



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

**THE EFFECT OF ADVERTISING ON USERS PURCHASING INTENTION: THE
CASE OF ANBESSA SHOE PRODUCT**

**BY:
EYERUSALEM KELEMEWORK H/MARIAME
ID NO: -SGS/0509/2013A**

**JANUARY, 2023
ADDIS ABABA, ETHIOPIA**

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TEMESGEN BELAYNEH (PhD)

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BY: EYERUSALEM KELEMEWORK H/MARIAME

Approved by board of examiners

Dean, Graduate Studies

Signature

Advisor

Signature

Yibeltal N.(Asst. Prof.)



External Examiner

Signature

Internal Examiner

Signature

DECLARATION

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

Name _____ Signature _____

St. Mary's University, Addis Ababa

January, 2023

ENDORSEMENT

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

Advisor

Signature

St. Mary's University, Addis Ababa

January, 2023

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ACRONYMS

ADS-	Advertisement
AIDA -	Awareness, Interest, Desire, Action
AMA:	American Marketing Association
BMA:	British Marketing Associations
CSA:	Centurial Statically Agency
CV:	Coefficient of Variance
FCB-	Foot, cone, and Bolding
FDRE:	Federal Democratic Republic of Ethiopia
FMCG –	Fast Moving Consumer Goods
MOT:	Ministry of Trade
SD:	Standard Deviation
SPSS –	Software Package for Social science
VIF:	Variance Inflation Factor

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ABSTRACT

The main aim of this study was to examine the effect of Advertisement on purchase intention: in the case of Anbessa Shoe Products with in Addis Ababa. The study was used Explanatory and quantitative technique and describes quantitatively factors related to consumer purchase intention of Anbessa shoe products. Advertisement which is the independent variable was a further sub categorizing of understandability, memorability, credibility and originality and also the purchase intention has been identifying as the dependent variable. The primary and secondary data of the study were collected from the consumers using a five point like hart scale questionnaire and books, journals, magazines, and others related published materials respectively. A total of 384 questionnaires were distributed of which 374 questionnaiere was properly filled and further analyzed to used. The entire 374 questionnaire was used for analyzed by using of Statically Package of Social Science (SPSS). From the total respondents, out of which 212 and 162 are male and female respectively. To measure the reliability and validity of the study, the researcher was used to analyzed by correlational and regression methods. The Pearson correlation coefficient indicated that all the independent variables are correlated positively with the dependent variables. Originality, understandability and memorability were found to be strongly correlated while credibility is moderately correlated. Regression analysis was also applied and the results indicated that all the aforementioned variables are significant. Among the independent variables originality owned a highest beta score followed by credibility, understandability and memorability. Based on the findings, a mathematical model of regression had been put forward and it is recommended that the variables should be incorporated in advertisement campaign to design an effective advertisement. Hence this research adds input to advertisement industry as well as to the literatures of shoe marketing.

Key words:- Advertisement, Purchase Intention

CHAPTER ONE

1. INTRODUCTION

Advertising can be traced back to the very beginning of record history. Archeologists working in countries around Mediterranean have dug up signs announcing various events and offers. The romans painted walls to announce gladiator fights and Phoenician opined pictures on a large rock to promote their wares along parade route. Modern advertisement however is far from those early day efforts (Kotler & Armstrong, 2012).

Advertising is considered as an important part of many marketers promotional mix. This is due to the fact that it can reach a larger number of consumers with a limited cost. Thus it can be considered as a cost effective method. It can also be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services. This creates a differentiation from other similar products which will be difficult otherwise (Ryans, 1966).

Advertisement also become one of the most crucial commercial activities in the modern globalized and digitalized environment. Companies allocate large part of their budget to execute and run advertisements to communicate information about their services and products. Companies hope that consumers have purchase their products due to the advertisements, which deliver messages about a certain brand and products. McDaniel et al. (1998) stated that “the best prophet for purchase is advertising. Technologies advance rapidly day by day, contributing to the constant renewal of and changes in broadcasting forms.”

It’s a marketing concept which aims to influence the buying behavior of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want. In olden times marketers used different signs and symbols to market their products and also to create awareness for the customers. With the advancement and technology development now organizations focus to use print and electronic media excessively. Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population. Among them is popular

celebrity attachment with the particular brand (Ali ,2015). Advertising if used at the right time and in an effective way can lead to the creation of awareness about a product and service and very importantly, create and build a brand.

Habit is one of the simplest, most effortless types of consumer decision making, which is characterized by little or no information seeking and little or no evaluation of alternatives. However, habit does not require a strong preference for an offering; rather, it simply involves repetitive behavior and regular purchase.

In these common, repeat-purchase situations, consumers can develop decision heuristics called choice tactics for quick, effortless decision making. Hoyer & Machining's (2008) support this view. Rather than comparing various brands in detail, consumers apply some tactics to simplify the Decision process. When consumers were asked how they made their choices, several major categories of tactics emerged, including price tactics (it's the cheapest or it's on sale), affect tactics (I like it), performance tactics (it cleans clothes better), and normative tactics (my mother bought it). Other studies have identified habit tactics (I buy the same brand I bought last time), brand loyalty tactics (I buy the same brand for which I have a strong preference), and variety-seeking tactics.

In the modern era probably every person is influenced by advertisement and other sort of promotions to some extent. Public sectors as well as private sectors and both organizations had learned that with effective communication with the target audience will no doubt efficiently lead them towards success. Due to the rapid growth of media, the changes had occurred due to the advancement in communication and technological channels (Belch and Belch, 2003).

Over the years, firms in Ethiopia have employed various advertising strategies to influence and drive purchases, fuel new growth and create new market share. However, the marketing and advertising efforts of firms fails to give due consideration to the consumer intention and the underlying mechanisms of forming or reinforcing attitude and the overall framework of "how advertising works" which starts from how consumers perceive advertising stimuli to the very last step of the effect of advertising on consumers' intention. Therefore, this study was seek to assess the effect of advertising on consumer purchasing intention in the case of Anbessa shoe products in Addis Ababa that identifying the relationship between advertising and purchasing intention.

1.2. Statement of the Problem

Advertising, the techniques and practices used to bring products, services, opinions, or causes to public notice for the purpose of persuading the public to respond in a certain way toward what is advertised. Most advertising involves promoting a good that is for sale, but similar methods are used to encourage people to drive safely, to support various charities, or to vote for political candidates, among many other examples. In many countries advertising is the most important source of income for the media (e.g., newspapers, magazines, or television stations) through which it is conducted. In the noncommunist world advertising has become a large and important service industry (Tellis, 2004).

According to Becerra and Gupta (1999), “advertising is also part of the total cost of a firm, although it is different compare to production cost and selling cost. Nonetheless, advertising cost is taken as part of the selling and distribution expenses, which implies that it increases the cost of production of the firm in modern business.” In addition, if advertising escalates production cost why and how are firms still engaging in this practice.

The issues like, how advertisements impact the behavior of consumers, advertisements from individual and societal perspective are needed to be examined by the marketers in formulating advertising strategy (Murex, 2012).

Mewal (2014) identified five characteristics of advertising which affects consumers in their purchase decision. These are Impressive, Understandability, Attention Grabbing, Memorable, Creative and Honest.

The main reason for conducting this research was to examine that the observation of the researcher in advertising message, which lacks efficiency in affecting user’s decision. Preliminary assessment on product users showed that users are opined that the ongoing Anbessa shoe advertisements are not used as an input for their decision making process. Marketers should be able to impact users for their products through advertising which can reach a large number of product users at a given time. Therefore it become the interest of this researcher was to investigate the effects of advertising from a different dimension considering advertising characters of understandability, memorability, credibility, and originality. Furthermore there is lack of literature, strong support document, reports regarding the shoe industry. It is the belief of this researcher that conducting this study has to help

filling this gap by contributing some input to the industry's marketing literature and it contribute to the study of advertising both in developing a conceptual framework from a different perspective and in its area of applicability.

1.3 Research Questions

This study addressed the following questions. Those of are:

- What is the effect of understandability of advertisement towards the purchase intention of Anbessa shoe
- What is the effect of memorability of advertisement towards purchase intention of Anbessa shoe?
- What is the credibility of advertisement towards purchase intention of Anbessa shoe?
- What is the effect of originality of advertisement towards purchasing intention of Anbessa shoe?

1.4. Objectives of the study

1.4.1. General Objective

The general objective of the study was to assess the effect of advertising on users purchasing intention: In the case of Anbessa shoe company.

1.4.2. Specific Objectives

From the general objective, the specific objectives of the study were to addressed in the following:

- To examine the effect of understandability of advertisement towards the purchase intention of Anbessa shoe product
- To investigate the effect of memorability of advertisement towards purchase intention of Anbessa shoe product.
- To examine the credibility of advertisement towards purchase intention of Anbessa shoe product.
- To analyze the effect of originality of advertisement towards purchasing intention of Anbessa shoe product.

