



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

**THE EFFECT OF MEDIA ADVERTISING ON CONSUMER  
BUYING BEHAVIOR: THE CASE OF EAST AFRICA  
BOTTLING S.C. ADDIS ABABA**

**BY**

**YORDANOS DEREJE**

**ADVISOR: ZEMENU AYNADIS (Asst. Prof.)**

**JULY 2020  
ADDIS ABABA, ETHIOPIA**

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**THE EFFECT OF MEDIA ADVERTISING ON CONSUMER BUYING  
BEHAVIOR: IN THE CASE OF EAST AFRICA BOTTLING S.C.**

**APPROVED BY BOARD OF EXAMINERS**

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**Dean, Graduate studies**

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**Signature**

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**Advisor**

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**Signature**

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**External Examiner**

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**Signature**

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**Internal Examiner**

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**Signature**

## DECLARATION

I, the undersigned, declare that this thesis is my original work, prepared under the guidance of ZEMENU AYNADIS (Ass.Prof.). 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.

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**Name**

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**Signature**

**St. Mary's University College, Addis Ababa**

**July 2020**

## ENDORSEMENT

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

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**Name**

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**Signature**

**St. Mary's University College, Addis Ababa**

**July 2020**

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## **LIST OF ABBREVIATIONS**

FMCG: - Fast Moving Consumer Goods.

S.C: - Share Company

AD: - Advertising

OLS: - Ordinary Least Square

SPSS: - Statistical Package for Social Science

VIF: - Variance Inflation Factor

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## ABSTRACT

*Advertising is any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor this study is undertaken to investigate the effect of media advertising on consumer buying behavior. This study has used descriptive and explanatory design using quantitative data from primary source. That was collected through questionnaire. The target population for the study is the consumers of East Africa bottling S.C product (Coca-cola, Sprite and Fanta) which are found in Addis Ababa city, sample size for this study was 384 individuals. The research has used non probability sampling approach, specifically convenient sampling technique. After the data were collected both descriptive and inferential statistical techniques were employed to analyze the data. An inferential analysis is conducted by using correlation and multivariate regression because the relationship and the significance between dependent and independent variables. The correlation analysis was competed by using Pearson correlation method and regression analysis was estimated by using the ordinary last square method. From the finding it is concluded that there is positive relationship between the advertisement and consumer buying behavior, there is statically significant and moderate relationship between consumers' perception of media advertisement and consumer buying behavior. From the econometric results, the finding shows from the total explanatory variables identified. One variable which is simple advertisement is found to be not practically significant to influence the dependent variable. From the finding it is recommended that, the company is recommended to publish a better way of advertisement that can grant the consumers to be loyal and long distancing with the company's products.*

*Keywords: - Advertisement, Media, Consumers, Buying behavior.*

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the Study

The fast-moving consumer goods (FMCG) sector represents one of the largest industries worldwide. It is mainly characterized by companies that supply low-cost products that are in constant high demand (KPMG Sector report, 2016).

It is critically important for FMCG companies to ensure they are properly informed about the needs and lifestyles of consumers in their market. This will ultimately inform decisions around products, pricing and marketing. These days' consumers are certainly brand and quality conscious, but affordability remains the key consideration when purchasing decisions are made (Davina, 2012).

Consumer orientation stems from the company's adoption and implementation of the marketing concept. Consumer behavior is the result of interaction of the consumer's potential influences and the pressures exerted upon them from outside forces in the environment. Consumer has some needs and wants and when they are not satisfied, it leads to a drive. Drive is, in effect, the reason underlying certain behavior pattern. It is a strong stimulus that motivates individuals. Depending on the products, signs and other stimuli relevant to the situation existing in the environment, individuals choose some specific response in an effort to satisfy the drive. The specific response chosen depends upon these external cues and previous experience. Reinforcement strengthens the relationship between the environmental cues and the response and may lead to a similar response the next time the drive occurs. Repeated reinforcement leads to the development of a habit there by making the decision process. Advertising is one of the most important external cues, which reinforces the consumers' choice (Madaan, 2015).

Any advertising process attempts at converting the prospects into customers. Thus, it is an indirect salesmanship and essentially a persuasion technique and it does not attempt at maximizing profits by increasing the cost but by promoting the sales so in this way it won't lead

to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach (Ram, 2014).

This persuasive effort is related to creation of favorable attitudes or reinforcing existing attitudes. This process of persuasion is closely linked to the concept of attitude. Like in most countries, in Ethiopia, giant oligopolistic consumer goods companies such as Coca Cola are pouring large sum of money every year in advertising, for they believe it is an unfailing if not a reliable way to promote their products, their brands, their organization. And over the years, firms in Ethiopia have employed various advertising strategies to influence and drive purchases, fuel new growth and create new market share. However, the marketing and advertising efforts of firms fails to give due consideration to the consumer behavior and the underlying mechanisms of forming or reinforcing attitude and the overall framework of "how advertising works" which starts from how consumers perceive advertising stimuli to the very last step of the effect of advertising on consumers' behavior.

This study therefore has analyzed the effect of media advertising on customers' buying behavior.

## **1.2 Statement of the Problem**

In today's competitive and dynamic environment all marketers communicate with their target markets through advertising. The way of their communication and the information contained in the advertising is not strong enough and pertinent enough to attract the attention of the consumers. When the information is too weak or too irrelevant, the advertising has no chance of having an effect on consumers' buying behavior of their products or services (Mittal, & Pachauri, 2013).

One of the perspective tools increasing economic effectiveness of businesses advertising. The advertising effectiveness is the quality of information reporting to potential and existent consumers during advertising campaign aiming at forming the image and awareness of the products as well as at gaining certain economic result determined before and after the transmission of advertising message (Shakho, & Panasenکو, 2012). But it is difficult to assess and to know the effect of media advertising on the outcome that is gained whether due to advertising or due to other promotional activities. Several related studies have been conducted on this area but most of studies concentrated on advertisements in general. Farashah (2011) researched on the impact of advertisement in manufacturing company, Kumar (2003) researched on the role of advertising in consumer decision making, while Raju (2002) researched on the impact of

advertisement on consumer behavior. Moreover, the above studies focused on different organizations, but none got to deal with the effect of media advertisement on consumers buying behavior in case of East Africa Bottling S.C. Hence, the proposed study has attempted to address the knowledge gap by describing advertising characteristics (Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest) which have an effect on consumers buying behavior in case of East Africa bootlegs S.C This study has analyzed the effect of the media advertising of on its customers' buying behavior to fill the gaps.

### **1.3 Basic Research Questions**

The research has focused on the following research questions:

- 1 Which advertisement media has more influence on consumers buying behavior?
2. What is the effect of media advertisement on customers buying behavior?
3. How is the consumers' perception of media advertisement related to consumer buying behavior?

### **1.4. Objectives of the Study**

#### **1.4.1. General Objective**

The major objective of this study is to observe and determine the effect of media advertising on consumer buying behavior

#### **1.4.2. Specific Objectives**

1. To find out which advertisement media has more influence on consumers buying behavior.
2. To ascertain effect of media advertisement on consumers buying behavior:
3. To analyses the relationship between consumers' perception of media advertisement and consumer buying behavior.



### **1.5. Significance of the Study**

The findings of the study will benefit the Beverage industries, specifically, East Africa Bottling S.C Addis Ababa plant products by helping the company to understand the influence of media advertising on consumer buying behavior, various types of media advertisements that can be used to advertise beverage products, ways in which media advertisements influence consumer buying behavior. In general, by identifying the effectiveness of media advertisement on customers' buying behavior, companies can see their relationship and fill the gaps accordingly. This study can also be used as source for further studies in this area.

### **1.6. Scope of the Study**

The research has focused on East Africa Bottling S.C Addis Ababa plant. In Ethiopia which has an aim to explain the relationship between media advertising and consumer buying behavior. The concepts of consumer buying behavior are very broad in scope to address them at depth and impossible to include all those concepts, dimensions, and models in a single research work. Therefore, the researcher has only focused on selected consumer buying behavior dimensions there is also a methodological scope in target population. In this study, the whole target population is not to be taken, due to the complexity to manage all the population and the study geographically limited to only Addis Ababa plant.

### **1.7. Limitations of the Study**

The study has used convenient and purposive sampling. In convenient sampling technique the sample selection process continuous until the required sample size would be reached. It may involve selecting randomly those cases that are easiest to obtain the required sample (Zikmund, 2003). The commitment of respondents to carefully read and give their genuine responses to the questionnaires will seriously limit the outcome of the research. Availability of relevant reading materials in the course of conducting the research was also to be another limitation of this study. The researcher would overcome the above stated limitations through strong commitment by devoting time and efforts. The researcher has prepared the questionnaire which is simple to read and understand by using simple words to all respondents.

## **1.8. Definition of Terms**

### **Advertising**

Any paid form of non-personal communication about an organization, product, service or idea by an identified sponsor (Belch, 2012).

### **Consumer**

According to Schiffman (2010), a consumer is a person who identifies a need or desire, makes a purchase, and/ or desire, makes a purchase, and/or disposes of the product.

### **Consumer Behavior**

The processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Maria, 2008).

### **Awareness**

According to Ashcroft and Hoey (2001) awareness is the cognitive stage to attract customers and is the first step of communication process.

### **Effective advertisement**

Effective advertisement is described as a paid form of communicating a message which is persuasive, informative, and creative designed to influence purchasing behavior or thought patterns and meets the goals that it set out to do Colley (1984).

## **1.9. Organization of the Study**

This study has attempted to analyze the advertisement practice being carried out at East Africa Bottling S.C that has an effect on consumers buying behavior. Accordingly, it is organize in five chapters. The first chapter introduces the background of the study, definition of terms, statements of the problem, basic research questions, objectives, significance, delimitation, limitations and organization of chapters. The second chapter has addressed the detail review of theoretical and empirical literatures on concept of advertisement and its effect on consumers buying behavior. It also explains the theories and concepts available on advertising styles & consumer behavior. The third chapter presents the methodology that is used in the study. The fourth chapter comprises the detail analysis and discussion of the data that was collected for the study. The fifth chapter includes summary of findings, conclusions, recommendations and implications for future research.

## CHAPTER 2

### REV IEW OF RELATED LITERATURE

#### 2.1 THEORETICAL LITERATURE

##### 2.1.1 Advertising: An Overview

Advertising can be considered a variable created by convergent interest expressed in the two major scientific areas: communication and marketing. With origins in the academic and the practice, advertising was tackled on the one hand, as a means of communication required by those involved in the current economic activities, on the other hand, and the solution to communicational problems of various organizations - the media, for example. Advertising and communication, in general, are components of contemporary economic and social system. In today's society, advertising has evolved into a complex system of communication, important for both organizations and the general public. The ability to deliver messages carefully prepared to its targets gave over time to advertising a major role in marketing programs of most organizations. Different companies, starting from the multinational firms and local firms attach increasing importance of advertising in order to present their products and services to important markets. In functioning market economies, consumers have learned to use the advertising information in their purchase decisions. (Nichifor, 2014).

A coherent and functional analysis of advertising can be done by calling a vision that incorporates two levels: the descriptive one, which considers issues related to the need to define and differentiate advertising from other marketing tools of communication, and the normative one, that captures the conditions that advertising must meet so that marketing goals can be achieved. The need for strategic vision regarding advertising can be seen as an example of covering the normative aspect of the analysis, while the advertising features and forms can be aspects of the descriptive analysis. The following considerations are the result of analysis made by the interpenetration of the two levels (Nichifor, 2014).

The interest regarding advertising resulted in the creation of a body of knowledge that includes vision more or less converging on the role of advertising. The first concrete result took the form of definitions associated with this concept; the definitions tend lately to emphasize same

fundamental characteristics: advertising is a communicational paid effort, its financial supporter is identifiable, and the sent message is impersonal.

Marketing literature in Romania proposed a number of definitions of this concept, operating as appropriate with a more or less explicit view. Thus, it is estimated that advertising is "a set of actions aimed at presenting - oral or visual - indirect (impersonal) message about a product, service or company by any identified supporter (payer)" (Popescu et al, 1994). According to a more recent definition, advertising is "a communication technique that involves running a complex persuasive process, for whose realizations are used a number of specific tools, able to cause psychological pressure on the concerned public. The initiator of the advertising communication actions is the sponsor, who in order to achieve communication objectives, wants to send an impersonal message to a well-defined audience regarding the enterprise, its products or services" (Popescu, 2004).

As the literature in Romania, the foreign definitions of advertising are numerous. Thus, advertising is defined as "the paid and media intermediated attempt to convince" (O'Guinn et al, 2003) or, according to other authors as "a form of structured and impersonal communication, composed from information, usually persuasive in nature, regarding the products, in the broad sense, paid by an identifiable sponsor and transmitted through various media" (Arens, 2002).

