



ST.MARRY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
MASTER OF MARKETING MANAGEMENT

**THE EFFECT OF ADVERTISING EVFFECTIVENESS ON  
CONSUMERS' BUYING BEHAVIOR AMONG YOUTH: THE  
CASE OF HARAR BEER**

BY

KALAB YONAS

**JUNE 2024**  
**S.M.U**  
**ADDIS ABABA, ETHIOPIA**

**ST.MARRY'S UNIVERSITY  
SCHOOL OF GRADUATE STUDIES  
MASTER OF MARKETING MANAGEMENT**

**THE EFFECT OF ADVERTISING EVFFECTIVENESS ON  
CONSUMERS' BUYING BEHAVIOR AMONG YOUTH: THE  
CASE OF HARAR BEER**

**BY  
KALAB YONAS**

**A RESEARCH THESIS SUBMITTED IN PARTIAL FULFILLMENT  
OF THE REQUIREMENTS FOR THE AWARD OF MASTER OF  
ARTS DEGREE IN MARKETING**

**ADVISOR: MULAT TAKLE (Ph.D)**

**JUNE 2024  
ADDIS ABABA, ETHIOPIA**

## DECLARATION

I hereby declare that the thesis entitled “*The Effect of Advertising Effcetivenssss on Consumers' Buying Behaviour among youth: The Case of Harar Beer*” is my original work prepared under the guidance and support of my advisor Mulat Takle (Ph.D). It has been carried out and submitted in partial fulfilment of the requirements for the Degree of Master of Art in Marketing Management to the Institute/ Department of Business Administration; School of Graduate Studies, St Marry University. I also would like to confirm that it has not been previously submitted to any diploma or degree to any college or university as well as all the sources of materials used in the study is duly acknowledged.

Kalab Yonas

Signatures .....

Date .....

## APPROVAL

The thesis entitled “*The Effect of Advertising Effcetivensss on Consumers' Buying Behaviour among youth: The Case of Harar Beer*” submitted by Kalab Yonas in partial fulfillment of the requirements for the award of a Master Degree in Marketing Management at the School of Graduate Studies, St Marry University has been carried out under my supervision. Therefore, I hereby approve and recommend that it has fulfilled the thesis requirements and can be submitted to the department for examination as the university advisor.

Mulat Takle (Ph.D)

Name of thesis Advisor

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## **CERTIFICATION (APPROVAL BY THE BOARD OF EXAMINERS)**

We, here under, as members of the Examining Board of the Final MA Open Defense, have read and evaluated the thesis entitled “*The Effect of Advertising Effectiveness on Consumers' Buying Behaviour among youth: The Case of Harar Beer*” submitted by Kalab Yonas. We certify/ recommend that it has fulfilled the requirements for the partial fulfillment of requirement for Master Degree in Marketing Management in School of Graduate Studies, St Marry University.

### **Advisor:**

Name ..... Signatures ..... date .....

### **Internal Examiner:**

Name ..... Signatures ..... date .....

### **External Examiner:**

Name ..... Signatures ..... date .....

### **Head of the Institute/ Department:**

Name ..... Signatures ..... date .....

## **ACKNOWLEDGEMENTS**

This thesis alters a reality with the kind support and help of numerous people. I would want to offer my sincere gratitude to all of you. In a virtual sense, I would like to offer this insight to our God Almighty as a thank you for giving me the knowledge, clarity of mind, and health that have allowed me to complete this research.

Most importantly, I want to thank Dr. Mulat Takle, my principal supervisor at St. Mary University, from the bottom of my heart. It has been a great delight for me to work with him; he is a bright, inclusive academician with a more upbeat outlook. Our many conversations have been really beneficial to our research project. His tenacious guidance and follow-up assisted me in developing the habit of being perceptive and critical of other people.

I owe a lot of meaningful conversations to my teachers, who demonstrated to me their unwavering dedication to the success of this thesis. Their input was invaluable. Their extraordinary insight makes this suggestion more fruitful and calls for respondents' and the concerned organization's engagement.

Sincerely thank my classmates for their tremendous help and inspiration from the start of the research idea to the completion of the thesis research. Their amazing and enormous comments, along with his powerful recommendations, helped form the substance of this thesis by altering my original research project plan. Last but not least, I would like to thank the Harar Beer crew for their assistance.

## TABLE OF CONTENT

DECLARATION .....	III
APPROVAL .....	IV
CERTIFICATION .....	V
ACKNOWLEDGEMENTS .....	i
LIST OF TABLES .....	v
LIST OF FIGURES .....	vi
LIST OF ACRONYMS .....	vii
ABSTRACT.....	viii
<b>CHAPTER ONE .....</b>	<b>1</b>
<b>INTRODUCTION.....</b>	<b>1</b>
1.1. Background of the Study .....	1
1.2. Background of the Organization .....	3
1.3. Statement of the Problem.....	3
1.4. Research Questions .....	5
1.5. Objective of the Study .....	5
1.6. Significance of the Study .....	5
1.7. Scope of the Study .....	6
1.8. Limitation of the Study .....	7
1.9. Operational Definition of Key Terms .....	7
<b>CHAPTER TWO .....</b>	<b>9</b>
<b>REVIEW OF RELATED LITERATURE .....</b>	<b>9</b>
2.1 Theoretical Literature Review .....	9
2.2 Review of Empirical Literatures .....	19

2.3 Research Gap .....	23
2.4 Conceptual Framework .....	24
<b>CHAPTER THREE .....</b>	<b>25</b>
<b>RESEARCH METHODOLOGY .....</b>	<b>25</b>
3.1 Research Approach .....	25
3.2 Research Design.....	25
3.3 Data Type and Source of Data .....	26
3.4 Population and Sampling .....	26
3.5 Method of Data Collection.....	28
3.6 Data Collection Procedure .....	28
3.7 Variables .....	29
3.8 Data Analysis Method.....	29
3.10 Data Reliability and Validity .....	31
3.11 Ethical Consideration.....	32
<b>CHAPTER FOUR.....</b>	<b>33</b>
<b>RESULTS AND DISCUSSIONS .....</b>	<b>33</b>
4.1 Response Rate .....	33
4.2 The Demographic Profile of Sampled Respondents .....	33
4.3 The existing Practice of Advertising.....	36
4.4 The level of Consumers' Buying Behaviour of youth to Harar Beer .....	40
4.5 The Relationship between Advertising and Consumers' Buying Behaviour .....	43
4.6 The Effect Advertising on Consumers' Buying Behavior .....	44
4.7 Discussion .....	50
<b>CHAPTER FIVE .....</b>	<b>54</b>



<b>SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS .....</b>	<b>54</b>
5.1 Key Findings Summary .....	54
5.2 Conclusions.....	55
5.3 Recommendations.....	55
5.4 Implications.....	56
5.5 Directions for Future Studies .....	56
<b>ANNEX .....</b>	<b>63</b>
Appendix I: Questionnaire.....	63
Appendix II- Interview Checklist .....	67
Appendix III- Response Analysis .....	68

## **LIST OF TABLES**

Table 1 Sample Size Determination .....	27
Table 2 . Test Result of Cronbach's alpha / Reliability .....	32
Table 3 Respondents' response rate.....	33
Table 4 Sampled Customers' Profile .....	34
Table 5 Analysis of Awareness.....	37
Table 6 Analysis of exposure to advertising .....	38
Table 7 Analysis of Attitude and Perception .....	39
Table 8 Analysis of Brand Loyalty .....	39
Table 9 Analysis of Time of purchase .....	40
Table 10 Analysis of Length of purchase .....	41
Table 11 Analysis of Method of Purchase .....	41
Table 12 Analysis of Consumer Preference.....	42
Table 13 Analysis of Purchase Frequency .....	42
Table 14 Analysis of Relationship (Correlation) .....	43
Table 15 Multicollinearity Test .....	46
Table 16 Analysis of Autocorrelation Test: Durbin Watson .....	47
Table 17 Analysis of Regression Test Results – Model .....	48
Table 18 Analysis of Regression Test Results – ANOVA .....	48
Table 19 Analysis of Regression Test Results – Coefficient.....	49
Table 20 Summary of Hypothesis Testing.....	53

## LIST OF FIGURES

Figure 1 Conceptual Framework .....	24
Figure 2 Normality Test Result.....	45
Figure 3 Scatter Plot.....	46
Figure 4 Normal P-P Plot.....	47

## LIST OF ACRONYMS

ABV	Alcohol by Volume
ANOVA	Analysis of Variance
BGI Ethiopia	Brasseries et Glaciers Internationals Ethiopia
COVID-19	Corona Virus
DW	Durbin-Watson
HBSC	Habesha Brewery \share Company
MBA	Business Administration
SD	Standard Deviation
SPSS	Statistical Package for the Social Sciences
U.S.A	United States of America
VIF	Variance Inflation Factor

## ABSTRACT

*The primary objective of advertisers is to reach out to consumers and influence their awareness, attitudes, and purchasing behavior. Research has shown that advertising can significantly impact consumers' preferences for specific brands. However, there has been limited research on how it affects the behavior of young consumers in the beer industry. This study aimed to investigate how advertising influences young people's purchasing decisions for Harar Beer, employing both explanatory and descriptive research methods. A total of 384 youth customers of Harar Beer participated in three entertainment events in Addis Ababa. The sample size was determined using the single population proportion formula with a 95% confidence level, 5% margin of error, and assuming a proportion of 50%. Data collection utilized a structured questionnaire and interview checklist with a stratified sampling technique. The research instruments underwent validity testing, pretesting, and reliability assessment. Data analysis included descriptive statistics, a correlation matrix, and multiple linear regression. The survey achieved a high response rate of 93.98%, collecting 310 questionnaires from youth customers of Harar Beer in Addis Ababa. The findings indicated that exposure, awareness, attitude, perception, and brand loyalty significantly influence youth customers of Harar Beer. Therefore, the study concludes that these factors collectively contribute to the behavior of young consumers. The report recommends that breweries focus on building trust and loyalty through their beer products to meet the needs of young consumers. It emphasizes the importance of confidence in data control and privacy for breweries. Based on this study, advertisements for Harar Beer should incorporate persuasion, attention-grabbing elements, and relevant content to effectively target young consumers.*

**Keywords:** *Advertisement, Beer, Consumers' Buying Behaviour, Youth*

# CHAPTER ONE

## INTRODUCTION

### 1.1. Background of the Study

Marketers aim to engage their target market and secure sales (Gaudel, 2019). However, consumers typically enter the market with established preferences and tastes (Alexander and Ahmadu, 2023), making it challenging for new products to gain traction in a crowded market, exacerbated by traditional marketing efforts (Gosa, 2016). Beyond price and quality, customer appeal, loyalty, and relationship-building through advertising play crucial roles in competitive business environments, both locally and globally (Amrita, 2016).

According to Gaudel (2019), advertising saturates our daily lives and is pivotal for acquiring new customers and retaining existing ones in corporate settings. Falebita et al. (2020) state that acquiring new customers costs five times more than retaining current ones, underscoring the importance of strategies that influence consumer purchasing decisions. Advertising, as part of promotional strategies, raises product awareness and influences final purchasing decisions (Kotler et al., 2017).

In 2022, Kirin Holdings reported a global increase in beer consumption by approximately 7.13 million kiloliters compared to the previous year, driven partly by post-pandemic recovery. In Africa, beer consumption reached about 140.7 million hectoliters in 2019, reflecting steady growth (Ziemann Holvrieka, 2023). However, per capita beer consumption in Ethiopia decreased by 17.7% in 2021, according to Faostat (2022). Previous studies have explored the impact of advertising on brand preference among consumers. For instance, Gosa (2016) examined how media, advertising sources, and message characteristics affect beer brand preferences. Gaudel (2019) investigated the influence of social media networking on consumer purchase decisions, while Yadav (2022) explored advertising effects on luxury product purchases, focusing on brand, color, and price preferences. These studies consistently highlight brand as a critical factor influencing consumer decisions. Recent research by Ferreira et al. (2021) suggests that shifts in lifestyle standards, technology, fashion, and trends shape consumer attitudes and behaviors. Consumer behavior encompasses all actions consumers take in using products, both presently and in the future (Falebita et al., 2020).

Ethiopia introduced age restrictions on alcohol sales in 2014, raising the legal drinking age to 21 in 2019 (Ministry of Industry, 2023). These changes, coupled with global challenges like the pandemic, posed difficulties for brewers, prompting adjustments in production and product

customization to align with evolving consumer preferences (Gosa, 2016). On a global scale, advertising and promotional strategies have become increasingly crucial in navigating competitive markets and influencing consumer behavior amidst evolving socio-economic and technological landscapes. In Africa, including Ethiopia, these dynamics are particularly pronounced as markets expand and consumer preferences diversify (Amrita, 2016).

As emphasized by Ferreira et al. (2021), advertising and promotion serve as crucial drivers in this evolving landscape, shaping both global and regional market trends. This study investigates the impact of advertising on consumer behavior in Ethiopia, recognizing the dynamic interplay between consumer behavior and advertising (Gaudel, 2019). This study delves into the intricate relationship between advertising strategies and consumer behavior within the Ethiopian market. Advertising plays a pivotal role in shaping consumer perceptions, preferences, and purchasing decisions (Gaudel, 2019). In Ethiopia, as in many emerging economies, the impact of advertising extends beyond mere brand promotion; it influences how consumers interact with products and brands, shaping their attitudes and behaviors towards consumption.

Ethiopia's evolving socio-economic landscape presents unique challenges and opportunities for marketers. Rapid urbanization, increasing internet penetration, and changing consumer demographics are reshaping the consumer market. Effective advertising not only informs consumers about products but also builds brand awareness and loyalty, crucial for market penetration and competitive advantage (Eden, 2018).

Understanding how advertising influences consumer behavior in Ethiopia requires considering cultural, economic, and regulatory factors specific to the region. For instance, cultural norms and values may influence consumer preferences, while economic factors such as disposable income levels and purchasing power affect buying decisions. Moreover, the regulatory environment, including advertising standards and restrictions, impacts how marketers deploy their strategies. The introduction of age restrictions on alcohol sales in Ethiopia, for example, has altered marketing approaches in the beverage industry, necessitating more targeted and responsible advertising campaigns. By examining the dynamic interplay between consumer behavior and advertising in Ethiopia, this study aims to provide insights that can inform strategic marketing decisions. It seeks to uncover how different advertising techniques, channels, and messages resonate with Ethiopian consumers, ultimately influencing their purchasing behaviors and brand perceptions. In brief, this research acknowledges the multifaceted role of advertising in Ethiopia's consumer market and seeks to uncover actionable insights that can guide marketers in navigating this dynamic landscape effectively.

## **1.2. Background of the Organization**

Harar Brewery, located in Harar, Ethiopia, is a prominent player in the country's brewing industry. Here's a profile of the company: Harar Brewery, established in 1984, is one of Ethiopia's oldest and most renowned breweries. Built by the Czechs in 1984 and purchased by Heineken in 2011, this is a very modern brewery. It operates in the historical city of Harar, known for its rich cultural heritage and traditional brewing practices. The brewery has a strong presence in the local market and contributes significantly to the region's economy. Harar Brewery produces a variety of alcoholic beverages, with its flagship product being Harar Beer. Harar Beer is well-known for its distinct taste and quality, catering to the preferences of Ethiopian consumers. The brewery also offers a range of other beer products, catering to different segments of the market.

Harar Brewery serves a diverse customer base across Ethiopia. Its products are distributed widely throughout the country, leveraging a robust distribution network to reach urban and rural areas alike. The brewery plays a crucial role in meeting the growing demand for quality beverages in Ethiopia's competitive market. Harar Brewery prioritizes quality control and innovation in its production processes. It adheres to international brewing standards while incorporating traditional brewing techniques that reflect the cultural heritage of the region. This commitment to quality has earned Harar Brewery a reputation for reliability and excellence among consumers.

Beyond its economic contributions, Harar Brewery actively engages with the local community through various corporate social responsibility initiatives. These initiatives focus on education, healthcare, and environmental sustainability, demonstrating the brewery's commitment to social development and responsible business practices. Looking ahead, Harar Brewery continues to explore opportunities for growth and expansion within Ethiopia's dynamic beverage market. By staying attuned to consumer preferences and market trends, the brewery aims to maintain its leadership position while continuing to innovate and diversify its product offerings. Harar Brewery stands as a cornerstone of Ethiopia's brewing industry, blending tradition with modernity to deliver quality beverages that resonate with Ethiopian consumers. Through its longstanding presence and commitment to excellence, Harar Brewery remains a key player in shaping the country's beverage landscape (Heineken Ethiopia, 2023).

## **1.3. Statement of the Problem**

In Ethiopia, Africa's fastest-growing economy, successful companies face challenges from well-funded competitors amidst soaring demand (Ziemann Holvrieka, 2023). Harar Breweries, located in eastern Ethiopia, launched "Hakim Stout" and "Harar Sofi" beers recently with ambitions to



dominate Ethiopia's consumer market. Despite expanding twice, the company aims for further growth, but faces obstacles like currency depreciation and competition from global giants like Heineken and Castle (Harar Beer Annual Report, 2023). Harar Brewery invests heavily in advertising to influence consumer purchase decisions, as these decisions involve complex decision-making processes (El-zoghby et al., 2021). Advancements in technology have transformed advertising into a powerful tool that reaches consumers through various media such as print and the internet, significantly impacting their buying behavior (Yadav, 2022; Gaudel, 2019). Ferreira et al. (2021) emphasize the profound impact of advertising on consumer purchasing decisions, highlighting its role in shaping consumer behavior intellectually, emotionally, and physically (Amrita, 2016).

Existing literature linking advertising to consumer behavior predominantly originates from studies outside Ethiopia (Ahmed et al., 2017; El-zoghby et al., 2021; Gaudel, 2019; Gupta & Kumar, 2021). Few empirical studies within Ethiopia, such as Gosa (2016), are conducted outside the capital Addis Ababa, creating a contextual gap. Eden (2018) conducted a study on Waliya Beer, yielding findings conflicting with other studies including those by Alexander and Ahmadu (2023), suggesting that advertising may not significantly affect consumer behavior in Ethiopia's beer industry. Methodological shortcomings in prior studies are also noted; for instance, Kumari and Kumar (2020) and Pal and Pal (2019) utilized descriptive statistics, while Shetty et al. (2019) employed the chi-square technique to examine advertising's association with consumer buying behavior. Understanding consumer behavior aims to elucidate why consumers act under specific conditions (Ahmed et al., 2017).

