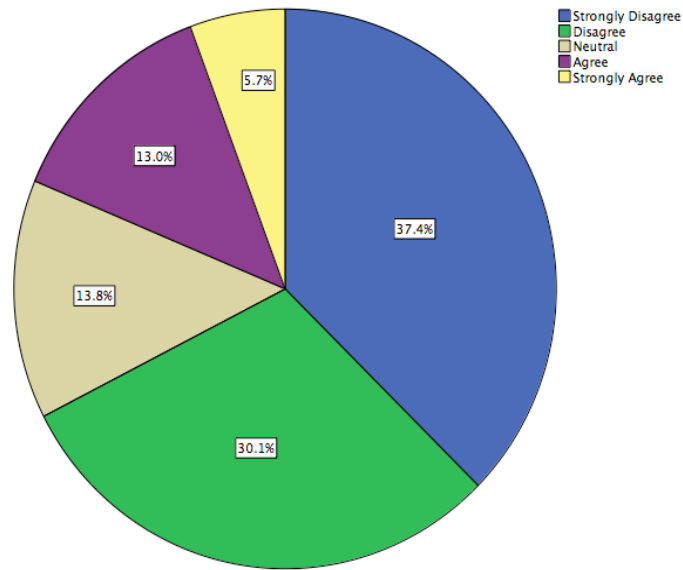
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	33	13.4	13.4	13.4
Disagree	30	12.2	12.2	25.6
Neutral	21	8.5	8.5	34.1
Agree	106	43.1	43.1	77.2
Strongly Agree	56	22.8	22.8	100.0
Total	246	100.0	100.0	

Source: Own survey data (2017)

4.4.22. SCARING CONSUMERS TO ACTION/PURCHASE

Figure 4.18 shows that majority of respondents do not agree with the statement that says bottled water advertisers scare me to action/purchase. Those who said that they strongly disagree with the statement are 92 (37.4%) which is the highest for this statement replies. The next highest is disagree. It is selected by 74 (30.1%). Neutral is selected by 34 (13.8%). Agree is a choice of 32 (13%) and strongly agree is selected by 14 (5.7%). Therefore, bottled water advertisers do not scare to action / purchase.

Figure 4.18. FREQUENCY THAT SHOWS VIEWS OF RESPONDENTS ABOUT BOTTLED WATER ADVERTISEMENTS IF THEY SCARE TO ACTION/PURCHASE

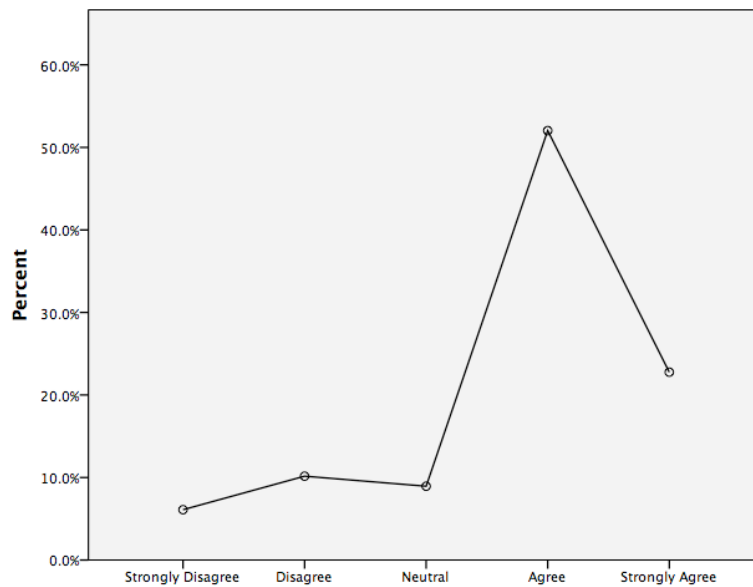


Source: Own survey data (2017)

4.4.23. REMEMBERING UNIQUE ADVERTISEMENT OF BOTTLED WATERS

In figure 4.19 it is seen that most respondents are tend to agree to the statement that says remembering the unique advertisement of bottled waters help me to purchase the product. Strongly disagree is selected by 15 (6.1%), which is the smallest number of respondents. Disagree is a choice of 25 (10.2%). Neutral is the choice of 22 (8.9%). Agree and strongly agree are selected by 128 (52%) and 56 (22.8%) respectively. It clearly shows that remembering of bottled water advertisements has helped to purchase the product.

Figure 4.19. RESPONDENTS VIEW ABOUT REMEMBERING THE UNIQUE ADVERTISEMENT OF BOTTLED WATERS



Source: Own survey data (2017)

4.4.24. ADVERTISEMENT OF BOTTLED WATER GRABING ATTENTION

Table 4.12 shows that higher number of respondents agree to the statement that says advertisement of bottled water grabs my attention. 26 (10.6%) strongly disagree with the statement. 40 (16.3%) disagree. 16 (6.5%) are neutral. Agree and strongly agree are selected by 125 (50.8%) and 39 (15.9%) respectively and it shows that bottled water advertisements grabs attention of consumers in Addis Ababa.