Starting from descriptive analysis of advertising, we can highlight a number of its features:

1. Primarily, advertising is a form of impersonal communication, the associated messaging being transmitted by means of extremely large addressable media (the mass media). Impersonal nature of it is given in the opinion of some authors by the lack of immediate feedback from the receivers (Belch and Belch, 2002).
2. Advertising is persuasive in nature. The goal of those using advertising is to persuade the public to adopt a product, service, idea, etc.
3. Advertising is paid by a sponsor. In the opinion of some authors this feature is even a condition which clearly distinguishes advertising from other forms of marketing communication. Publicity, for example, does not fall under the definitions above (O'Guinn et al, 2003).

4. The subject of this form of marketing communication consists of both tangible and intangible products (services, ideas).

These are not all of the advertising features, but they give only outline that is necessary in delimitation from other elements of marketing communication. In this respect, the above definitions add a possible point at which advertising discussions should start.

#### **2.1.1.1 Advertising communication process**

Advertising seen as a process is based on the general scheme of the marketing communication process, with a number of specific features related to its content. Thus, from the above lines we could see that one of the characteristics is that advertising uses impersonal communication media (television, radio, press, etc.). Joining these characteristics with other leads to a specific pattern in which the advertisement is created, sent and received by the target audience.

The process includes two components: production and reception, between them intervening mediation process function, which consists, on the one hand, in the accommodation, which concerns how the communication objectives of sponsor and, needs, expectations and attitudes of consumers interact and negotiation, on the other hand, which reflects the manner in which the receptor understands advertising. (Thomas O'Guinn, Chris Allen, Richard J. Semenik, Advertising and Integrated Brand Promotion, 2003)

Barbara Stern from Rutgers University proposes another model of advertising communication, considering that it is a structured form of the literary text, something that clearly distinguishes from spontaneous interpersonal communication (Arens, 2002). The elements of advertising communication process are those above, except the fact that these elements are multidimensional. Thus, through these dimensions, communication process elements are found either in the surrounding reality or in virtual reality.

Beyond these common elements specific to most definitions associated with advertising, there are several elements with which this concept and practical approach is differentiated from other forms of communication and marketing specific instruments. In the first position are found structural elements of all forms of communication - source, message, medium, receiver, feedback and noise, but also others related, on the one hand, to the external realities of communication - consumer attitudes and competitive environment, and on the other hand, the

need for effective communication - repetition and the need to coordinate communication (Nan and Faber, 2004). It is therefore important to analyze these elements in order to emphasize the theoretical characteristics individualizing advertising.

Variables related to the source of communication in advertising refer to its characteristics and their potential impact on attitudes. Over time, a number of features of the source of communication have won the attention of specialists: credibility, attractiveness and power. They aim particularly one that effectively communicates the message and less the one who creates or produces the message. Credibility as a source of communication feature can be approached from two perspectives: the expertise and confidence (Petty et al, 1983). Expertise is the degree of experience and knowledge of the source in relation to a particular issue, while trust refers to the probability that the source to issue information in a sincere manner. Attractiveness can be addressed in turn in terms of three dimensions: pleasure, similarity and physical attractiveness. The third characteristic of the source, i.e. power, keep the position of the source as a potential generator of rewards or penalties for the receiver communication. All these features of the source appear to be more or less important to different types of communication. Thus, in the case of interpersonal communication the power seems to be the characteristic that exercises a high influence on the communicative purpose, in turn, in advertising, credibility and trust appear to be more important.

Variables related to the message are equally important in trying to identify the features of advertising communication. They refer to the type of used message, as well as to aspects of form or style. Regarding the type of used message, exactly the type of call that is put on the receiver there are three broad categories into which they fall: ethos call type, pathos call type and logos call type (Nan and Faber, 2004). Ethos type calls occur when the receiver focuses more on communication and less on the message source. This is especially the case of interpersonal communication where participant's direct link favors this process. Pathos type calls involves that the source to invoke rational or emotional arguments in the message in order to have an effect on the receiver. Advertising is a type of communication that often involves such a speech, well known being this approach attempts to influence the various structural elements of consumer attitudes. Logos call type is invoking arguments drawn from general recognized principles, being first specific to public information. In terms of form and style of the message, one can discuss

items such as: the order of the arguments, the type of conclusion, argument repetition (Severin and Tankard, 1997). Of these, the repetition is what confers advertising its distinctiveness from interpersonal communication. Thus, it tends to use the repeated exposure to the same message in order to influence the audience.

Variables related to media can also provide a criterion to differentiate advertising from other forms of communication. Studies in this direction have insisted on distinguishing characteristics of the different channels used for personal or impersonal communication. Whatever media one chooses, the originator of the communication intends to send a message to be perceived and understood by the audience. As with the interpersonal or public communication, particular message to be transmitted by advertising will be adapted to the characteristics of the media. What differentiates advertising from other forms of communication is the overriding interest in ensuring the coordination and control of messages sent through various media. This is especially true in the current context in which the need for coordination is closely linked to communication effectiveness and impact (Thorson and Moore, 1996).

Variables that define the receptor and its response differentiate advertising from certain forms of communication. Thus, as in the case of public or interpersonal communication, the impact of advertising is largely influenced by several features of the receptor, such as: gender, age, income, personality, attitude, lifestyle, etc. The answer or feed-back it is the differences that can operate on different forms of communication. Direct and repeated feedback is a characteristic of interpersonal communication, while the impersonal, indirect and less immediate feedback is a characteristic of advertising and public communication.

Another structural element of communication is the noise. It can be defined as any issue that interferes with the message. Marketing communication in general is considered a form of communication where the noise is very present. It is due to factors related, on the one hand, to the receiver: psychological barriers, and on the other hand, to the context in which the communication take place: cultural, physical environment, competitive factors etc. (Epuran, 2002). Unlike interpersonal or public communication, in advertising the most intense noise is due to competitive messages. In today's highly competitive markets, the number of messages promoting similar products, marketed under different brands, is very high and as a result, there is

interest of the communication initiator to detach the message and to avoid interference with competing messages.

From the above lines advertising as a form of communication has a number of characteristics. How the consumer sees the advertising information, the effect of repetition, the need to coordinate messages and the "noise" are the cornerstone of the process of communication that give shape to advertising. If the receiving mode or the effects of repetition are factors that have accompanied advertising throughout its development, the need for coordination and communicative context are a novelty factors that have aroused the interest of specialists.

### 2.1.1.2 Advertising Functions

The massive investment in brand promotion by Coca Cola and Microsoft to the tune of \$67.5billion and \$59.9billion respectively in 2005 was an acknowledgement of the potency of advertisement in rendering the following functions as identified by Terence (2000:261).

1. **Information:** The role of advertising here is to communicate to consumers, the existence of goods and services. It tells consumers what goods and services are available and in what locations they can be purchased and sometimes at what price. In playing the informational role, advertisement highlights the special physical and quality attributes of available goods to satisfy consumer needs. A related reason for advertising, particularly applicable to government information campaigns, is social advertising, which tries to change people's behavior: anti-smoking, anti-drugs and healthy eating campaigns are examples of this. Though all advertising is ultimately about using information to try to influence people's behavior, the difference with government advertising is that the ultimate goal is not profit maximization (Sean Brierley, 2005).

2. **Reminding:** Advertising is intended to keep a brand's name in the memory of consumers. When a need arises that is related to the advertised product, past advertising impact makes it possible for the advertiser's brand to come to the consumer's mind as a purchase candidate. An advertisement created to do this is referred to as Reminder Advertisement. In mature advertising markets, with well-established brands, like Mars Bars, Coca Cola, and Heineken lager the purpose of advertising is mostly to remind loyal consumers to buy goods. Commercials for all of



these, which frequently show new versions of familiar themes, are generally aimed at reminding consumers about the brand's values and persuading them to keep buying the goods (Sean Brierley, 2005).

3. ***Persuading***: Effective advertising persuades customers to try advertised products or services. Often times, the persuasion may take the form of influencing primary demand i.e. creating demand for an entire product category. A related second reason is to improve the firm's "corporate image": to persuade people that the company is benevolent and trustworthy. Most image advertising is designed not to challenge bad images but to change people's perceptions of the company. The company adds value to it, and it also adds value to their products. Advertisers focus on certain aspects of the company to shift the agenda away from those elements they do not want publicizing. Corporate advertisers use image advertising either to change attitudes to the company which are believed to affect long-term buying decisions, or to reposition the company to different sets of consumers (Sean Brierley, 2005).

4. ***Adding value***: Given that there are three major ways a company can add value to its offerings, i.e. Innovation, quality improvement and alteration of consumer perceptions; advertising adds value to brands by influencing consumers' perceptions. Effective advertising causes brand to be viewed as more elegant, more stylish, more prestigious and probably superior to competitors' offerings. Campaigns can be launched to reassure consumers. Advertisers believe that advertising often provides consumers with false expectations of what the brand can do for them, causing cognitive dissonance. Some advertisers believe that consumers decide to buy goods for irrational reasons and then need to justify the decisions rationally. Advertising is meant to reassure these consumers that they have made the right decision. This can be done through the use of guarantees, after-sales service and warranties that the product is not faulty or unreliable (Sean Brierley, 2005).

It is important for advertisers to understand the advertising communication process so as to establish the advertising objectives in line with the receiver's response. In addition, advertisers should carefully select the most appropriate media mix to deliver the message to the target audience. Indeed, if consumers view communication in a specific medium as disturbing, it may negatively change the attention to and the perception of the message (Heinonen and Strandvik,

2005). Furthermore, in advertising, the element of feedback is important to ensure that the target audience has received the message accurately.

### 2.1.1.3 Types of Advertising

Advertising can be grouped into two major divisions according to Anyacho (2007:9) which include:

**Print advertising:** Includes all forms of copy works such as newspapers, magazines, posters, calendars etc. This form of advertising can further be grouped into:

- Display Advertisement: This is the larger and dominant type of advertising having illustrations blended with copy to create attraction.
- Classified Advertisement: These are small advertisements usually grouped according to their contents. They are mainly personal announcements paid for by individuals. Examples are change of names, individual-based offers and bids.

**Audio-Visual (Broadcast) advertising:** This refers to advertising through radio and television, as well as the emerging media internet. This form of advertising appeals to the sense of hearing and sight. The radio is audio in nature, appealing only to the sense of sound (ears). Radio advertising is more effective in rural areas, as compared to urban regions. Television, as an advertising medium, is more attractive and effective because it is an audio-visual medium appealing to both the senses of sight sound (eyes and ears). Different methods, such as spot announcements, sponsored programs etc. are used for broadcasting advertising messages.

### 2.1.1.4 Overview of Advertising Media

The media which is the plural of medium, generally, refers to vehicles used to convey information, entertainment, news and advertising messages to an audience. Advertising Media, according to Wright et.al (1982:127) is the means by which advertisers reach their prospective customers with advertising messages.

#### **The media mix**

The choice of media for advertising poses a problem in deciding which medium or media mix will reach the client's prospective customers. The media mix variables can be categorized into;

1. **Electronic media:** The broadcast media such as radio and television are frequently referred to as electronic media. As channels of communication, television and radio are fundamentally different. While television has the features of sight, sound and motion, the radio depends on sound alone. The two forms of media nevertheless have something in common; both transmit messages through the airwave and are received instantaneously. However, the signals transmitted by the two media are transient in nature, i.e. the messages are lost if not received as the broadcast is being made.

□ **Television:** This, perhaps, is the most popular medium of mass communication. Its strength lies in the ability to transmit video and audio signals simultaneously, thereby appealing to the senses of sight and sound of its audience. The guiding factor in the use of electronic advertising is the determination of the reach and frequency.

Frequency is the average number of exposures to the advertisement by each viewer. It implies to the number of times the advertisement is seen or heard, which invariably determines the factor needed to establish a message in the minds of the audience. Reach is the population of different individuals exposed to the television advertisement within a given period of time.

□ **Radio:** The radio is an audio medium of advertising, which appeals to the audience's sense of sound. It is ubiquitous and the most widely available medium to mass audience. Radio broadcasting can be offered on short wave, medium wave or frequency modulation bands, and the possibilities offered by these bands make radio signals available to a vast audience.

2. **Print media:** The print media majorly comprises newspapers, magazines, and flyers. They are efficient in delivering messages one topic at a time and one thought at a time. Their strength lies in the continuity of the advertisement messages if the copy remains readable.