In interviews, Harar Beer marketers expressed efforts to compete effectively, including plans for a syndicated-loan facility to support expansion. Harar Beer's rapid growth and competitive landscape are expected to impact Ethiopia's agricultural sector significantly. The brewery aims to expand its consumer base nearly eightfold within five years, focusing on attracting youth as a key demographic. However, understanding youth attitudes and perceptions towards Harar Beer remains a critical challenge (Gupta & Kumar, 2021), as these factors heavily influence consumer buying behavior (Jolly, 2020). Therefore, it is crucial to explore how youth perceive the quality, taste, image, and reputation of Harar Beer, and how advertising shapes these perceptions. This study investigated the impact of advertising on the consumer buying behavior of youth in the context of Harar Beer.

## **1.4. Research Questions**

This study's research questions were:

- What is the existing practice of advertising towards Harar Beer?
- What is the consumers' buying behavior of youth towards Harar Beer?
- What is the relationship between advertising in terms of awareness, attitude and perception, exposure to advertising and brand loyalty and consumers' buying behavior of youth towards Harar Beer?
- What is the effect advertising in terms of awareness, attitude and perception, exposure to advertising and brand loyalty on consumers' buying behavior of youth towards Harar Beer?

## **1.5. Objective of the Study**

### **1.5.1. General Objective**

The general objective of this study is to investigate the effect advertising on consumers' buying behavior of youth towards Harar Beer

### **1.5.2. Specific Objectives**

This study's specific objectives were:

- To assess the existing practice of advertising towards Harar Beer.
- To identify the consumers' buying behavior of youth towards Harar Beer.
- To explore the relationship between advertising in terms of awareness, attitude and perception, exposure to advertising and brand loyalty and consumers' buying behavior of youth towards Harar Beer.
- To examine the effect advertising in terms of awareness, attitude and perception, exposure to advertising and brand loyalty on consumers' buying behavior of youth towards Harar Beer.

## **1.6. Significance of the Study**

Getting a Master's degree in Marketing Management (MBA) is a really important step for someone who wants to become a researcher. It helps them learn more and become better at doing research. By studying how advertisements affect what people buy; the researcher can share their findings with other people who study this too. This helps marketers know how to make better advertisements, and it also helps the researcher learn and grow as a marketer.

This study is really important for businesses, especially in the beverage industry where competition is fierce. It helps a company called Harar Beer understand how their advertisements affect young people's buying habits. This information helps them make their ads better and reach more young people, which helps them sell more beer and become more popular. Other businesses can also learn from this study and make their ads more appealing to young people.

The study also teaches us more about how young people think and what they like, which helps advertisers understand them better. It might even help the whole advertising industry come up with better strategies. Finally, this study will be useful for scholars and researchers who want to learn more about how advertising affects people's behavior

### **1.7. Scope of the Study**

The researcher's focus was selective, concentrating on specific concepts, geographical locations, time periods, and methodological approaches. The primary objective was to examine the impact of advertising on consumer behavior in Ethiopia. The study evaluated this impact by assessing awareness, attitudes, perceptions, exposure, brand loyalty, and media channels. Consumer behavior was analyzed under the assumption that consumers are active participants in the marketplace. Role theory suggests that consumers fulfill various roles in the decision-making process, ranging from information providers and users to payers and disposers.

Geographically, the study was limited to areas around Stadium, Saris, and Jemo in Addis Ababa, involving 384 individuals. Consumers outside Addis Ababa were excluded due to constraints in the researcher's resources and time.

Temporally, the study was conducted over a three-month period from April to June 2024, focusing solely on data collection rather than preparatory or analytical phases.

Methodologically, the research employed diverse methods to gather and analyze data. Firstly, numerical measures such as averages and ranges were utilized to provide quantitative descriptions of the findings. These measures help in summarizing data points and providing a clear picture of central tendencies and variability within the collected data. Secondly, statistical analysis was employed to explore relationships between variables. This involved using statistical techniques to examine correlations, associations, and potentially causal relationships between different factors such as awareness, attitudes, perceptions, exposure, brand loyalty, and media channels. Statistical analysis enhances the depth of understanding by identifying patterns, trends, and dependencies

within the data, thereby allowing for more nuanced interpretations of how advertising influences consumer behavior.

### **1.8. Limitation of the Study**

While this study is significant, there are several important considerations to keep in mind. Firstly, the research is confined to a specific geographical area, which limits its generalizability to other regions. Variations in cultural norms, economic conditions, and other local factors may influence consumer behaviors differently elsewhere. Secondly, the study relies on self-reported data from participants, which may be subject to biases such as social desirability or recall inaccuracies. Participants might provide answers they believe are socially acceptable or may not accurately remember details, potentially affecting the reliability of the information gathered.

Additionally, this study exclusively examines the impact of advertising without considering other influential factors such as individuals' socioeconomic status, peer influences, or personal characteristics. These variables can also significantly shape consumer purchasing decisions. Despite these limitations, this research provides valuable insights into how advertising influences young consumers, particularly in the context of Harar Beer. It serves as a foundational exploration that can inspire future research endeavors. Lastly, it's important to note that this study focuses solely on one specific beer brand. Therefore, caution should be exercised when extrapolating these findings to other beverage brands or industries. Different brands may employ varying marketing strategies or target different consumer demographics, potentially yielding different outcomes.

### **1.9. Operational Definition of Key Terms**

- **Advertising:** Advertising refers to any form of communication that aims to promote products that includes various platforms such as television commercials, print advertisements, social media campaigns, influencer marketing, and billboards (Jolly, 2020)
- **Buying Behavior:** Buying behavior indicates the actions and decisions made by young consumers when purchasing a product (Pal & Pal, 2019).
- **Consumers:** Consumers refer to individuals who purchase and consume Harar Beer in this research (Kumari & Kumar, 2020).
- **Youth :** The term youth in this study refers to individuals within the age range of 18 to 35 years (Shetty et al., 2019).

### **1.10. Organization of the Study**

The thesis research is organized into five chapters. Initially, chapter one presents introduction of the study including the background, statement of the problem, research questions, objectives, significance, and scopes of the study. Following, chapter two includes extensive review of previous literatures on the subject matter focusing on theoretical, empirical and conceptual aspects. Then, chapter three presents the research design and methodology including the research approach, sample size and determination techniques, data collection techniques and procedures, and finally analysis and presentation techniques. Moreover, chapter four includes detailed analysis and presentation of collected data. The final chapter, chapter five, includes the results of the research and gives detailed recommendation for stakeholders and scholars interested in the subject matter. Finally, references used for the study are mentioned with the appendixes.

## **CHAPTER TWO**

### **REVIEW OF RELATED LITERATURE**

#### **2.1 Theoretical Literature Review**

The theoretical literature review aids in the development of new hypotheses for testing as well as the identification of current theories, their relationships, and the extent to which they have been studied (Creswell, 2014). Thus, this study presents the definition and measurements of advertisement and consumer behavior accordingly.

##### **2.1.1 Concepts and Definitions**

###### **2.1.1.1 Advertising Definition**

Advertising is a crucial marketing communication tool used by businesses to promote their products or services to target consumers. It involves the use of various media platforms such as television, radio, print, and digital channels to reach and persuade consumers (Yan, 2017). The meaning of advertisement is the means of communication in which a product, brand or service is promoted to a viewership in order to attract interest, engagement, and sales. Advertisements (frequently summarized to ads or adverts) come in many forms, from copy to interactive video, and have evolved to become a crucial feature of the app marketplace (Yan, 2017).

According to Kotler and Keller (2016), advertising is any paid form of non-personal presentation and promotion of ideas, goods or service through mass media such as newspapers, magazine, television or radio by an identified sponsor. Advertising is the best-known and most widely discuss form of promotion. Marketers use advertising for its cost-effectiveness with large audience and it also create brand images and symbolic appeal for a company or brand. It has been established that customers are more likely to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits (Alexander and Ahmadu, 2023).

Advertisements are a guaranteed method of reaching an audience. By creating an engaging ad, and spending enough to reach your target users, advertisements can have an immediate impact on business. This effect could be seen in improved trade or boosted brand recognition, among many different metrics (Gaudel, 2019). According to Gupta & Kumar (2021), a current definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in the journal as a paid form of persuasive communication that uses mass and interactive

media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media (Yan, 2017).

Advertising is any form of paid strategic communication by an identified sponsor that aims at informing and persuading receivers about an advertising object (e.g., product, service, brand, organization, or idea). Traditionally, it is conveyed via purchased time or space in mass media (Chan et al., 2013). In an economic context, advertising is a subcategory and integrated part of all the activities that promote a brand (marketing), pricing, or other forms of marketing communication like personal selling (Huang et al., 2015). Advertising is a non-personal communication, paid and identified by individual, profit, and non-profit firms to inform and attract a target audience. People tend to be more attracted to an advertisement if it is entertaining (Taylor and Shimp, 2018). It is suggested that creative and attractive advertisements tend to attract more consumers. It means entertainment and consumer's attitudes toward advertisements are closely related (Chien and Chen, 2014). Therefore, advertisements should be accompanied by entertainment to arouse consumers' interest

There are different media of advertising; nevertheless, only those associated to the study are discussed here. Initially, television advertising is the form of advertisement perceived to impact the sensational aspects of the audiences because both eyes and ears get involved in the communication of the intended message (Alexander and Ahmadu, 2023). It is one of the best mediums of advertising, and it enables the messages to reach a wide variety of audiences or consumers. It has been recognized as the best method of presenting goods or services to millions of consumers as it impacts efficiently and effectively the behaviour of consumer (Amrita, 2016).

Next, radio advertising is audio-visual as it only appeals to the ear and not the eyes. It may not be as effective as television advertising, but it can reach a wide variety of audiences because of its affordability. Aside from affordability, radio does not necessarily require electricity to function (Gaudel, 2019). Finally, outdoor advertising occurs in different forms billboards, handbills, hoardings, banners, posters, wall paintings, computerized boards etc. (Alexander and Ahmadu, 2023). They are frequently placed in strategic locations and are accessible at all times unless removed. Consequently, it is an unavoidable part of the human environment, unlike the other media of advertising like TV, radio, and print, which can be put away or turned off (Yadav, 2022).

### **2.1.1.1.1 Measurement of Advertising Effectiveness**

Several methods have been used to measure advertising effectiveness. One commonly used approach is the use of surveys and questionnaires to assess consumers' recall, recognition, and comprehension of advertising messages. Research by Brennan et al. (2018) found a positive relationship between consumers' recall and advertising effectiveness. Similarly, other studies have suggested that message comprehension plays a crucial role in determining the effectiveness of advertising (Wang et al., 2019). These findings highlight the importance of measuring advertising effectiveness through consumer perception and comprehension.

Furthermore, quantitative methods such as sales data analysis can help measure the impact of advertising on actual consumer purchasing behavior. Research by Lewis and Bridson (2017) found a significant positive correlation between advertising spending and sales volume, supporting the notion that effective advertising leads to increased purchase behavior. These findings emphasize the need for both qualitative and quantitative measurements to accurately assess advertising effectiveness. Advertising is a form of marketing communication used to promote or sell something, usually a business's product or service. Advertising is considered as a major and important element for the economic growth of the marketers and different companies in competition (Amrita, 2016).

There are numerous metrics available for evaluating the efficacy of advertising, such as: Reach is the quantity of individuals who view your advertisement. This is a crucial factor to take into account when evaluating your advertisement's total exposure. Impressions: The quantity of times your audience views advertisement is known as impressions. (Gupta & Kumar, 2021). Advertising campaigns and commercials that are ineffective might be found with the aid of measurement. It makes it simpler to alter advertising as necessary, putting a stronger emphasis on results and customers. Thus, it is possible to steer clear of ineffective advertising (Gaudel, 2019).

### **2.1.1.2 Consumer Buying Behaviour**

#### **2.1.1.2.1 The concepts of Consumer Behaviour**

Consumer buying behavior is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. The study of consumer behavior draws upon social science disciplines of anthropology, psychology, sociology, and economics (Wang et al., 2019). Marketers expect that by understanding what causes the consumers to buy particular goods and services, they will be able



to determine—which products are needed in the marketplace, which are obsolete, and how best to present the goods to the consumers (Kumari & Kumar, 2020).

The study of consumer behaviour assumes that the consumers are actors in the marketplace. The viewpoint of role theory assumes that consumers play various roles in the marketplace. Starting from the information provider, from the user to the payer and to the disposer, consumers play these roles in the decision process. Consumer behaviour is the actions and decision processes of people who purchase goods and services for personal consumption. Consumer behaviour is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and service (Amrita, 2016).

Consumer buying behaviour is described as the mental, emotional, and physical activities that people engage in when choosing, purchasing, using, and disposing of products and services in order to satisfy needs and desires. Consumer behaviour is the attitude that a consumer exhibits in the process of searching for, purchasing, using, evaluating, and disposing of a product and service that s/he expects to satisfy his or her needs (Gupta & Kumar, 2021). Ferreira et al. (2021) assert that there are variations in consumer attitudes arising from a continual change in the standard of living, technology, fashion, and trends. Consumer behaviour is an act people display in the actual or possible use of products. The concept of consumer behaviour attempts to identify the factors that influence the behavior of the consumer, such as the economic, social, and psychological aspects which makes an understanding of the consumer buying behaviour process of paramount importance (Cooray et al., 2018).

Consumer buying behaviour is affected by psychological perception and attitudes and also affected by social and cultural forces that affect individuals buying decision but also determines the choice of product to buy (Kotler and Keller, 2016). Consumer behavior is the product of the physical, psychological, and social behaviour of prospective consumers (Amrita, 2016). It is the sum total of a consumer's attitudes, preferences, intentions, and decisions regarding the consumer's behavior in the marketplace when purchasing a product or service. In this study, it is defined the decisions and actions people undertake to buy products or services for personal use. In other words, it's the actions you take before buying a product or service, and as you will see, many factors influence that behavior (Alexander and Ahmadu, 2023).

#### **2.1.1.2.2 Measurement of Consumer Behaviour**

Consumer buying behavior is a complex process that includes various factors that influence individuals' purchasing decisions (Schiffman et al., 2020). Initially, demographic factors like age,

income, education, occupation, and gender are demographic factors that significantly impact consumer buying behavior. Young consumers, specifically, may have different preferences and purchasing patterns due to factors such as their level of satisfactions (Amrita, 2016).

Young consumers are highly influenced by social and cultural factors, such as family, friends, social media, and popular culture. Recommendations from friends and family, as well as the influence of celebrities and social media influencers, play a crucial role in shaping the buying behavior of the youth (Hoyer, MacInnis, & Pieters, 2020). Psychological factors, including perception, motivation, learning, personality, and attitudes, greatly impact consumer buying behavior. Young consumers' perception of advertisements, motivation to fulfill their needs and desires, and their personality traits can influence their decision-making process (Belch & Belch, 2018).

Personal factors, such as lifestyle, self-concept, and self-identity, along with situational factors like time constraints, availability of resources, and physical surroundings, impact consumer buying behavior. Young consumers' lifestyle choices, self-image, and the context in which they make purchasing decisions all play a role in their buying behavior (Kotler, Armstrong, & Cunningham, 2020). Product-related factors, including quality, price, brand reputation, and product attributes, can significantly influence consumer buying behavior. Young consumers often consider the quality and attributes of the product, as well as the brand reputation, while making their purchasing decisions (Solomon et al., 2019). Young consumers are highly influenced by online advertisements, social media promotions, ease of purchasing through e-commerce platforms, and online reviews and ratings (Chaffey & Smith, 2020). Trustworthiness and credibility are essential factors in influencing young consumers' buying behavior. Positive online reviews, recommendations from trusted sources, and a company's ethical reputation contribute significantly to shaping young consumers' perceptions and purchase decisions (Hair et al., 2019).

Young consumers are often influenced by their peers and seek validation from their social circle. Peer pressure plays a crucial role in shaping their buying behavior, as they tend to imitate the preferences and choices of their peers (Schiffman et al., 2020). Young consumers develop brand loyalty towards certain products or brands based on their experiences, social influences, and perceived value (Keller, 2019). Young consumers may perceive certain products or brands as risky, particularly when trying new products or making expensive purchases. Risk perception can alter their buying behavior, as they may seek reassurance or choose alternatives that are perceived as less risky (Peter & Olson, 2019). Young consumers often exhibit a higher level of innovativeness and willingness to adopt new products or technologies. Innovativeness influences

their buying behavior by making them more likely to experiment with new products, early adopt trends, and engage with cutting-edge technology (Rogers, 2019).

## **2.1.2 Theoretical Frameworks on Advertising and Consumer Behaviour**

This study reviewed cognitive, affective and behavioral theories as shown below.

### **2.1.2.1 Cognitive Theory**

The cognitive theory of advertising suggests that consumers' buying behavior is influenced by their thoughts, beliefs, and perceptions about a product or brand. According to this theory, individuals actively process and interpret advertising messages in order to make informed decisions. Cognitive theory emphasizes the role of information processing, memory, and decision-making in consumer behavior (Wang and Sun, 2015). Amrita (2016) argues that attitude change is a critical outcome of advertising. When advertising messages are persuasive and relevant, they can lead to attitude change and subsequently influence consumers' purchase decisions.

Additionally, cognitive theory emphasizes the role of consumer involvement in advertising effects. Highly involved consumers are more likely to engage in thoughtful and elaborate information processing, leading to stronger advertising effects (Wang et al., 2019). Attention and memory are also important aspects of cognitive theory. Advertising needs to capture consumers' attention and create memorable experiences to increase the likelihood of purchase. Oliver (2014) suggests that attention to advertising messages positively affects consumers' attitudes and purchase intentions. Moreover, memory plays a crucial role in storing and retrieving information about brands and products. Memory-based advertising strategies, such as repetition and mnemonic devices, can help reinforce brand information in consumers' minds and influence their buying behavior.