Table 4.12. FREQUENCY OF RESPONDENTS REPLY ABOUT ADVERTISEMENT OF BOTTLED WATER GRABBING ATTENTION

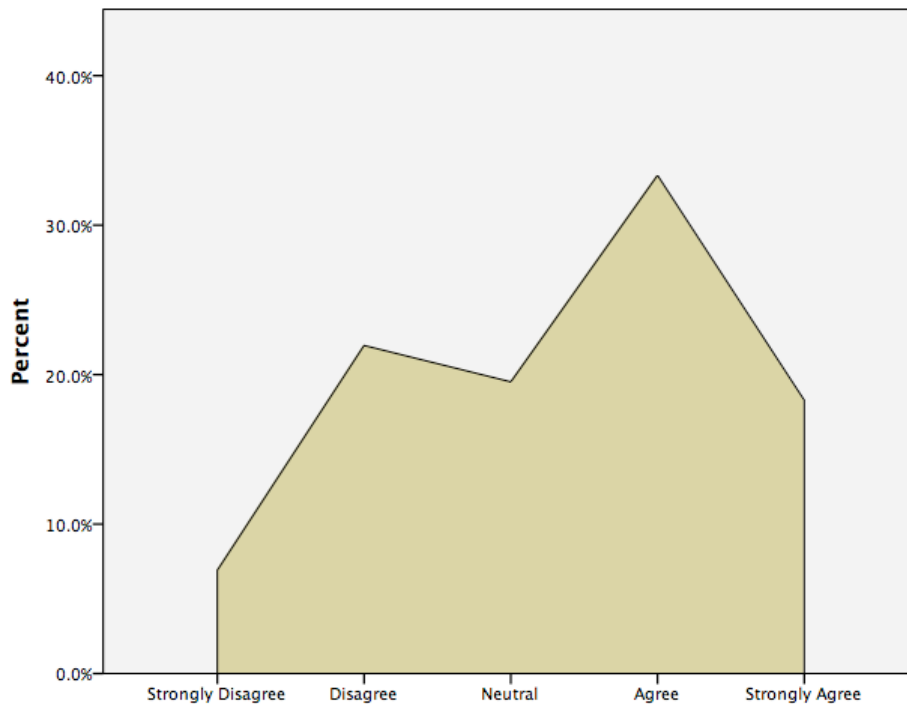
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	26	10.6	10.6	10.6
Disagree	40	16.3	16.3	26.8
Neutral	16	6.5	6.5	33.3
Agree	125	50.8	50.8	84.1
Strongly Agree	39	15.9	15.9	100.0
Total	246	100.0	100.0	

Source: Own survey data (2017)

4.4.25. ADVERTISEMENT OF BOTTLED WATER GIVING POSITIVE FEELING

Respondents who said that advertisements which ignite positive feeling are memorable are depicted as follows. As seen on figure 4.20, the statement is strongly disagreed by 17 (6.9%). Disagreed by 54 (22%) and those who are neutral to the statement are 48 (19.5%). Agree is selected by higher number of respondents. It is 82 (33.3%) and strongly agree is selected by 45 (18.3%). It is found that if advertisement ignite positive feeling, it is memorable.

Figure 4.20. VIEW OF RESPONDENTS ABOUT ADVERTISEMENTS WHICH IGNITE POSITIVE FEELING ARE MEMORABLE



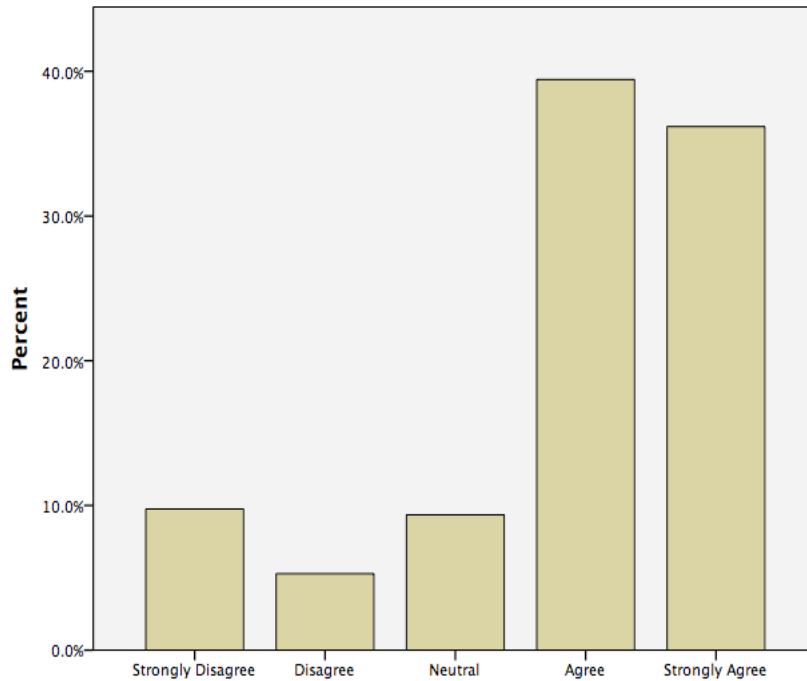
Source: Own survey data (2017)

4.4.26. REMEMBERING BOTTLED WATER ADVERTISEMENTS TO MAKE RATIONAL DECISION

For the statement I remember the advertisement of bottled waters to make rational decision when I purchase the product, 24 (9.8%) respondents say they strongly disagree. Those who disagree are 13 (5.3%) and neutral are 23 (9.3%). Agree is selected by 97

(39.4%) which is the largest. Strongly agree is a choice of 89 (36.2%) as seen on figure 4.21. Consumers remember bottled water advertisements to make rational decision.