3. **Out-of-home/outdoor media:** According to Jefkins (1976:211), outdoor advertising implies to any word, letter, model, sign, placard, board notice, device or representation, whether illuminated or not, placed out of home and used for the purpose of advertisement, announcement or direction. Billboards and posters are among the most used outdoor advertisings which are pasted on standard size wooden or metal boards mounted at conspicuous locations on the street of cities, towns and on highways.

4. **The new media:** The new medium of advertising is the internet. According to Terrence (2000:396), Internet is a huge worldwide network of interconnected computers that permits the electronic transfer of information. This new medium differs from other media in that it enables consumers to interact with the advertisement. Consumers can click on the advertisement for more information or take the next step to purchase the product in the same online platform. The beauty of this medium of advertising is that it gives advertisers the opportunity to a precise target audience, enabling them to deliver advertisements that are customized to each user's interest and taste. However, Internet advertising has a weakness in its failure to enable consumers differentiate advertisements from editorials.

### **2.1.2 Understanding Consumer Behavior: An Overview**

A consumer is the end user of a product. It consists of all individuals, groups or households buying products for personal consumption (Nwaizugbo, 2004). Kotler & Armstrong (2008:130) defines consumer market as a combination of all individuals and households who buy or acquire goods and services for personal consumption.

The term consumer behavior is defined as the behavior that consumers display in searching, purchasing, evaluating and dispensing of products and services that they expect will satisfy their needs. The modern-day marketing discussion centers around the need for modern marketing to be consumer oriented and to be concerned with the needs and wishes of the consumer and thus, studying consumer behavior is crucial, for companies, in getting success of their products in the market. Gone are the days when manufacturers could have sold anything to the consumers. Now a days it is the consumer whose buying preferences decide what should be manufactured, in what quantity and what should be the quality of the product which depends on the four P's of marketing mix. Thus, a marketer has to take into account various factors while deciding on marketing a product as consumers have different preferences and sometimes totally diverse preferences. Therefore, the tasks of manufacturer and marketer have become onerous and it is very important to understand the consumer behavior.

Often, consumers themselves don't know exactly what influences their purchases. "The human mind doesn't work in a linear way," says one marketing expert. "The idea that the mind is a computer with storage compartments where brands or logos or recognizable packages are stored in clearly marked folders that can be accessed by cleverly written ads or commercials simply

doesn't exist. Instead, the mind is a whirling, swirling, jumbled mass of neurons bouncing around, colliding and continuously creating new concepts and thoughts

And relationships inside every single person's brain all over the world" (Kotler and Armstrong, 2012).

### **2.1.2.1 The Consumer Decision Process**

Consumer behavior is all about the study of when, why, how, where and what people do or do not in the process of buying a product. However, certain factors influence the consumer's decision to buy or not buy a product.

#### **Steps in the consumer decision making;**

1. ***Problem recognition:*** The problem recognition stage is where the consumer experiences a state of felt deprivation (need) or wants. According to Nwaizugbo (2004:84), a problem recognition stage is when the consumer feels an imbalance between his actual state and desired state. In this case, a need had arisen to be satisfied, which must be properly identified to avoid wrong decision making.

2. ***Information search and evaluation:*** Once the consumer has recognized a problem, the next stage is to search for information in order to solve the problem. Here, the consumer seeks information on the brand that can solve the recognized problem. At this stage, he may be faced with various brands which he evaluates for the purpose of selecting the best. In the evaluation process, he considers factors like prices, qualities etc., as well as the extent to which the product can solve the need.

3. ***Purchase decision:*** After evaluating the alternative brands and selecting the best, the consumer is now ready to make a purchase. It's however, noteworthy that sometimes, purchase intention does not result in an actual purchase. This is where the role of the organization in facilitating the consumer to act his purchase intention becomes very necessary.

4. ***Post-purchase evaluation:*** It is very common for a consumer to experience concerns after making a purchase decision. As submitted by Kotler and Armstrong (2007:149), a purchase behavior is the stage of the buyer decision process in which the consumer takes further action after purchase, based on his satisfaction or dissatisfaction. The consumer, having bought a

product may feel that an alternative would have been preferable. Given this situation, the consumer may not re-purchase immediately, but is likely to switch brands in future time.

### 2.1.2.2 Factors Influencing Consumer Behavior

The factors influencing consumer behavior are stated below;

□ **Cultural Factors:** Culture is the fundamental determinant of a person's want and behavior. Companies often design specialized marketing programs to serve each subculture. This program is called diversity marketing. The effect of culture upon a consumer's behavior is considerable, and culture is a factor which has the greatest influence (Kotler, 2003). Culture creates the foundation of the individual's values, opinions and behavior, and is learnt from the other members of society or from school and institutions that play a significant part of one's environment and these traits constitute what the consumer values, wants are and therefore do affect the way consumer acts. Culture also consists of different subcultures that group people by their nationality, ethnicity, geographic location, religious views or by their set of shared values. By targeting members of a specific culture or subculture, businesses can tailor their marketing mix to match the needs and values of that segment. Consumers are more prone to accept products that are in line with the values, preferences, customs and norms of their culture. Nonetheless, a culture is constantly evolving and the values, social structures, worldviews and other cornerstones of the culture change through time.

Society is divided in to social classes which group members of society that have a similar social status and a comparable behavior come together and these social classes display the hierarchy of society, and are characterized by a set of factors (Solomon et.al. 2006). A common way to determine a consumer's social class is through income, occupation and education but these are only factors that influence how the person is ranked in society. To determine the accurate social class is not always easy or obvious as the social classes can also change through time when people climb up to a higher rank or even change to an occupation of a lower rank. Also, new family relationships can have a rapid change on someone's status and social class.

□ **Social Factors:** A consumers buying behavior is also affected by the people around. Family is a strong entity that has an influence on buying behavior. This includes both the parents, as well as the spouse/husband and kids with whom the consumer might regularly spend his/her time.

Through the upbringing, parents teach their children about love, self-esteem, economics, politics and so forth. With this guidance the influence of the parents does not cease to affect the child even after the child no longer lives with the parents, and therefore can have an influence on the consumers behavior throughout life. The opinion of a spouse and kids can directly affect and guide the purchasing decision. According to Kotler (2005) there is however, a big difference of influence by a spouse depending on the product category, and there are several buying roles that a person can take on. The buyer is not always the user, and thus the purchase may be made for someone else keeping that person's opinions in mind. The initiator is the one who comes up with the idea of buying a certain product or service, whereas the influencer is the one who's opinion matter and is taken into consideration when making a purchasing decision. The final decision about whether or not to buy, and how, when and what to buy is made by the decider (Kotler et al, 2005).

***The social factors which influence consumer behavior are:-***

□ ***Reference group***: A reference group consists of all the groups that have a direct (face to face) or indirect influence on the person's attitudes or behavior. Now these reference groups have an opinion leader and they are the people who offer advice or information about a specific product or product category and suggest which brand is best. A marketer should know how to reach and influence these opinion leaders in order to influence consumer purchase behavior.

□ ***Family***: Family members can strongly influence purchasing behavior. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services.

□ ***Social status and role***: The person's position is defined in terms of role and status. People choose products that communicate their role and status. A role consists of the activities people are expected to perform according to the people around them. Each role carries a status reflecting the general esteem given to it by society. People usually choose products appropriate to their roles and status. Consider the various roles a working mother play. In her company, she plays the role of a brand manager; in her family, she plays the role of wife and mother; at her favorite sporting events, she plays the role of avid fan. As a brand manager, she will buy the kind of clothing that reflects her role and status in her company.

□ **Personal Factors:** Consumers can furthermore be segmented according to their personal characteristics and personality type that shape their consumer behavior. Research can bring out personality traits that are common for users of certain products, and thus describe and group consumers that hold specific characteristics. Consumers can for instance be grouped depending on if they are social, confident, aggressive or adaptable because they may portray similarities in behavior due to these characteristics. Not only are personality and personal traits affecting the consumer's behavior but also the consumer's self-concept. The self-concept stands for the way the consumer does see himself and the way he evaluates his own attributes. The self-concept is related to the buying behavior seeing that an individual's belongings often demonstrate what the person is like or how the person is. Nevertheless, there are three types of self-concepts to take into account when drafting a marketing strategy or seeking to understand consumer behavior. The actual self-concept does display how a person sees himself. In addition, the person has an ideal self-concept which reflects how he would ideally like to see himself. Additionally, there is the self-concept of others which shows how the person thinks that other people see him. Thus, the consumers' behavior can be influenced by any of these three self-concepts and the consumer can either act according to what he thinks he is, what he wants to be or according to what he believes that others think he is (Kotler et.al 2005). Depending on how positive a consumer's actual self-concept is the better is his self-esteem. Advertisement can have great influence and shape the consumer's self-concept and self-esteem as consumers compare them to what they see in advertisements. Consumers can create a link between the advertised product and the person displayed in the advertisement and form their personal image of the product brand accordingly. This brand image can then influence the decisions, the consumer makes when choosing between available products (Solomon et.al 2006).

***The various personal factors which influence consumer behavior are:-***

□ ***Age and stage in the life cycle:*** People change the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of the family life cycle - the stages through which families might pass as they mature over time. Life stage changes usually result from demographics and life-changing events like marriage, having children, purchasing a home, divorce, children going to college, changes in personal income, moving out of the house, retirement and others. Marketers often



define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans for each stage.

□ **Occupation and economic circumstances:** A person's occupation affects the goods and services bought. Blue-collar workers tend to buy more rugged work clothes, whereas executives buy more business suits. Marketers try to identify the occupational groups that have an above average interest in their products and services. A company can even specialize in making products needed by a given occupational group.

□ **Lifestyle:** People coming from the same subculture, social class, and occupation may have quite different lifestyles. Lifestyle is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions/activities (work, hobbies, shopping, sports, social events), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products). Lifestyle captures something more than the person's social class or personality. It profiles a person's whole pattern of acting and interacting in the world.

□ **Personality and self-concept:** Personality is the individual's character that makes the person unique as well as consistent in adjustments to the changing environment. It is an integrated system that holds attitude, motivation and perception together.

□ **Psychological Factors:** Motivation can be used to describe one's behavior and it can be seen as the reason behind one's actions. Motivation is what drives individuals to attain a certain goal. When the consumer feels a need, there is a tension that the consumer wants to eliminate by satisfying that particular need. If the drive to reach that goal is strong enough, the consumer will possess a motivation that drives and pushes him towards its realization. In accordance to a theory outlined by Sigmund Freud, consumers are not fully aware of their true motivations and are not always able to explain them. Freud's theory points out that unconscious motive which have their roots in the individual's childhood affect the consumer's choices. The theory also acclaims that consumers may base their product choice on a product's symbolic meaning, in order to be able to satisfy a desire that is not acceptable but which the consumer can find symbolized in an acceptable product (Solomon et.al., 1999). Abraham Maslow on the other hand, explains motivation through his hierarchic pyramid where consumers are motivated by needs that have a different classification and that are part of a hierarchy (Kotler et al, 2005). With the help of the

five senses; taste, smell, sight, touch and hearing, consumers interpret their surroundings. With the process of choosing, organizing and interpreting stimuli consumers create their own perception. Because the perception of a person differs from one another, the buying behavior does as well. Consumers are drawn to products not only by their practical function but also by the hedonic features of the product. The added value that a competitor's product has can simply be the emotional value that it has for the consumers (Solomon 2006).

The major physiological factors are;

- **Motivation:** A motive is an internal emerging force that orients a person's activities towards satisfying a need or achieving a goal. The motives may be rational or non-rational.
- **Perception:** It is the process by which an individual select, organizes and interprets information inputs to create a meaningful picture of the world. It varies from individual to individual.
- **Learning:** Learning involves changes in an individual's behavior arising from experience. Learning reflects and individual's capability to comprehend new things based on experience.
- **Beliefs and attitudes:** A belief is a descriptive thought that a person holds about something. People's belief about a product or brand influences their buying decisions.

## 2.2 EMPIRICAL EVIDENCES

Beyond the issues, related to communicational perspective on advertising, another dimension is related to the effort of conviction, typical to advertising. Most definitions of advertising, otherwise presented in the previous discussion, underline its persuasive character. The goal of those using this type of marketing communication is to create favorable attitudes or reinforce existing attitudes so that they obtain a purpose in the form of purchase of a product or a brand. This process of persuasion is closely linked to the concept of attitude formation (Nichifor, 2014). Most theories of advertising have explored the connection between persuasion and attitude, identifying possible responses that the receiver can give to advertising information. Explanations are not always convergent, but they provide an overview of how consumers respond to advertising stimuli.