1.5 Significance of the Study

The study will be facilitating firms and organizations develop their promotion strategies by accepting issues similar to psychology of how consumers "imagine, sense, reason and choose between diverse alternatives". In addition, it will be expecting to improve the advertising and promotional strategies of the company by providing practical information about core advertisement issues. The findings of this study will contribute and complement the already existing knowledge and literature on the relationship between advertisement and consumers purchase intention. And also the study was designed in such a way as to aid organizational managers realize that measurement is very important in advertising. To academics and researchers, this study provide a basis for further research works and relevant and authentic references were cited.

1.6 Scope of the Study

The consumer goods market is highly competitive, and consumer advertising is a prominent influence in goods purchase decision and consumption. In a country like Ethiopia where the population is growing at exponential rate and where there is a great demographic diversification advertisement plays a prominent role.

The scope of this study was to delimit to advertisement characters of Understandability, Credibility, Memorability and Originality. These advertisement characters are key drivers which pushes the consumer in the direction of purchase and were found to be strongly related to consumer buying behavior. The geographical scope the study restrict to Anbessa shoe product users in Addis Ababa and it time schedule covered from March to July 2022.

1.7 Limitation of the Study

The method of sampling in this study was convenience sampling which may had limited in its representativeness of the population. In addition to this, purchase intention by itself does not guarantee purchase decisions. This research did not also examine specific type of advertising media.

1.8. Definitions of Terms

Advertising: It is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. It is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc.), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people (endorsements)(Kotler et al, 2005).

Purchase intention- The willingness of a customer to buy a certain product or a certain service is known as purchase intention (Kotler et al., 1991).

1.9. Organization of the Study

In order to be able to achieve the above-mentioned objectives, the research paper was organized in the following manner.

Chapter one includes background of the study, statement of the problem, research objective, research question, and scope of the study, limitation of the study and definition of terms.

Chapter two includes presentation of the literature review, which is relevant to the study and the research hypothesis. It includes both the theoretical and empirical review. In addition conceptual framework developed from the literature review is part of this chapter,

Chapter three deals with the research methodology. It includes subsections such as the research approach and design, sampling design, type and source of data, data collection instrument and its analysis method. And also the fourth chapter will include the detail analysis and discussion of the data collecting for the study. The final chapter address the summary of findings, conclusions, recommendations and implications for future research.

CHAPTER TWO

2. LITERATURE REVIEW

2.1. Definition of Advertising

Many marketing professionalisms“ they do not agree at some common sense of the definition of advertising. So some of them expression of advertising are: The term advertising originates from the Latin “advert” which means to turn around. Advertising thus denotes the means employed to draw attention to any objects or purpose. In the marketing context, advertising has been defined as any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor(Bagwell, 2005).

Advertising is a means of communication with the users of a product or service. Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them, as defined by the Advertising Association of the UK. It is always present, though people may not be aware of it. In today's world, advertising uses every possible media to get its message through. It does this via television, print (newspapers, magazines, journals etc.), radio, press, internet, direct selling, hoardings, mailers, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people (endorsements)(Kotler et al, 2005).

According to American Marketing Association “advertising is any paid form of non-personal presentation and promotion of ideas, goods and services by an identified sponsor”. Advertising is used for communicating business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. it is indispensable for both the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising them. Advertisement supplements personal selling to a great extent. It has acquired great importance in the modern world where tough 10 competition in the market and fast changes in technology, we find fashion and taste in the customers (Kotler, 1998).

Different scholars define and conceptualize advertisement in a different ways and differentiate from another profession. According to Solomon et al., (1999) advertising consists of all activities

involved in presenting to a group with non-personal, sponsor identified message about a product or organization. This message, called an advertisement can be verbal and visual, and is disseminated through one or more media. Advertising has long been viewed as a method of mass promotion in that a single message can reach a large number of people. But, this mass promotion approach presents problems since many exposed to an advertising message may not be within the marketer's target market, and thus, may be an inefficient use of promotional funds. Definitely advertising is openly and over the overtly subsidized information and persuasion, and its task is to present and promote for more than merchandise. AMA definition actually describes the four main points of advertising: the phrase paid form in the AMA definition is too restricted for many advertising professionals.

According to Britannica Dictionary, "A form of paid announcement interested to promote the sale of commodity or services, to advance an idea or to bring about other effect desired by the advertiser". Albert, L. (2005) the father of advertising expressed, "Advertising is salesmanship in print". But he offered that definition long before television and internet, at a time when the nature and scope of advertising were quite limited. The London Institute of Practitioners in Advertising has given a definition which very closely approximates the following points: advertising presents the most persuasive possible selling message to right prospect for the product or service at the lowest possible cost. These definitions include the element of payment for the sponsor. But the sponsor of the advertisement should not only make the payment for it, but should also identify itself in the advertisement.

Kotler et al., (2005) which identifies advertising as Controlled, identified information and persuasion by mean of mass communication media.

Information: It provides the communication link between someone, who needs something, is' often just that simple. The advertiser provides information to person who is seeking it. Surely, advertising is the most efficient means of reaching people with product or service information.

'Presentation' and promotion however hardly suggest an active attempt to influence people to action or belief by an overt appeal to reason or emotions. 'Persuasion' which is a major objective of modern advertising, is what has just been described.

Controlled: The word “Controlled” provides an important distinction between advertising and either personal selling or publicity. The content, time and direction of an advertising message are controlled by the advertiser.

Identifiable: This word is used in preference to such terms as "by an identified sponsor" to indicate that receiver of the advertising message is able to identify both source and purpose. The source is responsible for the message and recognizes or should recognize that its purpose is to persuade the receiver to accept the ideas or opinions it present.

Petty et al.,(1993) states that, advertising is a single component of the marketing process. Advertising is certainly an important component of a marketing strategy and possibly the most expensive. Advertising and Public relation are similar in that they both want to convey a message to their client’s target audience. However they convey that message differently and in different mediums.

2.2. Features of Advertising

As we have mentions some the main features of advertising. Those are

A. Advertising is means of mass communication reaching the masses. It is a nonpersonal communication because it is addressed to masses. Advertising informs the buyers about the benefits they would get when they purchase a particular product. However, the information given should be complete and true and expects to create a favorable attitude which will lead to favorable actions. Any advertising process attempts at converting the prospects into customers. It is thus an indirect salesmanship and essentially a persuasion technique.

B. Salesmanship is personal selling whereas advertising is non-personal in character. Advertising is not meant for anyone individual but for all. There is absence of personal appeal in advertising and to a sponsor may be an individual or a firm who pays for the advertisement. The name of reputed company may increase sale or products. The product gets good market because of its identity with the reputed corporate body.

C. Advertising facilitates consumer choice. It enables consumers to purchase goods as per their budget requirement and choice. Right choice makes consumer happy and satisfied. Advertising is an art because it represents a field of creativity. Advertising is a science because it has a body of

organized knowledge. Advertising is profession is now treated as a profession with its professional bodies and code of conduct for members.

D. Advertising is an important element of promotion mix. Advertising has proved to be of great utility to sell goods and services. Large manufactures spend cores of rupees on advertising. A good advertising campaign involves lot of creativity and imagination. When the message of the advertiser matches the expectations of consumers, such creativity makes way for successful campaign (,O"Gunim et al 2003).

2.3. Objectives and Importance's of Advertising

As mentioned Kotler(1998), the fundamental purpose of advertising is to sell something - a product, a service or an idea. In addition to this general objective, advertising is also used by the modern business enterprises for certain specific objectives which are; to introduce a new product by creating interest for it among the prospective customers, support personal selling programed, reach people inaccessible to salesman, enter a new market or attract a new group of customers, light competition in the market and to increase the sales as seen in the fierce competition, enhance the goodwill of the enterprise by promising better quality products and services, improve dealer relations and to warn the public against imitation of an enterprise's products.

As indicated in Belch (2002), advertising has become an essential marketing activity in the modern era of large scale production and serve competition in the market. It performs the following functions:

A. Promotion of Sales: It promotes the sale of goods and services by informing and persuading the people to buy them. A good advertising campaign helps in winning new customers both in the national as wet as in the international markets.

B. Introduction of New Product: It helps the introduction of new products in the market. A business enterprise can introduce itself and its product to the public through advertising. A new enterprise can't make an impact on the prospective customers without the help of advertising. Advertising enables quick publicity in the market.

C. Creation of Good Public Image: It builds up the reputation of the advertiser. Advertising enables a business firm to communicate its achievements in an effort to satisfy the customers'

needs. This increases the goodwill and reputation of the firm which is necessary to fight against competition in the market.

D. Mass Production: Advertising facilitates large-scale production. Advertising encourages production of goods in large-scale because the business firm knows that it will be able to sell on large-scale with the help of advertising. Mass production reduces the cost of production per unit by the economical use of various factors of production.