Figure 4.21. VIEW OF RESPONDENTS ABOUT ADVERTISEMENT OF BOTTLED WATERS TO MAKE RATIONAL DECISION



Source: Own survey data (2017)

4.5. DECISION RULE RESULTS

The decision rule results tells the hypothesis testing and how the correlation value r indicates the strength of the variables. Positive values to a maximum of +1 and negative values to a minimum of -1 indicates there is stronger relationship. Table 4.13 shows the strength of measure of association.

Measure of Association
> 0.00 to 0.20 ; < -0.00 to -0.20
> 0.20 to 0.40; < -0.20 to -0.40
> 0.40 to 0.60; < -0.40 to -0.60
> 0.60 to 0.80; < -0.60 to -0.80
> 0.80 to 1.0; < -0.80 to -1.0

Table 4.13. Decision Rule Results. Adopted from Weinberg and Abramowitz, 2008. *Statistics Using SPSS: An Integrative Approach.*

4.6. CORRELATION RESULTS

4.6.1. HYPOTHESIS ONE

Hypothesis 1. There is positive relationship between creating awareness in advertisement and consumer purchasing behavior.

		Awareness	Cons. Behav.
Awareness	Pearson Correlation	1	.396**
	Sig. (1-tailed)		.000
	N	246	246
Cons. Behav.	Pearson Correlation	.396**	1
	Sig. (1-tailed)	.000	
	N	246	246

** . Correlation is significant at the 0.01 level (1-tailed).

Table 4.14. Correlation of awareness and consumer behavior. Result from own survey (2017)

The result of correlation in table 4.14 shows that there is positive relationship between awareness in advertisement and the purchasing behavior of consumers. The result shows that it is $r = .396$, which is positive. Therefore, hypothesis one which says there is positive relationship between creating awareness in advertisement and consumer purchasing behavior is true and agrees with the research of Barroso and Llobet (2001) which says awareness in advertisement leads to sales of products.

4.6.2. HYPOTHESIS TWO

Hypothesis 2. There is positive relationship between information in advertisement and consumer purchasing behavior.

Correlations

		Information	Cons. Behav.
Information	Pearson Correlation	1	.195**
	Sig. (1-tailed)		.000
	N	246	246
Cons. Behav.	Pearson Correlation	.195**	1
	Sig. (1-tailed)	.000	
	N	246	246

** . Correlation is significant at the 0.01 level (1-tailed).

Table 4.15. Correlation of information and consumer behavior. Result from own survey (2017)

In table 4.15 it is seen that there is positive relationship between information in advertisement and the purchasing behavior of consumers. It is $r = .195$, which is positive. Therefore, hypothesis two which says there is positive relationship between information in advertisement and consumer purchasing behavior is true. This research is relevant to the research of Raula et al. (2005) which argues that information in advertisement positively affect the purchase decision of consumers.

4.6.3. HYPOTHESIS THREE

Hypothesis 3. There is positive relationship between creation of brand image in advertisement and consumer purchasing behavior.

Correlations

		Brand image	Cons. Behav.
Brand image	Pearson Correlation	1	.367**
	Sig. (1-tailed)		.000
	N	246	246
Cons. Behav.	Pearson Correlation	.367**	1
	Sig. (1-tailed)	.000	
	N	246	246

** . Correlation is significant at the 0.01 level (1-tailed).

Table 4.16. Correlation of brand image and consumer behavior. Result from own survey (2017)

The description of table 4.16 is that there is positive relationship between brand image in advertisement and the purchasing behavior of consumers. It shows that the relationship is at $r = .367$, which is positive. Therefore, hypothesis three is true and agrees with the research of Rahdini, Aisyah and Kumar (2014), which says that branding in advertisement induce consumers to purchase the product.

4.6.4. HYPOTHESIS FOUR

Hypothesis 3. There is positive relationship between association and feeling in advertisement and consumer purchasing behavior.

		Correlations	
		Association and feeling	Cons. Behav.
Association and feeling	Pearson Correlation	1	.285**
	Sig. (1-tailed)		.003
	N	246	246
Cons. Behav.	Pearson Correlation	.285**	1
	Sig. (1-tailed)	.003	
	N	246	246

** . Correlation is significant at the 0.01 level (1-tailed).

Table 4.17. Correlation of association and feeling and consumer behavior. Result from own survey (2017)

Table 4.17 shows that there is positive relationship between association and feeling in advertisement and the purchasing behavior of consumers. The relationship is at $r = .285$, which is positive. Therefore, hypothesis four which says there is positive relationship between association and feeling in advertisement and consumer purchasing behavior is true. Bagozzii and Moore (1994), have found the same result that association and feeling in advertisement grabs the attention of consumers and hence they make their purchase decision.

4.6.5. HYPOTHESIS FIVE

Hypothesis 5. There is positive relationship between memory from advertisement and consumer purchasing behavior.

Correlations

		Memory	Cons. Behav.
Memory	Pearson Correlation	1	.573**
	Sig. (1-tailed)		.003
	N	246	246
Cons. Behav.	Pearson Correlation	.573**	1
	Sig. (1-tailed)	.003	
	N	246	246

** . Correlation is significant at the 0.01 level (1-tailed).

Table 4.18. Correlation of memory and consumer behavior. Result from own survey (2017)

The correlation of memory and consumer purchasing behavior is seen on Table 4.18. It shows that there is positive relationship between memory from advertisement and the purchasing behavior of consumers ($r = .573$), which is positive. Therefore, hypothesis five which says there is positive relationship between memory from advertisement and consumer purchasing behavior is true. This goes with the research of Balazs (2011), which says that memory in advertisement leads to increased purchase.