There are two major perspectives with regards to attitude structure. First, we can view attitudes as evaluative responses influenced merely by beliefs (Wyer, 1970). This view of attitude reached its pinnacle with the famous expectancy-value models of which theory of reasoned action (Fishbein & Ajzen, 1975) is of paramount importance. The well-known formula ( $A = \sum b_i e_i$ ) indicates that attitude is the sum of all evaluative beliefs regarding the attitude object where  $b_i$  is the consumer's belief defined as the extent to which the object possesses attribute  $i$ , and  $e_i$  is the evaluation of attribute  $i$ . Second, the three-component model of attitudes asserts that along with beliefs (cognitive component), affective and behavioral components also underlie attitudes (Maio, Esses, Arnold, & Olson, 2004). Moreover, researchers discriminate between consumers' response to marketing stimuli such as advertisement and their response to the brand (Kirmani & Campbell, 2009). Shimp (1981) posits that audiences exposed to a particular ad i.e. advertising exposure is a presentation of an advertisement to the consumer, have four types of attitude formation: (1) if both brand and non-brand information of an ad are processed, both attitude toward the ad ( $A_{ad}$ ) and attitude toward the brand ( $A_b$ ) will be formed; (2) if merely brand information of an ad is processed, only  $A_b$ , and (3) if merely non-brand information of an ad is processed, only  $A_{ad}$ , will be shaped; (4) if neither brand information nor non-brand information is processed, no attitude will be formed.

Attitude toward the ad can be defined as the set of thoughts and feelings consumers have about an ad (Kirmani & Campbell, 2009); however, some researchers define it as consumer's affective responses (such as likable-dislikable, favorable-unfavorable, and interesting-uninteresting) to the ad itself (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986) during a particular exposure time (MacKenzie & Lutz, 1989). Also, two different aspects of attitude toward the ad, cognitive and emotional, can be recognized (Shimp, 1981).

Attitude toward the Brand can be defined as audiences' affective reaction to the advertised brand (Lutz, MacKenzie, & Belch, 1983). That is, to what extent audiences feel purchasing the brand is good-bad, favorable-unfavorable, and wise-foolish (Lutz, MacKenzie, & Belch, 1983).

Attitude toward the ad have cognitive responses to ad as its major antecedent (Lutz, MacKenzie, & Belch, 1983).

Although is quite a long history of research in which subjects' beliefs were related to attitudes (e.g. Carlson, 1956; Fishbein, 1963), only recently has research interest turned to measuring

freely elicited cognitive responses to persuasive communications (Brock, 1967; Cook, 1969). Petty (1977) conducted a study using five experiments examining the role of cognitive responses in the persuasion process of which the final two experiments examine the importance of cognitive responses in producing durable attitude shifts. The series of experiments were designed to show the importance of a recipient's cognitive responses in persuasion situations. By employing manipulations designed to increase negative cognitive responses the study was able to produce resistance to a persuasive communication and by employing manipulations designed to decrease negative cognitive responses the study was able to enhance the persuasiveness of a communication. Taken together, these results provide strong support for a cognitive response view of the persuasion process.

Cognitive response can be defined as “a multidimensional array of consumer perceptions of the advertising stimulus” (MacKenzie & Lutz, 1989) i.e. the audiences' beliefs and perceptions of the ad (Lutz, MacKenzie, & Belch, 1983). It is widely accepted that cognitive responses have a direct positive effect on attitude toward the ad (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986; MacKenzie & Lutz, 1989; Brown & Stayman, 1992).

After being exposed to an advertisement, audiences form a perception about weakness or strength of arguments presented in the ad; accordingly, quality of message argument is one example of cognitive responses. Lord et al revealed that the quality of message arguments exerts significant impact on consumers' attitude towards the ad (Lord, Lee, & Sauer, 1995). Also it is discovered that informative contents of an ad (i.e. rational appeals), focusing on factual information such as product features and benefits, exert positive influence on consumers' attitude toward the ad (Drossos, Giaglis, Lekakos, Kokkinaki, & Stavraki, 2007; Tsang, Ho, & Liang, 2004; Mirbagheri, 2010). Another example of cognitive response is ad credibility which received some attention in many previous studies (e.g. Lutz, MacKenzie, & Belch, 1983). Ad credibility affects attitude towards the ad weakly (MacKenzie & Lutz, 1989). Lutz and his colleagues defined ad credibility as the extent to which recipients perceive brand related claims in the ad to be honest and convincing (Lutz, MacKenzie, & Belch, 1983; MacKenzie & Lutz, 1989). It is therefore proposed that there is a considerable positive relationship between cognitive responses and attitude towards the ad; in addition, message argument and ad credibility are examples of cognitive responses that have a direct influence on attitude towards the ad.

Attitude toward the ad may also develop merely because the ad evokes an emotional response, such as a feeling of love, joy, nostalgia, or sorrow, without any conscious processing of executional elements (Shimp, 1981).

Emotional response is defined as a reaction to various expressively crucial occurrences, authentic or possible, precedent or predictable. An emotional reply reveals intrinsic attractiveness thoughts occurring as result of self-related actions (Niazi et al., 2012). Emotions have important contributions to the decision-making process. They direct our attention to important events that demand a decision, they provide useful information about the desirability of alternative courses of action and they often provide the motivation necessary to implement a chosen course of action (Priesmeyer&Mudge, 2008).

Abideen et al (2014) conducted a study on effective advertising and its impact on consumer behavior aimed to investigate the relationship between emotional and environmental responses, and attitudinal and behavioral aspects of consumer behavior by tapping the responses of 200 respondents in Pakistan. He found that as the surplus market with several products and services is making similar functional claim; it has become extremely difficult for companies to differentiate their products and services based on functional attributes alone (Hussainy et al., 2008). Therefore, marketers try alternative options to present their advertising appeals which entice emotions. Accordingly, the consumer is more likely to associate with advertisements of those brands which have emotional values and messages as positive emotional appeals provide a strong brand cue and stimulate category-based processing.

Advertisers have long believed that advertising must arouse some emotion to be effective (Mehta & Purvis, 2006) since these emotions affect information processing through mood states (Gardner, 1985) and create a positive attitude toward the ad, which becomes associated with the brand (Ray & Batra, 1983). Thus, emotional responses can directly impact advertisement attitudes, brand attitudes and purchase intentions (Stayman & Aaker, 1988; Edell& Burke, 1987; Burke &Edell, 1989). Accordingly, it is proposed that emotional responses positively affect attitude towards the advertisement. The relationship between attitude toward the ad and attitude toward the brand is a controversial issue (Gresham &Shimp, 1985). Based on prior theoretical and empirical research, the following possible explanations for relationship between attitude

toward the ad and attitude toward the brand are identified (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986).

First, the affect transfer hypothesis (ATH) supposes a unidirectional causation from attitude toward the ad to attitude toward the brand (MacKenzie, Lutz, & Belch, 1986). In other words, it has been hypothesized that affective reactions toward an advertisement of a brand (i.e. A<sub>ad</sub>) should have impacts on audiences' attitudes toward the brand (Gresham & Shimp, 1985). Recently, a research for online environment found that for consumers who are less motivated to consider a lot of information (i.e. low need for cognition), affect transfer hypothesis is the superior model in explaining the relationship between attitude toward the ad and attitude toward the brand (Sicilia, Ruiz, & Reynolds, 2006).

Second, the reciprocal mediation hypothesis (RMH) which can be inferred from Balance theory, asserts that there is a mutual causal relationship between A<sub>ad</sub> and A<sub>b</sub> (Gresham & Shimp, 1985; MacKenzie, Lutz, & Belch, 1986). Because the correlation between the ad and the advertised brand is clearly positive, balance theory predicts that a recipient of an ad promoting a specific brand will attempt to obtain a balanced relationship by either liking both the ad and the brand or disliking both (MacKenzie, Lutz, & Belch, 1986). It is therefore proposed that attitude towards the ad affects attitude towards the brand.

Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Purchase behavior is an important key a g e point for consumers when considering and evaluating a certain product (Keller, 2001). Ghosh (1990) stated that purchase intention is an effective tool used in predicting purchasing process. Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However, purchase intention might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988 and Grewal et al, 1998). In addition, consumers will be interrupted by internal impulse and external environment during purchasing process. Their behavior will be driven by the physiological motivation that stimulates their response which brings them to the retail store to fulfill their need (Kim and Jin, 2001).

Whatever the prime goal of marketers is (boosting sales, forming long-term profitable relationships, attracting support and membership for nonprofit businesses, etc), customer persuasion is an integral step towards that goal and both attitude towards the brand and attitude

towards the ad play major roles in persuading prospects to buy a particular brand. There are substantial empirical evidences that support existence of a direct causal relationship from attitude toward the brand (Ab) to purchase intention (PI) (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986). However, there can also be an indirect relationship between attitude towards the ad and purchase intention through attitude towards the brand, as will appear when the consumer develops a positive attitude towards the ad which leads them to form attitude towards the brand before starting to build a positive purchase intention (Shimp & Gresham, 1985; Mackenzie, Lutz & Belch, 1986; Brown & Stayman, 1992; Yoon et al., 1998). Accordingly, it is proposed that attitude towards the brand affects purchase intention.

### **2.3 CONCEPTUAL FRAMEWORK OF THE STUDY**

Moskal and Leydens (2000) states that conceptual framework is a written or visual presentation that explains either graphically or in narrative form. Reichel and Ramey (1987) added that a conceptual framework is a set of broad ideas and principles taken from relevant fields of enquiry and used to structure a subsequent presentation sometimes a conceptual framework is referred to as a theoretical framework. It is a type of intermediate theory that attempts to connect to all aspects of inquiry such as problem definition, objectives, literature review, methodology, data collection and analysis. Conceptual framework can act like a map that gives coherence to empirical inquiry. Because conceptual framework is potentially so close to empirical inquiry, it takes different forms depending upon the research question or problem.

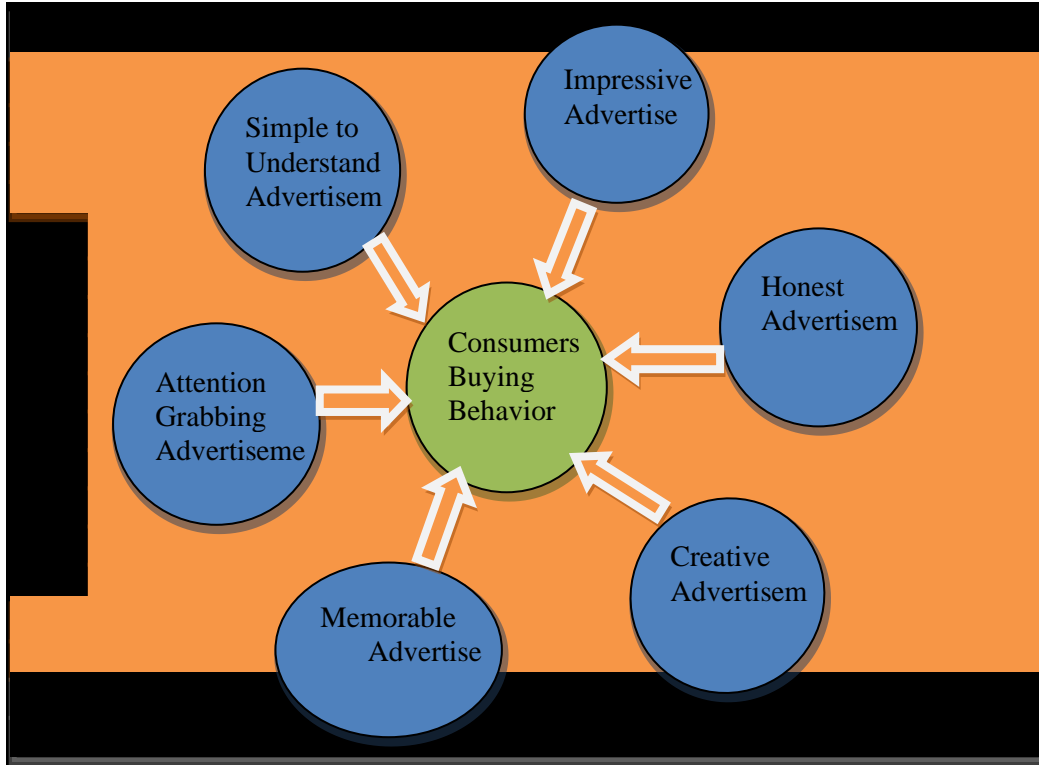


Figure 1: Conceptual Framework specifying Research Variables

Source: Khan (2014).

