



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

**THE EFFECT OF ADVERTISING ON CONSUMER BUYING BEHAVIOR: THE  
CASE OF AQUA ADDIS BOTTLED WATER**

**BY EYERUSALEM ESHETU**

**MARCH, 2022**  
**ADDIS ABABA, ETHIOPIA**

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**A THESIS SUBMITTED TO ST. MARY'S UNIVERSITY SCHOOL OF  
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**ADDIS ABABA, ETHIOPIA**

## **DECLARATION**

I, the undersigned, declared this thesis is my original work, prepared under the guidance of my advisor. 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, Addis Ababa**

**MARCH, 2021**

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## **Abstract**

*The general objective of this study is to analyze the effect of advertisement on the consumer buying behavior of Aqua Addis bottled water consumers. The researcher was adopting both quantitative and qualitative approach to quantify respondents' evaluation. The main source for this study was primary and secondary data source. The researcher was used explanatory research design. Sample size for this study was 246 respondents. The sampling design that employed for this study was a non-probability sampling. Both descriptive and inferential statistical techniques were employed to analyze the data. The data was analyzed using computer software, Statistical Package for Social Sciences (SPSS) version 20. Descriptive analysis is presented by using statistical tools mainly frequencies, percentages, median and standard deviation to summarize the responses. An inferential analysis is conducted by using correlation and multivariate regression to show the relationship and the significance effect between dependent and independent variables. Simple to understand and creative had significant contribution in predicting consumer buying behavior. According to correlation results there is positive and statistical significant relationship between impressive, simple to understand, attention grabbing, memorable, creative and honest advertisement and consumers buying behavior. The regression coefficients result demonstrate memorable is most contributing media advertising dimension in the prediction of consumer buying behavior. it is recommended that to create extraordinary pieces for marketing stand out from other, similar companies. in order to be effective, an advertisement has to be memorable for the viewer.*

**Keywords;** *bottledwater ,consumer, consumer behavior.*

## **CHAPTER ONE: INTRODUCTION**

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

Advertising is a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers. Advertising is a non-personal paid form where ideas, concepts, products or services, and information are promoted through media by an identified sponsor to persuade or influence behavior(Niazi, 2012).

As a promotional strategy, advertising serve as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach, it can influence not only individual's attitude, behavior, life style , exposure and in the long run, even the culture of the country (Latif & Abideen, 2011).

In the absence of advertising, consumers may not be aware of the product and its potential to satisfy their needs and desires. According to ( Kotler and Keller ,2006) advertisings mix consists of eight modes of advertising which are; personal selling, direct marketing, advertising, sales promotion and exhibitions, public relations and publicity, events and experience, interactive marketing, and word of mouth .Organizations obtain their advertising in different ways. In small companies advertising Agencies are used. A large companies set up their own advertising department, who develop advertising strategy, approved advertising agency, advert and campaign and handle direct mail advertising, dealer display and other forms of advertising not ordinarily performed by the agency most companies use an outside advertising and to select and purchase media.

Advertising objective is a specific communication and achievement level to be accomplished with a specific audience in a specific period of time. If, the desired results are to be achieved, the product must be good and acceptable to the consumer; advertising must be carefully planned in advanced; right appeals/claims must be adopted; the right type of media must be used; the cost must not be excessive; reasonable frequency must be provided; right distribution channel must be selected; and the price of the commodity must be right i.e. Acceptable to the consumer (Aaker, &Biel 2013.).

The study of consumer behavior became a concern of marketers, as they may learn how consumers choose their Goods and services required to meet multiple needs, which are the factors that are influencing their choice. The increasing complexity of economic life, has led to the necessity of knowledge of human economic behavior mechanism which is becoming larger and more complicated, requiring separate study of the two intrinsic components: human behavior as a producer of goods and services and the consumer's behavior (Dinu, 2012).

Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires. Consumer behavior is new issue and a controversy subject and challenging that includes individuals and what they buy, why and how to purchase them, marketing and marketing mix of marketing (Brosekhan and Velayitham 2013).

Consumer behavior is physical activity; mental and emotional people do when select, purchase, use and dispose of goods and services to satisfy their needs. Consumer behavior is described as series of activities directly toward the acquisition use and disposal of goods and services occurs. These activities include the decisions that are made before and after the procedure (Haghshenas, 2012).

When consumer watches an advertisement about the brand and develops likeness for the brand and then eventually willing to purchase it . The major advertising is to create positive attitude towards the advertisement and the brand until consumer purchases the product and through this positive attitude create emotional responses in the mind of consumer (Goldsmith & Lafferty, 2012).

Consumer behavior and advertising are closely related because the main goal of advertising involves using the behavior of potential buyers. The art of advertising is to use visual image and convincing copy to give consumers a sense of longing or need for products or service. this also tie in with the study of marketing the means by which advertising is delivered to consumer through networking, advertisement through networking, advertisement, and other means of communication ( Erin, 2022).

Advertisement and consumer behavior have a strong relation. The role of advertisement is to influence the consumer decision making process and influence consumer decision in all stages based on the marketing and advertising goals. Advertisement use different channels to reach

consumer at different times. They can use social media, television, radio, newspaper or even any printed material to appeal to the consumer. Each channel can have a different effect on consumers' behavior based on the demography and characteristics of the consumers. These different channels also have a different effect based on the consumer stages of decision making. Advertisement also studies consumer behavior not only to reach them but also to get their feedback and their reaction toward the sold product. By understanding these reactions, advertisers will be able to create more effective advertising for later campaigns and better targeting and messages to the consumer (Osman 2019).

In Ethiopia, there are 90 mineral water producers and 30 of them are found in Addis Ababa. They have their own strategy to win the market. Advertising is one of the strategies used by bottled water producers. Aqua Addis is a bottled water brand owned by ASKU PLC. It produces with 5 major SKUs (stock keeping units) targeting different market segments. Offering 0.6 lit, 1 lit, 1.5 lit, 2 lit, and 20 lit. It is one of the very first bottled water brands in Ethiopia. It comes with environmentally friendly packaging. Aqua Addis meets local and international standards of quality. It is the only bottled water brand in Ethiopia that consistently meets rigorous annual quality by the US Army. Aqua Addis bottled water company uses radio and sponsorship advertisements.

## **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).

Advertising must be consistent enough so that it can be accepted and bring an effect on consumers' buying behavior when judged against information previously processed and held in long-term storage. There are different arguments about advertising and its effect on bottled water sales. This was raised by Zheng and Kaiser (2008) under the paper title "Advertising and U.S. Nonalcoholic Beverage Demand". They stated that advertisements do not positively affect bottled water sales. This was revealed in their study of US nonalcoholic beverage demand.

Unlike, Islam and Habib (2009), stated that advertisement is one of the factors that has effect on the purchasing decision of consumers. Additionally, Doria (2006) said that there is a need to do further research on consumption of bottled water. Therefore, this research investigates the relationship of advertisement and bottled water purchasing decision by Aqua Addis bottled water consumers. In recent years bottled water industry has been growing, also the competition is too high. Based on researcher previous observation most bottled water companies face a problem of same content advertising, low attraction advertising, and low creativity.

According to IBWA Claims are sometimes made that bottled water sales are fueled by expensive marketing and misinformation. The truth is people realize that bottled water is a safe, healthy and convenient product, and that is what motivates their purchases. The success of the bottled water industry has always been consume driven and simply cannot be attributed to costly advertising and marketing campaigns. In fact, bottled water advertisements are in line with those of other beverage. The advertisement of most bottled water in Ethiopia have same content, lack of creativity and not impressive, and weak to win audience's attention.

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.

As far as the knowledge of researcher is concerned, in Ethiopia there is no empirical study on the effect of advertisement based on advertising Characteristics those are Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest on the buying behavior of bottled water consumers especially on Aqua Addis bottled water. Therefore this study seeks to find out the role advertising play in the consumer buying behavior of bottled water. Hence, the study is 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 Aqua Addis bottled water.

### **1.3. Research Question**

1. What is the effect of impressive advertisement on consumer buying behavior?
2. How does understandable advertisement affect consumer buying behavior?
3. What is the effect of attention grabbing advertisement on consumer buying behavior?
4. How does memorable advertisement affect consumer buying behavior?
5. What is the effect of creative advertisement on consumer buying behavior?
4. How does honest advertisement affect consumer buying behavior?

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

#### **1.4.1. General objectives**

The general objective of this study is to analyze the effect of advertisement on the consumer buying behavior of Aqua Addis bottled water consumers

#### **1.4.2. Specific objective of the study**

- To examine the effect of impressive advertisement on consumer buying behavior.
- To investigate the effect of understandable advertisement on consumer buying behavior.
- To determine the effect of attention grabbing advertisement on consumer buying behavior.
- To find out the effect of memorable advertisement on consumer buying behavior.
- To examine the effect of creative advertisement on consumer buying behavior.
- To determine the effect of honest advertisement on consumer buying behavior.

### **1.5. Significant of the Study**

This research attempted to identify its significance to the company, academics and the researcher. This study described the effect of advertisement variables that influence the buying decision of Aqua Addis bottled water consumers. Understanding of variables such as whether the advertisement is Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative, Honest by the target customers would help further understanding, how these variables affect the decision making of consumers. It would help Aqua Addis

bottled water marketing department to better reposition its advertising strategy, to capture the target market and to boost sales over times. The study is expected to improve the advertising and promotional strategies of the investigated organization by providing practical information about core advertisement issues. The findings of this study contribute and complement the already existing knowledge and literature on the relationship between advertisement and consumers buying behavior.

To academics therefore, this work provided a basis for further research works. To further achieve this, relevant and authentic references cited. The researcher is an advertising practitioner; hence, embarking on this work were increase her knowledge of effective media planning. This study can also be used as source for further studies in this area.

### **1.6. Delimitation of the Study**

However, this study was considered the following advertising characteristics as a measure of effect on consumers buying behavior: namely advertisement being Impressive, Simple to Understand, Attention Grabbing, Memorable, Creative and Honest. The research of this paper is limited to the data collected from customers of Aqua Addis bottled water only. Geographically, it has focused on the bottled water market of Addis Ababa in specific place; Arat kilo, Mexico, Megenagha and stadium, this areas has chosen to get higher number of consumers in a single place within short period of time. The methodology of this study was descriptive and inferential research approach. These designs were selected because it will have an advantage of producing good amount of responses from a wide range of people. This approach would provide a meaningful and accurate picture of events and seek to explain people's perception and behavior on the basis of the data to be collected. This study was conducted 2018-2021 because to get recent data and information.

### **1.7. Limitation of the Study**

This study was focus on consumers of Aqua Addis water in Addis Ababa. Geographically limited in specific place; Arat kilo, Mexico, Megenagha and stadium inorder to get a large number of respondents in specific place. .it is limited to use of data collection instrument use structural questionnaire only to avoid vague responses. Limited by sample size due to scared resources and only limited by consumers of Aqua Addis waterconsumersdue to time and insufficient resources.



## 1.8. Definition of Terms

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

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

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

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

## 1.9. Organization of the Study

The paper organized as follows: the first part includes; Introduction (background of the study, statement of the problem, research questions, objectives, scope and significance of the study). The second part is about related literature review that includes theoretical review of literatures, empirical review and conceptual framework. The third part includes Research methodology; the fourth part will be Data Discussions and Analyses, and finally Conclusions and Recommendations.

## **CHAPTER TWO: REVIEW OF RELATED LITERATURE**

In order to answer the research questions several steps need to be taken. One of these steps is reviewing relevant concepts and theories about advertisement and consumers buying behavior. Hence, this chapter reviewed literatures on this topic. This has been organized under three major themes, general concept on the topic, and empirical evidence on the topic and at the end of this chapter the conceptual framework and hypotheses for the study will be presented.

### **2.1. Theoretical Literature**

#### **2.1.1. Definition of Advertising**

Advertising and promotion are an integral part of our social and economic systems. In our complex society, advertising has evolved into a vital communications system for both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions. (Belch, 2013).

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

Advertising is best-known and most widely discuss form of promotion and a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers (Niazilet al, 2012). Wells et al. (2006) describe advertising as a form of persuasive communication that is paid for and that makes use of the mass media to reach target audiences. Contemporary advertising is the persuasive, –structured and composed non-personal communication of information| about product

offerings; and it is paid for by the organization (Arens, 2011). Advertising therefore, aims to communicate specific information to a particular

Another definition for advertising has been provided by Koekemoer (2004), namely that advertising is a way of announcing what the organization wants to sell (the attributes and advantages of its products). Its primary aim is to encourage potential consumers to react positively to the propositions of the organization. Mass media advertising, such as television commercials, targets large audiences with a relatively universal message. target audience in order to persuade the audience to react in a particular manner.).

### **2.1.2 Importance of advertising**

Organizations advertise to make profit and create stronger image in the eyes of consumers. They do this to succeed in their business (Bruneau, 2000). Advertising is all about creating exchange that has value for customers. Customers must recognize the organization as a place that fulfills their need and want. Even if advertising can cost either to build a brand preference or to educate people, it can pay off well in today's challenging media environment (Kotler and Keller, 2012) Advertising has become increasingly important to business enterprises –both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is bases on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising and Labor organizations have also used advertising to make their viewpoints known to the public at large.