Correlations c

		Awaren.	Info	Brand	Feeling	Memory	Cons. Behav
Awaren.	Pearson Correlation	1	.364**	.320**	.433**	.474**	.396**
Info	Pearson Correlation	.364**	1	.407**	.581**	.637**	.195**
Brand	Pearson Correlation	.320**	.407**	1	.271**	.325**	.367**
Feeling	Pearson Correlation	.433**	.581**	.271**	1	.203**	.285**
Memory	Pearson Correlation	.474**	.637**	.325**	.203**	1	.573**
Consu. Behav	Pearson Correlation	.396**	.195**	.367**	.285**	.573**	1

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

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

c Listwise N=246

Table 4.19. Pearson Correlation, Own survey data, 2017

As seen on table 4.19, correlation between the tested one dependent variable (Consumer purchasing behavior) and five independent variables is fit for the research. They show significant relationship. The research is acceptable if correlation between dependent and independent variable is shows positive relationship, Clewer and Scarisbrick, 2013.

4.7. RESULT OF MULTIPLE REGRATION (MODEL SUMMARY)

Multiple regression analysis was done to understand the research results. The following tables were produced accordingly and their description follows. It assumes that no assumption has been violated and get valid result in the research.

Model Summary b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.796a	0.686	0.661	1.02	1.874

a Predictors: (Constant), Awareness, Information, Brand image, association and feeling and memory

b Dependent Variable: consumer purchasing behavior

Table 4.20. MODEL SUMMARY, Own survey data, 2017

R column represents the value of R, and it is multiple correlation coefficient. It is considered to be one measure of the quality of the prediction of the dependent variable. In this research the dependent variable consumer purchasing behavior value of R shows that 0.796. It is a good level of prediction (Charry, K., Coussement, K., Demoulin, N., Heuvinck, N., 2016).

R Square column shows the R^2 value which is also called coefficient of determination. It is a proportion of variance in the dependent variable which is explained by the independent variables. As seen on table 4.21, R^2 result 0.686 indicates that the independent variables explain 68.6% of the variability of the dependent variable.

Adjusted R square indicates that the variance of the dependent variable (Consumer purchasing behavior) as explained by the independent variables. In this research it shows that it is 0.661. It is interpreted as 66.1% of the variance. Additionally, Durbin-Watson result which is around 2 indicates it is acceptable.

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	23.58	5	5.316	65.689	.000b
	Residual	11.591	240	0.040		
	Total	33.171	245			

a Dependent Variable: consumer purchasing behavior

b Predictors: (Constant), Awareness, Information, Brand image, association and feeling and memory

Table 4.21. ANOVA MODEL FIT. Own survey data, 2017

In table 4.21 we can see that F-ratio which tests the over all regression model to know if it is good fit model for the data. 65.689 shows that the independent variables predict the dependent variable (consumer purchasing behavior) statistically and significantly. Regression df = 5, residual = 240, sig < 0.05 indicates that five predictors account for significant proportion of variance statistically (Charry, K., Coussement, K., Demoulin, N., Heuvinck, N., 2016).

Coefficients a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	0.639	0.156		2.785	0.005		
	Memory	0.316	0.065	0.322	5.52	0	0.501	1.988
	Feeling and association	0.298	0.056	0.206	3.56	0	0.588	1.378
	Brand image	0.336	0.079	0.104	1.73	0	0.419	2.291
	Information	0.254	0.054	0.161	2.865	0.005	0.648	2.226
	Awareness	0.378	0.065	0.171	1.201	0.002	0.705	1.405

a Dependent Variable: consumer purchasing behavior

Table 4.22. REGRESSION COEFFICIENTS, Own survey data, 2017

Standard coefficients in table 4.22 shows that the independent variables have effect on purchasing decision of consumers. It is clear that memory has greater beta value (0.322) and it is the highest on all other independent variables. On the other side, brand image has lower value (0.104) and it is not statistically significant according to Charry, K., Coussement, K., Demoulin, N., Heuvinck, N., 2016.

Regression equation of consumer behavior

$$CB = 0.639 + 0.316*Memory + 0.298*Feeling \& A + 0.336*Brand Image + 0.254*Information + 0.378*Awareness$$

This equation shows that as independent variables increases by 1 each, consumers behavior also increases by 0.316, 0.298, 0.336, 0.254 and 0.378 respectively.

CHAPTER FIVE

CONCLUSIONS AND RECOMMENDATIONS

This chapter contains summary of the research which is drawn from discussion in chapter four. It also includes conclusions and recommendations deducted from the findings. Implication for future research is also directed.

5.1. SUMMARY OF THE FINDINGS

According to chapter four analysis, the major findings of the research are as follows. All of the respondents or 246 of them use bottled water at different level. These bottled water users prefer to have advertisement of the manufactures to be on radio. It is the choice of 32.9% of the respondents. 58.9% respondents say that bottled water advertisers advertise their products enough. Additionally, 82.5% of the respondents say that personal factors have influence to purchase bottled water. Moreover, 38.2% respondents say that bottled water advertisements communicate them about the features and benefit of the product.

Awareness of bottled water has helped respondents to purchase bottled water and it has effect on purchasing behavior. This is agreed by 57.7 respondents. The advertisement of brands of bottled water has also impact on purchase decision. 42.7% respondents say that it has helped them to purchase the product. Additionally, positive feeling from advertisement of bottled waters have relationship on purchase decision. 42.7% respondents say that it has made them to purchase the product. Furthermore, 52% of the respondents say that they remember unique advertisement of bottled waters and it helps them to purchase the product.