In this study, a framework is developed to conceptualize the interrelation between a dependent variable (Consumer buying behavior) and six independent variables (creative, memorable attention grabbing, impressive, honest and simple to understand). Assessment of the elements/variables of the conceptual framework will assist to understand the phenomenon because assessment of each element/variable will provide an answer to specific research questions developed above. The elements/variables considered in this conceptual framework are dependent and independent variables.



## CHAPTER THREE

### 3. RESEARCH METHODOLOGY

#### 3.1. Introduction

This chapter deals with the methodology of the study the research approach, the research type, sample and sampling techniques, source of data collection, data collection instruments, reliability & validity of the study and the method of data analysis will be discussed.

#### 3.2. Description of the Study Area

The study deals with the effect of media advertisement on consumers buying behavior with Ethiopia, giant oligopolistic consumer goods companies East Africa Bottling S.C are pouring large sum of money every year in advertising, for they believe it is an unfailing if not a reliable way to promote their products, their brands, their organization. And over the years, firms in Ethiopia have employed various advertising strategies to influence and drive purchases, fuel new growth and create new market share. The company give due consideration to the consumer behavior and the underlying mechanisms of forming or reinforcing attitude and the overall framework of "how advertising works" which starts from how consumers perceive advertising stimuli to the very last step of the effect of media advertising on consumers' behavior.

#### 3.3. Research Design

This researcher has collected data on the effect of media advertisement on consumers buying behavior. And tries to explain –cause and effect to answer the question “why” and “How “media advertising affect consumers buying behavior so the researcher has used explanatory research. In addition, the researcher has analyzed the casual relations between the dependent variable (consumers buying behavior) and the independent variables AD characteristics using correlation and regression,

#### 3.4. Target Population

To collect the data about media advertising of the company, the researcher has targeted consumers of the products of the company. The target populations for the study are consumers of the East Africa Bottling S.C products which are found in Addis Ababa City. The target population of the study can be considered as infinite population. This includes both the male and female (in terms of gender) and across all ages.

### 3.5 Unit of Analysis

The unit of analysis of this study is individual level of consumers of East Africa Bottling S.C products which are found in Addis Ababa City. So geographically the unit analysis is Addis Ababa city.

### 3.6. Sample Size and Sampling Technique

The sampling design that was employed for this study is a non-probability sampling. A non-probability sampling provides with an information-rich case study in which it enables to explore the research question and gain theoretical insight (Saunders, Lewis & Thornhil 2009). The sampling techniques is used to select samples from the given population is purposive & convenient sampling. Initially Purposive sampling is to be used to select sales outlets of the East Africa Bottling S.C based on the size of the sales outlets and their level of business activities. The reason behind such sampling design is to get higher number of consumers in a single place within short period of time, since the type of consumers across all sales outlets are assumed to be homogenous (no segmentation geographically or at sales outlet level). Accordingly: Merkato, CMC, Saris, Mexico, Summit, Teklehaimanot, Akaki, Jemo,, sales outlets are selected using purposive sampling. Then convenience sampling was used to select sample respondents from selected sales outlets by way of approaching consumers by visiting the sales outlets with the help of salesperson.

To determine the sample for this study, the study has used the following statistically accepted formulae. (Kothari, 2004).

$$\text{Sample Size} = \frac{Z^2 \times p \times (1 - p)}{d^2}$$

Where;

Z<sub>2</sub> = 95% of confidence level and equals 1.96

P = expected prevalence which equals 50%

$d^2$  = is the level of precision or sampling error and equals 5% (0.05)

$$\text{Sample Size} = \frac{1.96^2 \times 0.5 \times (1 - 0.5)}{0.05^2} = 384.16 \approx 384$$

Therefore, the sample size of this study is 384 individuals.

### **3.7. Data Types and Sources**

The main source for this study is primary data source. Primary data was sourced through customer survey. As the researcher intends to investigate the effect of advertisement on consumers buying behavior, the primary data was collected from primary sources via questionnaires and semi- structured interview.

### **3.8. Method of Data Collection**

The study employs triangulation method both questionnaires and semi- structured interview as a tool for data collection. The questionnaires were delivered to the consumers of the East Africa Bottling S.C. The questionnaire was composed of four sections. The first section contains questionnaire items used to collect personal profile of respondents, the second section contains questionnaire items used to collect the data related to general knowledge of respondents and the third and fourth section on five point Likert scale to assess the effect of media advertisement on consumers buying behavior.

In order to gather firsthand data, questionnaires were prepared and administered based on the review of related literature important to the subject of the study. Based on which this study prepared questionnaires as a tool to collect data. Thus, questionnaires were designed to focus on the effect of media advertisement on consumers buying behavior. The questionnaire comprise a 5 point Likert scale of 1 - 5 where, 1 shows high level of disagreement and 5 shows high level of agreement. The respondents were instructed during the administration of the questions by the researcher to mark the most suitable answer. Respondents were also required to answer intelligently and expeditiously as possible.

### 3.8.1. Reliability and Validity

Construct validity is the assumption that the instruments must actually measure what they are purported to measure (Hair et al., 2003). To overcome this challenge, the draft survey questionnaire has pilot tested with randomly selected respondents and feedback from the pilot testing was incorporate into designing of the final survey questionnaire. The purpose of the pilot test is to help the researcher to get feedback as whether the questionnaire is constructed to fit with its purpose especially in detecting some redundant, ambiguous, and unclear items of the questionnaire. In addition, the pilot testing was used to check the reliability and validity of the instrument and the feedbacks obtained has instrumental in increasing the response rate understandability of the questionnaire

Reliability using Cronbach's Alpha ( $\alpha$ ) which is an internal consistency test that measures the degree to which the items or measurements consistently measures the underlying construct was conducted.

### 3.9. Method of Data Analysis

After the data are collected both descriptive and inferential statistical techniques was employed to analyses the data. The data was analyzed using computer software, Statistical Package for Social Sciences (SPSS) version 20. The statistical tools were aligned with the objectives of the study. Descriptive analysis was presented by using statistical tools mainly frequencies, percentages, mean and standard deviation to summarize the responses. An inferential analysis was conducted by using correlation and regression to show the relationship and the significance between dependent and independent variables. The correlation analysis was computed by using Pearson correlation method and regression analysis was estimated by using the Ordinary Least Square (OLS) methods.

$$Y = \alpha + \beta_1 IAD + \beta_2 SUD + \beta_3 AGA + \beta_4 MAD + \beta_5 CAD + \beta_6 HAD + e$$

Where

Y = the dependent variable to be predicted

$\alpha$  = Y axis intercept (the constant)

$\beta$  = slope of the independent variables (IAD, SUD, AGA, MAD, CAD, HAD)

IAD, SUD, AGA, MAD, CAD, HAD= independent variables used to predict the dependent variable

$e$ = the error number

Where,

CB is Consumers Buying Behavior

AGAD is Attention Grabbing Advertisement

CAD is Creative Advertisement

HAD is Honest Advertisement

IAD is Impressive Advertisement

MAD is Memorable Advertisement

In this study, as the conceptual framework is developed to conceptualize the interrelation between a dependent variable and six independent variables. Assessment of the elements/variables was assisted to understand the phenomenon because assessment of each element/variable will provide an answer to specific research questions developed above. The elements/variables considered are dependent and independent variables.

### **3.10 Ethical Consideration**

The data gathered was used solely to understand the effect of media advertising on consumers buying behavior. Furthermore, the researcher is solely responsible for conducting the whole research process and shall abide all the policies regarding the organization as well as the university. They will not be transferrable for any means in person or organization. The research is being done according to the guidelines, rules and regulations of the university. Prior objectives and motive of the research will be intimated. There shall be no misinterpretation or misuse of the data collected from the organization.

## CHAPTER FOUR

### 4. RESULTS AND DISCUSSION

#### 4.1. Introduction

This chapter is all about the results of the study. The results of the study are presented and discussed in detail. The first part of this chapter discuss about the distributed and returned questionnaires. The second part is about the responses received and the analysis made along with the interpretations of the results.

#### 4.2. Response Rate

Even though the sample size of the study is 384 questionnaires were distributed but only 350 questionnaires were returned. Out of 350 questionnaires 8 questionnaires were rejected. Seven out of the 8 questionnaires were rejected due to missing data and the rest one questionnaire was returned unfilled. Therefore, 342 questionnaires served as data for analysis to present the findings and draw a conclusion.

#### 4.3. Characteristics of the respondents

Since the general characteristics of the respondents are vital to get insights to the overall study, we shall start by seeing the demographic nature of the respondents.

Age	Frequency	Percent	Valid Percent	Cumulative Percent
23	38	11.1	11.1	11.1
24	77	22.5	22.5	33.6
25	48	14.0	14.0	47.7
27	41	12.0	12.0	59.6
28	2	.6	.6	60.2
29	122	35.7	35.7	95.9
45	14	4.1	4.1	100.0
Total	342	100.0	100.0	

Table 4.1: Age of the respondents

The respondents in the study are in different age categories. Those in the youth age category accounts for 95.9%. Those respondents with age of 45 comprise the remaining 4.1%.

Sex		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	251	73.4	73.4	73.4
	Female	91	26.6	26.6	100.0
	Total	342	100.0	100.0	

Table 4.2: Sex of the respondents

As it can be seen from the table above the majority of the respondents are males (73.4%). The remaining 26.6% of the respondents accounts female.

Educational level		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Twelve and below	14	4.1	4.1	4.1
	Diploma	106	31.0	31.0	35.1
	Bachelor	194	56.7	56.7	91.8
	Masters	28	8.2	8.2	100.0
	Total	342	100.0	100.0	

Table 4.3: Educational level of the respondents

From the table above one can see that the greatest portion of the respondents (56.7%) have bachelor's degree, 8.2% of them have master's degree. 31% of the respondents have diploma.

4.1% of the respondents have Twelve and below. From table 4.3 we understand that most of the respondents are highly educated i.e. 95.9% of them have diploma and above, Implying that the responses of these respondents are more likely to be reliable and logical.

Income		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3200	2	.6	.6	.6
	5000	84	24.6	24.6	25.1
	5139	15	4.4	4.4	29.5
	5775	100	29.2	29.2	58.8
	6381	67	19.6	19.6	78.4
	7000	31	9.1	9.1	87.4
	8184	14	4.1	4.1	91.5
	8675	29	8.5	8.5	100.0
	Total	342	100.0	100.0	

Table 4.4: Income of the respondents

From the above table we can conclude that 99.5% of the respondents earn monthly income of Birr 5000 and above. The remaining 0.5% earns income of below Birr 5000.

Marital status		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Single	273	79.8	79.8	79.8
	Married	69	20.2	20.2	100.0
	Total	342	100.0	100.0	

Table 4.5: marital status of the respondents

As it can be seen from the table above the majority of the respondents are single (79.8). The remaining 20.2% of the respondents account married.



## 4.4. Result and Discussion

### 4.4.1. Result of the Descriptive Statistics

As it is mentioned earlier in chapter three, descriptive statistics enables to obtain frequencies. The researcher addressed research question one by employing this statistical technique. Hence, the following graphical representation summarized the results and addressed the first research questions.

#### 4.4.1.1. Media of Advertisement, which influence Consumers Buying Behavior

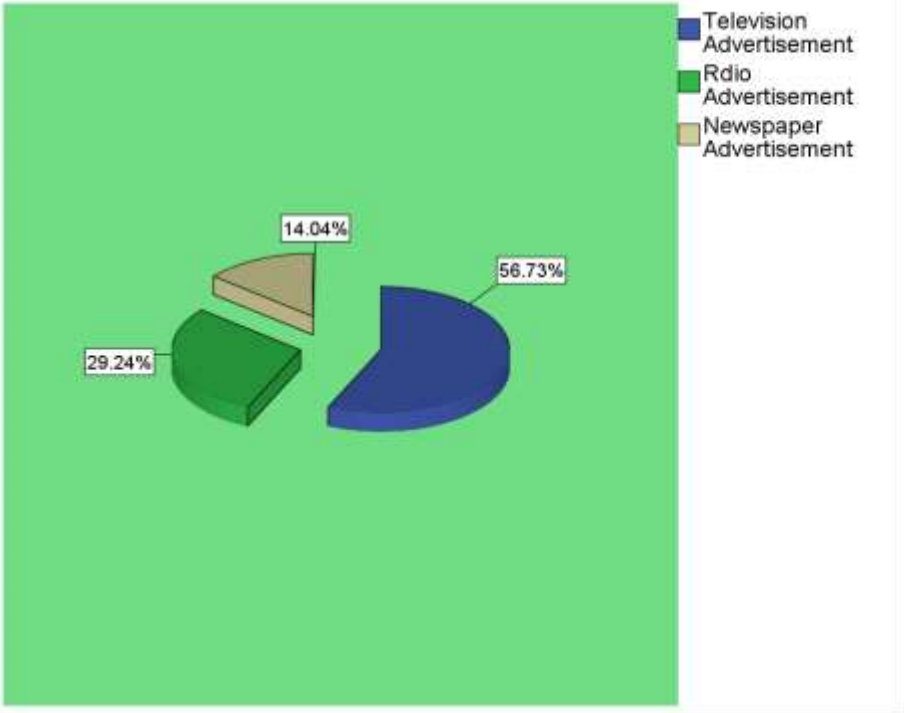


Figure 2: Media of Advertisement, which influence East Africa Bottling S.C Consumers Buying Behavior. Source: Calculated from the Researcher Survey Data

From Figure 2, it is clear that 56.73% of the respondents got East Africa Bottling S.C products information from Television advertisement. The remaining, 29.24% & 14.04% of the respondents got information from radio & newspaper advertisement respectively, which shows that the majority of the respondents receive information via television advertisement.