### **2.1.2.2 Affective Theory**

Affective theory is a theoretical framework that focuses on the emotional component of consumer behavior. According to this theory, emotions play a significant role in influencing consumers' buying behavior. Emotional responses to advertising stimuli can influence consumers' attitudes, preferences, and subsequent purchase decisions. In a study by Godey et al. (2016), it was found that emotional responses to advertising significantly influenced consumers' buying behavior. Damasio (1994) suggested that emotional responses are a crucial factor in decision-making processes. This theory argues that emotions provide information about the value or significance of different options, helping individuals make decisions more efficiently. Therefore, advertising that

evokes positive emotions is more likely to attract and influence consumers to make a purchase. Furthermore, the emotional contagion theory suggests that individuals tend to mimic others' emotions, including those portrayed in advertisements. When advertisements display positive emotions, such as happiness or excitement, consumers may experience these emotions themselves, leading to a positive perception of the product or brand (Coulter et al., 2012). Additionally, the affect-as-information theory proposes that individuals often rely on their current emotional state as a source of information when making decisions (Cunningham & Green, 1984). According to this theory, consumers may interpret their emotional response to an advertisement as a signal about the product's desirability or suitability. Positive emotional responses may lead to more favorable attitudes towards the product and increased purchase intentions.

### **2.1.2.3 Behavioural Theory**

Behavioral theories highlight the role of positive reinforcement in shaping consumer behavior. According to operant conditioning theory (Skinner, 1938), individuals are more likely to repeat behaviors that are followed by positive consequences. In the context of advertising, this suggests that advertisements that present rewards, benefits, or positive outcomes for using a product are more likely to lead to purchase intentions and actual buying behavior. Moreover, social learning theory (Hair et al., 2019) proposes that individuals learn through observation and imitation of others' behaviors. Advertising can serve as a socializing agent, presenting role models or influencers whose behavior consumers may aspire to emulate (Godey et al., 2016),

In addition to conditioned responses and reinforcement, behavioral theories also consider the role of cognitive processes in shaping consumer behavior. The elaboration likelihood model (Petty & Cacioppo, 1986) suggests that consumers process information presented in advertisements through either central or peripheral routes, depending on their motivation and ability to engage with the message. This model posits that consumers are more likely to scrutinize product information and engage in thoughtful decision-making when they have high involvement with the product or advertisement. Furthermore, the theory of reasoned action (Fishbein & Ajzen, 1975) suggests that consumers' attitudes towards a product, influenced by advertising, can predict their purchase intentions and subsequent behavior. This theory posits that attitudes are shaped by a combination of beliefs about the product's attributes and subjective evaluations of those attributes.

This study firstly selected behavioral theory that is a theoretical framework that focuses on the observable behaviors and responses of consumers in relation to advertising stimuli. This theory suggests that consumer behavior is influenced by external cues, including advertisements, and explores the processes through which these cues affect consumers' purchasing decisions. One

fundamental concept in behavioral theory is classical conditioning, which suggests that individuals can form associations between stimuli and responses through repeated exposure (Ahmed et al., 2017). In the context of advertising, this means that consumers may develop positive associations with a product or brand based on the emotions, imagery, or messages conveyed in advertisements.

### **2.1.3 The Relationship between Advertising and Consumer Behaviour**

Advertising is a crucial component of the marketing mix and plays a significant role in influencing consumers' buying behavior. It is a tool used by companies to communicate with consumers and create awareness of their products or services (Kotler & Keller, 2016). It serves as a source of information for consumers. Through ads, consumers become aware of new products, their features, and benefits (Cooray et al., 2018). Research by Zhang and Sun (2020) stated that young consumers rely heavily on advertising to discover new trends and innovative products. These ads provide vital information that assists them in making informed decisions.

Advertising has a persuasive influence on consumers' buying behavior. It creates a desire within consumers by presenting products in an appealing and attractive manner. According to research by Belch and Belch (2018), it is a way to pursue and influence the consumer's decision making process. It informs the potential customers about the product's functions, characteristics and features etc. Advertisement was also used in ancient times but the way of communication was entirely different from now a day's advertisements (Godey et al., 2016). It can generate positive attitudes and emotions towards a brand, leading to an increased willingness to purchase. The youth, being highly susceptible to social influence, tends to be particularly affected by persuasive advertising (Amrita, 2016).

Moreover, advertising helps in building brand image and brand loyalty. Through consistent ad campaigns, companies can create a unique identity for their brand and establish an emotional connection with consumers. Furthermore, advertising can affect consumers' perception of product quality. Lee et al. (2018) indicated that advertising can create an image of superiority and reliability, leading consumers to perceive certain brands as being of higher quality. This perception greatly influences the buying decisions of the youth, who are often willing to pay a premium price for perceived quality. Furthermore, advertising influences consumers' buying behavior by creating a sense of urgency or scarcity. According to research by Mitchell (2019), such advertising techniques exploit consumers' fear of missing out and create a sense of urgency to purchase.

Woo et al. (2020) suggest that advertising campaigns utilizing social proof can significantly impact the purchase decisions of young consumers. Moreover, advertising can also influence consumers' purchase decisions through the use of emotions. Emotional appeals in ads, such as humor, fear, or nostalgia, can elicit strong emotional responses and create a memorable impression. Escalas (2019) states that emotional advertising can be particularly effective in influencing the buying behavior of the young generation, as they are more attuned to emotions.

### **2.1.3.1 Exposure to Advertising and Consumer Behavior**

Advertising plays a role in shaping consumers' attitudes and behavior towards sustainability and social responsibility. Ad campaigns that emphasize eco-friendly practices or support social causes can influence young consumers' buying decisions. Chang and Lee (2019) indicates that young consumers are more likely to support brands that align with their values. Lastly, advertising affects consumers' buying behavior by creating a sense of familiarity with a brand. Frequent exposure to ads, both online and offline, can generate brand recall and recognition. Shukla (2020) indicated that familiarity with a brand positively influences young consumers' purchase decisions, as they perceive familiar brands as being more trustworthy and reliable. Advertisements have a major role in influencing customers' purchase intention. Advertisement with endorsements creates easy remembrance for the customer's for the advertised product (Cooray et al., 2018). Furthermore, Chen and Lien (2018) suggested that advertising messages that evoke emotional responses can significantly increase consumers' purchase intentions. These findings underscore the importance of persuasive and emotionally appealing advertising in driving purchase intentions among the younger generation (Chandon et al., 2016). Advertising influences consumer buying behavior through a variety of psychological mechanisms that capture the attention and motivate the commitment of the target audience: cognitive biases, the persuasive effect and the psychology of colors and images (Lee and Yan, 2020).

- *Hypothesis H<sub>1</sub> – Exposure to Advertisement has a positive and significant effect on consumer behavior in Ethiopia*

### **2.1.3.2 Brand Awareness and Consumer Behaviour**

Advertisement can create awareness about product attributes that create likeability or dislike ability towards a brand that further result in purchasing or avoiding a brand. Customer cannot buy a thing unless brand awareness is created (Zhang and Zhang, 2019). Brand awareness is a customer's ability to recall, or remember brands information. Brand awareness is a factor by which the buying demeanor of customer changes about any product/service. It help customer to

help making purchase where highly competitive markets exist (Henderson, 2016). For making better use of brand awareness companies adapt many marketing strategies to create brand awareness among the customers. Brand awareness is comprised upon brand remembrance (helped awareness) and brand acknowledgment (top of the mind awareness) (Gaudel, 2019). Brand awareness has two angles brand profundity and width, profundity prescribe how to made client to remember a brand and width express the outcome when client make buy intension brand name ring a bell. On the off chance that an item has profundity and width at same time that is the brand having more noteworthy awareness and purchaser will consistently lean toward that brand while buying, brand name additionally assume significant job in making awareness (Mohd, 2019).

- ***Hypothesis  $H_2$  – Awareness has a positive and significant effect on consumer behavior in Ethiopia***

### **2.1.3.3 Brand Attitude and Perception and Consumer Behavior**

Yang et al. (2017) stated that exposure to positive and emotionally appealing advertisements positively influenced consumers' brand attitudes. Advertising plays a key role in shaping consumers' attitudes and perceptions towards a brand. Several studies have investigated the effects of advertising on brand attitudes and perceptions. A predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure occasion is the definition of attitude toward the advertisement. Advertising has the power to influence how people feel about a concept, service, or good. It can evoke either favorable or unfavorable memories for a brand, which can affect consumers' perceptions of it and their desire to interact with it (Chen et al., 2019). In general, advertising can be a powerful tool for changing people's behavior by shaping their attitudes, creating desire, providing information, and influencing social norms. However, it is important to note that the impact of advertising can vary depending on factors such as the target audience, the message, and the context in which it is received (Zhang and Zhang, 2019).

- ***Hypothesis  $H_3$  – Brand attitude and perception have a positive and significant effect on consumer behavior in Ethiopia***

### **2.1.3.4 Brand Loyalty and Consumer Behaviour**

Lu et al. (2019) stated that advertising positively influenced consumers' brand loyalty by improving brand familiarity and trust. Advertising directly affects the strength of loyalty a consumer has for the favorite brand. If the favorite brand advertises, the loyalty strength increases but if the rival brand advertises, it decreases. Similarly, Lin and Lin (2018) indicated that

advertising messages that emphasize a brand's unique features and benefits can enhance consumers' brand loyalty. This means that effective advertising strategies are crucial in building and maintaining brand loyalty among the younger generation. Advertising helps build brand loyalty by consistently delivering informative and valuable messages to consumers (Gaudel, 2019). By reinforcing the brand message, showcasing product benefits, and evoking positive emotions, advertising encourages repeat purchases and fosters a strong emotional connection with consumers (Ahmed et al., 2017).

- ***Hypothesis H<sub>4</sub> – Brand Loyalty has a positive and significant effect on consumer behavior in Ethiopia***

## **2.2 Review of Empirical Literatures**

### **2.2.1 Recent Empirical Studies across the Globe**

Douglas et al., (2019) examined the degree to which overall beer advertising expenditure is related to youth brand awareness, preferences, and drinking behavior, and to use multiple methods, including individual brand awareness and expectancies, to gain a broader understanding of the effects of alcohol advertising on youth alcohol-related expectancies and behavior. Mixed psychological and advertising methods were used to examine how beer advertising is related to adolescents' beer brand awareness, expectancies, and behavior. 1588 7–12th graders were surveyed in two U.S.A states. The results show that overall levels of advertising expenditures were strong predictors of adolescents' beer brand awareness, preferences, use, and brand loyalty. Moreover, advertising-related variables were substantial predictors of adolescents' intention to drink as an adult and current underage drinking behavior.

Gupta and Weir (2019) explored the role of advertising on young consumers' purchase intentions. The study found that advertising not only increases purchase intentions but also influences consumers' buying behavior. The vivid imagery, persuasive narratives, and relatable situations portrayed in advertisements tend to create a desire to own the advertised products among the younger generation. Consequently, their buying behavior is significantly influenced. According to Vermeer et al. (2019), advertising not only influences the buying behavior of the younger generation but also shapes their values and attitudes towards consumption. Their research found that exposure to advertisements portraying sustainable and socially responsible practices positively impacted the young consumers' intentions to support eco-friendly brands. This suggests that advertising campaigns designed to promote ethical practices can influence the consumption behavior of the younger generation.



According to research by Khan et al. (2019), the entertainment value of advertisements impacts the buying behavior of the younger generation. Advertisements that are creative, humorous, or emotionally engaging capture the attention of young consumers and increase the likelihood of brand recall and subsequent buying behavior. Incorporating entertaining elements in advertisements can significantly impact the younger generation's buying decisions.

While Taylor and Shimp (2018) found that young consumers with higher exposure to advertising were more likely to purchase a particular brand of athletic shoes. Advertising not only influences young consumers' attitudes and perceptions but also affects their buying behavior. Numerous studies have shown a positive correlation between advertising exposure and purchase intention among young consumers.

Studies have shown that young consumers are more impulsive, spontaneous, and experimental in their buying behavior, making them an attractive target for advertisers (Yan, 2017). Advertising is any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising plays a significant role in influencing consumer buying behavior, especially among the young generation. Young consumers are exposed to a wide range of advertisements and are more susceptible to their influence due to their limited experience and increased exposure to media.

According to Smith et al. (2018) suggests that advertising affects the young consumers' perception of products and brands. Advertisements provide information regarding the features, benefits, and unique selling propositions of various products, thereby shaping the consumers' perception. Positive perceptions created through advertising have a direct impact on the buying behavior of the younger generation, as they tend to align themselves with products that they perceive as desirable.

Nguyen et al. (2018) highlighted that advertising can also lead to negative effects on their buying behavior. The study showed that overexposure to advertisements, particularly through digital channels, can lead to skepticism and mistrust towards brands among the younger generation. Excessive advertising may cause information overload and lead to a decrease in their purchasing decisions.

Larson et al. (2017), advertising plays a significant role in shaping the buying behavior of the younger generation. Advertising messages are strategically designed to create awareness, trigger emotions, and influence decision-making processes. The study found that young consumers are more susceptible to advertisements due to their eagerness to explore new products and willingness to experiment with different brands.

Research by Kim et al. (2017) examined the influence of advertising channels on the buying behavior of the younger generation. The study revealed that young consumers have a strong inclination towards social media advertising compared to traditional forms of advertising.

Carpenter et al. (2017) investigated the role of advertising in creating brand awareness among the younger generation. The study found that advertisements significantly contribute to brand recall and recognition, consequently influencing consumers' brand choices. Young consumers exposed to repeated brand messages through advertising tend to have higher brand awareness, which plays a crucial role in their buying decisions.

According to research by Hanafi and Riaz (2017), advertising significantly influenced consumers' perception of a brand's image, with young consumers being especially susceptible to such influences. Furthermore, advertising contributes to shaping young consumers' perceptions of brand image and identity. Advertisements often depict a particular lifestyle or set of values associated with a brand, appealing to the aspirations and desires of young consumers.

Lastly, a study by Yang and Wang (2017) explored the influence of cultural values on the effectiveness of advertising in shaping the buying behavior of the younger generation. The research found that advertisements that align with the cultural values and beliefs of young consumers are perceived as more authentic and trustworthy, leading to positive buying behavior. Understanding cultural nuances is critical for advertisers to create persuasive messages that resonate with the target audience.

A study conducted by Gaiser and Murdough (2016) examined the role of personalized advertising on the buying behavior among youth. The research found that personalized advertisements, tailored to individual preferences and needs, have a stronger influence on young consumers' purchasing decisions compared to generic advertisements. Personalization creates a sense of relevance and increases the likelihood of converting advertisements into actual purchases.

An empirical study conducted by Johnson and Lau (2016) examined the impact of advertising on young consumers' behavior and brand loyalty. The research revealed that effective advertising campaigns that focus on building emotional connections can lead to higher brand loyalty among youth. Advertisements that evoke positive emotions, such as happiness or excitement, tend to create a bond between the consumers and brands, influencing their repeat purchases.

Research by Huang et al. (2015) indicated that advertising significantly influenced young consumers' attitude towards purchasing through the use of persuasive appeals. Advertising also has a persuasive function, aiming to influence consumer attitudes and beliefs towards a product or

brand. Through the use of persuasive techniques, such as emotional appeals, celebrity endorsements, or social proof, advertisers create a positive image and association with their products in the minds of consumers.

A study by Chien and Chen (2014) found that young consumers were more likely to purchase smartphones with greater knowledge of features and benefits gained through advertising exposure. In addition to creating brand awareness and persuasion, advertising also serves an informative function by providing useful information to young consumers. Information provided in advertisements can range from product features, benefits, pricing, and availability to promotions or discounts.

A study by Chan et al. (2013) found that advertising significantly increased young consumers' brand awareness of soft drinks, leading to a higher likelihood of purchasing those brands. One of the main objectives of advertising is to create awareness about a brand or product. By using catchy slogans, memorable jingles, or visually appealing images, advertisers aim to capture the attention of young consumers and make them aware of a particular brand.

### **2.2.2 Empirical Studies in Ethiopia**

Eden (2018) examined the Effect of media advertising on consumer buying behavior using both descriptive and explanatory designs. The target populations for the study are consumers of the HBSC products which are found in Addis Ababa City, sample size for this study was 384 individuals. Using correlation analysis and regression analysis, this study concluded that there is positive relationship between media advertisement and customers' product choice, there is also strong relationship between Advertisements on quality of products with customers' product choice, and there is a statistically significant and moderate relationship between Customers' perception of media advertisement and customers' product choice. From the Econometric results, the finding shows from the total explanatory variables identified, easy to remember advertisement possess the highest effect on customers buying behavior followed by Eye catching advertisement. One variable which is simple advertisement is found to be not statically significant to influence consumer buying behavior

Gosa (2016) examined the influence of advertisement on consumers brand preference in the beer brand market in Adama city. The finding revealed that there are positive and significant relationships between advertising media, source of advertisement, characteristics of advertising messages and brand preference of beer. Netsanet (2017) conducted a study of consumer purchase intention and to identify factors influencing purchase intention; message

appeal, advertisement source factor and advertisement media are found to be the major predictor of purchase intention for this research. Among the advertisement factors identified to predict the dependent variable message appeal is found to be the most predictor of the purchase intention followed by the advertisement media, advertisement source factor (endorser) is insignificant predictor of purchase intention and the influence of advertisement among and between differing demographic groups is insignificant.

## **2.3 Research Gap**

Studies like Gupta and Weir (2019) and Vermeer et al. (2019) explored the role of advertising on consumers' buying behavior. According to advertising not only influences the buying behavior of the youth but also shapes their values and attitudes towards consumption. Others like Khan et al. (2019); the entertainment value of advertisements impacts the buying behavior among youth. However, advertisement does not have a positive and significant influence consumer buying behavior by studies like Eden (2018) in Ethiopia. This creates inconsistent results on the effect of advertising on consumers' buying behavior in beer industry.

Even if Gosa (2016) revealed that there are positive and significant relationships between advertising media, source of advertisement, characteristics of advertising messages and brand preference of beer, it ignored the role of awareness and attitude and perception. Attempted was carried out to include some factors including message appeal, advertisement source factor and advertisement media by the study of Netsanet (2017). But this study found that advertisement source factor (endorser) is insignificant predictor of purchase intention on consumer behavior in Ethiopia.

Several studies like Smith et al. (2018) found that positive perceptions created through advertising have a direct impact on the buying behavior of youth, as they tend to align themselves with products that they perceive as desirable. Nguyen et al. (2018) also showed that overexposure to advertisements, particularly through digital channels, can lead to skepticism and mistrust towards brands among youth. Larson et al. (2017) found that young consumers are more susceptible to advertisements due to their eagerness to explore new products and willingness to experiment with different brands. Carpenter et al. (2017) investigated the role of advertising in creating brand awareness among youth. Thus, this study investigated the effect of advertisement on consumer behavior among youth in Ethiopia.