5.2. CONCLUSIONS

According to chapter four analysis, the major findings of the research are as follows. All of the respondents or 246 of them use bottled water at different level. These bottled water users have given their response about the effect of advertisement on bottled water usage in relation to the objective of this research. As seen on chapter four data results and discussion, it can be concluded that the objectives of the research have been completely met.

The first objective of the research was “To identify the use of mass media in consumers decision of bottled water purchase in Addis Ababa”. The research had a question of “Which type of media attracts you more?” Many consumers believe that radio is effective to advertise bottled water in Addis Ababa.

One of the major finding of Doria (2006) is that bottled water is used for health reason. Similarly, figure 4.4 shows that bottled water users in Addis Ababa said use bottled water for health reason. Therefore, the theory of Doria, 2006 is valid with regards to health issue for Addis Ababa bottled water consumers.

The second objective is “Identifying factors that have effect in promoting/advertising the bottled water”. It was found that awareness, information, creation of brand image, association and feeling and memory have direct relationship for promoting/advertising bottled water. It is also found that advertisement positively affects to consume bottled waters. This matches with the research of Quansah et al (2015). There is positive relationship between perception and belief that is gained in creation of brand image and association and feeling and bottled water buying behavior.

Third objective of the research says “To examine the effect of advertisement on the purchasing decision of consumers”. According to the research consumers have replied that awareness in advertisement has effect for purchase decision. According to Barroso

and Llobet (2011), awareness in advertisement can have effect on sales of product and it matches with the finding of this research.

Information in advertisement is also seen as one of the factors for consumers to purchase bottled water in Addis Ababa. Raula, et al. (2005) has come up with similar finding. Additionally, brand image was found as a factor which has effect on consumers purchase decision. This is similar as the research of Rahdini et al. (2014). They have found that branding is one of the major factors to purchase bottled water. Additionally, feeling and association are found to have direct relationship with bottled water purchase in this research. Furthermore, memory has direct impact on purchase decision of bottled water in Addis Ababa.

5.3. RECOMMENDATIONS

After the analysis of the data in chapter four and the conclusion in chapter five, the following recommendations are forwarded from the researcher.

- ✓ Bottled water advertisers should release advertisements in order to create awareness on consumers and win the market because it is difficult to be known with out advertisement and sale products. This is especially important when the product is new or unknown to the consumers. The ultimate goal of advertisement is to create awareness of products and sale it in the market.
- ✓ Bottled water advertisers should make their advertisements unique, memorable and informative so that consumers grab their message easily as well retain it to decide at the time of purchase.
- ✓ According to the finding of this research, more people prefer radio for advertisement transmission. Hence, bottled water advertisers should advertise on radio in order to reach maximum amount of consumers. As there are respondents

who prefer other media mixes, advertisers should also think about advertising their product on other medias too.

- ✓ Since, advertisement which creates positive feeling on consumers is memorable, bottled water advertisers should think about creating positive feeling on consumers through advertisement and make their products memorable in the mind of consumers.
- ✓ Advertisers of bottled water should make their advertisement frequent on different medias and reach as many individuals as possible. Especially, advertising on radio for Addis Ababa consumers is paramount. It helps to reach significant amount of consumers. Additionally, this will enable them to get market share.

5.4. IMPLICATIONS FOR FURTHER RESEARCH

Since consumer behavior can be affected by many factors including awareness, information, brand image, positive feeling and memorability of advertisement, future researches can be done to widen the already started field of knowledge. It is the researcher's belief that more can be done to increase the understanding of the field and impact consumers' behavior in a positive way.

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Appendices

APPENDIX A: QUESTIONNAIRE (ENGLISH VERSION)
ST.MARY'S UNIVERSITY SCHOOL OF GRADUATE STUDIES DEPARTMENT OF
GENERAL BUSINESS ADMINISTRATION



Dear Respondent,

This questionnaire is developed for educational purpose only. I am a student of St. Mary's University in the field of business (Masters of Business Administration in General Management). I am collecting data for my thesis under the title THE EFFECT OF ADVERTISMENT ON CONSUMER BEHAVIOUR: THE CASE OF BOTTLED WATER IN ADDIS ABABA. Thank you in advance for cooperating to fill this questionnaire which will be great input for the research. All your personal data will be confidential and you don't need to provide your name.

If you have any questions please contact the student researcher via 091 112 2488

Please provide all answers as per the instruction on each part

Part I Demographic profile

Instruction - Please encircle the appropriate answers in which you deem right

1 Gender

1. Male

2. Female

2 Educational Background

1. Grade 12
and below

2. Certificate

3 Diploma

4. First degree

5. Masters

6 PhD and above

3 Marital status

1. Single

2. Married

3 Divorced

4 Age

1. 18–25

2. 25–45

3 46 and above

5 Occupation

1. Government Employee

2. NGO Employee

3. Private Employee

4. Self Employee

5. Student

6 Monthly income

1. 3,000 birr and below

2. 3,001 – 5,000 birr

3. 5001- 10,000 birr

4. 10,001 – 25,000 birr

5. 25,001 birr above

Part II Screening statements

Instruction - Please encircle the appropriate answers in which you deem right

	Statements	Yes	No
2.1	I am bottled water user	1	2

Part III General statements

Instruction - Please select the appropriate reply of your choice

3.3.2. Which type of mass media attracts you more?

1. Banner

5. Magazine

2. Radio

6. Events

3. TV

and bazaar

4. Newspaper

3.3.3. What other factors affect your purchase decision? 1. Social

2. Cultural

3. Personal

4. Psychological

3.3.4. How often do you use bottled water? 1. Always

2. Frequently

3. Sometimes

Instruction - Please encircle the appropriate answers in which you deem right

Please use the following rating scale to select appropriate reply for the statements