Advertising performs several roles in marketing. The first role advertising plays is the informative role. Advertising serves as the channel through which consumers get to know about products and services. Companies manufacture products and services with the aim of selling them to consumers; without sales, these companies will run at a loss and soon will be out of business. It is advertising's role through various media, to inform the public about products and services. Apart from informing consumers, advertising goes further to persuade consumers to make a purchase. The public may be well informed about a product through the various media, but do bother to patronize the product. The promotion and preservation of the brand

image is another role advertising plays in marketing. Advertising is a source of image for brands; it reflects and forms a brand's reception by the public (Biel, 2007). Advertising helps to sustain a brand's image which in the long run helps to boost a company's reputation and long term investments. Advertising achieves the above by influencing the perceived qualities of products.

### **2.1.3 Media selection**

In developing an advertising program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions, known as –the five Ms: Mission: What are our advertising objectives? Money: How much can we spend and how do we allocate our spending across media types?

Message: What message should we send? Media: What media should we use? Measurement: How should we evaluate the results? (Kotler and Keller, 2012) According to (Keller and Kotler) 2012 Media selection is finding the most cost-effective media to deliver the desired number and type of exposures to the target audience. The effect of exposures on audience awareness depends on the exposures' reach, frequency, and impact:

- Reach (R). The number of different persons or households exposed to a particular media schedule at least once during a specified time period
- Frequency (F). The number of times within the specified time period that an average person or household is exposed to the message
- Impact (I). The qualitative value of an exposure through a given medium.

### **Types of Media Advertising**

There are many advertising 'media' such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertising (Such as posters, Billboards bus sides) Armstrong and Kotler (2003) Print Media Advertising – Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major

media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of entertainment but also for news and information. Outdoor advertising: It has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5,000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003). Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors.

The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshow organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertising opportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associated with their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Omcreddy, 2010).

Broadcast Advertising – Television, radio and the internet. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles (Merugu, 2009).

Television Advertising: According to Keller (2008), Television is generally acknowledged as the most powerful advertising medium as it allows for sight, Sound and motion and

reaches a broad spectrum of consumers. The wide reach of TV advertising translates to low cost per exposure.

**Radio Advertising:** Radio advertising is available on national network and on local markets. Radio advertising specifically has been considered important in the following regards namely cheapness, penetration, transmission times, human voice and that it does not enforce serious attention (Jefkins and Yadin 2009). Thus radio advertising is cost effective as it appeals to the mass market which results in cost economics. The ability to reach multitudes of targeted audience makes this broad cast method economic and above all its application of the human voice has given it leverage over other passive and static media for advertising which include print, outdoor and other form of direct mail advertising. O'Guinn, Allen and Semenik (2009) argue that radio advertising has the greatest reach and frequency as it can reach customers in their homes, vehicles, offices and even when they are outside their homes. They also realized that beyond its being cheap this broadcast method has a high degree of audience selectivity which may be based on geography, demography and other socioeconomic classification parameters preference.

#### **2.1.4. Models of Advertisement**

Though there are several models of advertisements just two models are reviewed in detail for the purpose of this study.

##### **AIDA Model**

The AIDA model produces a detailed illustration about the entire procedure of how advertising effects consumer behavior and the purchase decisions. It is an acronym, which consists of the factors of attention, interest, desire and action, all of them relevant to the relationship between consumer behavior and advertising. The first element, that is attention, describes the stage in which the brand manages to gain the attention of the consumer through the advertisement that he/she has come into contact with. Organizations creating attention, interest, desire, and attraction of their products in the market using appropriate channels of communication to reach the mass market are thus stimulating demand of existing and new products in the market .

They all have three general stages in common, even though the amount or names of sub-stages might differ: cognitive stage (what the receiver knows or perceives), affective stage (receiver's

feelings or affective level), behavioral stage (consumer's action) (Aaker and Joachimsthaler, 2000). According to Colley (2008) one of the earliest models was AIDA: (Attention, Interest, Desire and Action). This model is also called DAGMAR, an abbreviation for designing goals for measured results. This model will be designed under four interrelated stages of communication: awareness, comprehension, conviction and action. Colley said that this model describes a learning process by which consumers progress through a series of predetermined functions to complete the purchasing process. The model assumes that a purchase will only be made when all the steps have been completed. The authors contend that the model is dynamic where each single step in the sequence depends upon the preceding step. The steps of hierarchy of AIDA Model are as follow:

### **Awareness**

It is the first step of hierarchy of AIDA model, where people get awareness about products. At this stage, advertisers introduce their products, services and information about the usage of products. Initially, advertisers create awareness about products in their target market and its benefits to use (Baca et al., 2005). According to Ashcroft and Hoey (2001) awareness is the cognitive stage to attract customers and is the first step of communication process.

### **Interest**

Advertisement of a product or service is run with the aim to create interest among target viewers because creating interest is the priority of advertisers (Rowley, 2009); Broeckelmann, 2010). Continues buying of a particular product shows consumers' interest (Ghirvu, 2013).

Pharmaceutical companies, for example, often invest to create products interest in target market with aggressive sales force which attempts to motivate customers for further query (Baca, 2005).

### **Desire**

It is the third step of hierarchy of AIDA model that deals with the aspiration of target customers to buy a product or service. From advertising view point, desire is said to be the intense level of wanting a product. Creating desire is the precedence of advertisers, where they explain the features and benefits of their products that how much value you have here (Richardson, 2013). At this level, advertisers try to give greater exposure of a product to the customers

(Rowley, 1998).

### **Action**

At the fourth level of hierarchy of AIDA model action on the part of a customer is taken i.e. actually purchasing a product or service. At this stage, customers are ready to pay for the products to fulfill their intense desire for a particular product or services. A number of incentives offered may persuade a customer to take action (purchase). For example discounted prices often entice customers to take action i.e. buy something (Rawal, 2013). As mentioned by Ashcroft and Hoey (2001) action is the behavior stage involving actual purchasing. According to Hoyer and Macinnis (2009) effective advertising creates positive feelings that lead to actual purchase of advertised products.

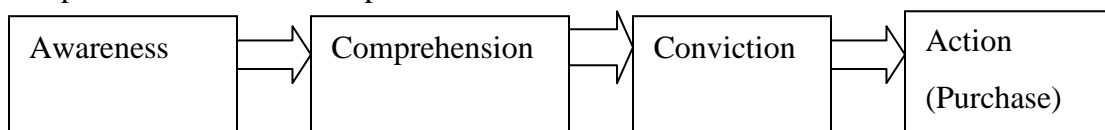


Figure 1: Advertisement Model (AIDA/ DAGMAR) Source: Colley and Russell H. (1984).

Defining Advertising Goals for Measured Advertising Results, New York: Association for National Advertisers

### **Foot, Cone and Belding (FCB) Model**

A paper by Richard Vaughn (1980) researched the other advertising model, FCB, an acronym for Foot, Cone and Belding. This model is a strategy matrix, suggesting that advertising works differently depending on the product involved. Vaughn's work allows advertisers to select the communication method based on the type of product or service they are advertising, and the attitudes that consumers are likely to have towards the product.

He suggests: -Not all advertising functions in the same way, sometimes communication of key information and salient emotion will be needed to get a sale. At other times, consumers will need one, but not both; and often, a purchase may occur with little or no information and emotion. The purpose of strategy planning is to identify the information, emotion or action leverage for a particular product, build the appropriate advertising model and then execute it.



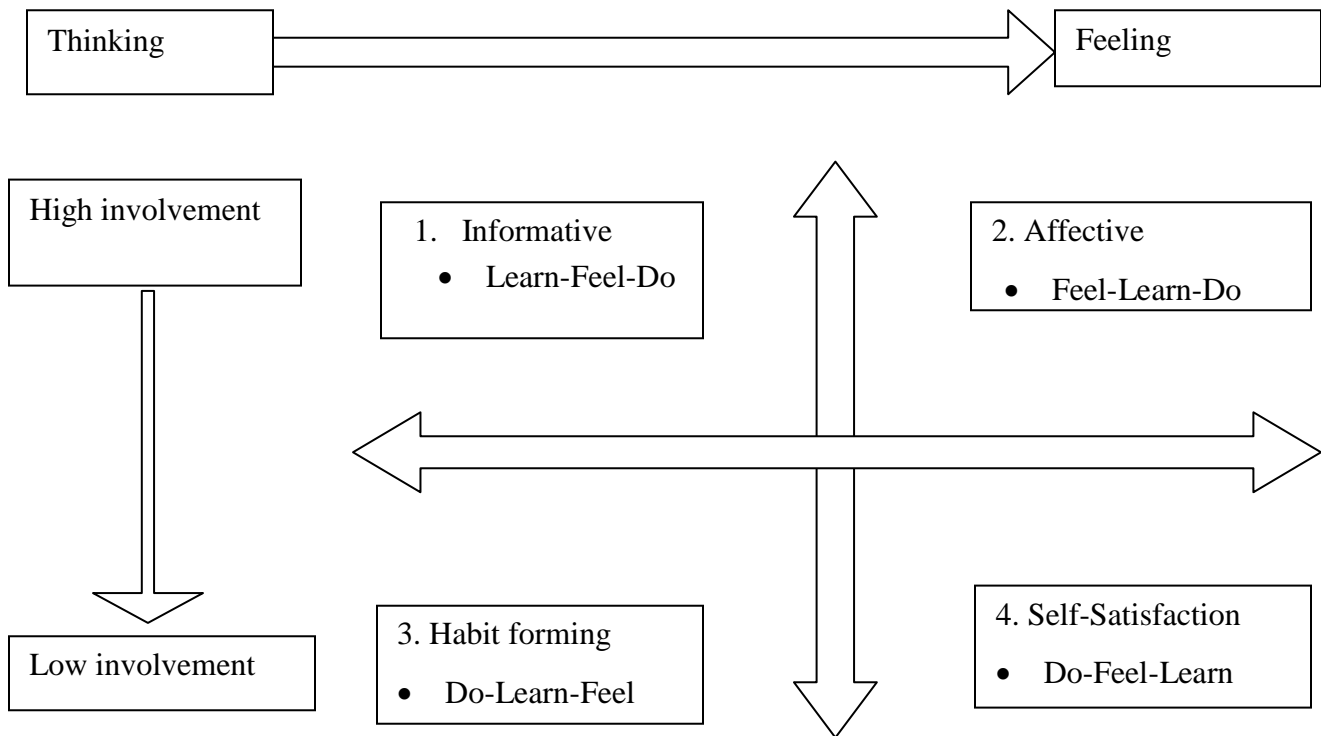


Figure 2: Advertisement Model (FCB) Source: Richard Vaughn (1980). How Advertising Works: A Planning Model. *Journal of Advertising Research*, 20 (5), 27 – 33

The matrix divides advertising strategy into two attributes based on thinking versus feeling and low involvement versus high involvement. Vaughn points out –this suggests there are purchases decisions where thinking is most involved and others where feeling dominated; there are situations that require more involvement and those that require less. The FCB model is powerful because it accommodates different versions of the learn-feel-do succession and proposes different advertising strategies for each of the four quadrants. Now let us take the quadrants separately and summarize them as follows:

#### Quadrant 1- High Involvement/ Thinking Informative

This quadrant implies that a large amount of information is necessary because of the importance of the product. Many major purchases qualify, (cars, homes and electronic equipment’s), and these are likely to include almost any product which needs to convey what it is, its function, price and availability. The basic strategy model is to adopt the Learn-Feel-Do sequence

where information is designed to build attitudinal acceptance and subsequent purchase. Vaughn (1980) says, –Consumers may be thought of as thinkers. Creatively, specific information and demonstration are possibilities. Long copy format and reflective, involving media may be necessary to get through with key points of consumer interest.

#### Quadrant 2- High involvement / Feeling (Affective)

This product decision has high involvement but requires less specific information; therefore an attitude or feeling towards the product is more important. This is a psychological model, because the importance of the product is connected to the consumers’ self-esteem. Perfume, expensive watches and sports cars are product examples that might fall into this quadrant. The advertising strategy requires emotional involvement on the part of the consumers so that they become connected with the product being advertised and subsequently become –feelers. Therefore, the proposed model is Feel-Learn-Do. Vaughn (2009) submits –Creatively, execution impact is a possible goal, while media considerations suggest dramatic print exposure or –image broadcast specials.

#### Quadrant 3- Low involvement / Thinking (Doer)

Products in this category (including many common household items such as razors, insect repellent and household cleaners) involve little thought and a tendency to form buying habits for convenience. The hierarchy model is a Do-Learn-Feel pattern suggesting that simply inducing trial (through coupons or samples) can often generate subsequent purchases more efficiently than –undifferentiating copy points. leading in turn to increased brand loyalty. According to Vaughn (1980), the most effective creative strategy is to stimulate a reminder for the product.

#### Quadrant 4-Low involvement / Feeling (Self - Satisfaction)

This product decision is emotional but requires little involvement, and is reserved for those products that satisfy personal taste (for example, cigarettes, candy, beer or snack food). This is a Do-Feel-Learn model where imagery and quick satisfaction are involved, and the consumer is considered a reactor whose interest will be hard to hold. Vaughn (2009) argues that the creative objective is to get attention with some sort of consistency and suitable methods may include billboards, point-of-sale or newspaper advertising.