E. Research: Advertising stimulates research and development activities. Advertising has become a competitive marketing activity. Every firm tries to differentiate its product from the substitutes available in the market through advertising. This compels every business firm to do more and more research to find new products and their new uses. If a firm does not engage in research and development activities, it will be out of the market in the near future.

F. Education of People: Advertising educate the people about new products and their uses. Advertising message about the utility of a product enables the people to widen their knowledge. It is advertising which has helped people in adopting new ways of life and giving-up old habits. It has contributed a lot towards the betterment of the standard of living of the society.

G. Support to Press: Advertising provides an important source of revenue to the publishers and magazines. It enables to increase the circulation of their publication by selling them at lower rates. People are also benefited because they get publications at cheaper rates. Advertising is also a source of revenue for TV network.

2.4. Types of Advertising

O'Gunim et al., (2003) identified seven types of advertising. These are

- **Brand advertising:-** is usually visual and textual advertising. It is intended primarily to achieve a higher level of consumer recognition of specific brands.
- **Commerce and retail advertising:** this type of advertising focuses on the specific production organization or product sales: it can be a service company or a shop. The main task of the commerce and retail advertising is to encourage the inflow of potential

- buyers by informing them about the place and the main terms of the provision of certain goods or services.
- **Political advertising:** this type of advertising is considered as one of the most prominent and the most influential types of advertising. A positive image of the politician is formed.
 - **Advertising with a feedback:** this type involves an exchange of information with potential customers. Most common way is a direct mail to specific recipients that has the greatest interest for advertisers as a possible buyers (e.g. in the form of catalogs).
 - **Corporate advertising:** is an advertising which almost never contains advertising information (in the conventional sense of the word), and serves for the preparation of the public opinion (a certain segment of buyers) to support the point of view of the advertiser.
 - **Business advertising:** is professionally-oriented advertising, intended for distribution among groups formed by their belonging to a particular occupation. Such advertising is spreading mainly through specialized publications.
 - **Public or social advertising:**-is advertising oriented to the audience which is united mainly by people social status - for example, single mothers, childless couples, teenagers, etc.

2.5. Historical Background of Advertising

The beginning of advertising can be traced back 3000 years with a sign of selling wine from ancient Babylonia, or with trade fairs in ancient China during the Western Zhou Dynasty (Landa, 2004). Due to the widespread illiteracy before the age of print, most messages were delivered by criers who stood on street corners or at ancient sport contests. They usually shouted out the wares of the sponsor to the audiences (Bary, 1987).

By the dawn of 19th century the pattern of advertising changed-and the power of advertising increased rapidly with the growth of trade and commerce. With the Industrial Revolution in a number of countries, the number of advertisements from British Business Houses rose considerably. The Times of India and The Statesman started their own facilities for layout and copy of the advertisement (Arenas, 2002).

Advertisers send a message to millions of consumers at the same time in the advertising process. But it does not mean effective communication process occurred. This may be only one of several hundred messages the consumer is processed, comprehended or stored in memory for later retrieval. Even if the advertising message is processed, it may not interest consumers or may be misinterpreted by them (Smith and Yang, 2004).

Target audience need to be informed of all manner of things: product specification, product availability, prices, after sale services and many other items as well. When something new is being introduced to the market – a new product, a new service, a new branch of a retail chain - then the need to inform is very high. It is not only consumers who need to be informed and techniques such as public relation, direct mail and conference can be used to inform employees, shareholders, local communities and government department as well (Thorson and Moore, 1996).

According to Thorson and Rodgers (2012), persuading is harder than informing. It may require the recipient of the message not only to understand what is being said but also to act on it in some way. In the communication system or advertising process the consumer is considered as an information processing and decision making entity. Hence it is important to analyze how the required information reaches the entity and how he responds and reacts to the given information or stimulus i.e. the advertising.

2.6. Theories of Advertising

In the literature, instead of one proven theory, there are at least four distinct, alternative theoretical formulations of how advertising produces its effect. Weilbacher (1984) summarizes these four theories.

A. Pressure – Response Theories of advertising: - it assumes that advertising effects are a function of the advertising dollars spent or messages received. It also assumes that stable relations exist between advertising pressure and advertising effect. This theory tends to ignore the quality of advertising creative work in causing advertising effects.

B. Active Learning Theories of advertising:-it also assumes that advertising conveys information that leads to attitude change and, in turn, to changes in market place behavior.

C. Low Involvement Theories of advertising assume:- at least in some advertising situations, that the information content of advertising is not of importance to the consumer and that it tends to be passively stored rather than actively evaluated in relation to consumer reactions to products and companies. In this conception, advertising effects cumulatively increase brand relevance or salience, result in changed purchase behavior, and lead to revised attitudes only after the brand has been purchased or used.

D. Dissonance Reduction Theories: - suggest that behavior may lead to attitude change and that newly formed attitudes are reinforced and stabilized by information from advertising.

2.7. Models of Advertising Effect

The linear information processing theories of communication and persuasion have been highly influential in both advertising and marketing communications textbooks and in professional practice. These theories generally reflect the methods and assumptions of cognitive psychology. In particular, they draw an analogy between the information processing of computers and that of humans.

2.7.1. AIDA Model

One of the models in the hierarchy of effects model is the AIDA model. This model refers to specific techniques necessary to implement when creating an advertisement. The model was first developed for the stages a sales person should follow in his sales. It was used in assisting sales training. Hierarchy-of-effects models of advertising persuasion tend to be variations on Strong's (1925) AIDA (Awareness, Interest, Desire, Action) sequence in which the consumer is moved along a linear continuum of internal states from unawareness to awareness, then interest is elicited and desire (for the brand) aroused. Finally, the consumer is stirred into action in the form of a purchase (hence the acronym AIDA). The AIDA process suggests that the principal task is to move people from levels of unawareness to awareness, and through developing interest and desire, move them to take action – especially in the form of product purchase. Inherent in this model is the implication that advertising works through a process of persuading people to buy, that not only should they be aware of the product but that they should buy because advertising has convinced them that it is something they want. Advertising's role, therefore, is to make the market aware and provide sufficiently enticing and imaginative messages to generate interest and desire to purchase.

2.7.2. Hierarch of Effects Model

The second model, conceived by Lavidge and Steiner is the Hierarchy of Effects model that recognizes two additional steps before the recipient becomes a purchaser and gives importance to cognitive stages. The individual is seen to move from an Awareness of the product's existence to Knowledge of the product's attributes. From there progresses, to liking for the product, which results in a preference for that product above the others available. Then gets a conviction as to the value of that product to him which leads to the eventual stage of purchasing the product.

2.7.3. Innovation- Adoption Model

Based on Diffusion of Innovations theory in communication (Rogers 1973), describes how advertising helps in creating acceptance for a new product. By spreading awareness amongst the audience about the product to increasing their interest levels (creative executions play a crucial role) aids the consumer segment into evaluating both the communication and also the product leading to trial use. This trial is pre-emptive action before the ultimate purchase decision. Advertising is significant because it leads the consumer to trial, leaving it to finally adopt or reject the product based on the merit of the product and other elements of the marketing mix. In case of rejection, advertising reinitiates the process by using innovative message execution strategies to position the product in an alternative manner. Advertising rarely relies on drastic changes in the product to gain acceptance from the audiences.

2.7.4. Advertising and Consumer Behavior

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. This view of consumer behavior is broader than the traditional one, which focused more narrowly on the buyer and the immediate antecedents and consequences of the purchasing process. Consumer purchase intention can be defined as the implied promises to one's self to buy the product again whenever one makes next trip to a market. Purchase intention means the likelihood that a consumer will buy a particular product; the higher the purchase intention, the greater the purchase probability (Kotler&Armstrong2012).

Consumer purchase intention is a kind of decision making that studies the reason to buy a particular brand by consumer .Purchase intention usually is related to the behavior, perceptions and attitudes of consumers. Consumers start collecting information from external and own experience. Once they collect certain amount of information, consumer asses and evaluate the information to reach at the purchase decision (Shah 2012).

Consumers pass through different stages in their purchase decision process. The issues involved in the process include problem recognition & identification, Product information search, identification & evaluation of choices, vendor recognition & selection, price negotiation, negotiation of terms and conditions ,buying process and post purchase evaluation & grievances. Repeated advertising messages affect consumer behavior. This repetition serves as a reminder to the consumer. Behavior that stems from reminders includes suddenly thinking of a product while shopping and making a decision to buy it, as if it had been on the consumers "to-do" list(Well et al.,1995).