## 2.4 Conceptual Framework

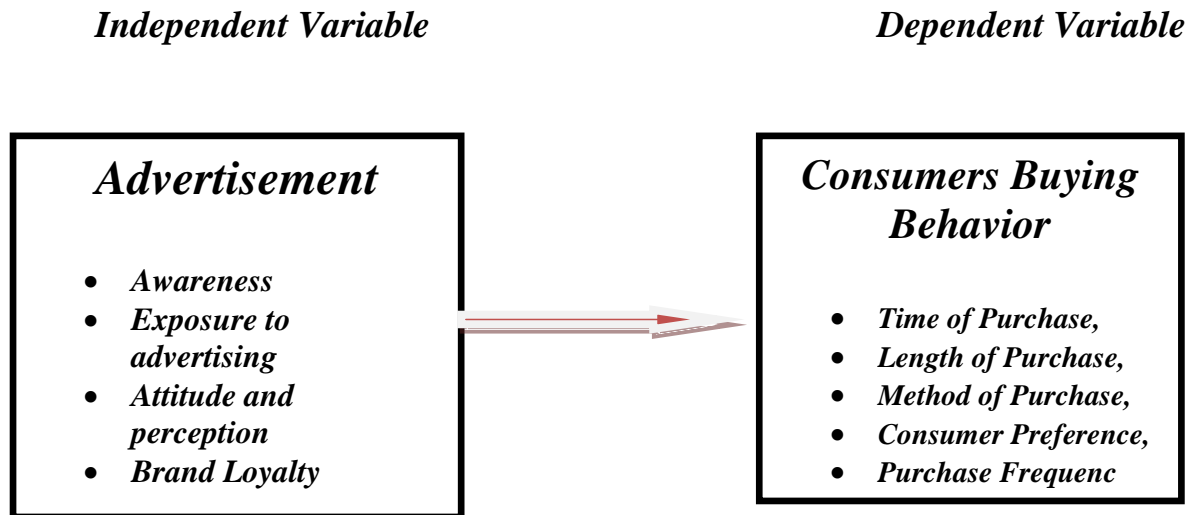


Figure 1 Conceptual Framework

Source: Douglas et al., (2019)

In this study, the independent variable advertising effectiveness was measured in terms of exposure to advertising, awareness, attitude and perception and brand loyalty while the dependent variable (consumer behavior) was measured by time of purchase, length of purchase, method of purchase, consumer preference for certain products and purchase frequency. This study was adapted from Douglas et al., (2019) used adolescents' intention, independent of peer and parent alcohol-related behavior and attitudes. In addition they suggested that previous work may have underestimated the relationship between alcohol advertising and adolescents' drinking behavior. As they did not include brand loyalty, this study tried to include it and examine the effect of exposure to advertising, awareness, attitude and perception and brand loyalty on consumer behavior. By examining the relationships and effects of these independent variables on the dependent variable, this research aims to determine the impact of advertising on the buying behavior of the youth towards Harar Beer.

## **CHAPTER THREE**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Approach**

A mixed research strategy was used in this study. The research utilized a combination of quantitative and qualitative techniques to gain a deeper understanding of how advertising influences the purchasing habits of the younger demographic. The researcher was able to collect numerical data for statistical analysis thanks to the quantitative technique. Data from the survey was available on a number of topics, including brand loyalty, exposure, attitude and impression toward Harar Beer, and awareness of the beer. To ascertain the connections between advertising and customer behavior, the responses were statistically examined using various methods and instruments.

To attain the objective of the study and answer the research questions; the researcher adopts quantitative and qualitative research approach. The rationale of using such a mixed approach is to gather data that could not be obtained by adopting a single method and for triangulation (Creswell 2014). In this study, in-depth interviews were part of the qualitative method. This enabled a more thorough comprehension of the experiences and viewpoints of youth about Harar Beer and its promotional efforts. The conclusions drawn from the quantitative data will be supported by the findings from the qualitative data and offer insightful information about the subject. Similarly, Douglas et al., (2019) used mixed method and Eden (2018) also used similar strategy to test the effect of advertising on consumer behavior. So, this study used both qualitative and quantitative research approaches or mixed research approach.

#### **3.2 Research Design**

The study applied a combination of both descriptive and explanatory research designs. For this examination, a descriptive research design was initially used in this study. Its primary objective was to describe the characteristics of the numerous factors that were taken into account when the study was into account advertisement levels and consumer behavior. This helped in gathering comprehensive and reliable information and the precisely prepared approach to be used.

To examine the causal relationships between the dependent and independent variables as well as the effects of advertisement on consumer behavior, the case of Harar Beer in Addis Ababa was employed. According to Creswell (2014), a statistical test to identify the propensity or pattern for two even (or more) variables or two sets of data to change regularly is known as correlation research. In a similar vein, Mohd (2019) used the same techniques to investigate the impact of

advertisement on consumer behavior. Using an explanatory study methodology, Eden (2018) was able to pinpoint the specifics of the relationship between advertisement and consumer behavior.

### **3.3 Data Type and Source of Data**

The information and figures were utilized in the current study was gathered from primary sources mainly, depending on the subject. Using a standardized, closed-ended questionnaire survey, the primary data was collected from Harar Beer's clients. A primary source was predominated in the study. As said by Kothari (2004), primary data is information that a certain entity independently gathers to address a particular issue. The key benefit of this data is that it was collected with the intention of advancing the research. The researcher's own collection and analysis of client findings served as the primary source of data.

On other hand, as per Creswell (2014), quantitative data is numbers-based, countable, or measurable. Qualitative data is interpretation-based, descriptive, and relating to language. Quantitative data tells us how many, how much, or how often in calculations. Qualitative data can help us to understand why, how, or what happened behind certain behaviors. This study used mixed methods research to collect and analysis of both qualitative and quantitative data and its integration, drawing on the strengths of both approaches.

### **3.4 Population and Sampling**

#### **3.4.1 Target Population**

Customers who were youth and regularly consumed Hara Beer at main sales territory region of Hara Beer those locations in three Addis Ababa City Administration sub cities such as Nifas Silk, Kirkos, bole and Arada were included in the study. Specifically, this study selected the main entertainment places or the main sales territory region of Hara Beer in Addis Ababa; these places were Stadium, Saris and Jemo as per the information of Addis Ababa office of Harar Beer (Harar Beer, 2023). Population refers to full set of groups from which a sample is taken (Creswell, 2014). It is a well-defined or set of people, services, elements, and events, group of things or households that are being investigated. Accordingly, the estimation of Harar Beer Addis Ababa Office, population of this study comprised of 54, 000 from selected entertainment places in Addis Ababa.

#### **3.4.2 Sample Frame**

The population of this study was comprised of all young customers of the studied brewery in Ethiopia. Therefore, the researcher targeted to consider selected selected entertainment places based on their performance (to daily beer consumption per day). There are differing views and definitions of what constitutes a young adult, and the phrase itself has been greatly influenced by

theories such as Erik Erikson's phases of human development. In general, the term is used to describe adults who are roughly between the ages of 18 and 40 ((Mental Health Foundation, 2006).

### 3.4.3 Sample Size

Sample size was computed using single population proportion formula with assumptions of 95% confidence level, 5% margin of error and proportion of 50% for effect of advertisement on young consumer behavior in Harar Beer as of Gosa (2016). The formula to find out the sample size (n) of infinite population was

Given as under:

$$n = z^2 \cdot p \cdot q / e^2$$

Where,

n= sample size,

z= the value of standard variation at a given confidence level and to be worked out from table showing area under normal curve.

p= sample proportion (50%);

q= 1-p (50%) and

e = given precision rate or acceptable error.

$$\begin{aligned} n &= (1.96)^2 (0.50) (0.50) / (0.05)^2 \\ &= 384 \end{aligned}$$

To get sample proportion the researcher uses the following formula:

$$nh = ( N_h / N ) * n$$

Where; nh is the sample size for stratum h i.e. respective main sales territory or locations; Nh the population size for stratum h i.e. respective main sales territory; N is the total population size; n is the total sample size. The following table depicts the proportion of the sample size for each main sales territory;

**Table 1 Sample Size Determination**

Branch	Target population	Proportion	Sample size
Stadium	15395	0.007	109
Saris	25584	0.007	182
Jemo	13021	0.007	93
<b>Total</b>	<b>54,000</b>		<b>384</b>

Source: Survey result and Harar Beer, 2023/24



### **3.4.4 Sampling Techniques**

The study undertook to examine the impact of advertisement on consumer behavior in Harar Beer of three main sales territory. Among the 60 main sales territory throughout Addis Ababa, 3 main sales territory from Addis was selected for this study using convenience sampling methods from the available population. A convenience sample is a type of non-probability sampling method where the sample is taken from a group of people easy to contact or to reach at a certain point in time (Kothari, 2004).

The selection of the three places was selected based on proximity for data collection, and the willingness of sales managers to cooperate for data collection by liaising with customers at sales outlets. Accordingly, a total of 384 respondents was drawn using a convenience sampling method based on their willingness in filling the questionnaire.

### **3.5 Method of Data Collection**

The method of data collection techniques consisted of surveys, interviews, and document analysis. Concerning the survey, the questionnaire was distributed to the 384 customers under three main sales territory of Harar Beer, to identify their intention on the study area. Interviews was conducted with 10 customers (4), experts (3) and sales managers (3) in Addis Ababa. Collecting of data by using questionnaires and interviews was supported by different documents obtained from records and reports of the industry, from the website, books, articles, and Journals. The questionnaires and interview checklist (see Appendix I and II respectively) was adapted from Yadav (2022) who examined impact of advertising on consumer behaviour. For the understanding of Ethiopian experiences, this study adapted questionnaires and interview from Eden (2018).

### **3.6 Data Collection Procedure**

Prior to data collection, the researcher sought the consent of the business department in from the university. The researcher further asked for clearance from this Hara Beer Marketing Department, outlets and its sales representative to be allowed to collect the data. The research questionnaires was afterwards distributed personally (self-administration) to the various respondents by the researcher himself and two data collectors. The questionnaire was issued to customers as they visited the entertainment places or service halls, they was required to fill and the questionnaire retrieved before they left the hall. This enhanced the response rate since there was no case of unreturned questionnaires.

### **3.7 Variables**

#### **Dependent variable**

- Consumer buying behavior among youth towards Harar Beer.

#### **Independent variables:**

- Exposure to advertising: This variable refers to the extent to which the youth is exposed to Harar Beer advertising through various media channels. It can be measured by the frequency and duration of exposure, such as the number of ads viewed or the length of time spent watching or listening to Harar Beer advertisements.
- Awareness of Harar Beer: This variable assesses the level of recognition and recall of Harar Beer among the youth. It can be measured through surveys or interviews, where respondents are asked if they are familiar with Harar Beer and if they can recall any specific advertisements or promotional activities related to the brand.
- Attitude and perception towards Harar Beer: This variable examines youth's perceived quality, taste, image, and reputation of Harar Beer. It can be measured through surveys or interviews, where respondents are asked to rate their opinions and perceptions of Harar Beer along these dimensions.
- Brand loyalty: This variable measures the level of commitment and preference of youth towards Harar Beer compared to other beer brands. It can be measured through surveys or interviews, where respondents are asked about their loyalty towards Harar Beer, if they consistently choose Harar Beer over other beer brands, and if they recommend the brand to others.

### **3.8 Data Analysis Method**

The data obtained from the survey was analyzed by using descriptive statistics; statistical package for social science (SPSS) version 25.0 Software. Statistical Package for Social Sciences (SPSS), data analysis software, was used to analyze the quantitative data. The researcher used consumer behavior as the dependent variable and four independent variables i.e. Advertisement dimensions.

Data analysis is a process used to make sense of the collected raw data. After the data was gathered using a survey questionnaire, descriptive statistics like percentage, mean, and standard deviation was used to assess the findings. Data was presented using descriptive statistics as central tendency (Objective 1 and 2) (or the "middle values" of groups), represented by the mean, and variance (or the breakdown of variances within groups), represented by the standard deviation.

The frequency distribution of the variables is thus depicted by the percentages. Additionally, the standard deviation is important for illustrating the wide range of responses to a particular research question. The demographic profile of the respondents was evaluated using descriptive statistics, such as the arithmetic mean, frequency distribution, standard deviation, and percentages, to increase the significance, readability, and clarity of the analysis.

Further, inferential analysis (multiple regression and Pearson correlation analyses) was employed to analyze quantitative data obtained from the distributed questionnaire. Correlation quantifies the strength of the linear relationship between a pair of variables (Objective 3), whereas regression expresses the relationship in the form of an equation (Objective 4). Correlation involving two variables, sometimes referred to as bivariate correlation, is notated using a lowercase  $r$  and has a value between  $-1$  and  $+1$ . Multiple regression is a statistical technique that can be used to analyze the relationship between a single dependent variable and several independent variables. The objective of multiple regression analysis is to use the independent variables whose values are known to predict the value of the single dependent value

### 3.9 Study Model

The empirical model to be used in the study to test the effect of service quality on consumer behaviour was presented as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + e_i$$

Where:

- $Y$  = Consumer Behavior
- $\alpha$  = The constant
- $\beta_1 - \beta_4$  = Coefficients of independent variables
- $X_1$  = Exposure to advertising and  $\beta_1$  = Coefficients of Exposure to advertising
- $X_2$  = Awareness and  $\beta_2$  = Coefficients of Awareness
- $X_3$  = Attitude and perception and  $\beta_3$  = Coefficients of Attitude and perception
- $X_4$  = Brand Loyalty and  $\beta_4$  = Coefficients of Brand Loyalty
- $e$  = error

#### 3.9.1 Model Assumptions

The following diagnostic tests was carried out to ensure that the data suits the basic assumptions of classical linear regression model and this assumption was adapted from Flex (2015).

- **Heteroscedasticity** – It means that error terms do not have a constant variance (Flex, 2015).

- **Multicollinearity:** any correlation coefficient above 0.7 could cause a serious multicollinearity problem leading to inefficient estimation and less reliable results (Flex, 2015).
- **Normality:** To check the normality, descriptive statistics was used. Normality is defined as the "shape of the data distribution or an individual metric variable and its correspondence to the normal distribution, which is the benchmark for statistical methods (Kothari, 2004).
- **Tests for Autocorrelation:** Assumption that is made of the CLRM's disturbance terms is that the covariance between the error terms over time (or cross-sectional, for that type of data) is zero. In other words, it is assumed that the errors are uncorrelated with one another (Creswell, 2014).

### 3.10 Data Reliability and Validity

#### 3.10.1 Validity

Validity is the extent to which difference found with measuring instrument reflecting true differences among those being tested. To ensure the quality of the research design content and construct validity of the research was checked. Construct validity establishing correct operational measures for the concepts being studied (Flex, 2015). The literature review was conducted and thoroughly examined to make sure that the content of measuring is relevant to the study. Experts who are specialized knowledge and experience on sales managers, marketing, customers' management and managers' opinion was taken.

#### 3.10.2 Pilot Study

A pilot survey was conducted on 10 respondents prior to administering the questionnaire to the selected sample size. The pilot survey was conducted around Jemo Area of Hara Beer main territory to check if the questionnaire is clear, easy to understand and straightforward to ensure that the respondents could answer the questions with no difficulty. Based on the feedback from the pilot survey, necessary changes were made on the questionnaire before administering to the selected sample size.

#### 3.10.3 Reliability

This study used Cronbach's alpha to assess the internal consistency of variables in the research instrument. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale. According to Peary (2017), scale with coefficient alpha between 0.6 and 0.7 indicate fair reliability so for this study a Cronbach's alpha score of 0.70 or higher is considered adequate to determine reliability. Cronbach's alpha is a coefficient of reliability used to measure the internal consistency of the scale. According to Eden (2018), scale with coefficient alpha

between 0.6 and 0.7 indicate fair reliability so for this study a Chronbach's alpha score of >0.70 or higher is consider adequate to determine reliability. Thus, it was checked as the data collection tool was reliable.

**Table 2 . Test Result of Cronbach's alpha / Reliability**

Variables	Reliability Statistics	
	Cronbach's Alpha	N of Items
Exposure to advertising	.840	5
Awareness	.911	5
Attitude and Perception	.896	5
Brand loyalty	.868	5
Consumers' Buying Behavior	.775	15

Survey Result- SPSS Output, 2023/24

Because it shows what proportion of the entire variation in scale scores cannot be attributable to random error, Cronbach's alpha was therefore used in this investigation. Although it doesn't necessarily make an instrument valid, reliable measurement equipment does add to validity. Since reliability is easier to evaluate than validity, it is less valuable than validity (Kothari, 2004). The reliability test result is presented in the next chapter. As per indicated above, this study used Cronbach's Alpha for reliability test investigation. These results show why the data collection technology was thought to be excellent.

### **3.11 Ethical Consideration**

Research is the collection of information and material that is provided to the researcher on the basis of trust and confidentiality, and it is vital that the participant's feelings, interests and rights are protected at all times. The study maintained the organizations policy in relation to any intellectual property rights of the organization. Regarding privacy of the respondents, their responses are strictly confidential and only used for academic purposes. It cannot be ethical to access some confidential documents of the organization. So, the organizations code of ethics taken in to account without significantly compromising the findings of the study. Concerning references, all the materials and sources are properly acknowledged.

## CHAPTER FOUR

### ANALYSIS, DISCUSSION AND INTERPRETATION

This chapter covers the analysis of the study's findings and how they contrasted to previous studies after the survey and interview data were gathered. The study objective is addressed by the inclusion of response frequency, respondent demographic data, and a response analysis utilizing descriptive statistics.

#### 4.1 Response Rate

*Table 3 Respondents' response rate*

<i>Questionnaires Distributed</i>	<i>Questionnaires Returned</i>	<i>Percentage</i>
384	310	81

*Source: Own field Survey, 2024*

Table 4.1 above illustrates the response rate. Out of the 384 questionnaires issued to respondents, 310 were correctly completed and returned, representing an 81% response rate. Smith et al. (2018) state that a response rate of 50% is sufficient for analysis, a response rate of 60% is good, and a response rate of 70% or more is exceptional. This suggests that the data gathered was adequate for carrying out the analysis. As a result, 310 (81%) of the responses with this response rate are excellent for the next data analysis.

#### 4.2 The Demographic Profile of Sampled Respondents

This section of the data presentation included a summary of the respondents' demographic information. The distribution of respondents by sex, age, and educational attainment as well as the length of their interactions with customers of Harar Beer were included in this data. This section of the data presentation included a summary of the respondents' demographic information. This data comprised the respondents' age, sex, and level of education, as well as the length of time they had interacted with Harar Beer. Utilizing data, a marketing strategy known as customer profiling creates an image of the ideal customer who will deal with Harar Beer's goods or services. The study's effective creation of a customer profile will act as a guide for identifying Harar Beer's target market sample.