### **2.1.5. Ethical Issues in Advertising**

According to Matin Khan (2006), advertising must follow certain moral principles and should not degrade or adversely comment on the other products and brands. It should highlight the positive points of its own products and be of good standard. It should not be offensive and in bad taste. It should not predict the sex of an unborn child and keep away from the unwanted practices adopted by the advertisers.

Schultz (2004) stated that advertising should not be untruthful, deceptive and misguide consumers. For instance, some car manufacturer companies advertising about their products advertise that they will cover X amount of kms per liter when in practice distance covered is much less. These advertisements deceive customer; sometimes advertisers have made false claims or failed to award prizes promised in sweepstakes or contests. The problem of untruthful advertising and promotion exists at the local level and in specific areas such as mail order, telemarketing and other forms of direct marketing.

Furthermore, Schultz (2008) commented that ethics must be given due place in advertising. Ethics cover various aspects. These range from the truthfulness of validity of claims to the mode of presentation of the advertisement. The advertising of products like cigarettes, alcohol and other injurious material has to be dealt carefully. The authorities as well as the advertisers and the agencies should make a set of rules and regulations. It should adhere to certain values and give satisfaction to the consumers. Another issue is the advertising directed to children. Children exposed to adult advertisements or advertisements that are not specifically made for them are liable to be harmed by ads showing a lot of indecency and sex.

Regarding ethical issues of advertising the view of Hileman et al. (2008) is worth mentioning. According to them, advertisements should respect the traditions and customs of the society. The media should also play an important role and should be able to reject advertisements which are misleading and incorrect. This should be the case with Newspaper, Magazines, Radio and TV Media. Consumers should also boycott the advertisements and products advertised which are not ethical this can be done through consumer groups and opinion leaders. The government can also play a vital role in curbing unethical advertisement by making appropriate rules and regulation.

### **2.1.6. Implementation of Advertising**

Advertising is well-known and most accepted form of promotion especially for companies whose products target mass consumer markets. One of the reasons for this could be advertising is cost-effective tool of communication (Belch and Belch, 2004). Advertising is a promotion using an advertisement in a selected advertising medium. Additionally, it is guaranteeing exposure to a general or specific target audience which will have a cost from media owners and producers of the advertisement (Baker, 2004)

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

### **2.1.7. Types of Advertisement**

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

A. Informative advertisement: Informative advertisement informs about the benefit and use of the product. The more your advertisement is informative, the more it will be persuasive (Oglvy, 2011).

B. Persuasive advertising: The main objective of this advertisement is to persuade the consumer to buy the products of the advertiser. TV is known for its persuasive advertisement but at the same time costs too much (US small business Administration, access date January 12, 2017).

C. Reminder advertising: This is done for a product at its maturity stage and for matured manufactures that have well known products. It is advertised frequently so as users are informed to consume the product. It may be advertised on high entertainment and low involvement type of programson media (Brierley,2004).

### **2.1.8. Concept of Consumers Buying Behavior**

Consumers buying behavior is focusing on how individuals make decisions to spend valuable resources (time, money and effort) on consumption related items. This includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation in future and how they dispose of it. The aim of marketing is to meet and satisfy target customers' needs and wants. The modern marketing concept makes customers the center stage of organization efforts. The focus, within the marketing concepts is to reach target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market (Sonkusare, G. 2013).

According to (Proctor et al, 2002), the principle aim of consumer buying behavior analysis is to explain why consumers act in a particular way under certain circumstances. Other author argues that, it's important to marketers to recognize why and how individuals make their purchase decision. With this information, marketers are able to determine better strategic marketing decisions.

Consumer buying behavior refers to the buying behavior of final consumers—individuals and households that buy goods and services for personal consumption. Marketers' success in influencing purchase behavior depends in large part on how well they understand consumer behavior. Marketers need to know the specific needs customers are attempting to satisfy and how they translate into purchase criteria. They need to understand how consumers gather information regarding various alternatives and use this information to select among competing brands. They need to understand how customers make purchase decisions. Where do they prefer to buy a product? How are they influenced by marketing stimuli at the point of purchase? Marketers also need to understand how the consumer decision process and reasons for purchase vary among different types of customers. For example, purchase decisions may be influenced by the personality or lifestyle of the consumer (Belch & Belch, 2003).

### **2.1.9. Stage of consumer's buying process**

It is useful to examine various concepts and how they influence buyer behavior, promotional

planers must also understand the process that underline the actual act of making purchase. The consumers purchase decisions process is generally view d as consisting of sequential steps or stage that the buyer passes through in making purchase decision (Belch& Belch, 1990).

**Problem Recognition:** Problem recognition is the beginning level of consumer decision-making process. It occurs when consumers realize that there are some deviations between their actual state and ideal or desired state( Howard et al. 2000).

**Information Search:** Information search is the stage where consumers search for more knowledge in order to solve the recognized problem. To help themselves make a decision, consumers will look for information from their internal and external environment. Information search process can be classified into two types. Firstly, the pre-purchase search process is the process where consumers look for the information to satisfy their needs or solve their problems, which begin after consumers realize their needs or problems. Secondly, an ongoing search is the process where consumers browse the information for their pleasure and to keep them up-to-date with new products or current situations of the products` market (Hubert et al, 2011).

**Alternative Evaluation:** In this stage, consumers have to evaluate their available alternatives that they have obtained from the previous stage, information search. According to ( Hoyer et al. 2008), since there are a great number of brands in the market place, consumers will create their own evoke set which consists of brands that are already in their minds. The brands that are included in consumers` evoke sets will have more opportunities to be selected by them.

**Product Choice:** Consumers have to choose one alternative after evaluating their options from the previous stage. Choosing product can be either a simple and quick or a complex stage. Consumers` product choices can be affected by various sources of information during the process of decision-making ( Hollensen, 2010).

**Post Purchase Behavior and Disposal:** Even though the buying decision has finished, consumers often still evaluate and assess their decisions because they want to feel more confident about their choices and to ensure that the product can solve their problems or satisfy their needs (Jan –Benedict et al, 2001). Aaker(2002) stated in his study that the quality of a product/ service is a main determinant in post-purchase evaluation.

### **2.1.10. Factors influencing consumer`s buying behavior**

The factors that influence consumer behavior can be grouped into personal, psychological, cultural and social factors (Schurr & Ozanne, 1985). Personal factors: that influence the consumers buying behavior include i, age & life cycle stage ii, occupation, economic situation, life style & iii. Personality & self-concept (Amir, 2015).

Psychological factors: is the study of individual which include motivation, perception, learning, belief & attitudes. These entire factors are critical to an understanding of consumer behavior & help us need of individuals & their experience and personality characteristic influence buying behavior (Flavian, 2006).

Culture factor: the set of basic value perception, wants & behavior learned by a members of society from family & other important institution (Amir, 2015).

Social factors: is the study of group which individual from group, their acts as sometimes quite difference from action of those very individual when they are operate alone, the influence of group membership family & social class consumers buying behavior are important for the study of consumer behavior (Flavian, 2006)

### **2.1.11. The Relationship Between Advertisement and Consumer Buying Behavior**

Consumer behavior and advertising are closely related because the main goal of advertising involves using the behavior of potential buyers. The art of advertising is to use visual image and convincing copy to give consumers a sense of longing or need for products or service. This also tie in with the study of marketing the means by which advertising is delivered to consumer through networking, advertisement through networking, advertisement, and other means of communication (Erin, 2022).

Advertisement refers to way in which marketers, retailers, and other professionals communication with potential consumers or prospects. It usually involves the use of paid printed media communication, television spots, or internet radio ads. Marketers must have a good grasp of consumer behavior and advertising of the way the two are connected before an effective campaign can be implemented. Studies of past consumer behavior and public opinion on certain

products should be performed well in advance. Advertisement must understand their potential customers in order for their efforts yield a good return. ( Erin, 2022).

The goal of any ad is to persuade consumers that they need a particular product or service. To do this the message of any form of advertising must appeal to the products key demographic, an ad must speak directly to the person most likely to need o want the product being sold. for instance, advertisers probably wouldn't use slang in an ad directed at investment brokers, nor would they use image of scantily clad women to try and sell to new moms. in this way advertising is heavily linked to consumers behavior, since no ad will influence a person's behavior if it seems irrelevant to his or her desires. ( Erin, 2022).

Studying consumer's behavior and advertising is also useful in other ways. Advertisement may go back and study the response rates and reaction to previous ads to determine overall public opinion about them. This may include studies on what people think of a particular brands image or what they thought about the ad in particular. By determining what consumer's responded to best, more effective advertising can delivered. ( Erin, 2022).

The study of consumer's behavior and advertising is typically a case of trial and error. Some ads, even when they follow conventional wisdom, simply do not sell products. Many ineffective advertising comes as the result of not appealing to the right demographic. Others bomb because they don't address any demographic at all, but they focused solely on the product or service being offered instead of on consumer needs. ( Erin, 2022).

## **2.2. Empirical Review**

### Advertisement and Consumers Buying Behavior

Advertising is more than a tool for selling. It has one main task, to create a significant influence in the consumer mind or perceptual space in relation to competitors, so as to produce distinctiveness and preferences. To elaborate the above statement of problem scientifically, and to point out the importance of undertaking this research, moreover to define the variables it is necessary to present a brief review of previous researches undertaking in this relationship. Different scholars argued that the degree of AD effectiveness could determine the buying behavior of consumers.

Especially, the issue, regarding the extent to which the advertisement is impressive,



understandable, attention grabbing, memorable, creative & honest and their effect on influencing consumers buying intention was recognized by different researchers" literatures. Although the review of these literatures involved a large number of studies only a few studies which have direct and indirect bearing in the present study has been summarized.

### **Relationship between Impressive AD and Consumers Buying Behavior**

According to V.prabakaran (2012), buying begins in the mind. If you don't impress the buyers mind, you won't capture his or her money. He concluded that the primary task of advertisement is to distinguish the product advertised, attract the customer's attention and impress them to buy the product. Impressive advertisement creates demand. It makes customer aware of the price and attributes of the product leading to greater sales. Such kind of advertisement brings customers and sellers together.

Moreover, it also persuades and informs the masses. This information can be about the product features, style, value, price and availability. In addition to this, impressive advertising bring attitudinal changes in the minds of the consumer. His or her emotions are torched and played with the feelings of likes and dislikes towards the object and this leads to action (i.e. purchase).

P. Clave (2014) associated the satisfaction levels of those newspapers readers who said they give attention to print news content and print advertising with several active purchase decisions taken by them. A discriminate analysis executed with the data collected allows for the conclusion that people who were inspired to purchase after reading local newspapers and paying attention to print ads were motivated mainly by the impressiveness and attractiveness of the deal offered in the ad, the level of influence exerted by the newspaper where the ad is run, and the level of the quality of information provided by the news outlet. Therefore, this study provides robust evidence of the strong relationship between impressive and attractive advertisement and its commercial role towards influencing consumers purchase intent.

### **Relationship between Understandable AD and Consumers Buying Behavior**

Advertisement should not be complex. The more complex the advertisement is, the more difficult will be the advertisement to understand and remind & vice versa. Adeolu et al.

(2005) recommend firms should develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and interpret. The simplicity of the advertisement leads to impart the information to the consumers so that they are well informed and can make a good choice. The advertisement should be conveyed in such a way that, knowledge about product specification, features, quality and function should comprise briefly.. For example, the advertisement of Coca - Cola was very creative as well as simple to understand.

C. Wang et al. (2002) brought some implications to various stakeholders in Malaysia. The implications can be divided into two categories: theoretical and managerial implications. In terms of theoretical implication, the research re-affirms the notion that the determinants of consumers' attitude towards advertising can be applied in a highly regulated media environment. In terms of managerial implication, the findings do provide some insights and feedback for administrators of media industry in drafting various advertising strategies on how to increase the favorable consumers' attitude towards advertising.

As part of the efforts to create favorable consumers' attitude, some strategies proposed which includes: First of all checking the sources of advertisement are credible, trustworthy and believable; Second keeping the advertising message informative, customer oriented, simple to understand and up to date; Third integrating the elements of fun, excitement, surprises, creativity and pleasure in the advertisement messages and lastly emphasizing the concept of „made in Malaysia“ to evoke the feeling of partnership in helping the nation grow economically building positive image. In my opinion the last strategy should be scale up in our country especially to those import and export business firms. Since our attitude to -Made in Ethiopia is very poor.

### **Relationship between A. Grabbing AD and Consumers Buying Behavior**

According to Gary (1999) -humans are visual animals. He also further stated that our vision is the sense we rely on most. This kind of biological scenario is not accident, rather it has developed over tens of thousands of generations. Our eyes are attracted to pictures far more than to words. Let us elaborate this more with example: currently I am working at Reporter newspaper, different experience shows that the more the headline is stimulant, the more the ad grabs the readers' attention. Although people pay more initial attention to pictures than words,

the headline is the most important part of the advertisement. Since, almost no one will read an ad without first looking at the headline of the advertisement.

V. prabakaran (2012) stated that people like advertisement of the products and believe that the quality of the product is as good as expected from the advertisement. This study suggests that the promotional strategy through television advertisement is made a significant and positive impact on consumers buying behavior. TV advertisement has enhanced their involvement in purchase and experiment with different or new products.

According Adeolu et al. (2005) many consumers did not buy whatever is available or affordable. If a product is good value for its price, it will command brand loyalty. However, advertising helps in projecting product quality, affordability and value before the consumers.