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly agree

	Statements	1	2	3	4	5
3.3.5.	I prefer bottled water to tap water	1	2	3	4	5
3.3.6.	I use bottled water for health reason	1	2	3	4	5

4.1. Awareness						
	Statements	1	2	3	4	5
4.1.1.	Bottled water advertisers advertise their products enough	1	2	3	4	5
4.1.2.	I am aware of advertisement of bottled waters on mass media	1	2	3	4	5
4.1.3.	Bottled water advertisements communicate me about the features and benefits of the products	1	2	3	4	5
4.1.4.	I heard bottled water advertisements on Radio	1	2	3	4	5
4.1.5.	I watched bottled water advertisements on TV	1	2	3	4	5
4.1.6.	I have seen bottled water advertisements on other medias other than TV and Radio	1	2	3	4	5

4.2. Information						
	Statements	1	2	3	4	5
4.2.1.	The information in bottled water advertisements helps me to purchase the product	1	2	3	4	5
4.2.2.	Bottled water advertisers mislead consumers	1	2	3	4	5
4.2.3.	Bottled water advertisers advertise the true nature and quality of their products	1	2	3	4	5
4.2.4.	Bottled water advertisers advertise their products beyond its usage and quality	1	2	3	4	5
4.2.5.	I know producers of bottled water which advertise who the producer is	1	2	3	4	5

4.3. Creation of brand image					
	Statements				
4.3.1.	Bottled water advertisements advertise their brand well which helps me to purchase the product	1	2	3	4 5
4.3.2.	Advertisement of bottled water creates association with our culture	1	2	3	4 5
4.3.3.	Advertisement of bottled water creates some kind of good image in my mind	1	2	3	4 5
4.3.4.	Advertisement of bottled water promise me unprecedented feeling which I could not get from similar brands	1	2	3	4 5
4.3.5.	Advertisement of bottled water assure me the feeling of excitement and enjoyment if I use the product	1	2	3	4 5
4.3.6.	I prefer the best brand bottled water with out considering the quality of the product	1	2	3	4 5

4.4. Association and feeling					
	Statements				
4.4.1.	Advertisement of bottled water gives me positive feeling which helps me to purchase the product	1	2	3	4 5
4.4.2.	I associate bottled waters with special occurrence, feeling or event	1	2	3	4 5
4.4.3.	I use bottled water because it situate me in a higher social class	1	2	3	4 5
4.4.4.	I use bottled water because it gives me special feeling	1	2	3	4 5
4.4.5.	Bottled water advertisements scare me to action/purchase	1	2	3	4 5

4.5. Memory					
	Statements				
4.5.1	Remembering the unique advertisement of bottled waters help me purchase the product	1	2	3	4 5
4.5.2.	Advertisement of bottled water grabs my attention	1	2	3	4 5
4.5.3.	Advertisements which ignite positive feeling are memorable	1	2	3	4 5
4.5.4.	I remember the advertisement of bottled waters to make rational decision when I purchase bottled water	1	2	3	4 5

Thank You!

APPENDIX B: QUESTIONNAIRE (AMHARIC VERSION)

መጠይቅ (አማርኛ)

ቅድስት ማርያም ዩኒቨርሲቲ ድህረ ምረቃ ትምህርት ቤት

ውድ ዋና ተሳታፊዎች

ይህ ጥያቄ የተዘጋጀው ከትምህርት አገልግሎት ብቻ ነው ፡ ፡ እኔ ቅድስት ማርያም ዩኒቨርሲቲ ኤምቤሌም ቤት ተማሪ ነኝ ፡ ፡ ከመመረቄያ የሚሆኑ የጥናታዊ ፅሁፍ በመዘጋጀት ካይ ስሆን ርዕሱም THE EFFECT OF ADVERTISMENT ON CONSUMER BEHAVIOUR: THE CASE OF BOTTLED WATER IN ADDIS ABABA. ነው ፡ ፡ በቅድሚያ ይህንን መጠይቅ ከመሙላት ልቃደረጃ በመሆን ከመሰጠትዎ እወዳለሁ ፡ ፡ የእርስዎ ምክንያት ከጥናቱ እጅግ ጠቃሚ ነው ፡ ፡ ሆኖም የግል መረጃዎ ሚስጥራዊነት እንዲተጠበቅ ይሆናል ፡ ፡ ስምዎንም መግለጽ አይገባልም ፡ ፡

ማንኛውም ጥያቄ ገኘዎት ጥናቱን የሚያካሂዷቸውን ተማሪ በ091 112 2488 ማግኘት ይቻላል እባክዎን የሆኑንም መግለጫዎ ምክንያት ከመግለጫዎቹ በፊት በተቀመጡት መመሪያዎች መሰረት ይመልሱ ፡ ፡

ክፍል 1. የግል መረጃዎች
መመሪያ - እባክዎን ትክክለኛው ምክንያት ካይ በማቀጠል ምክንያት ይሰጡ

- 1 ጾታ

1 ወንድ	2 ሴት
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- 2 የትምህርት ዝግጅት

1. 12ኛ እና ከዚያ በታች	2. ሰርተፎኬት	3. ዲፕሎማ
4. የመጀመሪያ ዲግሪ	5. ማስተርስ	6. ዶክተሬት እና ከዚያ በካይ
- 3 የጋብቻ ሁኔታ