#### 4.4.1.2. Trend of Consumers purchasing after Advertisement

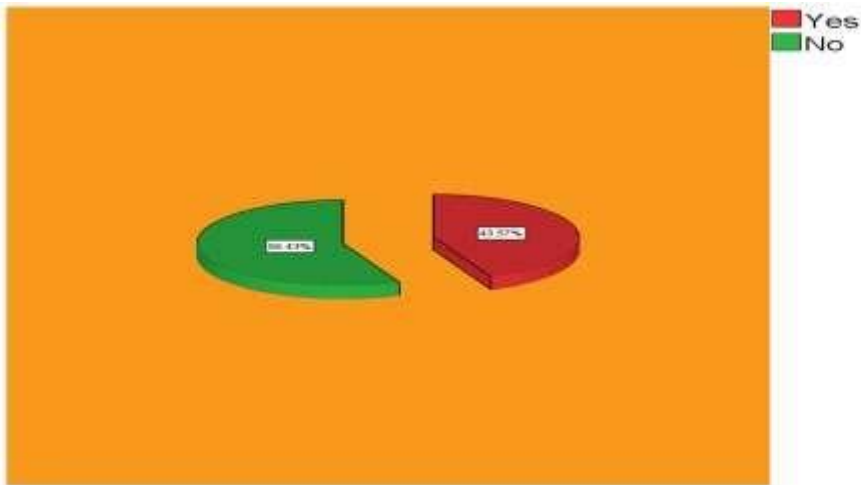


Figure 3: Trend of Consumers purchasing after Advertisement

Source: Calculated From the Researcher Survey Data

From Figure 3, it is clear that 56.43% of the respondents“ didn’t try to buy products after coming across any East Africa Bottling S.C advertisement. However, the remaining 43.57% of the respondents did try to buy products after coming across advertisement.

#### 4.4.1.3. Trend of recommending East Africa Bottling S.C Products by Consumers

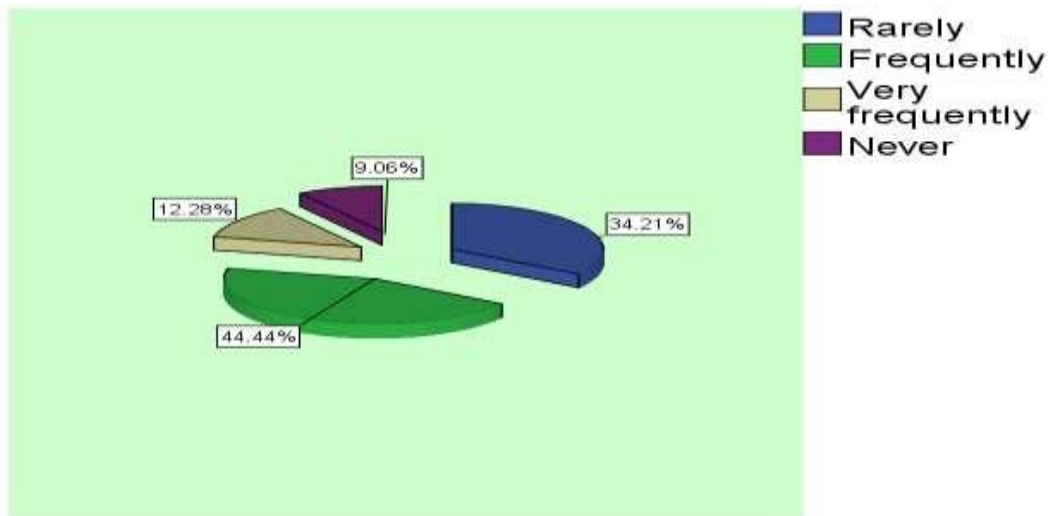


Figure 4: Trend of recommending East Africa Bottling S.C Products by Consumers

Source: Calculated from the Researcher Survey Data

From Figure 4, it is clear that 44.44% of the respondents did recommend East Africa Bottling S.C after purchasing and consuming the products. The remaining, 12.28% and 9.06% and 34.21% of the respondents did recommend East Africa Bottling S.C very frequently, never and rarely.

#### 4.4.2. Reliability of the data

Reliability Statistics	
Cronbach's Alpha	N of Items
.951	30

Table 4.6: Reliability of variables

The instrument for this study contains 30 items that are in a Likert scale type. The overall reliability of the instruments is measured. A cronbach's alpha of 0.951 is obtained which is well above what is considered acceptable by scholars which are 70% (D.L.R Van der Waldt, T.M.

Rebello and W.J. Brown, 2009). The cronbach's alpha for all the items is also above 70% (see appendix).

#### 4.4.3. Results of the Correlation Analysis

According to MacEachron (1982), a correlation coefficient expresses quantitatively the magnitude and direction of the relationship between two variables. Correlation coefficients vary from +1.0 to -1.0. The sign of the coefficient tells us whether the relationship is positive or negative. The numerical portion of the coefficient describes the magnitude of the relationship. The larger the number, the stronger the correlation is. A coefficient of +/- 1.0 indicates that a perfect relationship exists b/n the two variables. Coefficient of 0.0 means no relationship exists between the variables.

#### 4.4.4. Correlation Matrix

Correlation matrix demonstrates how each AD characteristics such as impressive, simple to understand, attention grabbing, memorable, creative and honest advertisement was correlated with consumers buying behavior. The result would be demonstrated as follows.

Table 4.7 Correlation matrix of consumers buying behavior and AD characteristics

**Correlations**

		Consumer buying behavior	Impressive	Simple to understand	Attention grabbing	Memorable	Creative	Honest
Consumer buying behavior	Pearson Correlation	1						
	Sig. (2-tailed)							
	N	342						
Impressive	Pearson Correlation	.622**	1					
	Sig. (2-tailed)	.000						
	N	342	342					
Simple to understand	Pearson Correlation	.612**	.533**	1				
	Sig. (2-tailed)	.000	.000					
	N	342	342	342				
Attention grabbing	Pearson Correlation	.616**	.609**	.561**	1			
	Sig. (2-tailed)	.000	.000	.000				
	N	342	342	342	342			
Memorable	Pearson Correlation	.633**	.514**	.415**	.513**	1		
	Sig. (2-tailed)	.000	.000	.000	.000			
	N	342	342	342	342	342		
Creative	Pearson Correlation	.619**	.555**	.525**	.602**	.544**	1	
	Sig. (2-tailed)	.000	.000	.000	.000	.000		
	N	342	342	342	342	342	342	
Honest	Pearson	.647**	.431**	.380**	.642**	.595**	.782**	1

Correlation								
Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000
N	342	342	342	342	342	342	342	342

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

From the above Table, we can understand that all of the variables had positive correlation with consumers buying behavior as well as had positively correlated with each other.

#### 4.4.6 Preliminary test results

##### 4.4.6.1. Normality

Multiple regressions require that the independent variables in the analysis be normally distributed. Hence the skewness and kurtosis statistics for all variables should be within the acceptable range (-1 to +1).

Table 4.8: Descriptive Statistics of Normality

Descriptive Statistics					
	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Impressive Advertisement	342	-.763	.132	.029	.263
Ad being simple to understand	342	-.504	.132	.263	.263
AD being attention grabbing	342	-.334	.132	.251	.263
AD being memorable	342	-.132	.132	.212	.263
AD being creative	342	-.174	.132	.507	.263
AD being honest	342	-.539	.132	.169	.263
Valid N (listwise)	342				

Source: Calculated From the Researcher Survey Data

Table 4.8 displays the normality of the variables using Skewness and Kurtosis. All the variables are between the range -1 and +1. Hence all the variables fulfilled the assumption of normality.

#### 4.4.6.2. Linearity

Multiple regressions assume a linear relationship between the independent and dependent variables. The points should be symmetrically distributed around a diagonal line, with a roughly constant variance. Hence using visual inspection of the scatter plot, it can be suggested about the linearity.

#### 4.4.6.3. Homoscedasticity

Homoscedasticity refers to the assumption that that the dependent variable exhibits similar amounts of variance across the range of values for an independent variable.

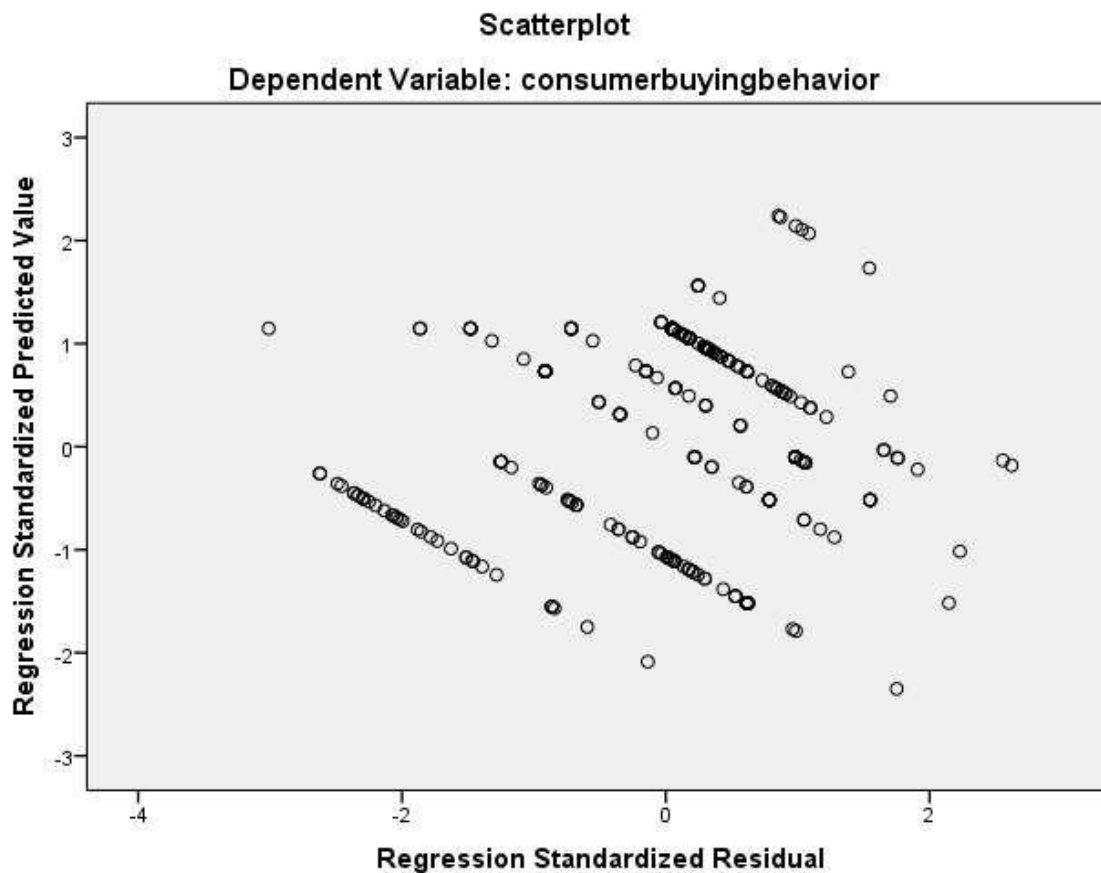


Figure 5: Scatter Plot for Linearity and Homoscedasticity

Source: Calculated from the Researcher Survey Data

#### 4.4.6.4. Independent of Residuals

Durbin-Watson statistic is used to test for independent of residuals. The value of the Durbin-Watson statistic ranges from 0 to 4. As a general rule, the residuals are independent (not correlated) if the Durbin-Watson statistic is approximately 2, and an acceptable range is from 1.50 to 2.50

#### 4.4.6.5. Multicollinearity

Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated. There are basically two ways to detect multicollinearity. One way is by computing tolerance values and Variance Inflation Factor (VIF) for each independent variable. Multicollinearity exists when Tolerance is below 0.10; and the average variance inflation factor (VIF) is greater than 2.5. The other method is to assess multicollinearity by examining correlations among the independent variables. If a correlation matrix demonstrates correlations of 0.90 or higher among the independent variables, there may be a problem with multicollinearity.