Moreover, the authors recommend the following important points. First, research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand. Second, develop more effective advertising campaign that attracts consumer's attention and capture their interest. At this stage the company's advertising messages should be simple to understand and memorable. The messages must be strong and creative enough to attract and build brand preferences, encourage switching to the company's brand by changing the perception of the consumers of rival brands the product.

### **Relationship between Memorable AD and Consumers Buying Behavior**

Dholakia et al. (2001) suggested that, in order to be effective, an advertisement has to be memorable for the viewer. If the viewer does not remember the ad after viewing it, the company sponsoring the ad is simply wasting time and money. With an ineffective advertisement, the viewer should be able to clearly recall what happened during the course of the ad, and more importantly, which product is being advertised. That recall is the trademark of an effective advertisement. Advertisements need to stick in the brains of customers. Brassington and Pettitt (2001) recommend to firms about how ad should be memorable: -you want customers to remember your ads so they remember your business. Strive to create extraordinary pieces for your marketing so you stand out from other, similar companies. Memory phenomena have long occupied a central place in thinking about the process and effects of advertising. The various hierarchies of effects models that have been proposed to represent the mental stages consumers pass through in response to advertising all acknowledge the role of

memory Ray (1973).

Furthermore D. Byzalov et al. (2004) revealed that consumer gets enough information about product when he or she is more exposed to a product's advertisement and this consequence in decreasing the risk involved with product and this factor is called as advertising role of risk minimization. Adelaar et al. (2003) also indicated that advertisement containing detail and memorable product information influences prospect's opinion about product, while advertisement with prestige or image effects influences both prospect's and product users opinion about product. This detail information of a product or service via advertisement leads to increase in sales volume of an organization. According to R. Kahn et al. (2011), when the sales volume of any product increases, it is because the consumer is aware and believes about the product's value and this point is accomplished through efficient advertisement about product. Metha (2000) also indicated when a company participates in generic advertising programs; it has a significant impact on firm's market performance.

### **Relationship between Creative AD and Consumers Buying Behavior**

According to Pooja Sharma (2012), there should be an element of creativity in an advertisement. This creativity is to create something new, unique, extremely attractive and appealing to the consumers. In fact, advertising itself is a creative process. Creative advertisement leads to innovation. It encourages innovation and new product development and reduces the risk of the product becoming obsolete. With more innovation there are more sales which offset the cost of innovation. Innovation leads to more sales and business expands. More employment is generated and the people become more prosperous and their standards of living improve. An effective ad will inform the consumer about the product or service you have to offer, but that advertisement also need to be creative so that it can capture attention. Capturing the attention of the consumer is essential for an effective ad, and the more creative you can make that ad the more effective it can be. For instance Coca-Cola advertisement is a good example, it gives over 200 hundred names for each bottle. So that people can drink by choosing their names.

RashmiKhatri (2013) at the University of Delhi, India he wrote a journal on the topic called -Impact of Newspaper Advertisements on Consumer Purchase Behavior|. The aim of this research was first, to interpret whether consumers pay attention to newspaper advertising or not. Second to check impacts of different advertising Medias and effects of newspaper advertisement on consumer purchase behavior. To study this, a random sample of the

population was made up of 98 respondents who were mostly young people. The result of this study showed that consumers did not ignore newspaper advertisement rather they read the advertisement and influenced to buy new brand or product. Moreover, the study further showed that other media like TV and internet are more influencing and motivating than newspaper advertisements. In addition, this research demonstrated that ad placement in newspaper played a major role in influencing consumers' purchase intent. Front-page advertisements have highest influence. The author indicated that purchase intention and ad placement is directly related.

That is purchase intention increases with ad position in newspaper from inside pages to back page and from back page to front page. Also creative newspaper advertisement proofed, in such a way that it influences more consumers. This study tried to prove that newspaper ads are associated with more trust than other media but did not get ample empirical evidence to reason out.

### **Relationship between Honest AD and Consumers Buying Behavior**

Trust is the subjective evaluation of another entity's characteristics based on limited information Beccera and Gupta (2008). In the context of marketing, limited information about products' attributes and the intent of the marketer to provide a fair transaction can give rise to the need for consumers either trust the marketer, rely on third parties for additional information, or take other action to reduce risk. Consumers' trust towards a marketer can be defined as the subjective probability with which consumers believe that the marketer will perform a particular transaction in a manner consistent with their expectations.

This definition captures two important attributes of trust: first, the subjective probability embraces the fact that trust is not objective but a personal anticipation; such subjective probabilities may be especially useful measures of advertising effectiveness, especially if such measures are obtained over time. Second, expectations represent a measure of what consumers have come to believe based on prior experience. In the marketing literature, there is a general consensus that trust has at least two components, both of which can be measured Geyskens et al. (2005). First, credibility deals with predictability and fulfillment of implicit and explicit requirements of an agreement. This is generally considered to be a weak type of trust that rests on reputation and calculativeness (economic rationale). On the other hand,

goodwill or benevolence deals with expectations that a party will not act opportunistically, even given the chance. This is the higher form of relational trust that is built on familiarity and experience, and is usually based on personal experience rather than reputation, calculation, or economic rationale.

Thus, following Gaurav Bakshi et al. (2013), trust may be measured in terms of two distinct components: (1) credibility, which is based on the extent to which the consumer believes that the marketer has the expertise and honesty to perform the transaction effectively and reliably, and (2) benevolence, which is based on the extent to which the consumer believes that the marketer has intentions beneficial to the consumer when need arise. In traditional advertising, the marketer has limited potential to raise the level of consumers' trust since one way communication is unlikely to produce trust Mayer et al. (2007). Reciprocal communication, however, facilitates trust building & commitment Anderson & Weitz (1989).

While it is generally agreed that trust has an economic value Hill (1990) and can be a source of competitive advantage Barney and Hansen (2008), traditional advertising has not necessarily been focused on building trust, despite the fact that trust has an important influence on the behavior of consumers Schurr and Ozanne (2009). On the other hand, interactive advertising has the potential to promote consumers' trust towards the advertiser and product through reciprocal information exchange, customer support and technical assistance, reciprocal communication, operational linkages, and other specific adaptations by the marketer to the needs of the consumer. Thus, trust is likely to be an especially important and useful measure of advertising effectiveness. The complexity of the construct of trust makes it an especially interesting and rich area for future research on the effectiveness of advertising.

According to Schulz (2008), trust is a state of certainty, –a middle state between knowing and not-knowing. M. Bansal and S. Gupta (2014) on their *Global Journal of Finance and Management* focused on the impact of informational content within the newspaper on consumer behavior. The impact of newspaper advertisement assessed from the fact that advertisements with more trusted (honest) content were found to influence more customers than advertisements with biased informational content.

The impact of logical informational Content and its probability of being liked by a consumer were greatest especially for electronics and durable goods. The amount of

information present was found to be independent of the size of the advertisement. Moreover, the authors found that advertisements related to electronic items were more influential than advertisements related to apparels that were mainly transformational. Thus, it can be understood that commercials of different products employ different advertisement strategy to motivate their customers and such a data can be helpful in obtaining its impact on the customers not only for newspaper advertisement but for all other forms of advertisements.

### **2.3. Conceptual Framework**

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 in query 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.

In this study, a framework is developed to conceptualize the interrelation between a dependent variable and six independent variables. 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.

## Independent variables

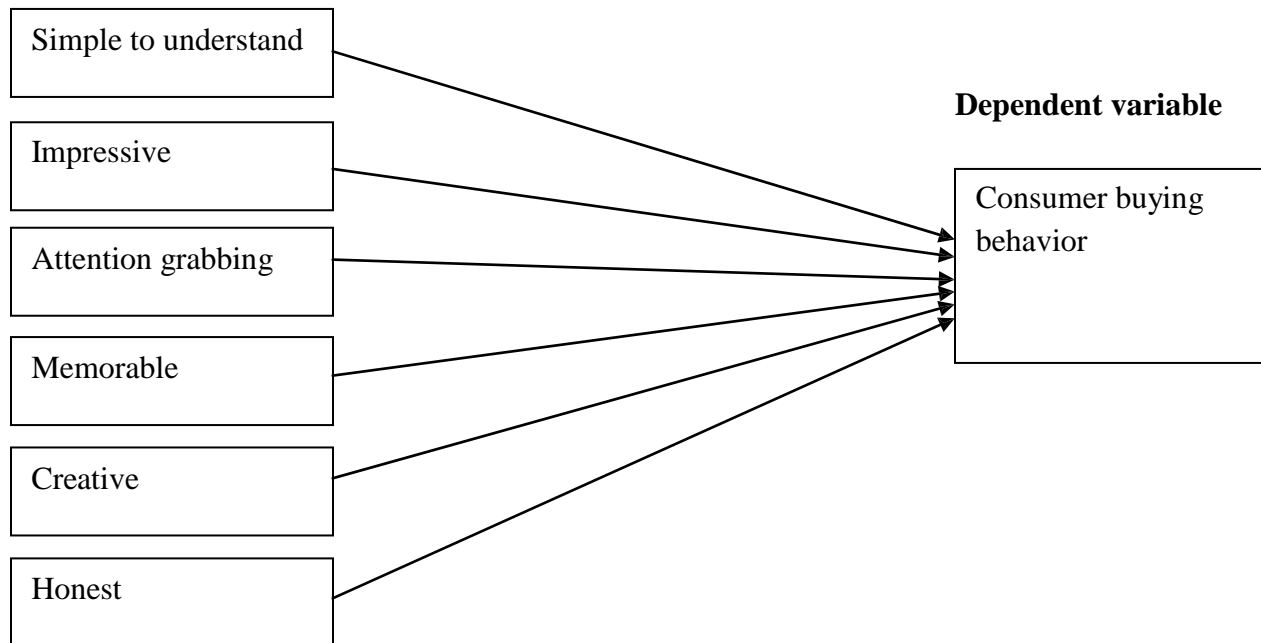


Figure3: Conceptual Framework specifying Research Variables. Source: Khan (2014).

## 2.4 Hypothesis of the study

**H01:** impressive advertisement has no statistically significant effect on consumers buying behavior

**H02:** Understandable advertisement has no statistically significant effect on consumers buying behavior

**H03:** attention grabbing advertisement has no statistically significant effect on consumers buying behavior.

**H04:** memorable advertisement has no statistically significant effect on consumers buying behavior

**H05:** creative advertisement has no statistically significant effect on consumers buying behavior

**H06:** Honest advertisement has no statistically significant effect on consumers buying behavior



## **CHAPTER THREE; RESEARCH METHODOLOGY**

This chapter deals with the methodology of the study where 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 are discussed.

### **3.1. Research Approach**

Choosing the right research approach is more important for the research approaches. The research approach is important for to get relevant information from the data. The researcher was used use the two types of research to collect data from the respondents. The two types of research method are Qualitative research method is an unstructured, primarily exploratory design based on small samples, intended to provide insight and understanding while Quantitative research method that seek to quantify data and, typically, apply some form of statistical analysis (Malhotra 2007).

Qualitative research method is an unstructured, primarily exploratory design based on small samples, intended to provide insight and understanding while Quantitative research method that seek to quantify data and, typically, apply some form of statistical analysis (Malhotra 2007).

The purpose of this research would be to identify the effect of advertising on consumer buying behavior. The quantitative method used to measure and analysis for the dependent variable (consumer buying behavior) and the independent variable is (advertising)

### **3.2. Research Design**

A research design lays the foundation for conducting the project (Malhotra 2007). A research design is a framework or blueprint for conducting a marketing research project. It details the procedures necessary for obtaining the information needed to structure or solve marketing research problems

The researcher was used explanatory research design. The main use of explanatory research is to identify the dependent and independent variable that related to the statement of the problem.

### **3.3. Sources and Method of Data Collection**

The main source for this study was primary and secondary data source. Primary data were

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 through questionnaires. Secondary data also generated through books, journals, and articles.

### 3.4. Target Population of the Study

Target population is a specified group of people or object for which questions can be asked or observed to collect required data structures and information Hair, et al (2010). One of the major steps in formulating a research design is to define the population according to the objectives of the study. The target population for this research is all consumers of Aqua Addis mineral water products in Addis Ababa. The number of population is infinite. Therefore, the study used non-probability sampling approach particularly purposive and convenient sampling techniques.

### 3.5. Sample Size

According to (Malhotra 2007). For populations that are large or infinite developed the Equation to yield a representative sample for proportions for infinite population

$$No = \frac{Z^2 Pq}{E^2}$$

Where: n = required sample size

Z= Degree of confidence (i.e. 1.96)<sup>2</sup>

P = Probability of positive response

e = Tolerable error (0.05)<sup>2</sup>

The sample which will be taken will show 20 percent of the population with 95 percent confidence level ( $Z^2 = 1.96$ ) and the allowance for sampling error will not be greater than five percentage points (E). Therefore, the sample size determined as follows:

$$No = \frac{Z^2 Pq}{E^2}$$

$$E^2$$

$$N = \frac{(1.96)^2 \times 0.2 \times 0.8}{0.05^2}$$

$$N = 246 \text{ population}$$

### 3.6. Sampling Technique

Sampling is the procedure of drawing a portion of the population. Sampling is a key component of any research design. The researcher was used convenience of non-probability technique for the study. Convenience sampling is the least expensive and least time consuming of all sampling techniques. The sampling units are accessible, easy to measure and cooperative (Malhotra 2007).