**Table 4 Sampled Customers' Profile**

<b>Variables and their Category</b>		<b>Count</b>	<b>%</b>
Gender	Male	243	78.0
	Female	67	22.0
Age (in year)	Less than 18	18	5.8
	18 to 20 years	30	9.7
	20 - 25 years	129	41.6
	26 - 30 years	101	32.6
	31 - 35 years	21	6.8
	36 - 40 years	11	3.5
Educational Status	Below grade 12	6	1.9
	12th Grade complete	56	18.1
	Certificate	130	41.9
	College Diploma	78	25.2
	First Degree	11	3.5
	Second Degree (Master's Degree)	29	9.4
Employment	Government Organization	72	23.2
	Self-employed	175	56.5
	Private Organization	24	7.7
	Student	17	5.5
	Not employed	22	7.1
How long is it since you have consumed beer?	Less than 12 months	17	5.5
	Between 1 and 3 years	31	10.0
	Between 3 to 5 years	48	15.5
	Between 5 to 7 years	31	10.0
	Between 7 to 10 years	93	30.0
	more than 10 years	90	29.0
How long is it since you have watched Harar Beer advertisement?	Less than 12 months	17	5.5
	Between 1 and 3 years	44	14.2
	Between 3 to 5 years	9	2.9
	Between 5 to 7 years	28	9.0
	Between 7 to 10 years	108	34.8
	more than 10 years	104	33.5

*Source: Survey result, 2023/24*

Based on the results of the Addis Ababa survey, the plausible responses are presented in the above table and the accompanying figures, followed by the consequences of the findings. As shown in Table 4 above, concerning gender distribution of respondents, 243 (78%) were males whereas 67 (22%) females. This shows that the majority of the Harar Beer's customers who were promoted by Harar Beer advertisement were male respondents. Alcohol is metabolized by men more quickly than by women. Because their bodies contain more dehydrogenase than women do, men can actually break down alcohol faster, which can encourage them to drink more (Douglas et al., 2019).

According to the age of respondents, as shown in the Table 4 above, 129 (41.6 %) were in age group of 20 - 25 years. This indicates the majority of respondents sampled from customers lie within 20 - 25 years which counted. Additionally, 101 (32.6 %) respondents which counted as 32.6 % were grouped under aged 26 – 30 years, and few or only 21 (6.8 %) under aged 31 – 35 years and 11 (3.5 %) respondents (7.2 %) were above 36 years. Most of the responses, the survey states, are from teens or young adults who are better equipped to feel accountable and complete their tasks.

As indicated by the respondents' educational attainment in Table 4 above, 78 (25.2 %) or half of them secured college diploma level of educational profile, and 56 (18.1 %) of the sampled customers completed 12th Grade, in accordance with the respondents' educational profiles. According to this study, individuals with greater levels of education were more likely to be consumers of beer. This indicates the diversity of preferences and concerns skilled or semi educated workers have with the beer consuming practices.

In this study, 175 sampled respondents are self-employed (56.5 %), followed by 72 respondents, or 23.2 % of the total, who are working in government organization, and 24 respondents, or 7.7 % of the total, who are students and engaged in other businesses. The majority of the respondents, or 175, are self-employed privately. Because of this, the overwhelming majority of respondents perform an excellent job of demonstrating that they have been interacting with coworkers and carrying out their duties and responsibilities. Furthermore, it shows that although males comprise the majority of responders, the distribution of research participants among customers is often equal.

According to the data, 29.0 % of respondents have consumed Harar Beer or this type of beer for more than 10 years, and 30.0 % of respondents have consumed this type of beer for years between 7 to 10 years and they become interested in it. Additionally, the findings showed that



15.5 % of the respondents were still consuming it for 3 to 5 years. Few of them have been drinking this beer for more than seven years, and even fewer have been consuming it for longer—more than three years, according to the study. This indicates that of the several beer varieties in the nation, the poll luckily included respondents with substantial experience drinking this particular beer.

The research shows that 33.5% of respondents had heard about or seen the Harar Beer promotion from this beer factory for more than ten years, and 34.8% had heard about and seen this kind of beer promotion for seven to ten years. Furthermore, the results indicated that a small percentage of respondents, 2.9%, continued to watch it after three to five years. It was also found in the study that very few of them had been drinking this beer for more than three years, and even fewer had been drinking it for more than seven years. This demonstrates how the poll, which noted its marketing, was conducted.

Overall, the study shows that people who drank Harar beverage felt comfortable using their preferred method. Additionally, studies show that consumers might learn more about Harar Beer and its marketing approach, and the majority of selected respondents preferred this category. Because of their educational background and familiarity with Harar Beer, the sampled customers were able to precisely answer the research questions. This makes it possible to assess the respondents' knowledge of the alternatives and promotion activities of Harar Beer. This implies that prior exposure to Harar Beer shapes people's perceptions of the company, its advertising, and the infrastructure that backs it.

### **4.3 The existing Practice of Advertising**

Targeted respondents were questioned on exposure to advertisement, brand loyalty, awareness and attitude and perception, and consumer behaviour in relation to the beer sector or alcohol consumption studies offered by beer factories. Eden (2018) who studied the effect of media advertising on consumer buying behaviour categorized scores above 4.51 as exceptional, between 3.51 and 4.50 as very good, between 2.51 and 3.50 as pleasing or good, and below 2.50 as unsatisfactory. The degree of agreement with each dimension among respondents is rated in this answer analysis (See Appendix III for detailed data).

### 4.3.1 Level of Awareness

*Table 5 Analysis of Awareness*

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	I am familiar with Harar Beer as a brand.	6%	5%	3%	54%	32%	3.99	1.064
2	I can recall specific advertisements for Harar Beer.	8%	8%	3%	52%	29%	3.87	1.149
3	I recognize Harar Beer's logo or packaging.	9%	9%	3%	41%	38%	3.89	1.260
4	I am aware of any promotional activities or events related to Harar Beer.	6%	12%	2%	46%	34%	3.90	1.183
5	I have seen or heard about Harar Beer through word-of-mouth.	9%	9%	2%	46%	34%	3.86	1.237
<b>Overall (aggregate) mean</b>							<b>3.90</b>	

*Key: 1 = strongly disagree; 2 = disagree, 3 = neutral; 4 = agree and 5 = strongly agree*

Source: Survey Result (2024)

The grand mean of awareness, which was deemed to be a good score (3.90), is shown in Table 5. A sample test result for classified components with a significance level greater than 0.05 is also displayed in this table. It was intended to convey the idea that the advertisement raises brand recognition. By way of its target audience converts more familiar with its brand through frequent exposure, it is more likely to remember this brand. In fact, the majority of sampled consumers feel more positive about a business after content exposure. It means they are aware of any promotional activities or events connected to Harar Beer. They have seen or heard about Harar Beer through word-of-mouth. They are familiar with the brand Harar Beer. They can recall specific advertising for Harar Beer. They identify the logo or packaging. The majority of interview respondents indicated that the advertisement of Harar Beer has profoundly altered the way its businesses function, particularly the ways Harar Beer utilizes to generate public awareness of its beer. Accordingly, in today's overfilled media environment, advertisers are constantly looking for new ways to boost the impact and effectiveness of their advertisements (Amrita, 2016). The degree of familiarity consumers have with a specific brand is referred to as brand awareness. The degree to which customers can identify the brand's name, logo, merchandise, and other elements serves as a gauge (El-zoghby et al., 2021).

### 4.3.2 Exposure to advertising

Advertising managers must determine how many "exposures"—or presentations of an advertisement to an audience—will be necessary to accomplish their aim or target (Ahmed t al., 2017).

**Table 6 Analysis of exposure to advertising**

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	I am fascinated when I see or hear Harar Beer advertisements through television.	6%	2%	18%	33%	41%	4.01	1.106
2	I am interested in social media platforms of Harar Beer.	11%	2%	19%	37%	32%	3.77	1.229
3	I frequently encounter Harar Beer advertisements on billboards or outdoor advertising.	9%	5%	20%	35%	32%	3.76	1.202
4	I regularly receive promotional messages about Harar Beer.	6%	3%	18%	40%	32%	3.89	1.086
5	I spend a significant amount of time watching or listening to Harar Beer advertisements.	7%	3%	19%	53%	18%	3.73	1.014
<b>Overall (aggregate) mean</b>							<b>3.83</b>	

*Key: 1 = strongly disagree; 2 = disagree, 3 = neutral; 4 = agree and 5 = strongly agree*

Source: Survey Result (2024)

Exposure to advertising is a variable that is rated high, as indicated by the grand mean score of 3.83 in Table 4. Ethiopians drink and the study found that they saw these ads frequently—on average, more than once a day—coupled with their drinking patterns. These estimations are among the most accurate yet. When they watch or hear television commercials for Harar Beer, they are captivated. They are curious about Harar Beer's social media accounts.

The majority of interview customer respondents indicated that Harar Beer's advertisement has been the most preferred as first, second and third choice of the participants. Experts also indicated that Hara Beer has maintained its quality advertisement and brand name which showcase the preference of participants towards this particular brand as compared to the other brands of beer in the country. Promotional communications for Harar Beer are sent to them on a regular basis. They watch or listen to Harar Beer commercials for a considerable amount of time. Ad impressions track the total number of times an ad is viewed, whereas ad exposure is the total amount of time spent seeing commercials (Amrita, 2016). Exposure increases with more impressions, though not always proportionately (Alexander and Ahmadu, 2023).

### **4.3.3 Attitude and Perception**

A positive or negative reaction to advertisements is referred to as one's attitude toward them (Falebita et al., 2020).

**Table 7 Analysis of Attitude and Perception**

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	I perceive Harar Beer to be of high quality.	29%	15 %	5%	34 %	17 %	2.95	1.527
2	Harar Beer has a favorable taste to me.	21%	16 %	16 %	28 %	18 %	3.06	1.424
3	The image of Harar Beer aligns with my personal preferences.	17%	21 %	15 %	31 %	17 %	3.10	1.361
4	Harar Beer has a positive reputation in my opinion.	19%	18 %	16 %	28 %	19 %	3.11	1.401
5	I trust the ingredients and production process of Harar Beer.	26%	17 %	5%	31 %	21 %	3.05	1.537
<b>Overall (aggregate) mean</b>							<b>3.06</b>	

Key: 1 = strongly disagree; 2 = disagree, 3 = neutral; 4 = agree and 5 = strongly agree

Source: Survey Result (2024)

Table 6 indicates that the grand mean score (3.06) of attitude and perception is regarded as being in the “good” range. Table 5 shows that sampled customers think the beer from Harar is positive and they think the taste of Harar Beer is good. Their perception of Harar Beer is somewhat consistent with their individual tastes. They think that Harar Beer has a good reputation. They have faith in Harar Beer's ingredients and manufacturing method. According to several interviewees, the general consensus is that Hara Beer media has been discovered to shape their perception of consuming beer a result of this research. It's the procedure that turns sensory data into a consumer's initial perception of a product or brand by organizing, interpreting, and transforming it. Several senses must be stimulated for this to occur properly, including sight, sound, and occasionally even touch and smell (Gaudel, 2019).

#### 4.3.4 Brand Loyalty

**Table 8 Analysis of Brand Loyalty**

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	I consistently choose Harar Beer over other beer brands.	6%	7%	1%	45%	41%	4.08	1.113
2	Harar Beer is my preferred beer brand.	6%	7%	2%	39%	45%	4.10	1.159
3	I am loyal to Harar Beer and rarely try other beer brands.	8%	8%	2%	37%	45%	4.02	1.227
4	Actively recommend Harar Beer to my friend.	4%	6%	12%	47%	31%	3.96	1.009
5	I am willing to defend Harar Beer when others criticize it.	8%	12 %	13%	40%	28%	3.67	1.226
<b>Overall (aggregate) mean</b>							<b>3.97</b>	

Key: 1 = strongly disagree; 2 = disagree, 3 = neutral; 4 = agree and 5 = strongly agree

Source: Survey Result (2024)

Table 8 shows the grand mean score for brand loyalty, which was rated as very good (3.97). Additionally, this table shows the one sample test result for itemized variables that showed a P value larger than 0.05. The mean scores for all latent variables are thus found to be significantly different. The standard deviation numbers in the accompanying table show that there is less variation in the response of the customers that were polled. It means sampled respondents routinely prefer Harar Beer to other types of beer. Their favorite brand of beer is Harar. The majority of the interview respondents stated that the demand for Harar Beer has increased within the past few years. Harar Beer is becoming more and more popular among consumers since it is a premium, locally manufactured beer with distinctive flavors. It means that the respondents enthusiastically urge their friends and family to try Harar Beer. When Harar Beer is criticized, they are prepared to stand up for it. When a customer chooses to keep purchasing a product made by the same firm in spite of attempts by rivals to lure them in, this is known as brand loyalty (Jolly, 2020). Some consumers will never buy Pepsi, while others will constantly purchase Coke. Perception is frequently the foundation of brand loyalty (Gupta & Kumar, 2021).

#### 4.4 The level of Consumers' Buying Behaviour of youth to Harar Beer

##### 4.4.1 Time of Purchase

*Table 9 Analysis of Time of purchase*

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	More likely to purchase Harar Beer instantly.	2.9%	6.1%	25.8%	38.1%	27.1%	3.80	1.000
2	Harar Beer's advertising influences my decision to buy their products.	.6%	6.1%	39.4%	19.0%	34.8%	3.81	1.007
3	I choose Harar Beer brand because they don't have time to consider the alternatives.	2.9%	6.1%	27.4%	28.7%	34.8%	3.86	1.056
<b>Overall (aggregate) mean</b>							<b>3.82</b>	

Key: 1 = strongly disagree; 2 = disagree, 3 = neutral; 4 = agree and 5 = strongly agree

Source: Survey Result (2024)

The grand mean score for the time of purchase is displayed in Table 9 and was rated as extremely good (3.82). This table also displays the single itemized variable sample test result with a P value greater than 0.05. The mean scores for all latent variables are thus found to be significantly different. The dispersion of a given data collection is measured by the standard deviation. It means they are more likely to purchase Harar Beer instantly. Harar Beer's advertising influences them decision to buy their products. They choose Harar Beer brand because they don't have time to consider the alternatives (See Appendix III for detailed data).

#### 4.4.2 Length of Purchase

*Table 10 Analysis of Length of purchase*

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	I drink Harar Beer for longer time.	.6%	.3%	39.4%	16.8%	42.9%	4.01	.947
2	I can get Harar Beer anywhere.	10.3%	13.2%	15.5%	29.0%	31.9%	3.59	1.330
3	I intensely order Harar Beer.	6.5%	12.6%	15.2%	27.7%	38.1%	3.78	1.255
<b>Overall (aggregate) mean</b>							<b>3.79</b>	

*Key: 1 = strongly disagree; 2 = disagree, 3 = neutral; 4 = agree and 5 = strongly agree*

Source: Survey Result (2024)

The grand mean score for the length of purchase is displayed in Table 10 and was rated as extremely good (3.79). This table also displays the single itemized variable sample test result with a P value greater than 0.05. It follows that there is a significant difference in the mean scores for each latent variable. The standard deviation quantifies the dispersion of a specific data collection. It indicates that they enjoy their Harar Beer longer. Anywhere they go, they can have Harar Beer. They fervently request Harar Beer.

#### 4.4.3 Method of Purchase

*Table 11 Analysis of Method of Purchase*

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	When I buy Harar beer, I take flavor into account.	3.9%	15.8%	17.7%	31.9%	30.6%	3.70	1.173
2	I take the fermentation process into consideration when I buy Harar beer.	11.0%	12.9%	15.2%	28.4%	32.6%	3.59	1.348
3	When I buy Harar beer, I take color into account.	6.1%	10.0%	25.8%	23.2%	34.8%	3.71	1.215
<b>Overall (aggregate) mean</b>							<b>3.67</b>	

*Key: 1 = strongly disagree; 2 = disagree, 3 = neutral; 4 = agree and 5 = strongly agree*

Source: Survey Result (2024)

Table 11 shows the grand mean score for the buying technique, which was regarded as very good (3.67). The single itemized variable sample test result with a P value larger than 0.05 is also shown in this table. It implies that the mean scores for each latent variable differ significantly from one another. The dispersion of a particular data collection is quantified by the standard deviation. It suggests that when consumers buy Harar beer, they take flavor into account. When they buy beer from Harar, they assess the fermentation. When they buy Harar beer, they take color into account.

#### 4.4.4 Consumer Preference

*Table 12 Analysis of Consumer Preference*

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	I prefer Harar Beer to others Brands.	9.4%	7.7%	25.8%	16.1%	41.0%	3.72	1.321
2	I consider Harar Beer advertising to be persuasive in convincing me.	10.3%	24.5 %	34.5%	14.5%	16.1%	3.02	1.205
3	Harar Beer's advertising plays a significant role in influencing my buying behavior.	7.7%	24.5 %	37.7%	22.6%	7.4%	2.97	1.039
<b>Overall (aggregate) mean</b>							<b>3.23</b>	

Key: 1 = strongly disagree; 2 = disagree, 3 = neutral; 4 = agree and 5 = strongly agree

Source: Survey Result (2024)

The grand mean score for the consumer preference for beer, which was rated as good (3.23), is displayed in Table 12. This table also displays the results of the single itemized variable sample test with a P value greater than 0.05. It suggests that there is a substantial difference between the mean scores of each latent variable. The standard deviation measures the dispersion of a given data collection. It implies that they somewhat are curious about the ingredients, production process, and origins of their beer. This brewery is more likely to win over customers' trust and loyalty if they can authentically convey their brewing process, ingredients, and brand story.