Table 4.9: Multicollinearity Test by Computing Tolerance Values and Variance Inflation Factor (VIF)

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	.176	.146		1.206	.0003		
Impressive	.250	.049	.232	5.105	.000	.501	1.997
Simple to understand	.285	.041	.292	6.882	.000	.573	1.746
Attention grabbing	.015	.053	.014	5.882	.080	.410	2.441
Memorable	.229	.047	.210	4.870	.000	.556	1.797
Creative	.062	.064	.057	.979	.000	.304	2.292

Honest	.222	.056	.146	5.781	.000	.289	2.466
a. Dependent Variable: consumer buying behavior							

Source: Calculated from the Researcher Survey Data

Table 4.9 displays the Multicollinearity test by computing tolerance values and Variance Inflation Factor (VIF) for each independent variable. In this case all the tolerance values are greater than 0.10 and VIF is less than 2.5. Hence, the researcher assumed Multicollinearity was not a problem.

#### 4.4.6.6. Overall Model Fit of the Regression Model

Table 4.10: (ANOVA) Overall Model Fit of the Regression Model

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	120.267	6	20.045	105.414	.000 <sup>b</sup>
	Residual	63.700	335	.190		
	Total	183.968	341			
a. Dependent Variable: consumer buying behavior						
b. Predictors: (Constant), AD being honest, Ad being simple to understand, impressive Advertisement, AD being memorable, AD being attention grabbing, AD being creative						

Source: Calculated from the Researcher Survey Data

The ANOVA tells us whether the model, overall, results in a significantly good degree of prediction of the outcome variable (Field, 2005). Since the significance result on the ANOVA table is 0.000 which is  $p < 0.05$ , the regression analysis proved the presence of a good degree of prediction.



#### 4.4.6.7. Model Summary

Table 4.11: Result of Multiple Regressions (Model Summary)

Model Summary <sup>b</sup>					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.808 <sup>a</sup>	.654	.647	.43617	1.992
a. Predictors: (Constant), Understandable, Impressive, Memorable, Creative, Honest and Attention-Grabbing Advertisement					
b. Dependent Variable: Consumers Buying Behavior					

Table 4.11 indicates R, R square, Adjusted R square and Standard error of the estimate. Further, it lists the independent variables that are entered into the regression model. R (0.808) is the correlation of the independent variables with the dependent variable after all the inter correlations are taken into account. The model summary above shows the Adjusted R Square is 0.647 which means about 64.7% of the variance in the dependent variable i.e. consumers buying behavior was explained by the independent variables i.e. impressive, understandable, attention grabbing, memorable, creative and honest advertisement.

#### 4.4.6.8. Beta Coefficient

Table 4.12 shows regression coefficient ( $\beta$ ) of impressive, understandable, attention grabbing, memorable, creative and honest advertisement.”  $\beta$ ” (beta) coefficient help to see the direction and strength of the relationship between independent and dependent variables. Accordingly, since the sign of the “ $\beta$ ” coefficient for the independent variables is positive, there is a positive relationship between the independent variables (impressive, understandable, attention grabbing, memorable, creative and honest advertisement) and dependent variable (consumers buying behavior).

Table 4.12: Regression Coefficient of Independent Variables

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig.	Collinearity Statistics	
	B	Std. Error				Tolerance	VIF
(Constant)	.176	.146		1.206	.0003		
Impressive	.250	.049	.232	5.105	.000	.501	1.997
Simple to understand	.285	.041	.292	6.882	.000	.573	1.746
Attention grabbing	.015	.053	.014	.288	.080	.410	2.441
Memorable	.229	.047	.210	4.870	.000	.556	1.797
Creative	.062	.064	.057	.979	.000	.304	2.292
Honest	.222	.056	.146	5.781	.000	.289	2.466

a. Dependent Variable: consumer buying behavior

Source: Calculated from the Researcher Survey Data

The above table 4.12 shows which among the independent variables influence most the buying behavior of consumers. Looking at the Beta under Standardized Coefficients, the effect of simple to understand advertisement on consumers buying behavior (0.292) is greater than the other independent variables. Moreover, among the independent variable's attention-grabbing advertisement was not statically significant to influence the dependent variable, since Sig. (0.080 > 0.05). According to Andy Field (2005), when a statistic is significant, it simply means that you are very sure that the statistic is reliable. It doesn't mean the finding is important or that it has any decision-making utility. On the other hand, when a statistic is insignificant, it only means the probability is high that the difference or relationship happened by chance and p is greater than the critical alpha level. In other words, an attention-grabbing advertisement is not significant contributing predictor.

By referring to this analysis, the regression equation for the consumers buying behavior of the investigated company can be algebraically formulated as:

$$CB = 0.176 + 0.232 * IAD + 0.292 * SUD + 0.014 * AGAD + 0.210 * MAD + 0.057 * CAD + 0.146 * HAD$$

Source: Generated from the Regression Result

Where, 0.176 is constant which, cross the consumer buying behavior axis the above regression equation indicates that when impressive, simple to understand, attention grabbing, memorable, creative and honest advertisement increase each of them by 1, consumers buying behavior also likely increases by 0.232, 0.292, 0.014, 0.210, 0.057 and 0.146 respectively.

#### **4.4.7. Result of the Regression Analysis**

Since the purpose of this research was to investigate the effect of advertisement on consumers buying behavior evidenced by consumers of East Africa Bottling S.C, it was very important to evaluate the degree of advertisement effect on consumers buying behavior. To evaluate the effect of advertisement, this research looked at 6 predictive variables that include advertisement being impressive, advertisement being simple to understand, advertisement being attention grabbing, advertisement being memorable, advertisement being creative and advertisement being honest. The outcome variable for this study was consumers buying behavior.

According to Andy Field (2006), multiple linear regression uses to estimate the effect of more than one independent variables over dependent variable or it estimates the coefficient of determination on the predicted one explained by the predictors. Multiple linear regressions also use to compare which independent variable has more effect than other independent variables. Moreover, he stated that, to have valid multiple regressions analysis, the important assumptions are; normality of the distribution, linearity, homoscedasticity, independent of residuals and multicollinearity, which should be satisfied.

Table 4.13: Result of Multiple Regressions

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.808a	.654	.647	.43617	1.992
a. Predictors: (Constant), Understandable, Impressive, Memorable, Creative, Honest and Attention Grabbing Advertisement					
b. Dependent Variable: Consumers Buying Behavior					

Source: Calculated from the Researcher Survey Data

Table 4.13 indicates R, R square, Adjusted R square and Standard error of the estimate. Further, it lists the independent variables that are entered into the regression model. R (0.808) is the correlation of the independent variables with the dependent variable after all the inter correlations are taken into account. The model summary above shows the Adjusted R Square is 0.647 which means about 64.7% of the variance in the dependent variable i.e. consumers buying behavior was explained by the independent variables i.e. impressive, understandable, attention grabbing, memorable, creative and honest advertisement.

#### 4.4.8. Discussion

According to the respondents, most of East Africa Bottling S.C consumers recommend after purchase of products. Due to this scenario, the existing consumers of East Africa Bottling S.C recommend other new customers to purchase the products. Television advertisement was the most preferred advertisement channel by most of the respondents; this was because manufacturing related companies advertised their products and tenders on Television. Thus, this reality created additional room for product comparison.

The results of correlation analysis suggested that the relationship of the six independent variables with consumers buying behavior were strong and positive. There was a positive and strong relationship between impressive, understandable, attention grabbing, memorable, creative & honest advertisement and consumers buying behavior. This suggested that effective advertisement characteristics which involve impressiveness, simplicity, eye catching, easy to recall, creative and trusted is positively related to consumers buying decision. Other researchers

have also found similar results and hence the researcher compared the above results by providing empirical evidences to each relationship.

H. M. Arshad (2014) found a strong relationship between (sensory) impressive advertisement and consumers buying behavior ( $r = 0.690$  and  $p < 0.05$ ). In a study undertaken.

Prabakaran (2012), under the title “Impact of Advertisement on Consumers Behavior” it was found positive relationship between impressive advertisement (calculated value  $46 >$  table value  $36.4$ ) and consumers buying behavior. Z. U. Abideen and S. Saleem (2009) conduct a study under the title “Effective Advertising and its influence on Consumers Buying Behavior” and they found strong association between impressive advertisement and consumers buying behavior ( $p < 0.05$  but the “ $r$ ” value was not stated).

Halkias (2013) analyzed the relationship between ability to recall (memorable) the advertisement and consumers purchasing behavior using ANOVA and reported significant relationship ( $F = 24.13$  and  $p < 0.001$ ). Moreover, they indicated developing effective advertising communication has been traditionally regarded as an important function to increase consumers’ purchasing motivation. Huang (2011) reported strong relationship with ( $r = 0.520$  and  $p < 0.01$ ). Anand (2000) analyzed effective recalling (memorize) of advertisement has significant effect on sparking buying intentions ( $F = 22.26$  and  $p < 0.001$ )

Empirical literature on relationship between creative advertisement and consumer buying behavior is very limited and practitioners should emphasis on this issue. However, V. Prabakaran (2012) found positive relationship between advertisement being creative (calculated value  $66 >$  table value  $36.4$ ) and consumers buying behavior.

Huang (2011) reported strong relationship with ( $r = 0.715$  and  $p < 0.01$ ). V. Prabakaran (2012) found positive relationship between advertisement being honest (calculated value  $44 >$  table value  $36.4$ ) and consumers buying behavior. K. P. Saemundsson (2012) reported moderate relationship ( $r = 0.513$  and  $p < 0.001$ ).

Also, long – Yi Lin (2011) reported attention grabbing advertising has a significantly positive correlation with consumers buying intentions ( $p = 0.029 < 0.05$ ). Moreover, he also reported another perspective of relationship, he found advertising spokespersons have a positive effect on

advertising attitudes ( $p = 0.037 < 0.05$ ). Huang (2011) reported moderate relationship with ( $r = 0.567$  and  $p < 0.01$ ). V. Prabakaran (2012) reported similar result with synonym variable. That was advertisement being eye catching (calculated value  $47 >$  table value  $36.4$ ) have positive relationship with consumers buying behavior. H. M. Arshad (2014) also found a strong relationship between (arousal) attention grabbing advertisement and consumers buying behavior ( $r = 0.689$  and  $p < 0.05$ ).

D. Prasanna Kumar and K. Venkateswara Raju (2013) found a significant relationship between ability of the AD in conveying the intended message (i.e. simple to understand) and its ability to change the opinion and prejudice of the respondent about a product or service. V. Prabakaran (2012) reported advertisement being understandable (calculated value  $50 >$  table value  $36.4$ ) have positive relationship with consumers buying behavior.

As per the correlation analysis, it has been discussed that the results of this study were similar with the previous literatures. Thus, due to the positive relationship between the six predictor variables and consumers buying behavior, any advertisement campaign of East Africa Bottling S.C shall consider these relationships. Having now discussed the results of the research and commented on the relation with respect to empirical evidence, it is necessary to discuss the result of multiple regression analysis to get further insight.

As it was mentioned earlier, multiple regression analysis was carried out to explain which predictor variable most affects the dependent variable and to formulate the research model. Among the six independent variables, simple to understand advertisement affects consumers buying behavior more than the other independent variables, due to  $\beta = 0.292$ . The least and insignificant contributor variable was attention grabbing with  $\beta = 0.014$ . And on the model summary of the regression result, it was stated that ( $R = 0.808$ ) is the correlation of the independent variables with the dependent variable after all the inter correlations were taken into account. Adjusted R Square was  $0.647$  which means about  $64.7\%$  of the variance in the dependent variable i.e. consumers buying behavior was explained by the independent variables. The following table is a representation of the degree of influence towards consumers buying behavior.