1. ያህገባ	2. ያገባ	3. የሌላ
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- 4 እድሜ

1. 18-25	2. 25-45	3. 46 እና ከዚያ በካይ
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- 5 ስራ
 - 1. የመንግሥት ስራተኛ
 - 2. መንግሥታዊ ያልሆኑ ድርጅቶች
 - 3. የግል ድርጅቶች ስራተኛ
 - 4. የግል ስራ
 - 5. ተማሪ
- 6 ወርሃዊ ደሞዝ
 - 1. 3000 ብር እና ከዚያ በታች
 - 2. ከ3001 - 5000-ብር
 - 3. ከ5001 - 10,000-ብር
 - 4. 10,001 - 25,000-ብር
 - 5. 25,001-ብር እና ከዚያ በኋላ

ክፍል ሁከት : የመከታ ጥያቄ

መመሪያ : እባክዎን በትክክል ለራስዎ ምክንያት ያዘጋጁ ከሆነ በሚክበብ መልስ ይስጡ

	መግለጫዎች	ክዎን	ክይዲከም
1	የተሸገው ሃብት ተጠቃሚ ነኝ	1	2

ክፍል ሶስት : ጠቅላላ መግለጫዎች

መመሪያ : እባክዎን ትክክል መልስዎ ከሆነ ሌሎች በሚደረግ (✓) ምክንያት ይስጡ

3.3.1. የትኛው የሚስታወቂያ ክይነት ይስብዎታል?

- 1. ባኑር
- 2. ጌሊዮ
- 3. ቲቪ
- 4. ጋዜጣ
- 5. ኤግዚኒሊዮች
- 6. መጻሕፍት

3.3.2. ግዢ ከመፈጸም የሚያነሳሳዎት ምክንያቶች የትኞቹ ናቸው?

- 1. ማህበራዊ ኑሮ
- 2. ባህሪ
- 3. ግዛዊ ትነሳሽነት
- 4. ከአምራክዊ ሃሳብ

3.3.3. የታሽገ ውሃን ምን ዓይነት ጊዜ ይጠቀማሉ?

- 1. ሆኬም
- 2. ከብዛኛው ጊዜ
- 3. ክፍፍ ክፍፍ

እባክዎን በሚከተለው የመከላከያ መሰረርት መሰረት ትክክለኛው ምሳሌዎ ካይ ያክብቡ	1	2	3	4	5
	በጣም ክፍለሚያም	ክፍለሚያም	ገጽተኛ	እስሚያም	በጣም እስሚያም

መግኘቶች						
3.3.4.	በሁሉም ውሃ ይጠቀም የታሽገ ውሃን እመርጣኩሁ	1	2	3	4	5
3.3.5.	የታሽገ ውሃን የምጠቀመው ከጤናዬ ስጦታው	1	2	3	4	5

ክፍል አራት : ማስታወቂያ የተመለከቱ መግኘቶች

መመሪያ : እባክዎን በትክክለኛው ምሳሌዎ ካይ በማክበብ መጠን ይሰጡ

4.1. ማወቅ						
መግኘቶች						
4.1.1.	የታሽገ ውሃ አምራቾች ምርቶቻቸውን በበጎ ሁኔታ ያስተዋውቃሉ	1	2	3	4	5
4.1.2.	የታሽገ ውሃ ምርት ማስታወቂያዎችን በብዙሃን መካከል እመክባቸዋለሁ	1	2	3	4	5
4.1.3.	የታሽገ ውሃ ምርት ማስታወቂያዎችን ለምርቶቹ ገፅተኛ እና ጥቅሞች ይጠቅማሉ	1	2	3	4	5
4.1.4.	የታሽገ ውሃ ምርት ማስታወቂያዎችን በጤናዎ እስሚያም	1	2	3	4	5
4.1.5.	የታሽገ ውሃ ምርት ማስታወቂያዎችን በጥሩ አገልግሎት	1	2	3	4	5
4.1.6.	የታሽገ ውሃ ምርት ማስታወቂያዎችን ለጤናዎ እና ለጥሩ አገልግሎት	1	2	3	4	5

4.2. መረጃ						
4.2.1.	የተሸገው ሃሳብ ማስተዋወቅ ያለበት የሚሰጡት መረጃ ምርቶችን ከመግዛት ይጠቅመኛል	1	2	3	4	5
4.2.2.	የተሸገው ሃሳብ ማስተዋወቅ ያለበት ተጠቃሚዎችን ያሳስታሉ	1	2	3	4	5
4.2.3.	የተሸገው ሃሳብ ማስተዋወቅ የምርቱን ትክክለኛ ተፈጥሮ እና ጥራት ያስተዋውቃሉ	1	2	3	4	5
4.2.4.	የተሸገው ሃሳብ ማስተዋወቅ ከምርቱ ትክክለኛ ጥቅም እና ጥራት በካይ ያስተዋውቃሉ	1	2	3	4	5
4.2.5.	የተሸገው ሃሳብ ከምርቱ ማን እንደሆነ የሚያስተዋውቁ ድርጅቶችን አውቃሉ	1	2	3	4	5
4.3. የምርት ገፅታ						
4.3.1.	የተሸገው ሃሳብ ማስተዋወቅ የምርታቸውን ገፅታ በአግባቡ ማስተዋወቅ ምርቱን ከመግዛት ይጠቅመኛል	1	2	3	4	5
4.3.2.	የተሸገው ሃሳብ ማስተዋወቅ ከባህሪያቸው ጋር ቁርኝት ያካው ማስተዋወቅ እንደሚያደርጉ አውቃሉ	1	2	3	4	5
4.3.3.	የተሸገው ሃሳብ ማስተዋወቅ በአዕምሮቱ ካይ ጥሩ ምስክር ይፈጥራሉ	1	2	3	4	5
4.3.4.	የተሸገው ሃሳብ ማስተዋወቅ ከኮከ ሃሳብ ማስተዋወቅ ካይ የሚከተሉትን ጉዳዮች እንደሚገኝ ተስፋ ይሰጡኛል	1	2	3	4	5
4.3.5.	የተሸገው ሃሳብ ማስተዋወቅ ምርቱን ብቻ ሳይሆን የሚከተሉትን ደስታ እና ሀሴት ይገልጡኛል	1	2	3	4	5
4.3.6.	ገንዘብ ያካው የተሸገው ሃሳብ የምርቱን ጥራት ሳይሆን ቢሆንም እንደሚገኝ ይመስላል	1	2	3	4	5