The researcher selected convenience sampling technique consideration of the financial constraints are given as consider because in convenience sampling the relevant respondents had been chosen by the student researcher. This is done for the purpose of selecting respondents that able to give an appropriate data of the research. In order to determine the sample size the student researcher had used the model provided by the author (Malhotra 2007) general rule and the total sample size will 246 the reason of this study relationship within the problem because this study is related with problem solving.

### 3.7. Data Collection Instrument

Questionnaire developed to collect the primary data for the study and it prepared both in Amharic and English version. Questionnaire method appropriated in this study because all sample individuals are expected to be literate. Part one gathered profile of Aqua Addis mineral water customers" and to collect information regarding consumers" knowledge towards the research title respectively. The second section contains about 24 statements and used to identify and measure the key aspects of advertisement parameters. Each statements corresponds to one of the six sub variables of advertisement, that are advertisement perceived to be impressive, simple to understand, attention grabbing, memorable, creative and honest.

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

### **3.8. Data Analysis Techniques**

The researcher used SPSS soft ware to analysis the collected data from respondents. The data generated from questionnaire were analyzed by using SPSS software. Descriptive statistics presented by frequencies, percentage, median, and Standard deviation. Inferential statistics was used to regression, and correlation to analysis data obtain from employees. A correlation is used as the method to analyze relationship between the independent variables and dependent variable; and in this research multiple regression used to measure the effect of media advertisement on consumer buying behavior.

### **3.9. Validity and Reliability**

To ensure validity, the researcher made pre-test on a sample respondents before conducting the data collection. The pre-test study guided to modify and improve the research questionnaires. Feedbacks on questionnaires were to focus on the standard questionnaires in order to maintain its meaning consider.

#### **Reliability test**

The reliability test used to measure the degree of consistency of an attribute that is supposed to measure. Cronbach Alpha was used to determine the reliability of the instrument by establishing how variables of the study related to each other. It is commonly used as a measure of the internal consistency. The normal range of Cronbach's coefficient alpha value ranges between 0-1 and the higher values reflects a higher degree of internal consistency. Different authors accept different values of this test in order to achieve internal reliability, but the most commonly accepted value is 0.70 as it should be equal to or

higher than to reach internal reliability (Hair et al., 2003).

Table 3.1 Reliability test

No		No of item	Cronbach's Alpha if Item Deleted
1	Impressive	4	.903
2	Simple	4	.888
3	Attention	4	.863
4	Memorable	4	.877
5	Creative	4	.867
6	Honest	4	.880
7	Consumer buying behavior	12	.880

Source; own survey (2021)

The reliability test used to measure the degree of consistency of an attribute that is supposed to measure. Cronbach Alpha was used to determine the reliability of the instrument by establishing how variables of the study related to each other. It is commonly used as a measure of the internal consistency. The normal range of Cronbach's coefficient alpha value ranges between 0-1 and the higher values reflects a higher degree of internal consistency. The most commonly accepted value is 0.70 as it should be equal to or higher than to reach internal reliability (Hair et al., 2003). According to George and Mallery (2003:231) provide the following rule of thumb for the Cronbach's alpha >.9 excellent, >.8 good, >.7 acceptable, >.6 questionable, >.5 poor.

As we can see in the above table, the values of Cronbach's Alpha ranged for all dimensions are from 0.863 to 0.903. This result implies a higher degree of internal consistency.

### 3.11. Ethical Consideration

The data gathered used solely to understand the effect of 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. These would 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. The four stages of ethics in doing research are followed by the way of a good design, modes of data collection, analysis of data and for proper dissemination. Prior objectives and motive of the research will be intimated. There should be no misinterpretation or misuse of the data collected from the organization

## CHAPTER FOUR: RESULT AND DISCUSSION

This chapter presents the Results and discussions of the responses gathered from the respondents through questionnaire and interview .This chapter presented and discussed the demographic characteristics and general knowledge of the respondents, correlation and multiple regressions.

### 4.1. Response Rate

A total of 270 questionnaires were distributed to Aqua Addis water consumers in order to prevent inappropriate and bias responds. From 270 questionnaires 250 appropriately returned. Based on the simple size 246 of questionnaires used for study.

**Table 4.1 response rate**

Description	Respondents
Questionnaire distributed	270
Questionnaire returned	250
Response rate %	100%
Usable response	246

Source: Calculated From the Researcher Survey Data

## 4.2. Demographic characteristics of the respondents

**Table 4.2 Demographic characteristics of respondents**

		Frequency	Percent
Sex of the respondent	Male	155	63.0
	Female	91	37.0
Age of respondents	18-30	149	60.6
	31-45	78	31.7
	46 and above	19	7.7
Educational Qualification of respondents	12 and below	40	16.3
	Tvet	50	20.3
	Diploma	39	15.9
	Bachelor	94	38.2
	Masters	22	8.9
	PhD and above	1	0.4
Monthly income of the respondents	5000>	172	69.9
	5001-10000	66	26.8
	10000-25000	5	2
	25000-35000	2	0.8
	35001<	1	4
Marital status	single	134	54.5
	married	85	34.6
	divorced	27	11
Total		246	100

Source: Calculated From the Researcher Survey Data



The above table reveals that the majority respondents were male. 155 or 63% of respondents were male the remaining 91 or 37% of respondents were female.

As the above table showed 149(60.6) respondent were found in the age interval of 18-30 years. 78 or 31.7% of respondents were found in the age interval of 31-45. The remaining 19 (7.7%) of respondents were 46 and above years. this result indicates that the majority of respondent were young.

Based on the above table 94 or 38.3% respondents were bachelor degree holders. 50(20%) of respondent were tvet holders. 40(16.3%) of respondents were 12 grade and below. 39 or 15.9% respondents were diploma holders.22 or8.9% of respondents were masters holders and the remaining 1 or 0.4% of respondents were PhD and above holders. it indicates the majority respondents were degree holders.

As it can be seen from the table above the majority respondents 172(69.9%) of respondents were earn monthly income of Birr 5000 and above. 66(26.8%) respondents earn income from 5001-100000. 5(2%) of responds earns income from 100000-25000. 2or 0.8% respondent earn income from 25000-35000.the remaining 1 or 0.4% of respondents earns monthly income of below birr 35001

The above table indicates the majority 54.5% of respondents were single. 34.6% of respondents were married and the remaining 11% of respondents were divorced.

### **4.3. Result of the Descriptive Statistics**

In this part descriptive statistics in the form of mean and standard deviation were presented to illustrate the level of agreement. The responses of the respondents for the variables indicated below were measured on five point Likert scale with: 1= strongly disagree, 2= disagree, 3 = neutral, 4= agree and 5= strongly agree. But, while making interpretation of the results of median and standard deviation the scales were reassigned as follows to make the interpretation easy and clear. 1 - 1.8= Strongly Disagree, 1.81 - 2.6 = Disagree, 2.61 - 3.4= Neutral, 3.41 - 4.20= Agree and 4.21 - 5 = Strongly Agree (Best, 1977, as cited by Yonas, 2013).

**Table 4.3 Impressive**

Impressive	N	Median	Std. Deviation
The advertisement message is impressive as a result it helps me to decide to buy the product.	246	4.00	.61225
An impressive ad doesn't motivate the consumer for purchasing products	246	5.00	.53868
New impressive advertisement of a product or service is not a signal of new offers	246	4.00	.62269
I believe there is always misinformation behind impressive advertisement.	246	5.00	.67416
Grand median		4.50	.37097

Source: Calculated From the Researcher Survey Data

According to the above table, concern of an impressive ad doesn't motivate the consumer for purchasing products has scored median 5.00 which is relatively good with standard deviation 0.61225. Statements I believe there is always misinformation behind impressive advertisement has scored relatively high median 5.00 with standard deviation 0.67416. New impressive advertisement of a product or service is not a signal of new offers has scored median 4.00 with standard deviation 0.62269. Finally the advertisement message is impressive as a result it helps me to decide to buy the product has scored median high mean 4.00 with standard deviation 0.61225. According to the result the average median is 4.5 of which means the respondents strongly agrees for the statements of impressive. This indicates that consumers of Aqua Addis give more value and agree with the measure of impressive.

**Table 4.4 Simple to understand**

<b>Simple to understand</b>	N	Median	Std. Deviation
The advertisement message is easy to understand as a result it helps me to decide to purchase the product.	246	4.00	1.00468
The advertisement message is simple to understand	246	4.00	.73217
The information's in the advertisement help me to differentiate features and contents of the product	246	4.00	.86692
Since the ad is very clear, I can understand what the ad is all about	246	4.00	.87853
Grand median		4.00	.64827

Source: Calculated From the Researcher Survey Data

The above table indicated that concern of simple to understand, The advertisement message is simple to understand has median 4.00 with standard deviation 0.73217. The information's in the advertisement help me to differentiate features and contents of the product has scored median 4.00 with standard deviation 0.86692. Since the ad is very clear, I can understand what the ad is all about has scored median 4.00 with standard deviation 0.87853. The advertisement message is easy to understand as a result it helps me to decide to purchase the product has scored median 4.00 with standard deviation 1.00468. The grand median 4.00 indicated that the respondents agree for the statement of simple to understand. It means that the advertisement of Aqua Addis is simple to understand.

**Table 4.5 Attention Grabbing**

<b>Attention Grabbing</b>	<b>N</b>	<b>Median</b>	<b>Std. Deviation</b>
The advertisement message is attention grabbing as a result it influences me to decide to buy the product	246	5.00	.70204
This ad is not better than other ads that have the same message	246	4.00	.86362
I believe the ad has a low degree of visual magnetism	246	4.00	.92104
Every time I look this ad it does not makes me discomfort	246	5.00	.67416
Grand median		4.25	.57264

Source: Calculated From the Researcher Survey Data

From the above table, concern of attention grabbing, Every time I look this ad it does not makes me discomfort has scored median 5.00 with standard deviation 0.67416. The advertisement message is attention grabbing as a result it influences me to decide to buy the product has scored median 5.00 with standard deviation 0.70204. I believe the ad has a low degree of visual magnetism has scored median 4.00 with standard deviation 0.92104. This ad is not better than other ads that have the same message scored median 4.3943 with standard deviation 0.86362. Finally the grand median is 4.25 which means respondents strongly agrees for the statement of attention grabbing This reveals that consumers of Aqua Addis give more value and agree with the measure of attention grabbing.

**Table 4.6 Memorable**

<b>Memorable</b>		<b>Median</b>	<b>Std. Deviation</b>
The advertisement message is memorable as a result it influences me to decide to buy the product.	246	4.	.79090
The ad always reminds me how to have better and healthy life style.	246	4	.53404
Since the ads are so weak, they don't sticks in my brain for long time.	246	5	.60882
Mostly I discuss the ad message with my friends after viewing it.	246	4	.57532
Grand median		4.25	.47510

Source: Calculated From the Researcher Survey Data

As the above table indicates concern of memorable, since the ads are so weak, they don't sticks in my brain for long time has scored median 5.00. Mostly I discuss the ad message with my friends after viewing it has scored median 4.00 with standard deviation 0.57532. The ad always reminds me how to have better and healthy life style has scored median 4.00 with standard deviation 4.4187with standard deviation 0.53404. The advertisement message is memorable as a result it influences me to decide to buy the product has scored median 4.00 with standard deviation 0.79090. The grand median is 4.25 which means respondents strongly agrees for the statement of memorable. Which means the company advertisement is memorable for audience, that make consumer to remember for long time and make them to buy the product.

**Table 4.7 Creative**

<b>Creative</b>	N	Median	Std. Deviation
The advertisement message is creative as a result it influences me to decide to buy the product.	246	4.00	.74434
Creative advertisement is the only tool in increasing consumers buying appetite	246	5.00	.67416
Great advertising is the creative expression of understanding the market needs,	246	4.00	.51680
The ad doesn't have any new information and features	246	5.00	.68583
Grand median		4.50	.45940

Source: Calculated From the Researcher Survey Data

Creative advertisement is the only tool in increasing consumers buying appetite has scored median 5.00 with standard deviation 0.67416. Concern of creative Great advertising is the creative expression of understanding the market needs scored high median 4.00 with standard deviation 0.51680. The ad doesn't have any new information and features have scored median 5.00 with standard deviation. The advertisement message is creative as a result it influences me to decide to buy the product has scored mean 4.00 with standard deviation 0.74434. From the above table grand median of creative is 4.50 which means respondents strongly agreed for the statements of creative. this implies creative is important value and agree with the measure of creative.

**Table 4.8 Honest**

<b>Honest</b>	N	Median	Std. Deviation
The advertisement message is honest as a result it influences me to decide to buy the product	246	5.00	.68945
The ad creates wrong, irrelevant or totally different picture of the product that it is in reality.	246	5.00	.68630
Reliable ad doesn't give room for product and market comparison	246	5.00	.56436
Since ads are always unrealistic, I cannot consider them as honest information source	246	5.00	.75882
Grand median		5.00	.46566

Source: Calculated From the Researcher Survey Data

From the above table concern of honest, Reliable ad doesn't give room for product and market comparison has scored median 5.00 with standard deviation 0.56436. The ad creates wrong, irrelevant or totally different picture of the product that it is in reality has scored median 5.00 with standard deviation 0.68630. The advertisement message is honest as a result it influences me to decide to buy the product has scored median 5.00 with standard deviation 0.68945. Since ads are always unrealistic, I cannot consider them as honest information source has scored median 5.00 with standard deviation has scored mean 5.00 with standard deviation 0.75882. The grand median is 5.00 which show respondents strongly agreed for the statements. This infers honest is important measuring variable and most consumers agrees for the statements.