#### 4.4.5 Purchase Frequency

*Table 13 Analysis of Purchase Frequency*

No	Items	Rating Scales					Mean	St. dev
		1	2	3	4	5		
1	I repeatedly order Harar Beer.	10.3%	26.8%	34.8%	15.8%	12.3%	2.93	1.153
2	I constantly order Hara beer.	9.7%	16.8%	31.6%	25.2%	16.8%	3.23	1.196
3	I actively purchase Harar beer.	14.5%	15.8%	29.4%	21.3%	19.0%	3.15	1.303
<b>Overall (aggregate) mean</b>							<b>3.10</b>	

Key: 1 = strongly disagree; 2 = disagree, 3 = neutral; 4 = agree and 5 = strongly agree

Source: Survey Result (2024)

The grand mean score for the purchase frequency, which was rated as good (3.10), is displayed in Table 13. This table also displays the results of the single itemized variable sample test with a P value greater than 0.05. It suggests that there is a substantial difference between the mean scores of each latent variable. The standard deviation measures the dispersion of a given data collection. It implies that people consider flavor when purchasing Harar beer. It indicates that sample customers order Harar Beer over and over. They order Hara beer all the time. They actively buy beer from Harar. In general, this study considered customers' belabour for beer and its grand mean (3.52) was rated as very good. It means more likely that they will buy Harar Beer right away. Their purchase decisions are influenced by Harar Beer's advertising. They don't have time to weigh their options, so they settle on Harar Beer brand. They take longer to finish their Harar

beer. Harar Beer is available everywhere. They place an ardent Harar Beer order. They consider flavor when they purchase Harar beer. When people purchase Harar beer, they consider the fermenting procedure. They consider hue when they purchase Harar beer. Customers of Hara Beer, according to the majority of interview responses, are curious in the ingredients, methods of production, and origins of their beer. Thus, breweries are more likely to win over customers' trust and loyalty if they can authentically convey their brewing process, ingredients, and brand story (Netsanet, 2017). The second item to check for in a beer is the presence of hops, which can impart a wide range of flavors. Pale ales, for instance, frequently contain hops with a fruity or piney flavor. Conversely, Pilsners frequently feature a hop flavor that is more herbaceous, flowery, or perfume-like (Ziemann, 2023).

#### 4.5 The Relationship between Advertising and Consumers' Buying Behaviour of youth to Harar Beer Using Correlation Analysis

The relationship between the dependent variable consumer behaviour and four independent variables was examined using correlation analysis. The Pearson Product-Moment Correlation Coefficient calculates how closely two variables are related. Eden (2018) used the strength of the correlation as above 0.7 strong, 0.3 to 0.7 medium and below 0.3 as no correlation.

*Table 14 Analysis of Relationship (Correlation)*

##### Correlation Test Analysis

		Exposure to advertising	Awareness	Attitude and Perception	Brand Loyalty	Consumers' Buying Behaviour
Exposure to advertising	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	310				
Awareness	Pearson Correlation	.479**	1			
	Sig. (2-tailed)	.000				
	N	310	310			
Attitude and Perception	Pearson Correlation	.400**	.388**	1		
	Sig. (2-tailed)	.000	.000			
	N	310	310	310		
Brand Loyalty	Pearson Correlation	.427**	.412**	.691**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	310	310	310	310	
Consumers' Buying Behaviour	Pearson Correlation	.609**	.552**	.618**	.651**	
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	310	310	310	310	310
**. Correlation is significant at the 0.01 level (2-tailed).						

Source: Survey Result (2024)



Consequently, this study exposed a moderate, positive and significant correlation between exposure to advertising and consumers' buying behaviour ( $r=.609$ ). It means when exposure to advertising increases consumers' buying behaviour also increases. Similar finding like Netsanet (2017) concluded that they point to increased consumers' buying behaviour through exposure to advertising.

The outcomes of this study were similar since there is a moderate, positive and significant correlation between awareness and consumers' buying behaviour ( $r=.552$ ). It means when it increases consumers' buying behaviour also increases. According to research, Mohd (2019) discovered a positive and significant correlation between expectancy for it and consumers' buying behaviour.

In the same vein, this study used a correlation analysis to determine whether the attitude and perception and consumers' buying behaviour are related. Due to the positive and significant correlation between consumers' buying behaviour and attitude and perception ( $r=.618$ ), this study also came to similar conclusions. It means when it increases consumers' buying behaviour also increases. Similar results were made by Pal & Pal (2019), who discovered a positive and significant correlation between it and attitude and perception.

Finally, this study also came to similar suppositions for the reason that there is a moderate, significant and positive correlation between Brand loyalty ( $r=.651$ ) and consumers' buying Behaviour. It means when it increases consumers' buying behaviour also increases. Similar research was conducted by Yadav (2022) and they discovered that Consumers' Buying Behaviour is related with brand loyalty.

## **4.6 The Effect Advertising on Consumers' Buying Behavior of youth to Harar Beer using Multiple Regression Analysis**

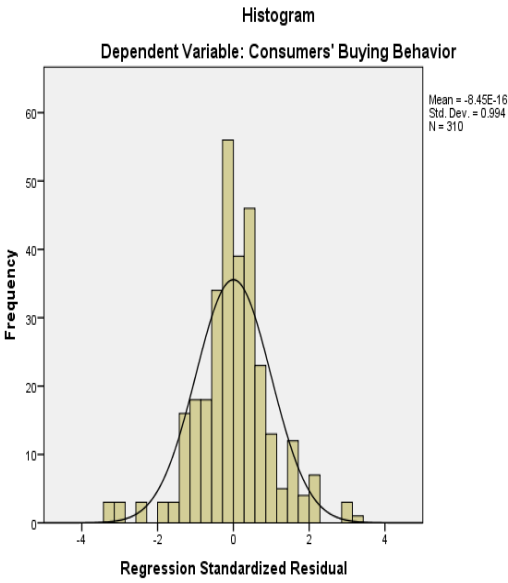
### **4.6.1 Assumptions Test for Regression Analysis**

Linear multivariate analysis was conducted consider the statistical significance of each (four) independent variable's influence on the dependent variable through F and P values. The known assumptions of multiple linear regression, which included normality, multicollinearity, and autocorrelation tests, and the diagnostic test results provided below, designate that the average value of the error term is zero ( $E(u_t) = 0$ ). The assumptions for linear regression were found to be factual after all pertinent assumptions had been properly evaluated. The first presumption that needs to be supported is that the error term's average value is zero ( $E(u_t) = 0$ ). The average value

of the error term in this study is predicted to be zero because the constant term (i.e.) was included in the regression equation.

**4.6.1.1 Normality Test**

Multivariate normality is one of the most important assumptions in linear regression. This relates to the notion that the residuals, or error terms, of the model, ought to follow a normal distribution. In other words, a bell-shaped distribution and a mean of zero are required for the residuals.



**Figure 2 Normality Test Result**

Source: Survey Result (2024)

The assumption of normalcy, on which many statistics depend, is shattered if the distribution is considerably skewed as per the above figure (See Figure 2). To put it another way, Skewness relates to a distribution's lack of symmetry, whereas kurtosis refers to how peaked or flat the distribution's centre is and how broad its tails are. In contrast to a low kurtosis distribution, which has a rounder or flatter peak and shorter tails, a high kurtosis distribution has a sharper peak and longer, flatter tails.

**4.6.1.2 Multicollinearity Test**

As said by Kumari & Kumar (2020), multicollinearity refers to a precise (or almost precise) linear relationship between two or more input variables. Multicollinearity is evaluated using VIF data that demonstrate the absence of multicollinearity. If any VIF findings are more than 5 or 10, it indicates that the corresponding regression coefficients are not reliably estimated due to multicollinearity, according to this study's use of actual experience (Netsanet, 2017).

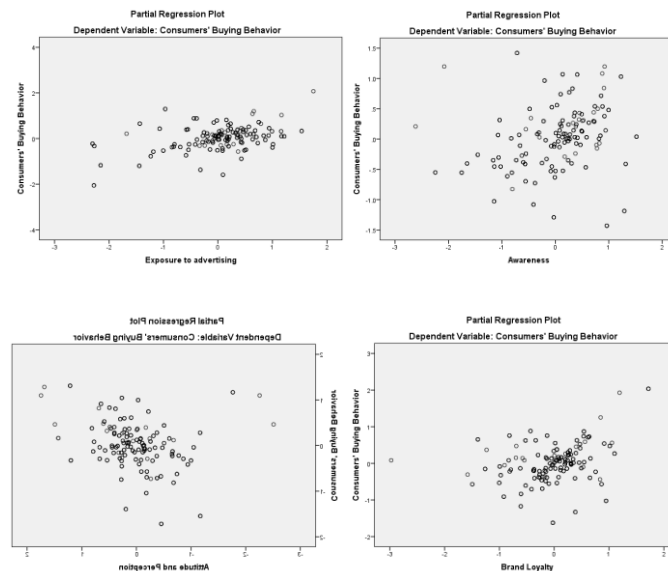
**Table 15 Multicollinearity Test**

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Exposure to advertising	.698	1.432
	Awareness	.710	1.409
	Attitude and Perception	.504	1.985
	Brand Loyalty	.486	2.059

Source: Survey Result (2024)

The results of the analysis show that there is no multicollinearity or considerable degree of relationship between variables. The table above demonstrates that the VIF values for five factors were discovered to be either below 5 or above 10. Since no collinearity was found in the data, it may be concluded that there is no collinearity present.

#### 4.6.1.3 Homoscedasticity Test



**Figure 3 Scatter Plot**

Source: Survey Result (2024)

Heteroscedasticity refers to the situation where the variability of residuals (or errors) is not constant across levels of the independent variable(s). When heteroscedasticity is present, the scatterplot of residuals typically shows a funnel shape or some systematic pattern, indicating that the variance of residuals changes with the levels of the independent variable(s). Therefore, based on the scatterplot analysis in Figure 3, the study concludes that there is no evidence of heteroscedasticity in the data. This is an important assumption in many statistical analyses, such as linear regression, where homoscedasticity (constant variance of residuals) is typically preferred for valid inference.

4.6.1.4    Linearity Test

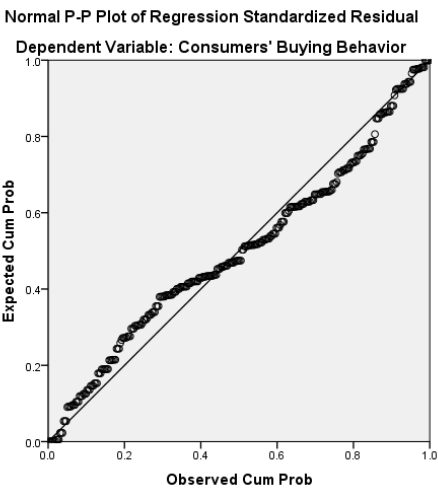


Figure 4 Normal P-P Plot

Source: Survey Result (2024)

The existence of a linear relationship between the dependent variable, or result, and the independent variables is the fundamental tenet of multiple linear regression. Scatterplots can be used to visually check this linearity; a straight-line relationship rather than a curved one is revealed in this study. This implies there exists the linear relationship between independent and dependent variables.

4.6.1.5    Test for Autocorrelation

A time series' autocorrelation measures how similar it is to a lagged version of itself over successive time intervals. The link between a variable's present value and its previous values is measured by autocorrelation. The following regression assumption makes the assumption that the covariance between the error terms throughout time (or cross-sectional, for that type of data) (or both, for multiple linear regressions disturbance terms) is equal to zero.

Table 16 Analysis of Autocorrelation Test: Durbin Watson

Model Summary <sup>b</sup>	
Model	DW - Durbin-Watson
1	1.841

a. Predictors: (Constant), Brand Loyalty, Awareness, Exposure to advertising, Attitude and Perception  
b. Dependent Variable: Consumers' Buying Behaviour

Source: Survey Result (2024)

In this survey, the traditional DW - Durbin-Watson Test was found as 1.841 and it used as an assumption test to verify the existence of autocorrelation. Due to the fact that 1.841 (earned scores

as between 1.5 to 2.5), this assumption is verified, no autocorrelation refers to a situation in which no identifiable relationship exists between the values of the error term.

## 4.6.2 Regression Test Result

**Table 17 Analysis of Regression Test Results – Model**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.787 <sup>a</sup>	.619	.614	.501

a. Predictors: (Constant), Brand Loyalty, Awareness, Exposure to advertising, Attitude and Perception

Source: Survey Result (2024)

### 4.6.2.1 Model Summary

The model name, model type, and model formula are all displayed in the model summary. Additional summary statistics appropriate for the specific model type are also presented for parametric models (Linear Regression and Logistic Regression). It was carefully examined in this study. How much the independent components of advertisements have an impact on the dependent variable, consumer behavior, can be determined by calculating the value of R<sup>2</sup>. A linear regression with five independent variables and one dependent variable is illustrated and explained below. According to the table above, the whole set of determinant factors for the five independent variables explained the dependent variable, consumer behavior, by 61.9 % (R<sup>2</sup> =.619). This suggests that while other factors not taken into consideration in this study account for the remaining (100 – 61.9) 38.1 % of the Harar's Beer's advertisement level, other factors account for other aspects.

### 4.6.2.2 ANOVA

**Table 18 Analysis of Regression Test Results – ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	124.366	4	31.091	123.672	.000 <sup>b</sup>
	Residual	76.677	305	.251		
	Total	201.043	309			

a. Dependent Variable: Consumers' Buying Behaviour

b. Predictors: (Constant), Brand Loyalty, Awareness, Exposure to advertising, Attitude and Perception

Source: Survey Result (2024)

Analysis of Variance (ANOVA) contains of calculations that provide information about levels of variability within a regression model and form a basis for tests of significance. The second table's result  $F= 123.672$  and sig. score value (.000) demonstrate the statistical significance of the positive effect the determinant four criteria of advertisement have on consumer behavior. As a result, this investigation rejects the null hypothesis.

**Table 19 Analysis of Regression Test Results – Coefficient**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.070	.170		.412	.681
	Exposure to advertising	.271	.038	.300	7.101	.000
	Awareness	.193	.040	.204	4.861	.000
	Attitude and Perception	.221	.050	.221	4.443	.000
	Brand Loyalty	.278	.049	.286	5.634	.000

a. Dependent Variable: Consumers' Buying Behaviour

Source: Survey Result (2024)

#### 4.6.2.3 Coefficients

According to the multivariate analysis in the above table, exposure to advertising has a positive and significant influence on consumer behavior ( $\beta=.271$ ; .0001; less than .05). A positive coefficient indicates that as the value of the independent variable increases, the mean of the dependent variable also tends to increase. A one unit increase in exposure to advertising efforts results in 27.1 % increases in consumer behavior in beer consumption. Pal & Pal (2019) found that it will have a positive effect on consumer behavior.

According to the findings of this study, awareness has a positive and significant effect on consumer behavior ( $\beta=.193$ ; .0001; less than  $P=.05$ ). ). A positive coefficient indicates that as the value of the independent variable increases, the mean of the dependent variable or consumer behavior also tends to increase. A one percent increase in awareness efforts results in 18.7 % increases in consumer behavior. Consumer behavior and it have a favourable and considerable impact, according to Mohd (2019).

Then, using regression analysis, this study examined the effect of attitude and perception on consumer behavior of beer. The result demonstrates that it has a favourable and considerable effect on consumer behavior ( $\beta=.221$ ; .0001). A positive coefficient means that the dependent

variable's mean tends to rise when the independent variable's value rises. A one unit increase in attitude and perception efforts results in 22.1 % increases in consumer behavior. Netsanet (2017) and Shetty et al., (2019) found a positive and significant effect of it and consumer behavior.

Finally, regression analysis was employed in this study to examine the relationship between brand loyalty and consumer behavior. The outcome shows that there is a positive and significant effect of brand loyalty and consumer behavior ( $\beta=.278$ ; Sig. = .00001 which is less than .05). A positive coefficient means that the dependent variable's mean tends to rise when the independent variable's value rises. A one unit increase in brand loyalty efforts results in 27.8 % increases in consumer behavior. It has a favourable and considerable impact on consumer behavior, according to Gosa (2016) and Ahmed et al., (2017).

### 4.6.3 Model Specification

The study's multiple linear regression models is based on the following theoretical regression model.

$$Y = a + \beta_1 x_1 + \beta_2 x_2 + \beta_3 x_3 + \beta_4 x_4 + e$$

$$Y = .070 + .271x_1 + .193x_2 + .221x_3 + .278x_4 + e$$

a is the intercept term- it gives the mean or average effect on Y (consumer behavior) of all the variables excluded from the equation, although its mechanical interpretation is the average value of Y when the stated four independent variables are set equal to zero.  $\beta_1$ ,  $\beta_2$ ,  $\beta_3$ , and  $\beta_4$  refer to the coefficient of their respective independent variable which measures the change in the mean value of Y, per unit change in their respective independent variables.

## 4.7 Discussion

### 4.7.1 The existing Practices of Hara Beer Advertisement and Consumer Behaviour - Objective One and Two

The first objective is to evaluate the current advertising strategy for Harar Beer. The grand mean score for exposure to advertising is 3.83, which indicates that respondents saw these ads frequently. One of the experts indicated that Multi-million Birr dollar advertising campaigns were launched by Harar Beer throughout the country, and its advertising budgets have grown. The grand mean score for brand loyalty is 3.97, indicating that respondents regularly prefer Harar Beer over other types of beer. According to the interview session, 5% ABV (Alcohol by Volume, or ABV) pale lager "Harar Beer" and 5.5% ABV stout "Waliya, Bedele, Sofi, Heienken" are produced by the Harar brewery, which is more than other beer varieties and local alcohol. One

expert indicated that 4.7% ABV Ethiopian St George or BGI product Pale Lager, while Tella typically has a 2-4 volume percent alcohol level. Often, Tella is made at home. One manager indicated that Beer's true allure lies in its capacity to create the ideal buzz. The reason beer buzz is among the nicest pleasures a person can experience have a sound scientific basis. To put it briefly, beer stimulates the release of endorphins, which are also referred to as the feel-good hormones.

The grand mean score for awareness is 3.90, indicating that most sampled consumers feel more positively about a business after exposure to content. However, the grand mean score (3.06) for attitude and perception was deemed good, indicating that the sampled customers found the Harar beer to be of good quality and that they enjoyed its flavour. In the modern era, the advertising sector has witnessed a dramatic development. The perception for beer has been low as per the study as Douglas et al., (2019) also stated that alcohol impairs the functions of the brain regions in charge of speech, memory, balance, and judgment, increasing the risk of accidents and other unfavourable outcomes. Due to health concerns, people may have a poor opinion of beer and a negative attitude toward it. Additionally, prolonged heavy drinking can cause changes to the neurons, including atrophy of the neurons (Gosa, 2016).