Now a day it is the consumer whose buying preferences decide what should be manufactured, in what quantity and what should be the quality of the product which more or less depends on the four P's of marketing mix. Thus a marketer has to take into account various factors while deciding on marketing a product as consumers have different preferences and sometimes totally diverse preferences. Therefore the tasks of manufacturer and marketer have become onerous and it is very important to understand the consumer behavior. Often, consumers themselves don't know exactly what influences their purchases. "The human mind doesn't work in a linear way," says one marketing expert. "The idea that the mind is a computer with storage compartments where brands or logos or recognizable packages are stored in clearly marked folders that can be accessed by cleverly written ads or commercials simply doesn't exist. Instead, the mind is a whirling, swirling, jumbled mass of neurons bouncing around, colliding and continuously creating new concepts and thoughts and relationships inside every single person's brain all over the world" (Petty et al, 1983).

2.8. Empirical Review of the Study

Advertising is considered to be capable of reaching large audiences and being effective and cost efficient at achieving high levels of awareness, creating brand differentiation, informing and

reminding and, over the longer term, developing and maintaining brands. Some argue that once started, advertising should be a continuous activity (Picton & Rodrick, 2005).

Advertising and promotion offer a news function to consumers. Viewers of ads learn about new products and services available to them, much like they learn about events in the news. This information function has a neutral role. It provides facts without approval or disapproval from consumers (Bary, 1987).

In a study conducted regarding the effects of advertising with reference to cosmetic product in India revealed that 70% of the consumers were influenced by the advertisement. Advertisements on cosmetic products, inform them on the essence of using the product and create awareness of the cosmetic products but their purchase of these products is highly influenced by other factors like the quality, brand, others recommendation and price (Kotler et al., 2005).

Following the conceptual framework developed by Mewal (2013) he identified Impressive, Understandability, Attention Grabbing, Memorable, Creative and Honest as the key drivers which pushes the consumer in the direction of purchase. Understandability, attention grabbing, and honest advertisement were found to be strongly related to consumer buying behavior where as impressive, attention grabbing and creative advertising found to be moderately related. Attention grabbing Ad ,impressive and Honest advertising rank from 1st to 3rd while memorable, creative and Simple to understand advertisement rank from 4th to 6th in their 22 degree of influence. Hence, understandability in advertisement has an effect on purchase intentions.

2.9. Advertising and Its Relationships

2.9.1. The Understandability of Advertisement and Purchase Intention

Companies advertising message should be understandable. It should not be complex. The simplicity of the advertisement leads to impact the information consumers so that they are well informed and can make a good choice (Mewal, 2015).

Advertisement often consists of complex tools; the target group has to work hard to decode the message as there are several ways for people to decode a message. Therefore it is important that the sender is aware of the target group. Advertisers have to be aware of the fact that people interpret

messages differently based on prior experience, age, sex, religion, culture and beliefs. Therefore message should be clear and simple to understand (Johanseen et.al, 2010).

Tahkur in his research entitled “*the impact of advertisement on customer buying behavior of personal care products*” also depicted that advertisement features of understandability was an important factor that 52% of the respondents agree on its influence on their purchasing decision. Hence, understandability in advertisement has an effect on purchase intentions.

2.9.2. The Credibility of Advertisement and Purchase Intention

According to Lutz (1985), advertising credibility is defined as the degree to which the consumer perceive claims made about the brand in the Ad to be truthful & believable. It refers to the consumer perception of what extent consumers perceive the message of the advertising to be believable and to what extent consumes really trust the source advertising. In addition, Zineyemba and Manase (2015) studied factors looked in for adverts and found out that convincing message influence consumers at a significant rate. Therefore, Credibility of advertisement has an effect on purchase intentions.

2.9.4. The Originality of Advertisement and Purchase Intention

Originality is one of the dimensions of creative advertising. An original Ad comprises elements that are rare or surprising, or that move away from the obvious and commonplace. The focus is on the uniqueness of ideas or feature contained on the Advertisement (Reinartz & Saffert, 2013). Advertising original idea has been considered as an important factor that influences consumers „reaction to the message and in turn advertising effectiveness. The essence of original idea is that anyone else didn’t think like that before (Chernkova, 2012). This study revealed that original idea, humor and music were what respondents notice in creative advertising. As a result their findings were that both originality and message relevance showed positive and significant relationship which they affirmed that it is in line with the findings of by Dahlen and Edenius (2007). However, the findings emphasizes that originality in non-traditional media develops a more favorable attitude towards the Ad than traditional media.

2.9.3. The Memorability of Advertisement and Purchase Intention

If a target audience cannot remember a marketer’s message, advertising largely becomes a waste of time, money and resource. Dholakia & Usitalo (2002) suggested that, in order to be effective, an advertisement has to be memorable for the viewer. With an effective advertisement, the viewer

should be able to clearly recall what happened during the course of the ad, and more importantly, which product is being advertised. That recall is the trademark of an effective advertisement.

Lange and Dahlan (2003) believed that Advertising memorability has a double effect. When consumers are exposed to a typical Advertising for a familiar brand the ad should be easy to recognize and to store in memory to be easily retrieved from the schema .Furthermore incongruent Ad actually made familiar brand easier to remember. The Advertising makes consumer to process information more carefully and it evokes stored brand schema.

2.10. Conceptual Framework

This study designed to determine the effect of advertising on users purchase intention for Anbessa shoe products. It assesses to the advertising characters and their impact on users purchase decision process.

Independent variable

Dependent variable

Advertising characters

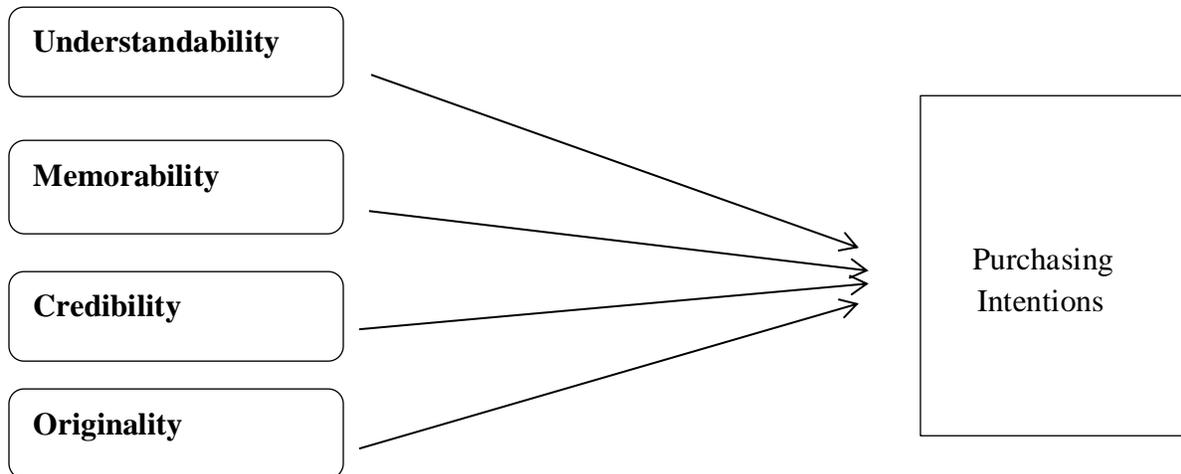


Figure 1:- Conceptual framework

Source: Adopted from Mewal N, (2015), Mainu &Zahire(2014),Reinartz &Saffert 2013).

CHAPTER THREE

3. RESEARCH DESIGN AND METHODS

3.1. Background of the study Area

Addis Ababa, also spelled Addis Ababa, which is the capital and largest city of Ethiopia. It is located on a well-watered plateau surrounded by hills and mountains, in the geographic center of the country. Only since the late 19th century has Addis Ababa been the capital of the Ethiopian state.

Addis Ababa lies at an elevation of 2,355 meters (7,726 ft.) and is a grassland biome, located at 9°1'48"N 38°44'24"E. The city lies at the foot of Mount Entoto and forms part of the watershed for the Awash. From its lowest point, around Bole International Airport, at 2,326 meters (7,631 ft.) above sea level in the southern periphery, Addis Ababa rises to over 3,000 meters (9,800 ft.) in the Entoto Mountains to the north. Addis Ababa has a subtropical highland climate with precipitation varying considerably by the month. The city has a complex mix of alpine climate zones, with temperature differences of up to 10 °C (18 °F), depending on elevation and prevailing wind patterns. The high elevation moderates temperatures year-round, and the city's position near the equator means that temperatures are very constant from month to month. As such the climate would be mari time if its elevation was not taken into account, as no month is above 22 °C (72 °F) in mean temperatures (Gebre, 2015).

As of the latest 2007 population census conducted by the Ethiopian national statistics authorities, Addis Ababa has a total population of 2,739,551 urban and rural inhabitants. For the capital city 662,728 households were counted living in 628,984 housing units, which results in an average of 5.3 persons to a household. The economic activities in Addis Ababa are diverse. According to official statistics from the federal government, some 119,197 people in the city are engaged in trade and commerce; 113,977 in manufacturing and industry; 80,391 Homemakers of different variety; 71,186 in civil administration; 50,538 in transport and communication; 42,514 in education, health and social services; 32,685 in hotel and catering services; and 16,602 in agriculture(CSA,2010). The city is divided into 11 sub city and 120 districts. From this

perspective, the study area of this research conducted in Addis Ababa selected area within the users of Anbessa shoe products.