**Table 4.9 Buying behavior of Aqua Addis consumers**

<b>Buying Behavior of Aqua Addis consumers</b>	<b>N</b>	<b>Median</b>	<b>Std. Deviation</b>
I am happy being the customer of Aqua Addis	246	4.00	.72427
I believe in advertisement because it helps to get information and facts.	246	5.00	.66729
The ads of Aqua Addis played a key role on the buying of quality goods.	246	5.00	.56436
Regular and consistent ads of Aqua Addis enable it in staying and winning the market competition	246	4.00	.54988
Since the ads of Aqua Addis are impressive and creative, I do purchase the products.	246	4.00	.64307
I searched extra information beside the messages in the ad, when I decide to buy the product	246	4.00	.57525
There is not a big difference between the message in the ad and the reality.	246	4.00	.72744
New ad of a product is a signal of new offers or incentives.	246	4.00	.94403
Knowing the product latest information may depend on advertising.	246	4.00	.60452
Most of the current advertisements are misleading	246	4.00	.64945

and false			
There is positive and significant relationship between advertising and consumers buying	246	4.00	.68688
Consumer's loyalty may be guaranteed through consistent advertising	246	4.00	.66625
Grand median		4.25	.39549

Source: Calculated From the Researcher Survey Data

From the above table concern of Buying Behavior of Aqua Addis consumers, the grand median for most statements were between 4.21 – 5. This means respondents Strongly Agree for statements of Buying Behavior of Aqua Addis consumers. Most of respondents believe the ads of Aqua Addis played a key role on the buying of quality goods.

## 4.4. Inferential Analysis

### 4.4.1. Correlation Analysis

Correlation analysis is used to know whether there is a correlation between the variables and what the level of the linear relationship between the variables. The coefficient indicates the direction and the strength of a linear relationship between two variables.

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 larger the value implies the stronger the relationship. A coefficient of +1 indicates a perfect positive relationship and a coefficient of -1 indicates a perfect negative relationship. 0 indicates that there is no linear relationship between the variables (Field, 2009).

The values for interpretation according to statistics are (Eachron, 1982):

- > 0.00 to 0.20; < -0.00 to -0.20 Very weak or very low
- > 0.20 to 0.40; < -0.20 to -0.40 Weak or low
- > 0.40 to 0.60; < -0.40 to -0.60 Moderate
- > 0.60 to 0.80; < -0.60 to -0.80 Strong or high

> 0.80 to 1.0; < -0.80 to -1.0 Very high or very strong

**Table 4.10 Correlation coefficients**

	Consume r buying behavior buying	impres sive	Simple to underst and	Attenti on grabbi ng	memorab le	creativi ty	honest
Pearson Correlation	1	.244**	.571**	.607**	.712**	.649**	.643**
Sig. (2- tailed)		.000	.000	.000	.000	.000	.000
N	246	246	246	246	246	246	246
Pearson Correlation	.244**	1	.297**	.617**	.282**	.560**	.273**
Sig. (2- tailed)	.000		.000	.000	.000	.000	.000
N	246	246	246	246	246	246	246
Pearson Correlation	.571**	.297**	1	.731**	.532**	.560**	.563**
Sig. (2- tailed)	.000	.000		.000	.000	.000	.000
N	246	246	246	246	246	246	246
Pearson Correlation	.607**	.617**	.731**	1	.626**	.723**	.554**
Sig. (2- tailed)	.000	.000	.000		.000	.000	.000
N	246	246	246	246	246	246	246
Pearson Correlation	.712**	.282**	.532**	.626**	1	.703**	.615**
Sig. (2- tailed)	.000	.000	.000	.000		.000	.000



creativity	N	246	246	246	246	246	246	246
	Pearson Correlation	.649**	.560**	.560**	.723**	.703**	1	.695**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
honest	N	246	246	246	246	246	246	246
	Pearson Correlation	.643**	.273**	.563**	.554**	.615**	.695**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	246	246	246	246	246	246	246

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

According to the correlation results there is weak positive and statistical significant relationship between impressive advertisement and consumers buying behavior ( $r=0.244$   $p=0.00$ ). H. M. Arshad et al. (2014) found a strong relationship between (sensory) impressive advertisement and consumers buying behavior ( $r = 0.690$  and  $p < 0.05$ ). In a study undertaken by V. 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.

From the above table there is a moderate positive and statistical significant relationship between understandable advertisement and consumers buying behavior ( $r=0.571$   $p=0.00$ ). V. Prabakaran (2012) reported advertisement being understandable (calculated value  $50 >$  table value  $36.4$ ) have positive relationship with consumers buying behavior.

As the above table showed there is a strong positive and statistical significant relationship between attention grabbing advertisement and consumers buying behavior ( $r=0.607$   $p=0.00$ ). Long –Yi Lin (2011) reported attention grabbing advertising has a significantly positive correlation with consumers buying intentions ( $p = 0.029 < 0.05$ ).

The above table indicated there is a strong positive and statistical significant relationship between memorable advertisement and consumers buying behavior ( $r=0.712$   $p=0.00$ ). Huang et al. (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  $p < 0.001$ ).

From the above table showed there is a strong positive and statistical significant relationship between creative advertisement and consumers buying behavior ( $r=0.649$   $p=0.00$ ). V. Prabakaran (2012) found positive relationship between advertisement being creative (calculated value  $66 >$  table value  $36.4$ ) and consumers buying behavior.

There is a strong positive and statistical significant relationship between honest advertisement and consumers buying behavior ( $r=0.643$   $p=0.00$ ). Huang et al. (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  $p < 0.001$ ).

#### **4.4.2. Regression Analysis**

##### **4.4.2.1 Assumption 1: Normality test**

From the regression standardized residual (Figure 4) was found to be distribution of residuals around its mean of zero. The regression standardized residual histogram (Figure 5) also revealed that the data is normally distributed. Hence the normality assumption is fulfilled as required based on the above figure, it is possible to conclude that the inference that the researcher made about the population is somewhat valid.

Normal P-P Plot of Regression Standardized Residual  
Dependent Variable: buying

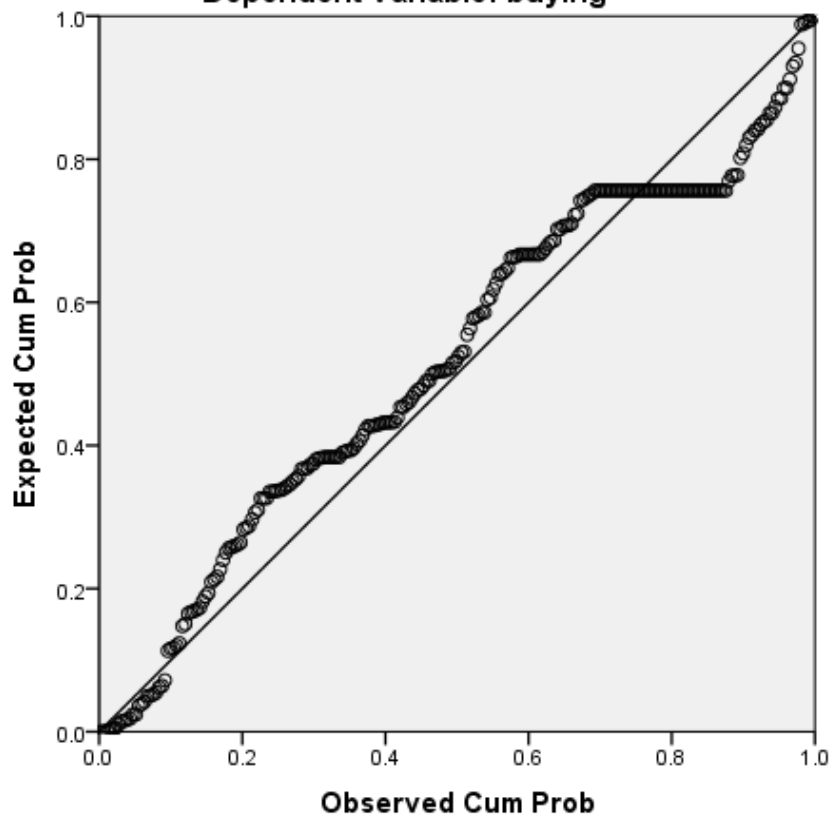


Figure 4. regression standardized residual

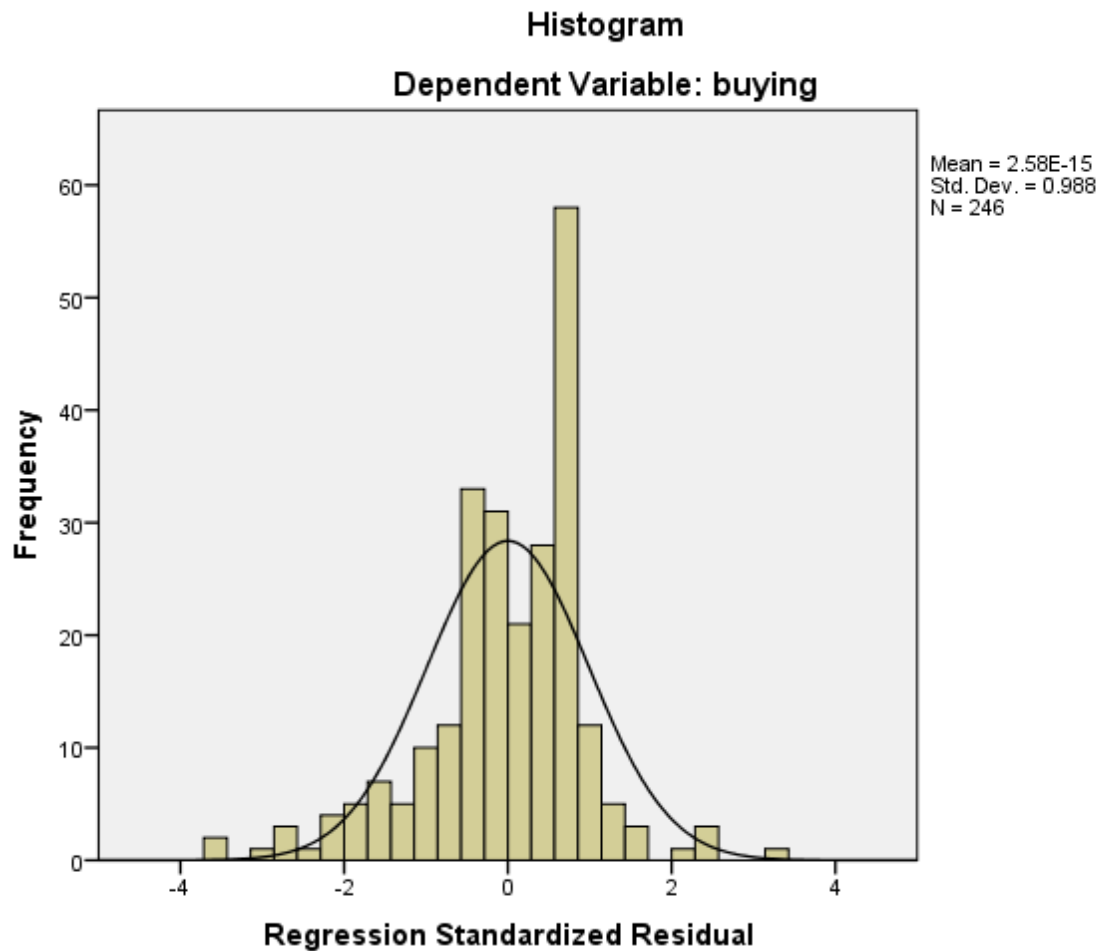


Figure 5 regression standardized residual histogram

#### 4.4.2.2. Assumption 2: linearity test

Linearity refers to the degree to which the change in the dependent variable is related to the change in the independent variables. As shown from residual scatter plot Figure 3 there is no clear relationship between the residuals and the predicted value of the dependent variable, indicating that linearity between them. Standard multiple regression can only accurately predict the relationship between dependent and independent variables if the relationships are linear in nature. If the relationship between independent variables and the dependent variable is not linear, the results of the regression analysis will as predict the true relationship.

#### 4.4.2.2. Assumption 3: Homoscedasticity

Homoscedasticity is the variance of errors is the same across all levels of the independent variable. the regression standardized residual figure indicates residuals are randomly dispersed around the center line; Therefore, the assumptions of Homoscedasticity in the multivariate analyses have been fulfilled.