Table 4.14: Summary Result of the Regression Analysis

Independent Variables	$\beta$ (Beta) Standardized Coefficient	Statistical Significance	Rank of Influence
Impressive Advertisement	.232	.000<0.001	2nd
Understandable Advertisement	.292	.000<0.01	1st
Attention grabbing Advertisement	.014	.080>0.05 (insignificant)	6th
Memorable Advertisement	.210	.000<0.01	3rd
Creative Advertisement	.057	.000<0.01	5th
Honest Advertisement	.146	.000<0.01	4th

Source: Calculated from the Researcher Survey Data

## CHAPTER FIVE

### 5. SUMMARY, CONCLUSIONS & RECOMMENDATIONS

This chapter presents Summary of the findings, conclusions and recommendations by addressing research questions: “How does customers’ perception of media advertisements influence their choice of the product??”; “What is the effect of media advertisement on customers buying behavior??” How does media advertisement of products influence customers’ buying decision?

#### 5.1. Summary of the Findings

From the analysis and discussion, the researcher presented the following major findings. Based on the descriptive analysis of the study, the company has potential consumers since most of them (99.5%) the respondent’s income is Birr 5000 and above per month. However, majority of the respondents (56.43%) didn’t try to buy products after coming across any East Africa BottlingS.Cs advertisement. Furthermore, among the respondents (56.73%) were influenced by television advertisement of East Africa BottlingS.C. The correlation matrix indicates that the selected AD characteristics: “impressive, simple to understand, attention grabbing, memorable, creative and honest” were positively and strongly correlated with consumers buying behavior with 95% confidence interval &<0.01 p-value 2tailed, by scoring a Pearson Correlation Coefficient “R-value” of 0.622\*\*, 0.612\*\*, 0.616\*\*, 0.633\*\*, 0.619\*\* &. 0.647\*\*. The highest strong coefficient of correlation in this research between selected AD characteristics and consumers buying behavior is 0.647. In this case relatively honest advertisement had a highest strong relationship with consumers buying behavior ( $r = 0.647$ ,  $n = 342$ ,  $p < 0.01$ ) than the other five independent variables. The last major finding of the regression analysis result is, all selected independent variables (impressive, simple to understand, attention grabbing, memorable, creative and honest) contribute to statistically significant level at ( $p\text{-value} < 0.001$ ) except attention grabbing advertisement ( $0.080 > 0.05$ ) which is insignificant.<sup>57</sup>The score of the coefficient correlation determination ( $R^2$ ) is 0.647 which indicate, 64.7% of the variability of overall consumers buying behavior was explained by the six independent variables.



## 5.2. Conclusions

The purpose of this study was to investigate the effect of advertising on consumers buying behavior. To achieve the purpose of the study three basic research questions were proposed to investigate the effect of advertising on consumers buying behavior and to answer the stated basic questions. From the findings of the study it can be concluded that: The entire research objective for this study was attained; the general objective of this study was to examine the effect of media advertising on consumers buying behavior: The case of East Africa BottlingS.C. All selected AD characteristics except attention grabbing have significant effect on consumers buying behavior. Correlation analysis was conducted to analyze the relationships between variables; the correlation matrix revealed that all coefficients of correlations independent variables were positively and strongly correlated with the dependent variable. The quantitative result shows that most of consumers are influenced by television advertisements. This indicates that Television advertisement was the first choice by most of the respondents. From the regression result, it can be concluded that simple to understand AD had contributed the largest effect on consumers buying behavior. This finding was also compared with empirical evidences to get additional insight. The evidence presents except attention grabbing AD, the other five predictors contributed significant effect on consumers buying behavior.

## 5.3. Recommendations

Based on the finding and conclusion of the study the following recommendations are forwarded. Television has more power to influence than other media. Advert which is displayed in television can be remembered easily and fast because people see and hear the advert. The study recommends that advertisers should use television adverts well and the message should be supported well by visual so as to gain new customers, create brand loyalty and persuade well. To consider and give due attention to all the six predictors of advertisement when taking action to influence more consumers but more attention should be given to simple to understand and impressive advertisements. As the multiple regression result of this study indicated, effect of those factors motivating consumers' buying behavior is more than the remaining four advertisement features. Thus, by campaigning simple to understand and impressive advertisements, East Africa BottlingS.C can attract more consumers in addition to the exiting consumers. As per the results of the study, most of the consumers got attached by television advertisement. Radio and newspaper advertisements of East Africa BottlingS.C didn't get

enough attention by consumers. This may be a result of lack of enough information and ineffectiveness of the advertisements messages through these Medias regarding the products. Advertisement effectiveness is the joint responsibility of the advertiser and the advertising agency. Regular and consistent up-to-date training on the product information should be given to the advertising agencies, which work with East Africa BottlingS.C, so that they will have the current knowledge and skills to handle the adverts and to make the adverts more attention grabbing, impressive, honest, memorable and creative. Compromise must be discarded for advert to be successful, hence, the need to employ the services of core professionals for the purpose of proper planning and execution of the advert rather than use quacks in order to cut cost. Advertising should be seen as an investment into the future of products and not to be evaluated by its immediate returns.

#### **5.4. Implication for future research**

The consumers buying behavior of coefficient of determination  $R^2$  is 0.647, which implies that there is quite significant explanatory power and also 64.7% variation on dependent variable is caused by independent variables and the remaining 35.3% is because of other unknown variables. Therefore, depending on this statement still there is a room for other studies to conduct. Therefore, other variables which could affect consumers buying behavior of East Africa BottlingS.C is a potential area for further study. Finally, other researchers have to do more studies on these advertisement features which increase AD effectiveness in order to see how these features look like in different organizations in the country and to understand more on the contribution of these factors towards motivating consumers buying behavior. As far as the samples are concerned, possible enlargement of the sample of the study in other branches would be highly desirable. In this regard, similar studies at other companies that used advertisements widely would seem appropriate. Based on the regression analysis, attention grabbing advertisement was not statistically significant predictor on affecting consumers buying behavior, thus other researchers could work on this statistical phenomenon with different research techniques and approaches.

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## APPENDIX I

**St. Mary's University**  
**School of Graduate Study**  
**Department of MBA in Marketing Management**  
**Master's Program**

**A survey Questionnaire to be filled by consumers of East Africa Bottling S.C**

**Dear Respondent,**

My name is *Yordanos Dereje*. I am a student in the post graduate program of St. Mary's University. I am conducting a research on the topic: The Effect of Media Advertisement on Consumers Buying Behavior in the case of East Africa Bottling S.C, to fulfill the partial requirements for the Master's degree in General MBA. This questionnaire is, therefore, designed to collect firsthand information on the topic under caption. Since the information acquired is for academic purposes the anonymity of the respondent is guaranteed. Hence, it is not necessary to write your name on the questionnaire. This is, therefore, to kindly request you to take a few minutes to fill out the questionnaire as genuinely and completely as possible.

Instructions: Please describe your personal views of the following statements as objectively as you can, by entering in the block a tick "✓" that best reflects your views. I remain grateful to you for your kind cooperation.

*Yordanos Dereje (yordanos530@gmail.com)*

**JULY 2020**  
**ADDIS ABABA, ETHIOPIA**

## Part I: Respondents Profile

Please put a “√” mark in the appropriate space to indicate your answer

1. Age (Years) \_\_\_\_\_

2. Gender

1. Male  2. Female

3. Educational Qualification

1. Twelve and below

2. Diploma

3. Bachelor

4. Masters

5. PhD and above

4. Income \_\_\_\_\_

5. Marital status

1. Single

2. Married

3. Divorced

## Part II: General Knowledge of Consumers

1. By which mode of advertisement are you getting attached?

1. Television Advertisement

2. Radio Advertisement

3. Newspaper Advertisement

2. Have you try to buy products recently after coming across any advertisement?

1. Yes

2. No

3. How often you recommend East Africa bottling S.C after watching its advertisement?

1. Rarely

2. Frequently

3. Very Frequently

4. Never



### Part III: Advertisement Impact Assessment

Please put  $\surd$  mark to the number representing your rating for a particular factor by using the following scale: Strongly Disagree (1), Disagree (2), neither Disagree nor Agree, (3), Agree (4) and Strongly Agree (5).

No	Statements	1	2	3	4	5
	How does customers' perception of media advertisements influence their choice of the product?					
1	Media advertisement message is impressive as a result it helps me to decide to buy the product.					
2	An impressive ad motivates the consumer for purchasing products.					
3	New impressive media advertisement of a product is a signal of new offers.					
4	I believe there is always real information behind impressive media advertisement.					
5	Media advertisement message is simple to understand as a result it helps me to decide to buy the product.					
6	Media advertisement message is easy to understand.					
7	The facts in media advertisement convince me to different features of the products.					
8	Since media advertisement is very clear, I can understand what the advertisement is all about.					
	What is the effect of media advertisement on customers buying behavior?					
9	Media advertisement message is attention grabbing as a result it influences me to decide to buy the product.					
10	Media advertisement is better than other advertisement that has the same message.					

11	I believe mediaadvertisement has a high degree of visual magnetism.					
12	Every time I look this media advertisement it makes me comfort.					
13	Media advertisement message is memorable as result it influences me to decide to buy the product.					
14	Media advertisement always reminds me how to have better lifestyle.					
15	Since media advertisement is so strong, they do sticks in my brain for long time.					
16	Mostly I discuss media advertisement message with my friends after viewing it.					
17	Media advertisement message is creative as a result it influences me to decide to buy the product.					
18	Creative media advertisement is the only tool in increasing consumers buying appetite.					
19	Great media advertisement is the creative expression of understanding the market needs.					
20	Media advertisement of East Africa bottling S.C has new features.					
21	Media advertisement message is honest as a result it influences me to decide to buy the product.					
22	Media advertisement creates relevant picture of the product that it is in reality.					
23	Reliable media advertisement does give room for market comparison.					
24	Since media advertisement is always realistic, I can consider them as honest information source.					

## Section IV: Consumer Buying Behavior Assessment

		1	2	3	4	5
	<b>Consumer Buying Behavior Assessment</b>					
1	I am happy being the consumer of East Africa bottling S.C					
2	I believe in media advertisement because it helps to get facts.					
3	Media advertisement of East Africa bottling S.C played a key role on the buying of quality products.					
4	Regular media advertisement of East Africa bottling S.C enables it in winning the market competition					
5	New media advertisement of a service is a signal of new offers.					
6	There is positive relationship between media advertising and consumers buying behavior.					

## APPENDIX II: RELIABILITY TEST RESULTS

<b>Reliability Statistics</b>	
<b>Cronbach's Alpha</b>	<b>No. of Items</b>
.951	30

### APPENDIX III: CORRELATION RESULT

		Correlations						
		Consumer Buying Behavior	Impressive	Simple to Understand	Attention Grabbing	Memorable	creative	Honest
Consumer buying behavior	Pearson Correlation	1	.622**	.612**	.616**	.633**	.619**	.647**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	342	342	342	342	342	342	342
Impressive	Pearson Correlation	.622**	1	.533**	.609**	.514**	.555**	.431**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	342	342	342	342	342	342	342
Simple to understand	Pearson Correlation	.612**	.533**	1	.561**	.415**	.525**	.380**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	342	342	342	342	342	342	342
Attention grabbing	Pearson Correlation	.616**	.609**	.561**	1	.513**	.602**	.642**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	342	342	342	342	342	342	342
Memorable	Pearson Correlation	.633**	.514**	.415**	.513**	1	.544**	.595**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	342	342	342	342	342	342	342
Creative	Pearson Correlation	.619**	.555**	.525**	.602**	.544**	1	.782**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	342	342	342	342	342	342	342
Honest	Pearson Correlation	.647**	.431**	.380**	.642**	.595**	.782**	1
	N	342	342	342	342	342	342	342

Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000
N	342	342	342	342	342	342	342

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

## APPENDIX IV: REGRESSION RESULT

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.808 <sup>a</sup>	.654	.647	.43617	.654	105.414	6	335	.000	1.992

a. Predictors: (Constant), AD being honest, Ad being simple to understand, impressive Advertisement, AD being memorable, AD being attention grabbing, AD being creative

b. Dependent Variable: consumer buying behavior

ANOVA <sup>a</sup>						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	120.267	6	20.045	105.414	.000 <sup>b</sup>
	Residual	63.700	335	.190		
	Total	183.968	341			

a. Dependent Variable: consumer buying behavior

b. Predictors: (Constant), AD being honest, Ad being simple to understand, impressive Advertisement, AD being memorable, AD being attention grabbing, AD being creative

### Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Constant	.176	.146		1.206	.0003		
Impressive	.250	.049	.232	5.105	.000	.501	1.997
Simple to understand	.285	.041	.292	6.882	.000	.573	1.746
Attention Grabbing	.015	.053	.014	5.882	.080	.410	2.441
Memorable	.229	.047	.210	4.870	.000	.556	1.797
Creative	.062	.064	.057	.979	.000	.304	2.292
Honest	.222	.056	.146	5.781	.000	.289	2.466

a. Dependent Variable: consumer buying behavior