3.2. Research Approach

Punch as cited by Huges (1998) suggested factors to consider while choosing research approach. One factor that was mentioned is the literature and how others researchers dealt with it. It is the desire of this researcher to align this research with the standard approaches with previous studies and hence adopted quantitative approach. The researcher examined the relationship among the identified variables using statistical procedures. Consequently analyzing data with quantitative strategy requires an understanding of relationships among variables by either descriptive or inferential statistics. Descriptive statistics also helps to draw inferences about populations and to estimate the parameters (Trochim, 2000).

This study was employed by mixed with of both qualitative and quantitative approach. The quantitative technique involved a survey of company's consumers. The survey method using questionnaires were used for this study primarily because it reduces cost and time associated with census and they are capable of generating quantitative data. An explanatory and quantitative research approach was appropriate to gather the primary data and attending to the research questions. This choice was made because this study involving investigating advertisement effect on users purchases intention and collecting data to test hypotheses. The variables data were measured once through a survey where the opinions of the respondents illustrate.

3.3. Research Design

Research designs are plans and procedures for research that span the decisions from broad assumptions to detailed methods of data collection and analysis. It is a frame work for conducting a research project (Creswell, 2009). There are three research designs based on the purpose of inquiry. These are exploratory, explanatory and descriptive. Of which this, the researcher was used explanatory in a sense that it identifying the links between advertising and purchase intentions of users for Anbessa shoe products.

3.4 Sampling Design

3.4.1. Target Population

Creswell (2009) defined Population as the group of interest to the researcher, the group to whom the researcher would like to generalize the results of the study. Accordingly, the area of interest of this study was the users of Anbessa shoe product in Addis Ababa region with in compactable area of the city.

3.4.2. Sampling techniques

The two broad categories of sampling techniques are probability sampling and non-probability sampling. In probability sampling, every unit of the population has equal chances of being selected as a sample unit. In non-probability sampling units in the population have unequal or zero chances of being selected as a sample unit. Convenience sampling is a type of nonprobability sampling where members of target population meet certain criteria such as easy accessibility, geographical proximity, availability at a given time or willingness to participate. Furthermore convenience sampling is affordable, and the subjects are readily available (Alkasim2016). In light of the above practical consideration, the researcher was adopted non probability convenience sampling.

3.4.3. sample Size

Sample size refers to the number of items to be selected from the universe to constitute a sample. It should neither be excessively large nor too will small. An optimum sample is representative and reliable of the universe. Since the population of this research have unknown, and the sampling frame has large. As mentioned in Cochran (1977), the study has used the following formula with in the confidence level of 95%.

$$N_s = \frac{Z^2 \times p \times q}{e^2}$$

Where N_s = Sample size

Z = the value from z tables (1.96) at the confidence level of 95%

p = the population proportion (assumed to be 0.5)

q = the estimate of variance $1p$ (0.5)

e^2 = the desire level of precision (0.05)

$$\text{Therefore, } N_s = \frac{(1.96)^2 \times 0.5 \times 0.5}{(0.05)^2} = 384.16$$

By using the above formula, the researcher was selected 384 sample respondents.

3.5.Source of data

The researcher used both primary and secondary data. The primary data were collected from respondents to get a good understanding of advertising effects on consumers regarding purchase of Anbessa shoe products. The study also utilized secondary data obtained from written materials like: academic books, journals, magazines, research papers, internet resources for literature review.

3.6 Data collection Instrument

A questioner is essentially a structured technique for collecting primary data. It is generally a series of questions for which the respondents have to provide answers (Bell 1999). According to Bell if administered properly, a questionnaire can prove to be an excellent method to obtain quantitative data about people's attitude, values, experiences and past behavior. It will also allow to gather a significant amount of data at relatively low cost. Hence a self-administered questioner was prepared both in Amharic and English language to facilitate the data gathering and reach out larger number of consumers. The first part of the questioner was designed with multiple choice questions to gather general knowledge about the respondents. The rest of the questioner was designed by a five point like Likert scale which tells that how the respondents strongly disagree or agree with the statement stated. It was designed in a way that is clear, brief and simple to understand to the respondents as well as covers the relevant aspects of the model used.

3.7. Data Analysis Methods

In order to be able to make inferences from the model developed, data analysis is important. It had necessary to employ statistical techniques to analyze the information as this study was quantitative in nature. Computer program such as SPSS (Version 26) was used to analyze the quantitative data. SPSS is powerful program, able to deal with large datasets, and relatively easy to used and also correlation analysis was used to determine the nature of relationship between the independent and dependent variable. Further, multiple regression analysis had also applied to further explain the significance impacts of the dependent and independent variables. From these, the researcher used the following regression formula. That is

$$Y_i = B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e$$

Where Y_i = Dependent variable (Purchasing Intention)

B_0 = constant

B_1X_1 = Variable one (Understandability)

B_2X_2 = Variable Two (Memorability)

B_3X_3 = Variable Three (Credibility)

B_4X_4 = Variable Four (Originality)

3.8. Data Presentation

Beyond the data analysis technique, the study data was presented through tables and narration that help to show the overall findings, conclusions and recommendations.

3.9. Validity and Reliability

3.9.1 Validity

Validity explains how well the collected data covers the actual area of investigation (Ghauri and Gronhaug, 2005). Validity basically means “measure what is intended to be measured” (Field,

2005). to ensure the validity, the researcher was incorporate opinions of experts in addition to the efforts on the area. In addition a detail literature review also confirms to the research validity. The questionnaire was also refined based on opinions from sample respondents which required clarification and modification.

3.9.2 Reliability

Reliability concerns the extent to which a measurement of a phenomenon provides stable and Consist result (Carmines and Zeller, 1979). Reliability is also concerned with repeatability. In this study, Cronbach's alpha (α) had used to test the reliability of the measure. Cronbach's Alpha coefficient is typically equated with internal consistency DeVellis (1991). The Cronbach's Alpha is interpreted as a coefficient Alpha and its value ranges from 0 to 1. Sekaran (2000) explained that when calculating Cronbach's reliability coefficient, reliabilities less than 0.6 are considered poor, reliabilities within 0.7 ranges are considered acceptable and those coefficients over 0.8 are considered good.

Based on this criterion, Cronbach's Alpha reliability coefficient was calculated to estimate the reliability of the data collection instrument.

3.10. Research Ethics

This study considered some ethical issues while conducting the research. The participants in this research had the right to choose whether or not to participate. They were also informed all aspects of a research task. Users were also give the right to privacy about the information they provided. The participants name were never mentioned in any of the data presentation and it was remain confidential.

CHAPTER FOUR

4. RESULT AND DISCUSSIONS

4.1.. Overall of The Respondents Rate

The survey was conducted in Addis Ababa town within more than four weeks. From the total 384 questionnaires distributed all of them were returned from which 10 were not returning and correctly filled it. So the data was rejected to its available of respondents. Therefore, 374 were effectively used for analysis that shows response rate of 97 %.

Table 4.1. Respondents' Response Rate

Sample	Number	Percentage
Number of Questionnaire Distributed	384	100%
Unreturned and rejected questionnaire	10	3%
Total usable questionnaire	374	97%

4.2. Demographic Information of the respondents

The collected data were analyzed with the statistical package for social science (SPSS version26).

The following table presents frequency statistics of demographic variables.

Table 4.2. Demographic Background of the Respondents

Sex						
Male		Female		Total		
Frequency	percentage	Frequency	percentage	frequency	Percentage	

Age group	15-24	22	10.3	13	8.02	35	9.35
	25-34	34	16.03	23	14.19	57	15.24
	35-44	76	35.84	57	35.18	133	35.56
	45 and above	80	37.73	69	42.59	149	39.83
	Total	212	100	162	100	374	100
Marital Status	Single	25	11.79	17	10.49	42	11.22
	married	128	60.37	93	57.40	221	59.09
	divorced	13	6.13	9	5.55	22	5.88
	widow	46	21.69	43	26.54	89	23.79
	total	212	100	162	100	374	100

Table 4.2 shows that among the 374 respondents 212(56.68%) were male while the 162(43.32%) were female. Among this proportion the higher response rate from the male is in the age group above 45 (37.73%) followed by age group between 35-44(35.84%).The younger and the age group between 25-34 is constitute of 22(10.3%) and 34(16.03%) of the male respondents respectively . Considered in the female respondents, the higher number of response is above 45 with of 69(42.59%) followed by between 35-44 (35.18%).The age between 15-24 and 25-34 are made respondents of 8.02% and 14.19% of the total respondents. So from the total number of respondents, the higher numbers of respondents in the male and female are the age group above 45 (39.83%) and (42.59%) of the respondents respectively. And also in the marital status, the total number of male respondents 11.79%, 60.37%, 6.13% and 21.69% are single, married, divorced and widow of the respondents respectively. From the total respondents of female numbers, the higher is married with 57.40% followed by 26.54%% widow of the respondents. From the total respondents, 11.22% single, 49.09% married, 5.88% divorced and 23.79% are widow of the respondents respectively.