4.4.ግንኙነት እና ስሜት						
4.4.1.	የታሸገው ማስታወቂያዎች ጥሩ ስሜት በመፈጠር ምርቱን እንደገዛ እገዛ ያደርጉኛል	1	2	3	4	5
4.4.2.	የታሸገው ስተኮይ ዝግጅቶች ባዘዎች እና ስሜቶች ጋር አገናኝቶሁ	1	2	3	4	5
4.4.3.	የታሸገው የምጠቀሙ ከፍተኛ የኑሮ ደረጃ ካይ ስኬታዎችን ያስቀምጥኛሉ	1	2	3	4	5
4.4.4.	የታሸገው የምጠቀሙ ጥሩ ስሜት እንዲሰማኝ ስኬታዎችን ያደርገኛሉ	1	2	3	4	5
4.4.5.	የታሸገው ማስታወቂያዎች የታሸገው አካላዊ ምንጭ በመፈራት የታሸገውን እንደገዛ ያደርጉኛል	1	2	3	4	5

4.5. ማስታወሻ						
4.5.1.	ጭንቀት የታሸገው ማስታወቂያ ማስታወሻ ምርቱን ከመግዛትም ይጠቅመኛል	1	2	3	4	5
4.5.2.	የታሸገው ማስታወቂያዎች ቀጠላ ይገዛሉ	1	2	3	4	5
4.5.3.	ጥሩ ስሜት የሚፈጥሩ የታሸገው ማስታወቂያዎች የሚታወሱ ናቸው	1	2	3	4	5
4.5.4.	የታሸገው በምግብ እና ጊዜ ብልሃት ያካተተው ከመወሰን የውጭ ማስታወቂያዎች አስታውሳሁ	1	2	3	4	5

አመሰግናለሁ!

APPENDIX C: RELIABILITY TESTS RESULTS

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
General Stat 1	105.63	133.801	0.411	0.478	0.728
General Stat 2	107.76	146.899	-0.037	0.118	0.746
General Stat 3	105.39	132.803	0.436	0.58	0.726
General Stat 4	105.22	133.805	0.367	0.58	0.73
General Stat 5	105.15	133.105	0.412	0.496	0.728
Awareness 1	104.8	144.138	0.101	0.174	0.744
Awareness 2	104.89	141.567	0.206	0.337	0.74
Awareness 3	105.65	132.107	0.489	0.386	0.724
Awareness 4	105.25	138.606	0.255	0.339	0.737
Awareness 5	104.89	140.58	0.235	0.355	0.739
Awareness 6	105.64	135.562	0.335	0.282	0.733
Info 1	105.39	136.582	0.303	0.337	0.734
Info 2	106.24	143.438	0.064	0.199	0.748
Info 3	105.5	139.386	0.255	0.345	0.737
Info 4	105.8	139.654	0.216	0.216	0.74
Info 5	105.61	139.546	0.216	0.349	0.74
Brand Image 1	105.09	140.16	0.214	0.284	0.74
Brand Image 2	106.1	139.615	0.208	0.251	0.74
Brand Image 3	105.25	140.793	0.15	0.218	0.744
Brand Image 4	104.95	144.328	0.065	0.15	0.746
Brand Image 5	105.41	138.112	0.3	0.384	0.735
Brand Image 6	106.54	140.176	0.161	0.3	0.743
Association and F 1	105.53	136.07	0.325	0.245	0.733
Association and F 2	105.84	138.256	0.243	0.281	0.738
Association and F 3	107.06	140.936	0.163	0.437	0.742
Association and F 4	105.53	141.769	0.1	0.288	0.747
Association and F 5	106.8	141.967	0.103	0.393	0.747
Memory 1	105.19	138.504	0.29	0.344	0.736
Memory 2	105.82	132.705	0.453	0.337	0.725
Memory 3	105.68	135.736	0.339	0.301	0.732
Memory 4	105.15	135.568	0.333	0.291	0.733

Result from own survey data, 2017

DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of Getie Andualem (PhD). All sources of materials used for the thesis have been duly acknowledged, I further confirm that the thesis has not been submitted either in part or in full to any other higher learning institution for the purpose of earning any degree.

_____	_____
Name	Signature
St Mary's University, Addis Ababa	June, 2017

ENDORSEMENT

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

_____	_____
Advisor	Signature
St Mary's University, Addis Ababa	June, 2017