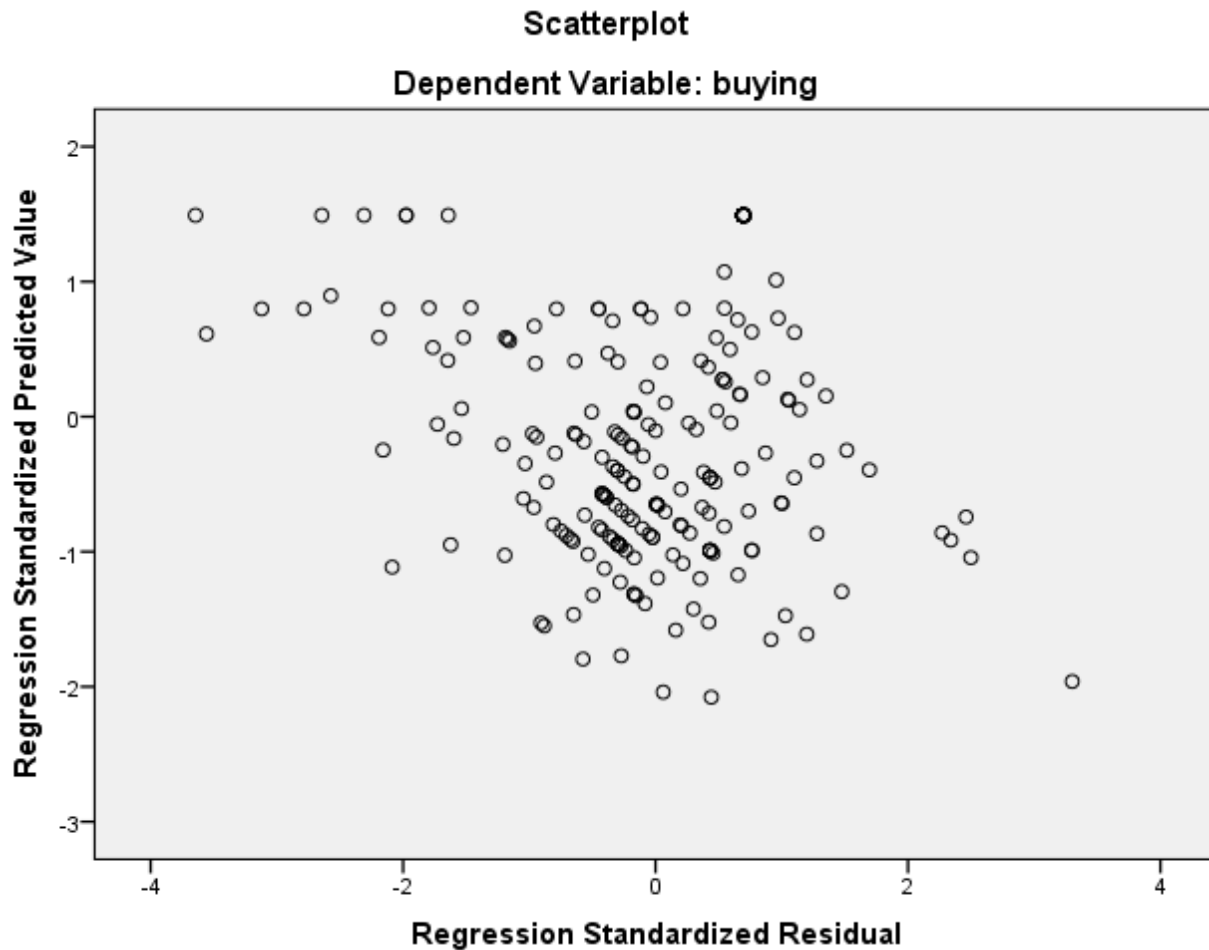


Figure 6 residual scatter plot

#### 4.4.3.3. Assumption 4: 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

with variance inflation factor or  $VIF > 10$  there is certainly multicollinearity among variables. Hence the below table indicates the tolerance values of all variables were above 0.1 and VIF values were below 10 respectively. Hence, the researcher assumed Multicollinearity was not a problem.

**Table 4.11 Coefficients**

Model	Collinearity Statistics		
	Tolerance	VIF	
1	Impressive	.484	2.068
	Simple to understand	.399	2.508
	Attention grabbing	.236	4.246
	Memorable	.420	2.384
	Creative	.270	3.699
	Honest	.442	2.261

a. Dependent Variable: buying

Source: Calculated From the Researcher Survey Data

**Assumption 5 Autocorrelation test**

The Durbin Watson tests for autocorrelation in the residual from a statistical model of regression analysis. The Durbin Watson statistic will always have a value ranging between 0 and 4. The value of 2 indicates there is no autocorrelation detected in the sample. The value in the range of 1.5 to 2.5 is acceptable range. As we can see in the table below Durbin-Watson statistics result is 1.648. This is within the acceptable range. Therefore auto correlation assumption is satisfied.

**Table 4.12 Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.782 <sup>a</sup>	.611	.601	.24970

a. Predictors: (Constant), honest, impressive, simple to understand, memorable, creativity, attention grabbing

b. Dependent Variable: Consumer buying behavior

Source; Calculated From the Research Survey Data

Almost R square 61.1% portion of the variance of consumer buying behavior is explained by advertising variables and the remaining 38.9% explained by other variables not included in this study. 60.1% Adjusted R squared is the variation in the dependent variable due to changes in the independent variable. R in model summary shows the relationship between the study variables, from the findings shown in the table there was positive relationship between the study variables as shown by 0.782(78.2%).

**Table 4.13 ANOVA<sup>a</sup>**

Model	Sum Squares	of df	Mean Square	F	Sig.
1 Regression	23.421	6	3.903	62.607	.000 <sup>b</sup>
Residual	14.901	239	.062		
Total	38.322	245			

a. Dependent Variable: consumer buying behavior

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

Source: Calculated From the Researcher Survey Data

The above table indicates the finding independent variables significantly predict the dependent variables,  $F=62.6$  it is identified that the value of  $p = 0.000$  is significant at the level of significance ( $p < 0.05$ ). This shows that the overall model was a reasonable fit and there was a statistically significant association between media advertising and consumer buying behavior.



**Table 4.14 Regression Coefficients**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.580	.241		6.562	.000
impressive	-.141	.062	-.133	-2.288	.023
Simple to understand	.055	.039	.091	1.418	.157
Attention grabbing	.121	.057	.176	2.115	.035
memorable	.298	.052	.358	5.753	.000
creativity	.130	.067	.151	1.949	.050
honest	.174	.052	.205	3.386	.001

a. Dependent Variable: consumer buying behavior

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

Source: Calculated From the Researcher Survey Data

The regression coefficients in table demonstrate that the relative extent of the influence that each independent variable has on the dependent variable and through which the most contributing predictor/independent variable is revealed. Standardized beta coefficient was considered to compare the strength of each predictor/independent variable influence on the criterion consumer buying behavior.

as Regression coefficients indicates memorable is most contributing media advertising dimension in the prediction of consumer buying behavior with beta value ( $\beta= 0.358$ ), also statistically most significant to the prediction of consumer buying behavior ( $p=0.00$ ,  $p<0.05$ ). Honest is the second dimension in the prediction of consumer buying behavior. Honest had

positive and significant contribution in predicting consumer buying behavior ( $\beta=0.205$ , ( $p=0.01$  or  $p<0.05$ ). impressive had negative and significant contribution in predicting consumer buying behavior ( $\beta=-0.133$ ,  $P<0.05$ ).

Attention grabbing and creativity had significant and positive contribution in predicting consumer buying behavior ( $\beta=0.176$ ,  $p=0.035$ ) and ( $\beta=0.151$ ,  $p=0.05$ ) respectively.

Finally simple to understand is positive but only insignificant variable in this study with the beta value of ( $\beta=0.091$ ,  $p=0.157$   $p>0.05$ ).

### **Hypothesis Test**

**H01:** impressive advertisement has no statistically significant effect on consumers buying behavior

As the result indicated impressive advertisement has statistically significant effect on consumers buying behavior ( $p<0.05$ ). Therefore the null hypothesis is rejected.

**H02:** Understandable advertisement has no statistically significant effect on consumers buying behavior

From the result simple to understand has no statistically significant effect on consumers buying behavior ( $p>0.05$ ). Therefore the null hypothesis is accepted.

**H03:** attention grabbing advertisement has no statistically significant effect on consumers buying behavior.

As the result showed attention grabbing advertisement has statistically significant effect on consumers buying behavior ( $p<0.05$ ). Therefore the null hypothesis is rejected.

**H04:** memorable advertisement has no statistically significant effect on consumers buying behavior

From the result memorable advertisement has statistically significant effect on consumers buying behavior ( $p<0.05$ ). Therefore the null hypothesis is rejected.

**H05:** creative advertisement has no statistically significant effect on consumers buying behavior

As the result showed creative advertisement has statistically significant effect on consumers buying behavior ( $p<0.05$ ). Therefore the null hypothesis is rejected.

**H06:**Honest advertisement has no statistically significant effect on consumers buying behavior

As the result indicated Honest advertisement has no statistically significant effect on consumers buying behavior ( $p < 0.05$ ). Therefore the null hypothesis is rejected.

#### **4.4.3 Discussion**

As the result indicated impressive advertisement has statistically significant and negative effect on consumers buying behavior ( $p < 0.05$ ). H. M. Arshad et al. (2014) found a strong relationship between (sensory) impressive advertisement and consumers buying behavior ( $r = 0.690$  and  $p < 0.05$ ).

As the result showed attention grabbing advertisement has statistically significant effect on consumers buying behavior ( $p < 0.05$ ). Long -Yi Lin (2011) reported attention grabbing advertising has a significantly positive effect on consumers buying intentions ( $p = 0.029 < 0.05$ ).

From the result memorable advertisement has statistically significant effect on consumers buying behavior ( $p < 0.05$ ). Therefore the null hypothesis is rejected. Huang et al. (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  $p < 0.001$ ).

As the result showed creative advertisement has statistically significant effect on consumers buying behavior ( $p < 0.05$ ). Therefore the null hypothesis is rejected. V. Prabakaran (2012) found positive relationship between advertisement being creative (calculated value  $66 >$  table value  $36.4$ ) and consumers buying behavior.

As the result indicated Honest advertisement has no statistically significant effect on consumers buying behavior ( $p < 0.05$ ). Therefore the null hypothesis is rejected. Huang et al. (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  $p < 0.001$ ).

## **CHAPTER FIVE: FINDINGS, CONCLUSIONS AND RECOMMENDATIONS**

### **5.1. Summary of findings**

A total of 246 questionnaires were distributed to Aqua Addis water consumers and all questionnaires were filled up and returned making the response rate 100 percent. The majority 155 or 63% of respondents were male. 149(60.6) respondent were found in the age interval of 18-30 years. This result indicates that the majority of respondent were young. The majority 94 or 38.3% respondents were bachelor degree holders. The majority respondents 172(69.9%) of respondents were earn monthly income of Birr 5000 and above. The majority 54.5% of respondents were single.

From the correlation result there is a positive and statistical significant relationship between understandable advertisement and consumers buying behavior ( $r=0.571$   $p=0.00$ ). There is a positive and statistical significant relationship between attention grabbing advertisement and consumers buying behavior ( $r=0.607$   $p=0.00$ ). There is a positive and statistical significant relationship between memorable advertisement and consumers buying behavior ( $r=0.712$   $p=0.00$ ). There is a positive and statistical significant relationship between creative advertisement and consumers buying behavior ( $r=0.649$   $p=0.00$ ). There is a positive and statistical significant relationship between honest advertisement and consumers buying behavior ( $r=0.643$   $p=0.00$ ).

Almost R square 61.1% portion of the variance of consumer buying behavior is explained by advertising variables and the remaining 38.9% explained by other variables not included in this study. R in model summary shows the relationship between the study variables, from the findings shown in the table there was positive relationship between the study variables as shown by 0.782(78.2%).

ANOVA result indicates the finding independent variables significantly predict the dependent variables,  $F=62.6$  it is identified that the value of  $p = 0.000$  is significant at the level of significance ( $p < 0.05$ ). This shows that the overall model was a reasonable fit and there was a statistically significant association between media advertising and consumer buying behavior.

Regression coefficients indicates memorable is most contributing media advertising dimension in the prediction of consumer buying behavior with beta value ( $\beta= 0.358$ ), also statistically most significant to the prediction of consumer buying behavior ( $p=0.00$ ,  $p<0.05$ ). Honest is the second dimension in the prediction of consumer buying behavior. Honest had positive and significant contribution in predicting consumer buying behavior ( $\beta=0.205$ , ( $p=0.01$  or  $p<0.05$ )). impressive had negative and significant contribution in predicting consumer buying behavior ( $\beta=-0.133$ ,  $P<0.05$ ).

Attention grabbing and creativity had significant and positive contribution in predicting consumer buying behavior ( $\beta=0.176$ ,  $p=0.035$ ) and ( $\beta=0.151$ ,  $p=0.05$ ) respectively. Finally simple to understand is positive but only insignificant variable in this study with the beta value of ( $\beta=0.091$ ,  $p=0.157$   $p>0.05$ ).