4.3. The Socio-economic Characteristics of the Respondents

Table 4.3. The socio economic characteristics of the respondents

Socio economic characteristics of the respondents		sex					
		Male		Female		Total	
		Frequency	Percentage	frequency	percentage	Frequency	Percent age
Educational Background	12 and below	26	12.26	36	22.22	62	16.57
	TVET	58	27.35	41	25.30	99	26.47
	Diploma	47	22.16	39	24.07	86	22.99
	Bachelor Degree	73	34.43	42	25.92	115	30.74
	Master and above	8	3.77	4	2.46	12	3.20
Occupational Status	Government employee	127	59.90	76	46.91	203	54.27
	Private	19	8.96	21	12.96	40	10.69
	NGO employee	11	5.18	7	4.32	18	4.81
	Self-employee	27	12.73	27	16.66	54	14.43
	Others	28	13.20	31	19.13	59	15.77
Monthly income	Br2,000.00 and below	55	25.94	44	27.16	99	26.47
	Br2,001.00-5,0000	81	38.20	54	33.33	135	36.09
	Br5001.00-8,000.00	38	17.92	27	16.66	65	17.37

Br8001.00 -11,000.00	22	10.37	23	14.19	45	12.03
Br11,001. 00 and above	16	7.54	14	8.64	30	8.02

Table 4.3. shows from the total respondents of the data, the higher number of the educational background is bachelor degree with 30.74% followed by TVET 26.47% to constitute of diploma, grade 12 and below, and master and above of 22.99%,16.57% and 3.02% of the respondents. Majority of the respondents 54.27% are government-employed followed by other 15.77, self-employed, NGO next to private with 14.43%, 10.69% and 4.81% of the respondents respectively. Within the income, level most respondents fall between the income categories of birr 2,000 to 5,000, which are 36.09% of the total valid numbers.

4.4. Advertisements and factors

4.4.1. The Degree of Mean Factors of Affecting Purchasing Intention in Anbessa Shoe Product

Table 4.4. Perception of respondents about purchase intentions in Anbessa Shoe Product

No	Items Measuring Purchasing Intentions of Anbessa Shoe Product	Mean	S .Deviation	CV (%)
1	Family and friends influence in my Purchase intention for Anbessa Shoe Product brand.	4.00	0.842	21
2	Advertisement influences my Purchase intention for Anbessa Shoe Product	4.25	0.812	19.1
3	Sales persons influence my purchase Intention on the Anbessa Shoe Product	4.13	0.743	18

4	I prefer to buy Anbessa Shoe Product whenever new product is launched	4.19	0.849	20.3
5	I prefer to buy Anbessa Shoe Product whenever there is to discount	4.15	0.913	22
6	I have considered buying Anbessa Shoe Product after coming across an advertisement	3.68	1.072	29.2
7	I have considered switching to other s brands due to advertisement	3.94	0.857	21.8
8	I have considered switching to other products brands due to price discount	3.84	0.973	25.3

As indicted from table 4.4, respondents agree within the mean value of 4.25 that advertisement influences them to buy with Anbessa shoe product brand followed by the new product is launched and discount with in the mean value of 4.19 and 4.15 constitute to sales persons and family and friends with mean value of 4.13 and 4.00. Regarding their preference to buy Anbessa shoe products on the average respondents agree that new product launch and price discounts are the factors considered followed by advertisement. Participants of the study also agree (mean value of 3.94) that advertisement made them to switch to another product followed by price discount and Anbessa shoe products across in advertisement with in mean value of 3.84 and 3.68 respectively.

4.5. The Independents of Advertisements and Purchasing Intention

The responses on understandability, memorability, credibility and originality of Anbessa shoe product advertisement and the degree of agreement to purchase advertised of Anbessa shoe product is summarized below. The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. On the scale from 1 to 5 (1 strongly agree to 5 strongly disagree) the lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement.

4.5.1. The Understandability of Advertisement and Purchasing Intention In Anbessa shoe product

Table 4.5. The understandable of AD and Purchasing intention

No	Items of Constructed	Mean	S. De	CV(%)
1	The advertisement message of Anbessa shoe product is understandable as a result it helps me decide to buy the product.	4.1	0.97	24.1
2	The advertisement of Anbessa shoe product is complex.	1.6	0.78	34
3	The facts in the Anbessa shoe product advertisement don't convince me to the benefits of the product.	1.8	0.84	46.6
4	Since the advertisement is very confusing, I do not understand what the advertisement is all about	2.4	1.2	50

From the above table indicated that, respondents agree of mean 4.1 that the Anbessa shoe product advertisements are simple enough to make respondents purchase the advertised product. On the other hand the respondents disagree within the mean value of 1.6, 1.8 and, 2.4 that the Anbessa shoe product advertisement are complex, not convincing or confusing respectively.

4.5.2. The Memorability of Advertisement and Purchasing Intention in Anbessa shoe product

Table 4.6. The Descriptive Memorability of AD and Purchasing Intention

No	Items of Constructed	Mean	S. D	CV(%)
1	The advertisement message of Anbessa shoe product is memorable as a result it influences me to decide to buy the product.	3.82	1.05	27.6
2	The advertisement of Anbessa shoe product familiarizes me with the specific brand advertised.	3.63	1.01	27.9

3	Since the advertisement is so as a weak, they don't stick in my brain for long time.	3.6	0.94	26.2
4	Mostly I discuss the advertisement message with my friends after viewing it.	3.54	1.1	31.8

Based on the above table, respondents strongly agree that advertisement message being memorable influences them into their purchasing decision of Anbessa shoe products within the mean value of 3.82 and familiarizes with their purchasing intention. And also the respondents disagree with the advertisement message being weak and not sticking for long and to discuss their friends after viewing it within the mean value of 3.6 and 3.54 respectively.

4.5.3. The Credibility of Advertisement and Purchasing Intention in Anbessa shoe product

Table 4.7. The Descriptive credibility of AD and Purchasing

No	Items of Constructed	Mean	S. D	CV(%)
1	The advertisement message of Anbessa shoe product is credible and it influences to me decide buy the product.	4.04	0.982	22.3
2	When the advertising of Anbessa shoe product produced by individuals who are credible and it enhances its credibility.	4.2	0.835	30.6
3	I believe that the advertisement of Anbessa shoe products is exaggerated.	2.3	1.16	22.0
4	Since advertisements are always unrealistic and I don't consider them as honest information source.	1.8	0.85	50.5

As indicated from the above table, the influence of credibility in advertisement scored a high mean value of 4.2 for source credibility and also agrees with the statement that states credibility in advertisement influences their purchase intention within the mean value of 4.04. Respondents on average disagree with the construct that states advertisements are exaggerated and the ads of

Anbessa shoe product are as an honest source of information source and unrealistic with the mean value of 2.3 and 1.8 respectively.

4.5.4. The Originality of Advertisement and Purchasing Intention In Anbessa shoe product

Table 4.8. The Descriptive data originality of AD and Purchasing

No	Items of Constructed	Mean	S. D	CV	
1	Originality in Anbessa shoe product advertisement influences me to decide to buy the product.	4.21	0.829	19.7	
2	I believe Out of ordinary ideas in Anbessa shoe product advertising is irrelevant.	3.66	1.13	30.8	As
3	when advertising of Anbessa shoe product depart from stereotypical thinking, it grabs my attention	3.63	0.941	25.9	
4	When Anbessa shoe product advertisements“ are unique, it sticks in my mind.	3.60	0.944	26.2	

indicated in the above table, the respondents agree that originality in advertisement influence them to buy Anbessa shoe products. On average respondents agree that out of ordinary ideas, creative ideas departing from stereotypical thinking and uniqueness in advertisement are relevant for Anbessa shoe products advertisements within the mean value of 3.6. However, the coefficient of variation is higher among respondents for relevancy of out of ordinary ideas in advertisements

4.6. Measurement of Reliability

Chererkov (2012), state that the coefficient value of alpha is the average of all possible split half coefficients resulting from different ways of splitting the scale item. This coefficient of alpha varies from 0 to 1, and the value of 0.6 or less is generally indicates unsatisfactory internal consistency reliability. The measure of reliability test calculated indicated a Cronbach_s alpha of understandability α , 0.815, memorability α , 0.744, and credibility α , 0.865 and originality α , .0.836. Based on the below range all the variables designed were found to be a good measure of the internal consistency ($\alpha > .60$).