The study's second goal was to determine how young consumers behaved when it came to purchasing Harar Beer. The grand mean (3.52) of the customers' behaviour was assessed as very good, indicating a higher likelihood that they would purchase Harar Beer immediately. Young people frequently experiment with alcohol around this time. Curiosity is one of the reasons why teenagers use alcohol and other substances: to feel good, reduce stress, and relax as per Mohd (2019). A young person who had started a new career stated that beer give us a positive feeling and encourage us to do more of whatever it is we're doing—are the recipients of the additional dopamine our bodies manufacture when we start drinking. On other hand, one marketing expert in Hara Beer indicated that it's possible that youth initial few drinks will make them feel good.

## **4.7.2 The relationship and effects of Advertisement on Consumer Behaviour - Objective Three and Four**

### **4.7.2.1 Exposure to Advertising and Consumer Behaviour**

Correlation analysis was used in this study, and the results showed that there was a moderately strong, positive relationship ( $r=.609$ ) between consumers' buying behaviour and their exposure to advertising. The multivariate analysis indicates that advertising exposure significantly and favourably affects customer behaviour ( $B=.271$ ;  $.0001$ ; less than  $.05$ ). Similar research conducted by Netsanet in 2017 came to the conclusion that exposure to advertising increases individuals'



purchasing behaviour. Pal & Pal (2019) discovered that it will influence customer behaviour favourably. Martin et al. (2019) stated that young consumers often develop a sense of loyalty towards brands that they have been exposed to through advertising since childhood. Moreover, advertising plays a role in shaping social norms and cultural values among youth. Kozinets (2017) suggests that advertising not only influences individual preferences but also contributes to the formation of cultural values and societal norms. The customer often tends to associate the brand with the celebrity and can easily register the brand in their mind. Li et al. (2018) also stated that a positive relationship between advertising exposure and consumers' purchase intentions. Similarly, Chandon et al. (2016) demonstrated that persuasive advertising messages positively influenced consumers' purchase intentions. One of the primary objectives of advertising is to stimulate consumers' purchase intentions.

#### **4.7.2.2 Awareness and Consumer Behaviour**

Since awareness and customers' buying behaviour have a somewhat strong, positive link ( $r=.552$ ) according to correlation analysis, the study's results were comparable. Furthermore, multiple regression analysis reveals a positive and significant association between awareness and customer behaviour ( $B=.193$ ;  $.0001$ ; less than  $P=.05$ ). According to Mohd, consumer behaviour has a positive and significant impact (2019). Expectancy for it and customers' purchasing behaviour has been found to positively and significantly correlate, according to research by Gaudel (2019). It is prerequisite dimension of whole knowledge system in customer mind that tell how potential a customer is to identify brand under different conditions, how much they like a brand and how easy does the brand name comes to their mind (Yoo et al., 2018).

#### **4.7.2.3 Attitude and Perception and Consumers' Buying Behaviour**

Similarly, this study's use of correlation analysis revealed a strong and positive relationship ( $r=.618$ ) between the buying behaviour, attitude, and perception of consumers. Next, this study looked at how attitude and perception affected beer-drinking behaviour using regression analysis. The outcome shows that it significantly and favourably affects customer behaviour ( $B=.221$ ;  $.0001$ ). Pal & Pal (2019) found a favourable and significant association between it and perception and attitude. They also found similar results. According to Shetty et al. (2019) and Netsanet (2017), there is a positive and noteworthy correlation between it and customer behaviour. Moreover, Lee and Yan (2020) suggested that the use of celebrity endorsements in advertising positively affected consumers' brand attitudes and perceptions. It was disclosed that advertising messages that aligned with consumers' values and beliefs significantly improved brand

perceptions. This indicated that the presence of well-known individuals in advertisements can enhance consumers' perceptions of the brand (Zhang and Zhang, 2019).

#### 4.7.2.4 Brand Loyalty and Consumers' Buying Behaviour

Ultimately, this study likewise reached similar findings since brand loyalty and consumer purchasing behaviour have a somewhat strong, positive association ( $r=.651$ ). Regression analysis was also used in this study to look at the connection between customer behaviour and brand loyalty. The results demonstrate that consumer behaviour and brand loyalty have a positive and significant impact on consumer behaviour ( $B=.278$ ;  $Sig. =.00001$ , which is less than .05). Yadav (2022) did a similar study and found a relationship between brand loyalty and consumer buying behaviour. Gosa (2016) and Ahmed et al. (2017) both claim that it has a positive and significant influence on customer behaviour. Advertising can also impact consumers' brand loyalty, defined as the likelihood of repeat purchases and preference for a particular brand. Research has shown that advertising plays a significant role in fostering brand loyalty among consumers (Gaudel, 2019).

**Table 20 Summary of Hypothesis Testing**

<b>Hypothesis</b>	<b><i>r</i></b>	<b><i>β</i></b>	<b><i>Sig.</i></b>	<b><i>Result</i></b>
H <sub>1</sub> – Exposure to Advertising has a positive and significant effect on consumer behaviour in beer industry	.609**	.271	.0001	Supported
H <sub>2</sub> – Awareness has a positive and significant effect on consumer behaviour in beer industry	.552**	.193	.0001	Supported
H <sub>3</sub> – Attitude and Perception has a positive and significant effect on consumer behaviour in beer industry	.618**	.221	.0001	Supported
H <sub>4</sub> – Brand Loyalty has a positive and significant effect on consumer behaviour in beer industry	.651**	.278	.0001	Supported

*Source: Survey result, 2023/24*

## **CHAPTER FIVE**

### **SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATIONS**

The final section of the study covers the concluding chapter, which includes a summary of the results, a conclusion, and appropriate suggestions based on the study's results.

#### **5.1 Key Findings Summary**

As a result of achieving the first objective, which was to evaluate the current advertising practice for Harar Beer, the study found that most variables were rated as very good. For example, the grand mean score for exposure to advertising was 3.83, indicating that respondents saw these ads frequently; the grand mean score for brand loyalty was 3.97, indicating that respondents regularly preferred Harar Beer over other types of beer; the majority of sampled consumers felt more positive about a business after content exposure; and the grand mean score for attitude and perception (3.06) was rated as good, indicating that the sampled customers thought the beer from Harar was good and that its taste was good..

The study's second objective was to determine how youth consumers behave when making purchases of Harar Beer. To that end, it took into account the beer preferences of the participants and found that their grand mean (3.52) was rated as very good, indicating a higher likelihood that they will purchase Harar Beer straight away.

The third objective of the study was to investigate the relationship between variables and young consumers' purchasing behavior with regard to Harar Beer. The results showed that there was a moderately significant and positive relationship between consumers' purchasing behavior and brand loyalty ( $r=.651$ ), awareness ( $r=.552$ ), attitude, and perception of consumers ( $r=.618$ ), as well as exposure to advertising ( $r=.609$ ) using correlation analysis.

The final objective was to investigate how advertising affect purchasing decisions among youth regarding Harar Beer. The results of the multivariate analysis show that brand loyalty ( $B=.278$ ;  $\text{Sig.}=.00001$ ), consumer attitude and perception ( $B=.221$ ;  $.0001$ ), advertising exposure ( $B=.271$ ;  $.0001$ ), and awareness ( $B=.193$ ;  $.0001$ ) all had a positive and significant effect on consumer behavior, with all variables having a significance level of less than .05.

## **5.2 Conclusions**

The study on Harar Beer's advertising and consumer behavior revealed several key insights. Firstly, the advertising practices for Harar Beer were widely perceived as effective, with high exposure and strong brand loyalty among consumers. Secondly, young consumers demonstrated a notable inclination towards purchasing Harar Beer, indicating a favorable preference for the brand.

Furthermore, the study identified significant positive relationships between various advertising-related factors—such as brand loyalty, consumer attitude and perception, awareness, and exposure to advertising—and the purchasing behavior of young consumers. These findings suggest that effective advertising strategies not only bolster brand loyalty but also shape positive consumer perceptions and increase awareness, thereby influencing purchasing decisions favorably towards Harar Beer.

In conclusion, the study underscores the pivotal role of strategic advertising in cultivating a robust consumer base and competitive edge in the beer market, particularly among younger demographics. By focusing on enhancing brand loyalty, positive consumer sentiments, and visibility through targeted advertising efforts, companies can effectively sway consumer preferences towards their products.

## **5.3 Recommendations**

Based on the results, the study makes specifically recommendations on how to advance the Harar Beer product to the next level of development in terms of marketing and comprehending the notion of consumers' purchasing behavior. This study concluded that there is a noteworthy and positive influence of awareness, exposure, perception and brand loyalty on consumer behavior. Policymakers should consider significant suggestions, especially for the administration of Hara Beer.

So, this study suggests that Harar Beer Advertisement must be three components in advertising Ad content, attention and persuasion. The most significant medium could be used for its advertising this is because its marketers promote Hara Beer products through many promotional activities to create awareness and to change youth attitude and perception based on their exposure for electronic products, internet and social media. Some of these mediums are: social media as it is the most concerned medium where marketers are targeting their customers but expect that their customer will influence their families and friends by posting links on social sites; magazines:

Harar Beer should use magazines as they are well read and young consumers are receptive to magazine and made a relationship to it and outdoor advertising: Harar Beer should advertise like bill boards, posters, banners brochures etc. it's in written form or just a picture telling whole story its effective because young customers are very attracted to colors, new images and pictures.

According to this study, Harar Beer may increase the adoption of advertisement technology by planning current beer types and the launch of new products, conducting market research, and identifying the most compatible traits from the perspectives of young customers (meeting expectations and ensuring quality) and service providers (meeting expectations and changing perceptions). All of these factors are taken into consideration when determining whether or not a young customers are happy with the standard of online advertising platforms.

## **5.4 Implications**

In the age of the digital revolution, there are hundreds of advertising messages in front of young customers. This means that managers must develop a media mix plan that will cut through the confusion and have the required impact. A thoroughly considered selection should be made when choosing a medium for advertising in order to guarantee that the advertiser's objectives are met. Numerous studies have been conducted to examine the effects of advertisement on consumer behavior. Nevertheless, only a small number of studies have taken beer industry for young consumer behavior into account. This is how this research adds something special to theory. Additionally, this research indicates that newspaper advertisements effect consumer behavior among youth in terms of exposure, awareness, attitude and loyalty. So, selective and enough budgets are set aside by brand managers for advertising. Advertisers can use this research's insights to choose different media in accordance with their advertising objectives.

## **5.5 Directions for Future Studies**

This study has only looked at a small number of factors in connection to one brand. Due to the numerous other elements influencing consumer behavior and decision-making, these criteria are unable to give a comprehensive picture of how advertisements affect certain aspects of consumer behavior. Therefore, in order to provide a more comprehensive understanding of the phenomenon, this study should be used in conjunction with other investigations. Similar research can also be conducted considering other aspects of young consumer behavior like women consumer behavior and product attributes, color, taste, quality, ingredient to name a few.

## REFERENCE

- Abimbola, T., & Valentin, A. M. (2017). Modeling the effect of advertising on consumer buying behavior. *Journal of Advertising Research*, 57(3), 257-271.
- Ahmed, S., Ahmad, A., Nisar, Q. A., & Azeem, M. (2017). Does Advertisement influence the consumer's brand preferences and consumer's buying behaviour? *Journal for Studies in Management and Planning*, 3(1)
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Al-Dalabeeh, A. S., & Obeidat, B. Y. (2017). The impact of advertising on consumer buying behavior in rural Jordan. *Journal of Marketing Communications*, 23(6), 516-532.
- Alexander, Achuku. and Ahmadu, Abubakar. (2023). Effect of Advertising on the Consumer Buying Behaviour of New Products in Ajinomoto Foods Nigeria Limited, Katsina-Nigeria, *Journal of Business & Management*, Vol. 1 No. 4, October 2023
- Ambler, T., et al. (2002). Assessing the impact of advertising and promotion: The effects of advertising and sponsorship on market value. *Journal of Advertising Research*, 42(2/3), 31-52.
- Amrita, Dhaliwa. (2016). Effect of Advertisment on Consumer Buying Behavior, *International Journal of scientific research and management (IJSRM)*, Volume 4, Issue 09
- Anderson, L., & Wang, C. (2019). The influence of surprise on consumer behavior: A meta-analysis. *Journal of Advertising Research*, 59(4), 1-18.
- Aribarg, A., & Suwantarathip, O. (2019). The impact of advertising information on consumer preferences: The case of coffee product. *Journal of Economics, Business, and Management*, 7(4), 190-197.
- Babić Rosario, A., et al. (2016). Social media advertising effectiveness: The impact of ad content on consumer engagement. *Journal of Business Research*, 69(12), 5833-5841.
- Baek, T. H., et al. (2020). Emotional appeals in television advertising: The effects of different types of emotional advertisements on consumer choice. *Journal of Advertising Research*, 60(3), 246-260.
- Bandura, A. (1977). *Social learning theory*. Englewood Cliffs, NJ: Prentice Hall.
- Batra, R., & Ray, M. L. (2019). *Advertising management* (6th ed.). Dorling Kindersley.
- Belch, G. E., & Belch, M. A. (2018). *Advertising and promotion: An integrated marketing communications perspective* (11th ed.). McGraw-Hill Education.
- Berrone, P., & collaborators. (2019). Exploring the roles of trustworthiness, attractiveness, and expertise in celebrity endorsements. *Journal of Advertising Research*, 59(3)

- Brennan, I., & collaborators. (2018). Assessing advertising effectiveness in memory: Exploring dimensionality and its sources. *Journal of Advertising Research*, 58(2)
- Carpenter, J. M., & collaborators. (2017). The impact of varied levels of limited-time offers on consumer response. *Journal of Advertising Research*, 57(3), 1-13.
- Chaffey, D., & Smith, P. R. (2020). *Digital marketing excellence: Planning, optimizing and integrating online marketing* (7th ed.). Routledge.
- Chan, K. W., Leung, M., & Yolanda, F. K. (2013). Does advertising influence brand awareness and brand attitude? A study of soft drink industry in Hong Kong. *Contemporary Management Research*, 9(4), 401-414.
- Chandon, P., & collaborators. (2016). Does it pay to shock? Reactions to shocking and non-shocking ads for familiar and unfamiliar brands. *Journal of Advertising Research*, 56(4), 1-15.
- Chang, H. H., & Lee, C. I. (2019). Building young customers' loyalty via corporate social responsibility in the fashion industry: The mediating role of attitude toward brands. *Sustainability*, 11(3), 813.
- Chen, J., & Lien, N. (2018). Manipulate emotions, shape purchase: The effects of fear and love in emotional advertising on consumer purchase intentions. *Psychology & Marketing*, 35(7), 487-497.
- Chen, W., & collaborators. (2019). The effect of advertising message fit on green advertising perceptions and brand attitudes. *Journal of Advertising Research*, 59(1), 1-14.
- Chien, J. C., & Chen, J. S. (2014). The stimuli of smartphone advertising that influences college students' purchase intentions. *International Journal of Business and Management*, 8(10), 96-107.
- Choi, Y., & Rifon, N. (2018). Received pronunciation, celebrity endorsements, and brand perceptions among young consumers. *Journal of Advertising Research*, 58(1), 1-13.
- Churchill, G. A., Peter, J. P., & Brown, T. J. (2019). *Marketing: Creating value for customers* (7th ed.). Cengage Learning.
- Cooray, N. S. D., Dias, P. A. K., Rajapaksha, R. P. K. N., Bernard, K., & Samarasinghe, H. M. U. S. R. (2018). Moderating effect of ethnicity on the purchase decisions of females in the beauty care product market of Sri Lanka, *International Business Research*, 11(12), 12-17
- Coulter, R. A., & collaborators. (2012). I follow because : How the strength of consumers connection to a brand influences their response to social media-based brand communications, *Journal of Interactive Marketing*, 26(4), 158-170.
- Cunningham, M.R., & Green, B.H. (1984). Ethical and conceptual issues relevant to the

- measurement of consumer satisfaction with services. In T.C. Kinnear (Ed.), *Advances in Consumer Research*, 11, 508-514.
- Damasio, A.R. (1994). *Descartes error: Emotion, reason, and the human brain*. New York, NY: Penguin Books.
- Dick, A. S., & Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113.
- Douglas. A. Gentile. Brooke, J. Arterberry. Patrick, K. Bender. and Kristi, A. Costabile. (2019). Beer advertisements and adolescent drinking knowledge, expectancies, and behaviour, *Addictive Behaviors Reports* 10 (2019) 10022
- Eden, Getachew. (2018). Effect of Media Advertising on Consumer Buying Behavior: A case of Heineken Breweries, specifically Waliya Beer, St. Mary's University, School Of Graduate Studies
- El-zoghby, N. A., El-Samadicy, A. M., & Negm, E. M. (2021). Measuring the impact of social media advertising content on consumers' purchasing intention towards health and beauty products online, *Journal of Alexandria University for Administrative Sciences*, 58(2), 159 – 192
- Escalas, J. E. (2019). Advertising and consumer psychology. In *The Oxford Handbook of Consumer Psychology* (Vol. 1, pp. 427-447). Oxford University Press.
- Falebita, O. A., Ogunlusi, C. F., & Adetunji, A. T. (2020). A review of advertising management and its impact on consumer behaviour. *International Journal of Agriculture Innovation, Technology and Globalisation*, 1(4), 354- 374
- FaoStat. (2022). Food and Agriculture Statistics, Food and Agriculture of the United State
- Ferreira, J. J., Fernandes, C. I., Rammal, H. G., & Veiga, M. (2021). Wearable technology and consumer interaction: A systematic review and research agenda. *Computers in Human Behavior*, 115(10), 67–80.
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Boston, MA: Addison-Wesley.
- Gaiser, A., & Murdough, C. (2016). Personalized advertising and young consumers: The effects of gender and message design strategies. *Journal of Consumer Behaviour*, 15(6), 553-566.
- Gaudel, D. (2019). Effects of social media networking on consumer purchase decision in Nepal. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3485421>
- Gaudel, D. (2019). Effects of social media networking on consumer purchase decision in Nepal. *SSRN Electronic Journal*, <https://doi.org/10.2139/ssrn.3485421>



- Godey, B., & collaborators. (2016). Emotional advertising: Revisiting the role of appeal type and information content. *Journal of Business Research*, 74,
- Gosa, Lema. (2016). Assessing the Impact of Advertisement on Brand Preference of Beer Products: In Case of Adama City, Ethiopia, *European Journal of Business and Management*, ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.8, No.22 2016 141
- Gupta, L., & Kumar, R. (2021). Influence of social media advertisements on consumer's buying behaviour: Empirical evidences from India. *GCIMB*. Doi: 10.2139/ssrn.4093828
- Hair, J. F., Bush, R. P., Ortinau, D. J., & Celsi, M. (2019). *Essentials of Marketing Research* (4th ed.). McGraw-Hill Education.
- Hakansson, P., et al. (2019). Advertising and the young: A systematic literature review on the impact of advertising on children and young people. *Young Consumers*, 20(2), 125-145.
- Hanafi, A., & Riaz, A. (2017). Evaluating the role of advertising in shaping consumers' perceptions: A case of FMCG industry in Pakistan. *International Journal of Economics, Commerce and Management*, 5(4), 65-73.
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2020). *Consumer Behavior* (8th ed.). Cengage Learning.
- Huang, J., Hsu, M. F., & Cheng, Z. H. (2015). How does advertising influence consumer behavior? *Journal of Business Research*, 68(10), 2219-2224.
- Hunter, G. L., et al. (2004). Consumer attitudes toward product placements in movies. *Journal of Current Issues & Research in Advertising*, 26(2), 45-60.
- Jolly, W. (2020). The 6 Most Effective Types of Social Media Advertising in 2021. The big commerce blog. Available at: [https://www. bigcommerce.com/blog/social-media-advertising/#2-instagram-advertising](https://www.bigcommerce.com/blog/social-media-advertising/#2-instagram-advertising).
- Keller, K. L. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson.
- Kirin Holdings. (2022). Global Beer Consumption by Country in 2021, [https://www.kirinholdings.com/en/newsroom/release/2022/1223\\_01.html](https://www.kirinholdings.com/en/newsroom/release/2022/1223_01.html)
- Kitchen, P. J., et al. (2004). Integrated marketing communications: A primer. *Psychology & Marketing*, 21(2), 97-121.
- Kothari, C. (2004). *Research methodology : Methods and techniques* (2nd revised edition). New Delhi: New Age International (P) Limited, Publishers.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kotler, P., Armstrong, G., & Cunningham, P. (2020). *Principles of Marketing* (18th ed.). Pearson.
- Kotler, P., et al. (2017). *Principles of Marketing*. Pearson.