## 5.2. Conclusions

The purpose of this was to examine the effect of media advertising on consumer buying behavior. The variable of interest that contributes to customer buying behavior was explored in this study including: Impressive advertising, Understandable advertising, Attention grapping advertising, memorable advertising, Creative advertising and honest advertising,

- In regarding to the objective of this study it can be conclude as memorable is most contributing media advertising dimension in the prediction of consumer buying behavior. There is also a positive and statistical significant relationship between memorable advertisement and consumers buying behavior.
- In regard to the second objective of this study it can be conclude as simple to understand has no statistically significant effect on consumers buying behavior. Which, means simple to understand advertisement does not significantly contribute to the consumer of Aqua Addis bottled water to purchase a product.
- In regarding to the objective it can be conclude as attention grabbing advertisement has statistically significant effect on consumers buying behavior.
- From the result it can be conclude as impressive advertisement has statistically significant effect on consumers buying behavior.
- As the result showed creative advertisement has statistically significant effect on consumers buying behavior.

- As the result indicated Honest advertisement has no statistically significant effect on consumers buying behavior

### **5.3. Recommendations**

This section includes important recommendation generated on the basis of the findings of the study. Therefore, in view of finding of the study, the researcher recommends the followings.

- Memorable is most contributing media advertising dimension in the prediction of consumer buying behavior. the researcher recommend to create extraordinary pieces for marketing stand out from other, similar companies. in order to be effective, an advertisement has to be memorable for the viewer.
- Honest advertisement has no statistically significant effect on consumers buying behavior. Therefore the company advertisement should be realistic and relevant.
- Impressive advertisement has statistically significant effect on consumers buying behavior. the advertisement should distinguish the product advertised, attract the customer's attention and impress them to buy the product. Impressive advertisement creates demand. It makes customer aware of the price and attributes of the product leading to greater sales.
- Attention grabbing advertisement has statistically significant effect on consumers buying behavior. The company should First, research continuously into quality improvement that will make consumers enjoy good value for money paid to purchase the brand. Second, develop more effective advertising campaign that attracts consumer's attention and capture their interest.
- Creative advertisement has statistically significant effect on consumers buying behavior. There should be an element of creativity in an advertisement. This creativity is to create something new, unique, extremely attractive and appealing to the consumers. With more innovation there are more sales which offset the cost of innovation. Innovation leads to more sales and business expands.

### **5.4. Recommendations for Further Study**

There were some difficulties to complete this research. This study was also limited to one organization and its findings was not comprehensive enough and may not entirely represent

different organizational culture applicable to other organization in the same industry. Future studies have to conduct on different industry especially in service industries like hotels, telecom, airlines and others. Also future researcher should include more sample size or respondents to get reliable data

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## Appendix

### ST MARY UNIVERSITY SCHOOL OF GRADUATE STUDIES

Questionnaire

Dear Sir/Madam;

Request for Participation in a Research Study

I am a Postgraduate student at St. Mary's university. As partial fulfillment for the Masters of Business Administration in Business administration, I am conducting a research study on -The effects of media advertising on consumer buying behavior in the case of Aqua Addis bottled water.

Therefore, I would appreciate if you could spare a few minutes of your time to answer the following questions on your experience regarding the organization. All the information provided will be purely used for academic purposes and your identity will be treated with utmost confidentiality.

Your assistance will be highly appreciated and thank you in advance.

Yours faithfully,

#### I. Section One: Consumers Profile

1. Age (Years)

a. 18 – 30

b. 31 – 45

c. 46 and above

2. Gender

a. Male

b. Female

3. Educational Qualification

a. 12 and below

b. TVET

c. Diploma

d. Bachelor

e. Masters

f. PhD and above

4. Monthly Income

a. Br. 5,000.00 and below

b. Br. 5,001.00 - 10,000.00

c. Br. 10,001.00 – 25,000.00

d. Br. 25,001.00 – 35,000.00

e. Br. 35,001.00 and above

5. Marital status

a. Single

b. Married

c. Divorced

## II. Section Two: Advertisement Impact Assessment

Advertisement of Aqua Addis being impressive						
No.	Statement	1	2	3	4	5
1.	The advertisement message is impressive as a result it helps me to decide to buy the product.					
2.	An impressive ad doesn't motivate the consumer for purchasing products.					
3.	New impressive advertisement of a product or service is not a signal of new offers.					
4.	I believe there is always misinformation behind impressive advertisement.					

<b>Advertisement of Aqua Addis being simple to understand</b>						
No.	Statement	1	2	3	4	5
1.	The advertisement message is easy to understand as a result it helps me to decide to purchase the product.					
2.	The advertisement message is simple to understand					
3.	The information's in the advertisement help me to differentiate features and contents of the product					
4.	Since the ad is very clear, I can understand what the ad is all about					

<b>Advertisement of Aqua Addis being Attention Grabbing</b>						
No.	Statement	1	2	3	4	5
1.	The advertisement message is attention grabbing as a result it influences me to decide to buy the product.					
2.	This ad is not better than other ads that have the same message.					
3.	I believe the ad has a low degree of visual magnetism					
4.	Every time I look this ad it makes me discomfort					

<b>Advertisement of Aqua Addis being Memorable</b>						
No.	Statement	1	2	3	4	5
1.	The advertisement message is memorable as a result it influences me to decide to buy the product.					
2.	The ad always reminds me how to have better and healthy life style.					
3.	Since the ads are so weak, they don't sticks in my brain for long time.					
4.	Mostly I discuss the ad message with my friends after viewing it.					

<b>Advertisement of Aqua Addis being Creative</b>						
No.	Statement	1	2	3	4	5
1.	The advertisement message is creative as a result it influences me to decide to buy the product.					
2.	Creative advertisement is the only tool in increasing consumers buying appetite					
3.	Great advertising is the creative expression of understanding the					

	market needs, such as advertisement of Coca Cola company					
4.	The ad doesn't have any new information and features.					

<b>Advertisement of Aqua Addis being Honest</b>						
No.	Statement	1	2	3	4	5
1.	The advertisement message is honest as a result it influences me to decide to buy the product.					
2.	The ad creates wrong, irrelevant or totally different picture of the product that it is in reality.					
3.	Reliable ad doesn't give room for product and market comparison					
4.	Since ads are always unrealistic, I cannot consider them as honest information source					

#### **IV. Section Four: Consumer Buying Behavior Assessment.**

<b>Buying Behavior of Aqua Addis consumers</b>						
No.	Statement	1	2	3	4	5
1.	I am happy being the customer of Aqua Addis					
2.	I believe in advertisement because it helps to get information and facts.					
3.	The ads of Aqua Addisplayed a key role on the buying of quality goods.					
4	Regular and consistent ads of Aqua Addisable it in staying and winning the market competition.					
5.	Since the ads of Aqua Addisare impressive and creative, I do purchase the products.					
6.	I searched extra information beside the messages in the ad, when I decide to buy the product.					
7.	There is not a big difference between the message in the ad and the reality.					
8.	New ad of a product is a signal of new offers or incentives.					
9.	Knowing the product latest information may depend on advertising.					
10.	Most of the current advertisements are misleading and false.					

11.	There is positive and significant relationship between advertising and consumers buying behavior of the products.					
12.	Consumer's loyalty may be guaranteed through consistent advertising					

I. ክፍሌአንዴ፡ የግሌመረጃዎች

1. የዕድሜክሌሌ 18— 30  31 — 45  46 እናከዚያበለይ

2. ያታ ሴት  ወንድ

3. የትምህርት-ሰራተኛ

አስራ-ሁለተኛክፍሌእናከዚያበታች  ክፍሎ  ለማ

የመጀመሪያዱግሪ  ሁለተኛዱግሪ  ፕሎግራምእናከዚያበለይ

5. ወርሃዊገቢ

ከ-ብር 5,000.00 እናከዚያበታች  ከ-ብር 5,001.00 - 10,000.00

ከ-ብር 10,001.00 — 25,000.00  ከ-ብር 25,001.00 — 35,000.00

ከ-ብር 35,001.00 እናከዚያበለይ

6. የትዲርሁኔታ

ያሌገባ/ች ያገባ/ች የያዘ/ች

2.

የአኳኦኦስወሃማስታወቂያንከተመሆከቱ/ካቶመጡ-ወይምካነበቡ-በኃሉ-ሆምንያህላግሆሊሌችሰዎችነግረውያውቃሆ?

አንዱንዳግዘበተቶጋጋሚበጣምበተቶጋጋሚ

ነግራለውቅም

II. ክፍላሶስት፡ የማስታወቂያተፅእኖዱሰሳ

የሚከተሉትጥያቄዎችየኢትዮ-

ሴራሚክስማስታወቂያዎችበቶንቦኞችየሴራሚክስእናየተሆያዩየቤትእቃምርቶችመግዛትባህሪሉይየሚያሳዳሩትንተፅዕኖሆመዱሰስነው፡፡ ስሆሆነምየማስታወቂያውአስቶናቂመሆን፣ሆመረዱትቀሉላመሆን፣ትኩረትንየሚይዘመሆን፣ለረሳየማይቻላመሆን፣በግጠራክህሌትየታጀበመሆንእንደሁምታማኝ መሆንቀጥሌበተቀመጠውየነጥብአሰጣጥመሰረትየርስዎንየግላምላክታትይዩበሚገኘውሳጥንውስጥየ



“√”ምላክት ያስቀምጡ።

ይህንን የነጥብ አሰጣጥ ይጠቀሙ	1	2	3	4	5
	በጣም አሌስማም	አሌስማም	ገሃሌተኛ	እስማማላለሁ	በጣም እስማማላለሁ

ተ. ቁ.	መግቢያዎች	1	2	3	4	5
1.	የማስታወቂያው መሌዕክት አስቀናቂ መሆን ግዢውን እንዴት ማስታወስ እንደሚቻል፡፡ :					
2.	አስቀናቂ ማስታወቂያዎችን በጥንቃቄ ማግኘት አስቀድሞ ማድረግ፡፡					
3.	አስቀናቂ ማስታወቂያዎችን ስለመሆኑ አዳዲስ ገንዘብ አጠቃቀም ማድረግ፡፡					
4.	ከአስቀናቂ ማስታወቂያዎች ጀርባ ለሌሎች ለማድረግ ማዘጋጀት ማድረግ፡፡					
5.	የማስታወቂያውን መሌዕክት በቀላሉ መረዳት ስለማይቻል ማግኘት እንዴት ማስታወስ እንደሚቻል፡፡					
6.	ማስታወቂያው ስለሆነው ማረጋገጥ እንደሚቻል ማረጋገጥ፡፡					
7.	ማስታወቂያው ለይደላቸው ማረጋገጫዎች አሉ ማረጋገጥ፡፡					
8.	ማስታወቂያው የተዘበረረ ቀከመ ሆኖ ተገኝቶ ማረጋገጥ እንደሚቻል ማረጋገጥ፡፡					
9.	የማስታወቂያው መሌዕክት ትኩረትን የሚደገፍ መሆን ግዢውን ማስታወቅ እንደሚቻል ማረጋገጥ፡፡					
10.	ይህ ማስታወቂያ ከሌሎች ተመሳሳይ መሌዕክቶች ለማስታወቂያዎች በጣም የወረደው ሆኖ ማረጋገጥ፡፡					



III. ክፍሌአራት፡ የአኳአዲስውሃእናየቤትእቃምርቶችመግዛትባህሪዲዲሳ

የሚከተሉትጥያቄዎችየአኳአዲስውሃቆንቆንጥንቅቅመግዛትባህሪዲዲሳው፡፡ ስህተትምቀጥልበተቀመጠውየ ነጥብአሰጣጥመሰረትየርስዎንየግሌምሌከታትይዩበሚገኘውሳጥንውስጥ “√”ምሌክትያስቀምጡ፡፡

ተ. ቁ.	መግቢያዎች	1	2	3	4	5
1.	የአኳአዲስውሃቆንቆንጥንቅቅመግዛት፡፡					
2.	በማስታወቂያአምናሆሁምከንደቱምመረጃእናእውነታን ማግኘትስሚቻሌ፡፡					
3.	የአኳአዲስውሃማስታወቂያጥራትያሆውምርትእንዴገዛቁሌፍሚናተጫውቷሌ፡፡					
4.	በተከታታይእናበመቶበኛነትየሚቀርቡየቶርጅቱማስታወቂያዎችበገበያውውስጥተፎ ካካሪእንዲሆንእስቸልታሌ፡፡					
5.	የዴርጅቱማስታወቂያዎችበጣምየተሆዩእናአስቶማሚስሆሁምርቶቹንእንዴገዛከፍተ ኛተፅዕኖግጥርብኛሌ፡፡					
6.	ምርቶቹንሆመግዛትስወስንበማስታወቂያከተሌሆሁምመሌዕክትበተጨማሪሌልችመረ ጃዎችንአጣርቼነው፡፡					
7.	የተመሳሳይነትኩትማስታወቂያእናበተጨማሪካላላውእውነታጋርሌዩነትየሆውም፡፡					
8.	“ አደስማስታወቂያካላላውስነገርአላላላትነው፡፡ ” የሚሆውንሃሳብእቀብሆሆሆሁ፡፡					
9.	የአንዴንዴርጅትየቅርብመረጃሆማግኘትየሚረዱውማስታወቂያነው፡፡					
10.	በአሁኑውቅትያላትአብዛኛውቆንቆንጥንቅቅመግዛትየተጋነኑእናየተዘቡናቸው፡፡					
11.	በማስታወቂያእናበቆንቆንጥንቅቅመግዛትባህሪመካከሌጠንካራ ትስስርአሆ፡፡					
12.	ታማኝቆንቆንጥንቅቅመግዛትተከታታይማስታወቂያማቅረብጠቃሚነው፡፡					