Table 4.9. The reliability coefficient study of variance

No	Items of Constructed	N	Cronbach's Alpha
1	Overall of reliability	19	0.890
2	Understandable	3	0.815
3	Memorability	4	0.744
4	Credibility	4	0.865
5	Originality	4	0.836
6	Purchase intention	4	0.777

4.7. Correlation Analysis

A correlation coefficient expresses quantitatively the magnitude and direction of the relationship between two variables. It is an effect size and so we can verbally describe the strength of the correlation. Correlation coefficients vary from +1.0 to -1.0. The sign of the coefficient tells us whether the relationship is positive or negative. Evans (1996) suggested the following values for the correlation coefficients. “Between” 0.00 to 0.19 is “very weak”, 0.20 to 0.39 is “weak”, 0.40 to 0.59 is “moderate”, 0.60 to 0.79 strongly and 0.80 to 1.0 is “very strong”. Based on this guide, the findings from the correlation analysis had been interpreted and saw as follows.

Table 4.10. The Descriptive Data of Correlation Analysis

Correlations		Simple to understand	Memorability	Credibility	Originality	Purchase intention
Understandable	Pearson correlation	1				
	Sig.(2-tailed)					

	N	330				
Memorability	Pearson correlation	0.316**	1			
	Sig.(2-tailed)	0.000				
	N	330	330			
Credibility	Pearson correlation	0.122**	0.436**	1		
	Sig.(2-tailed)	0.027	0.000			
	N	330	330	330		
Originality	Pearson correlation	0.733**	0.348**	0.064**	1	
	Sig.(2-tailed)	0.000	0.000	0.247		
	N	330	330	330	330	
The impact of AD on purchasing intention	Pearson correlation	0.762**	0.642**	0.488**	0.784**	1
	Sig.(2-tailed)	0.000	0.000	0.000	0.000	
	N	330	330	330	330	330

** . Correlation is significant at the 0.001 level(2-tailed)

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

As indicated in the matrix, the person correlation coefficient shows that originality, understandability and memorability has a strong correlation with purchase intention with a coefficient of $r=.784$, $r=.762$ and $r=.642$ respectively. Credibility in advertisement has a moderate correlation with a coefficient of $r=.488$. Each independent variable correlates perfectly with itself with a coefficient of $r=1$. Therefore all independent variables have a strong and positive correlation with the dependent variable at a significant level of $p=.000$. so from the above table, the dependent variable of purchasing intention is highly correlated to originality, understandability, memorability and credibility within its respectively. The advertising system of Anbessa shoe products Company is very simple to understand, memorable of image, to reliable and trust and its sources of data to achieve its product intentions of the consumers.

4.8. Multiple Regression Analysis

In order to determine the explanatory power of the independent variables in the variance of the dependent variable, multiple linear regression analysis was employed. To evaluate the effect of advertisement, this research looked at the four predictive variables. These are advertisement being understandability, advertisement being memorable, advertisement being credible and advertisement originality. Multiple linear regressions also use to compare which independent variable has more effect than other independent variables. The assumptions in multiple regressions which are normality of the distribution, multicollinearity and linearity should be satisfied and the results are summarized below

4.8.1. Normality Test

Multiple regressions require that the independent variables in the analysis be normally distributed. Hence the skewness and kurtosis statistics for all variables should be within the acceptable range (-1 to +1). The skewness and kurtosis statistics of all variables are close to zero indicating the distribution of the scores in the variables is more or less symmetrical and normal distributed. The result has presented below.

Table 4.11. Summary of normality statics

NO	Items of constructed	Skewness		Kurtoses	
		Statics	Std. Error	Statics	Std. Error
1	Understandable of Anbessa shoe products AD	-0.423	0.134	-0.720	0.268
2	Memorability of Anbessa shoe product AD	-0.205	0.134	-0.203	0.268
3	Credibility of Anbessa shoe product AD	-0.470	0.134	-0.638	0.268
4	Originality of Anbessa shoe product AD	-0.411	0.134	-0.388	0.268
5	Degree purchasing of Anbessa shoe product	-1.172	0.134	-0.239	0.268

4.8.2. Multicollinearity Test

Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated. Multicollinearity occurs when there are high inter correlations among some set of the predictor variable .According Gujarati (2004), if tolerance value exceeds 10, then it is considered as problematic and indicates the existence of multicollinearity. The multicollinearity statistics shown in the following table indicated that the tolerance and VIF (Variable Inflation Factor) are all less than 10.

Table 4.12. Summary of Multicollinearity test

Coefficient							
Model	Understandable Coefficient		Standardized coefficient	T	Sig	Collinearity coefficient	
	B	St .Error	Beta			Tolerance	VIF
Constant	3.764	0.152		24.694	0.000		
Understandable of AD	0.452	0.039	0.311	11.496	0.000	0.427	2.344
Memorability of AD	0.405	0.33	0.255	12.127	0.000	0.706	1.417
Credibility of AD	0.473	0.30	0.311	15.695	0.000	0.796	1.256
Originality of AD	0.692	0.43	0.442	16.053	0.000	0.412	2.426

Dependent variable: Purchase Intention

4.9. Multiple Regression Analysis

Table 4.13. Regression analysis between dependent and independent variable

Model	R	R square	R-Adjusted	St. Error
	0.948	0.878	0.857	0.39698

Finally a linear regression model for the dependent variable level of agreement for purchasing advertised of Anbessa shoe product against the independent variables (understandability, memorability, credibility, and originality) of Anbessa shoe products advertisements was calculated. So the above table indicates R, R square, Adjusted R square and Standard error of the estimate. Further, it lists the independent variables that are entered into the regression model. R (0.948) is the correlation of the independent variables with the dependent variable after all the inter correlations are taken into account. The model summary shows in the above, the adjusted R Square is 0.857 which means about 85.7% of the variance in the dependent variable i.e. purchase intention is explained by the independent variables i.e. understandable, memorable, credible and original characters of advertisement.

Table 4.14. Regression for purchasing intention

Model	Coefficient				t	Sig
	Unstandardized coefficient		Standardized coefficient			
	B	St. Error	Beta			
Constant	3.764	0.152			24.692	0.000
Understandable of AD	0.452	0.039	0.311		11.496	0.000
Memorability of AD	0.405	0.033	0.255		12.127	0.000

Credibility of AD	0.473	0.030	0.311	15.695	0.000
Originality of AD	0.692	0.043	0.422	16.053	0.000

From the above table indicated that, the regression coefficient (β) of understandability, memorability, credibility and originality of advertisement. β (beta) coefficient help to see the direction and strength of the relationship between independent and dependent variables. The above table shows that understandability; memorability, originality and credibility had been found to significantly (to error level less than 5%) influence the level of agreement of consumers for purchasing advertised of Anbessa shoe products.

The level of purchasing advertised of Anbessa shoe products is found to increase by 0.452, 0.405 and 0.473 and 0.692 times as the level of agreement on understandability, memorability, credibility, originality increases by one unit respectively. Accordingly, since the sign of the β coefficient for the independent variables is positive, there is a positive relationship between the independent variables of understandability, memorability, credibility and originality and dependent variable of purchase intention.

So the higher coefficient for originality beta coefficient of $\beta=.692$ indicated as its grater effect on agreement of purchase intention followed by credibility of advertisement with beta coefficient of $\beta=.473$, understandability with $\beta=.452$.Memorability in advertisement found to be the variable with the least beta coefficient of 0.405.

Study by Lulit Haile (2019) shows that here was a positive and significant relationship between the independent variables (understandability, memorability, credibility and originality) and dependent variable (purchase intention).

By referred to this analysis, the regression equation for the consumers buying behavior of Anbessa shoe product can be algebraically formulated as. These are:

$$PI= 3.764+0.452 AdU + 0.405 AdM + 0.473AdC + 0.692AdO$$

Where PI=Purchase intention

Ad U is understandability of advertisement

Ad M is Memorability of Advertisement

Ad C is Credibility of Advertisement

Ad O is originality of Advertisement

This result indicates, first, the intercept is 3.764, when all independent variables have a value of zero. Then, moving through the equation, holding other variables constant, the understandability of advertisement increase the consumer purchase intention by 0.452.

The above regression equation indicates that when understandability, memorability, credibility and originality of advertisement increases by one unit consumers purchase intention is likely to increase by 0.452, 0.405, 0.473, and 0.692 respectively. All the independent variables used in the research are significant predictor of the dependent variable.

CHAPTER FIVE

5. SUMMARY, CONCLUSION AND RECOMMENDATION

5.1 Introduction

After presenting the results and discussion of the research in the previous chapter, the summary of findings are now discussed in the light of the previous chapter. Summary of the findings, conclusions and recommendations are presented. Implication for future is also discussed in this chapter.

5.2. Summary of the major findings

From the analysis and discussions of the study the following summary is drawn. The demographic characters of the respondents are found to be proportional. From the total respondents of 374, male respondents to accounted 56.68% while the female respondents also accounted 43.31% of the total respondents.