- Kozinets, R. V. (2017). Consumer culture theory (and we really mean the "and"): A new paradigm for understanding artifactual brand value and meaning in a digital age. *Journal of Marketing Theory and Practice*, 25(1), 19-24.
- Krishnamurthy, S. (2017). Age groups and their perceptions towards advertising. *Journal of International Consumer Marketing*, 29(1), 17-34.
- Kumari, K., & Kumar, S. (2020). Impact analysis of advertisement on consumer buying Behaviour for beauty products, *Tathapi*, 19 (50), 212- 239
- Lee, M., & Nan, X. (2014). Persuasive advertising and consumer response: An information processing perspective. *Journal of Consumer Marketing*, 31(1), 43-46.
- Lee, Y. K., Kim, S. H., & Jung, T. H. (2018). The influence of advertising on consumers purchase intentions. *Journal of Industrial Distribution & Business*, 9(2), 37-42.
- Martin, S., Beaumont, N. B., Kates, R. W., & Lowe, J. F. (2019). *The role of advertising in society*. In *The Oxford Research Encyclopedia of Communication*. Oxford University Press.
- Mental Health Foundation. (2006). Understanding the relationship between alcohol and mental health, USA
- Mitchell, A. (2019). Advertising, fear of missing out (FOMO), and the power of influence. *International Journal of Business and Social Science*, 10(8), 113-122.
- Mohd, Irfan. (2019). Impact of Advertising on Brand Awareness and Brand Loyalty among Youth (with Special Reference to Mobile Phone Industry), *Journal of Emerging Technologies and Innovative Research (JETIR)*, June 2019, Volume 6, Issue 6
- Netsanet, Beneberu. (2017). Influence of advertisement on consumer purchase intention: The Case of Addis Ababa Beer Market, School of Graduate Studies, and Addis Ababa University
- Oliver, R. L. (2014). Satisfaction: A behavioral perspective on the consumer. Routledge.
- Pal, K., & Pal, T. (2019). Effect of advertisement on consumer behaviour. *International Journal of Management, Technology and Engineering*, 9(3), 3371- 3377
- Peter, J. P., & Olson, J. C. (2019). *Consumer behavior and marketing strategy* (10th ed.). McGraw-Hill Education.
- Petty, R. E., & Cacioppo, J. T. (1986). The elaboration likelihood model of persuasion. In *Communication and Persuasion* (pp. 1-24). Springer.
- Pramod, V. (2017). Impact of advertisement on buying behaviours of the consumers: Study of cosmetic industry in Karachi city. *The Romanian Economic Journal*, 63(66), 29-44.

- Rogers, Everett. M. (2019). *Diffusion of Innovations*. 5th Edition Simon and Schuster. Publisher: Free Press, ISBN13: 9780743258234
- Roncaglia, I., et al. (2019). The relationship between advertisement, brand equity and purchase intention. A study of consumer behavior in Spain. *Journal of Economic Computation and Economic Cybernetics Studies and Research*, 53(1), 75-93.
- Schiffman, L. G., O'Cass, A., Paladino, A., Carlson, J. M., & Jolibert, A. J. (2020). *Consumer behaviour: Buy, own and consume*. Pearson Australia.
- Shetty, S., Sowmya, Maiya, U. (2019). Impact of advertisement on consumer buying behaviour. *International Journal of Advance and Innovative Research*, 6(2), 32- 36
- Shukla, P. (2020). *Consumer behavior: A digital natives perspective* (4th ed.). Sage.
- Solomon, M. R., Dahl, D. W., White, K., & Zaichkowsky, J. L. (2019). *Consumer behavior: Buying, having, and being*. Pearson.
- Taylor, C. R., & Shimp, T. A. (2018). Advertising's impact on consumer purchase behavior. *Journal of Business Research*, 86, 155-165.
- Wang, X., & Sun, L. (2015). Influence of brand awareness on customer purchase intention and brand loyalty: A study of specialty supermarkets in Beijing, China. *Journal of Business and Retail Management Research*, 10(1), 126-136.
- Woo, M., Lehto, X., Lu, L., & Lee, C. (2020). Does an advertising campaign utilizing social proof influence purchase intention among millennials? *Journal of Travel & Tourism Marketing*, 37(8), 980-993.
- Yadav, A. (2022). Impact of advertising on consumer behaviour. *International Journal of Creative Research Thought*, 10(2), 545- 564
- Yan, R. N. (2017). Influence of advertising-induced impulsiveness on consumer's purchase intention. *Journal of Indonesian Economy and Business*, 32(1), 13-24.
- Zhang, X., & Sun, Y. (2020). How advertising influences consumers' purchase intentions in the fashion luxury industry: A moderating role of brand familiarity and sentence priming effects. *Journal of Promotion Management*, 26(2), 233-248.
- Ziemann Holvrieka. (2023). Raising the Bar: Africa's Beer Industry on a Steady Growth Path, <https://www.ziemann-holvrieka.com/en/regions/africa/>

## ANNEX

### Appendix I: Questionnaire

St. Marry College

Master of Marketing Management

(To be filled by customer)

Dear Sir/Madam

First and foremost, I would like to thank you in advance for giving me your opinions and suggestions regarding the survey questionnaire.

The main objective of designing this question is to get the primary data necessary to conduct research on “*The Effect of Advertising Effectiveness on Consumers Buying Behavior among Youth: the case of Harar Beer*”. Therefore, your genuine response helps me carry out this study.

Thank you very much in advance for your cooperation!

Kalab Yonas (Telephone: 0937668490)

#### Instruction

- Do not write your name in any part of the questionnaire
- Your frank response is vital for the success of the study
- Please put a “√” mark on your choices
- Give a short and precise answers for questions followed by a blank space

#### Part I- Demographic Information

Please, tick or circle the relevant answer for each choice question and write your comment on the space provide for demanding.

1. Gender

Male ☐

Female ☐

2. Age group

Less than 18

20 - 25 years

31 - 35 years

18 to 20 years

26 - 30 years

36 - 40 years

3. The highest level of education you achieved

Below grade 12

12th Grade complete

Certificate

College Diploma

First Degree

Second Degree (Master's Degree)

Third Degree (PhD)

4. Employment

Government Organization

Private Organization

Student

Self-employed

Not employed

Part II- Regarding Consumer's Perception about Harar Beer

5. How long is it since you have consumed beer?

Less than 12 months

Between 1 and 3 years

Between 3 to 5 years

between 5 to 7 years

between 7 to 10 years

more than 10 years

6. How long is it since you have consumed Harar Beer?

Less than 12 months

Between 1 and 3 years

Between 3 to 5 years

between 5 to 7 years

between 7 to 10 years

more than 10 years

## Part II- Advertising

The following statements relate to your feelings about Hara Beer advertisement. Please describe to what extent you implement the listed activities by circling numbers grades

**Note:** - 5 for Strongly Agree (SA), 4 for Agree (A), 3 for Neutral I(N); Disagree (D) 2 and 1 for Strongly Disagree (SD)

Code	Statement	SD (1)	D (2)	N (3)	A (4)	SA (5)
<b>Exposure to advertising</b>						
ETA1	I am fascinated when I see or hear Harar Beer					

	advertisements through television.					
<b>ETA2</b>	I am interested in social media platforms of Harar Beer.					
<b>ETA3</b>	I frequently encounter Harar Beer advertisements on billboards or outdoor advertising.					
<b>ETA4</b>	I regularly receive promotional messages about Harar Beer.					
<b>ETA5</b>	I spend a significant amount of time watching or listening to Harar Beer advertisements.					
<b>Awareness</b>						
AW1	I am familiar with Harar Beer as a brand.					
AW2	I can recall specific advertisements for Harar Beer.					
AW3	I recognize Harar Beer's logo or packaging.					
AW4	I am aware of any promotional activities or events related to Harar Beer.					
AW5	I have seen or heard about Harar Beer through word-of-mouth.					
<b>Attitude and Perception</b>						
AAP1	I perceive Harar Beer to be of high quality.					
AAP2	Harar Beer has a favorable taste to me.					
AAP3	The image of Harar Beer aligns with my personal preferences.					
AAP4	Harar Beer has a positive reputation in my opinion.					
AAP5	I trust the ingredients and production process of Harar Beer.					
<b>Brand loyalty</b>						
BL1	I consistently choose Harar Beer over other beer brands.					
BL2	Harar Beer is my preferred beer brand.					
BL3	I am loyal to Harar Beer and rarely try other beer brands.					
BL4	I actively recommend Harar Beer to my friends or family.					
BL5	I am willing to defend Harar Beer when others criticize it.					

### Part III- Consumers' Buying Behavior

The following statements relate to your feelings about consumer behavior of Harar Beer of Advertisement. Please describe to what extent you implement the listed activities by circling numbers grades

**Note:** - 5 for Strongly Agree (SA), 4 for Agree (A), 3 for Neutral I(N); Disagree (D) 2 and 1 for Strongly Disagree (SD)

Code	Statement	SD (1)	D (2)	N (3)	A (4)	SA (5)
<b><i>Time of Purchase</i></b>						
TOP1	I am more likely to purchase Harar Beer instantly.					
TOP2	Harar Beer's advertising influences my decision to buy their products.					
TOP3	I choose Harar Beer brand because they don't have time to consider the alternatives.					
<b><i>Length of Purchase</i></b>						
LOP1	I drink Harar Beer for longer time.					
LOP2	I can get Harar Beer anywhere.					
LOP3	I intensely order Harar Beer.					
<b><i>Method of Purchase</i></b>						
MOP1	When I buy Harar beer, I take flavor into account.					
MOP2	I take the fermentation process into consideration when I buy Harar beer.					
MOP3	When I buy Harar beer, I take color into account.					
<b><i>Consumer Preference</i></b>						
CP1	I prefer Harar Beer to others Brands.					
CP2	I consider Harar Beer advertising to be persuasive in convincing me to make a purchase.					
CP3	Harar Beer's advertising plays a significant role in influencing my buying behavior.					
<b><i>Purchase Frequency</i></b>						
PF1	I repeatedly order Harar Beer.					
PF2	I constantly order Hara beer.					
PF3	I actively purchase Harar beer.					

Please comment on advertisement of Harar Beer

---



---

**Thank You!**

## Appendix II- Interview Checklist

Thank you for giving the time. The purpose of the interview is to examine the effect of advertisement on consume behavior on Hara Beer.

### Part I: Background of the respondent (if necessary)

1. Gender            Male \_\_\_\_ Female \_\_\_\_
2. Education Level \_\_\_\_\_
3. Position            \_\_\_\_\_

### Part II: Questions related to the title

1. What is the level of advertisement of Harar Beer in Ethiopia?

---

---

2. Please indicate the consumer behavior of Harar beer in Ethiopia.

---

---

3. Do you know the relationship and effect of advertising in terms of awareness, attitude and perception, exposure to advertising and brand loyalty on consumers' buying behavior among youth towards Harar Beer?

---

---

4. To what extent awareness, attitude and perception, exposure to advertising and brand loyalty affects consumers' buying behavior among youth towards Harar Beer.

---

---

5. How to enhance the effect of advertisement on consumers' buying behavior of among youth towards Harar Beer?

---

---

**Thank You!**



## Appendix III- Response Analysis

### Exposure to advertising

*List of Tables in Appedix 1 Respondents' Response on Exposure to Advertising*

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Std. Deviation
	N	%	N	%	N	%	N	%	N	%		
see or hear Beer advertisements	19	6%	6	2%	56	18%	102	33%	127	41%	4.01	1.106
Interested in social media platforms	34	11%	5	2%	58	19%	114	37%	99	32%	3.77	1.229
Frequently see ads	27	9%	15	5%	62	20%	107	35%	99	32%	3.76	1.202
Receive promotional messages	19	6%	10	3%	57	18%	124	40%	100	32%	3.89	1.086
Spend time watching or listening ads	21	7%	9	3%	60	19%	164	53%	56	18%	3.73	1.014
<b>Grand Mean = 3.83</b>												

Source: Survey Result (2024)

### Awareness

*List of Tables in Appedix 2 Respondents' Response on Awareness*

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Std. Deviation
	N	%	N	%	N	%	N	%	N	%		
I am familiar with Harar Beer as a brand.	20	6%	16	5%	8	3%	168	54%	98	32%	3.99	1.064
Recall specific advertisements	24	8%	24	8%	10	3%	161	52%	91	29%	3.87	1.149
I recognize Harar Beer's logo	28	9%	29	9%	9	3%	127	41%	117	38%	3.89	1.260
I am aware of any promotional activities	20	6%	36	12%	6	2%	142	46%	106	34%	3.90	1.183
Seen or heard word-of-mouth.	28	9%	29	9%	6	2%	142	46%	105	34%	3.86	1.237
<b>Grand Mean = 3.90</b>												

Source: Survey result, 2023/24

### Attitude and Perception

*List of Tables in Appedix 3 Respondents' Response on Attitude and Perception*

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Std. Deviation
	N	%	N	%	N	%	N	%	N	%		
Perceive Beer to be of high quality.	89	29%	48	15%	15	5%	105	34%	53	17%	2.95	1.527
Favourable Taste	66	21%	49	16%	51	16%	87	28%	57	18%	3.06	1.424
Aligns to personal preferences.	52	17%	64	21%	46	15%	96	31%	52	17%	3.10	1.361
A positive reputation.	58	19%	55	18%	51	16%	87	28%	59	19%	3.11	1.401
Trust	80	26%	52	17%	17	5%	95	31%	66	21%	3.05	1.537
<b>Grand Mean = 3.06</b>												

Source: Survey Result (2024)

## Brand Loyalty

*List of Tables in Appedix 4 Respondents' Response on Brand loyalty*

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Std. Deviation
	N	%	N	%	N	%	N	%	N	%		
Consistently choose	18	6%	23	7%	3	1%	138	45%	128	41%	4.08	1.113
Preferred brand.	20	6%	23	7%	5	2%	121	39%	141	45%	4.10	1.159
Loyal to Harar	24	8%	26	8%	7	2%	115	37%	138	45%	4.02	1.227
Recommend to Others	12	4%	18	6%	38	12%	145	47%	97	31%	3.96	1.009
Willing to defend Harar Beer	25	8%	37	12%	39	13%	123	40%	86	28%	3.67	1.226
<b>Grand Mean = 3.97</b>												

Source: Survey Result (2024)

## Consumer Behaviour

*List of Tables in Appedix 5 Respondents' Response on Brand loyalty*

Items	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		Mean	Std. Deviation
	N	%	N	%	N	%	N	%	N	%		
Likely to purchase Harar Beer instantly.	9	2.9%	19	6.1%	80	25.8%	118	38.1%	84	27.1%	3.80	1.000
Its ads influence choice	2	.6%	19	6.1%	122	39.4%	59	19.0%	108	34.8%	3.81	1.007
Chosen brand	9	2.9%	19	6.1%	85	27.4%	89	28.7%	108	34.8%	3.86	1.056
Drink for longer time.	2	.6%	1	.3%	122	39.4%	52	16.8%	133	42.9%	4.01	.947
Get it anywhere.	32	10.3%	41	13.2%	48	15.5%	90	29.0%	99	31.9%	3.59	1.330
Intensely order it.	20	6.5%	39	12.6%	47	15.2%	86	27.7%	118	38.1%	3.78	1.255
Interested in flavour	12	3.9%	49	15.8%	55	17.7%	99	31.9%	95	30.6%	3.70	1.173
Interested in process	34	11.0%	40	12.9%	47	15.2%	88	28.4%	101	32.6%	3.59	1.348
Interested in its colour	19	6.1%	31	10.0%	80	25.8%	72	23.2%	108	34.8%	3.71	1.215
Prefer it to others.	29	9.4%	24	7.7%	80	25.8%	50	16.1%	127	41.0%	3.72	1.321
Used persuasive ad	32	10.3%	76	24.5%	107	34.5%	45	14.5%	50	16.1%	3.02	1.205
Advertising plays a significant role	24	7.7%	76	24.5%	117	37.7%	70	22.6%	23	7.4%	2.97	1.039
Repeatedly order it.	32	10.3%	83	26.8%	108	34.8%	49	15.8%	38	12.3%	2.93	1.153
Constantly order it.	30	9.7%	52	16.8%	98	31.6%	78	25.2%	52	16.8%	3.23	1.196
Actively purchase it.	45	14.5%	49	15.8%	91	29.4%	66	21.3%	59	19.0%	3.15	1.303
<b>Grand Mean = 3.52</b>												

Source: Survey Result (2024)