Assessment of consumers for their purchase intention of Anbessa shoe product revealed that consumers on average agree that advertisement influences their decision into purchasing followed by sales person and family and friends influence. New product launch and price discounts are also factors considered in building consumers preference of Anbessa shoe product. The study tried to analyze the effects of advertising on consumers purchase intentions in the case of Anbessa shoe product in Addis Ababa advertisements. It took into consideration four characters of advertising which are understandability, memorability, Credibility and originality. The findings show that all the four characters are positively correlated with the dependent variable which is purchase intention of consumers. The degree of correlation revealed that originality simplicity to understand, memorability and credibility strongly correlates with coefficient of r , 0.784, r 0.762, r 0.642 and r 0.488 respectively.

The regression analysis also revealed that simplicity to understand, memorability, credibility and originality in advertisements significantly affect consumers purchase intention with beta coefficients of $\beta=.452$, $\beta=.405$, $\beta=.475$ and $\beta=.692$ respectively with $p=.000$. The findings support

the entire four hypothesis formulated for these research. Regression analysis indicated that originality has the higher level of effect while memorability has the least.

5.3. Conclusion

As the preliminary assessment the advertisements lack basic characteristics of effective advertisement criteria. In the findings and results of previous chapter, it is evidenced that originality has a strong correlation with purchase intention .The second most correlated variable is understandability. Memorability of advertisement is the next in line while credibility showed a lower correlation coefficient. All the correlations between the dependent and independent variable had been found to be significant at a level of 0.00. Concerning the research objectives, by examining the effect of understandability, memorability, credibility and originality of character of advertisement towards Anbessa shoe product advertisement, it is found that all the research variables has a significant effect on purchase intention of consumers. Among the research variables, originality exhibited higher effect while memorability has the least impact. Credibility ranks second in its effect followed by understandability. However it should be noted that the regression analysis indicates only 85.7% of the effect of the study variables on purchase intention.

5.4 Recommendations

Having analyzed, discussed and interpreted the data collected in this study, the researcher forwarded the following recommendations.

Regarding the assessment of factors which are considered by consumers for their purchasing decision, advertisement has a greater level of agreement by consumers into influencing their decision. Therefore the promotion strategy designed for Anbessa shoe product should be focus more on advertising followed by pricing strategy. And also finally, the company concerned on the independent variable of advertisements of understandability, memorability, credibility and originality within views of its consumers.

5.5 Limitations and Directions for Further Studies

It is the common for researches to own some limitations and when acknowledged it will give directions for further studies. In lieu of this, the following limitations are acknowledged.

The geographical scope of the study was limited to Addis Ababa. Based on these limitations other studies can be conducted on other regions of the country to have an overall perspective of advertisement practices.

The Research was also limited in its scope of studying media factors. The research did not include media analysis in the research. This study can further be extended to include media factors and made an assessment which media type influences consumers more into their decisions.

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Appendix I
St Marry University
College of Post Graduate

Master of Business Administration

My name Eyerusalem Kelemwork; I am conducting a research which shall be submitting to in partial fulfillment of the requirements for Master's Degree in Business Administration from St. Marry University. The purpose of this study is to assess "The Effect of Advertising on the Users Purchase Intentions: in the Case Anbessa Shoe product in Addis Ababa". Therefore, this is to kindly request you to take some of your precious time to fill the questionnaire at your convenience. Your willingness and cooperation in giving reliable information is well appreciated and the information you provide will be used only for academic purpose. Your feedback will be kept confidential and your answers are highly valuable.

The questionnaire has three sections to be complete. Section one is demographic profile of the respondent, Section two reflects your buying behavior with regard to Anbessa Shoe products and the final section has different statements with respect to advertisement. Please describe your personal views of the following statements as objectively as you can, by entering in the block a tick "√" that best reflects your views.

There is no need to write your name while filling up the questioner.

If you would like further information about this study, or have problem in completing this questionnaire please contact me by the following address.

Phone Number:-**0921768604** email:- **kelemeworkeyerusalem2020@gmail.com**

Thank you in advance for your time!

Section one: - Demographic Profile

1. Sex A. Male B. Female
2. Age A. 15-24 B. 25-34 C.35-44 D.45 and above
3. Marital status A. Single B. Married C. Divorced D. Widow

4. Educational Background A. 12 and below B. TVET C. Diploma D. Bachelor Degree E. Masters and above
5. Occupational Status A. Government employee B. Private C. NGO Employee D. Self-Employee E. Others
6. Monthly Income A. Br 2,000.00 and below B. Br 2,001-5,000.00 C. Br 5,001 - 8,000.00 D. Br 8,001-11,000.00 E. Br 11,001.00 and above

Section Two: - General Knowledge of Consumer Purchase Intention.

Please state your level of agreement or disagreement by entering in the block a tick “√” that best reflects your views. The numbers indicating the following scales: 1= strongly Agree 2=Agree 3=Neutral 4=Disagree 5=strongly disagree

No.	Statements on Purchase Intention	strongly Agree	Agree	Neutral	Disagree	strongly disagree
1	Family and friends influence in my Purchase intention for Anbessa shoe product.					
2	Advertisement influences my Purchase intention for Anbessa shoe product.					
3	Sales persons influence my purchase Intention on the Anbessa shoe product.					
4	I prefer to buy Anbessa shoe product whenever new product is launched					
5	I prefer to buy Anbessa shoe product whenever there is to exiting incentives					
6	I have considered buying Anbessa shoe product after coming across an advertisement					
7	I consider switching to other shoe product brands due to advertisement					
8	I consider switching to other shoe products brands due to price discount					

Section Three:-The Impact Assessment of Advertisement

Please state your level of agreement or disagreement by entering in the block a tick “√” that best reflects your views. The numbers indicating the following scales: 1= strongly Agree 2=Agree 3=Neutral 4=Disagree 5=strongly disagree

No.	Understandability of Advertisement	strongly Agree	Agree	Neutral	Disagree	strongly disagree
1.1	The advertisement message of Anbessa shoe product is understandable as a result it helps me decide to buy the product.					
1.2	The advertisement of Anbessa shoe product is complex.					
1.3	The facts in the Anbessa shoe product advertisement don't convince me to the benefits of the product.					
1.4	Since the advertisement is very confusing, I do not understand what the ad is all about					
2	Memorability of Advertising					
2.1	The advertisement message of Anbessa shoe product is memorable as a result it influences me to decide to buy the product.					
2.2	The advertisement of Anbessa Shoe product familiarizes me with the specific brand advertised.					
2.3	Since the advertisement is so as a weak, they don't stick in my brain for long time.					
2.4	Mostly I discuss the advertisement message with my friends after viewing it.					
3	Credibility of Advertisement					
3.1	The advertisement message of Anbessa shoe product is credible and it influences me to decide to buy the product.					

3.2	When the advertising of Anbessa shoe produced by individuals who are credible and it enhances its credibility.					
3.3	I believe that the advertisement of Anbessa shoe products is exaggerated.					
3.4	Since advertisements are always unrealistic and I don't consider them as honest information source.					
4	Originality of Advertisement					
4.1	Originality in Anbessa shoe advertisement influences me to decide to buy the product.					
4.2	I believe Out of ordinary ideas in Anbessa shoe product advertising is irrelevant.					
4.3	when advertising of Anbessa shoe product depart from stereotypical thinking, it grabs my attention					
4.4	When Anbessa shoe advertisements are unique, it sticks in my mind.					
5	purchase intention					
5.1	My purchase intention influenced by Anbessa shoe product advertisement					
5.2	My purchase intention is influenced by my prior information or knowledge about Anbessa shoe product					
5.3	My purchase intention is influenced by the quality of Anbessa shoe product					
5.4	My purchase intention is influenced by what I heard from people about Anbessa shoe product.					

Appendix II

ቅድስተማርያም ዩኒቨርሲቲ ዩኒቨርሲቲ ኮሌጅ

ስሜ እዩሩሳሌም ቀለምወርቅ እባላለሁ፡ የቅድስተማርያም ዩኒቨርሲቲ የድህረ-ምረቃ ትምህርት ክፍል የሁለተኛ ዲግሪ የቢዝነስ አስተዳደር ትምህርቱን ለመጨረስ ጥናት ወረቀት በመስራት ላይ እገኛለሁ። የጥናቱ ትኩረት ያደረገው የአንበሳ ጫማ ምርቶች ማስታወቂያ ተጠቃሚ ለመግዛት የማነሳሳት ፍላጎት ላይ ነው። እንዲሁም ከዚህ መጠየቅ የሚሰበሰበው መረጃ ለጥናት ብቻ ይውላል። እባክዎትን ይህ መጠየቅ ለዚህ ጥናት ብቻ ስለሚውል ትክክለኛ አስተያየትዎን ያስፍሩ።

መጠይቁ ሶስት ክፍሎች ያሉት ሲሆን የመጀመሪያው ክፍል ስለ እርሶ አጠቃላይ ነባራዊ ሁኔታ መረጃ ሲሆን ሁለተኛው ክፍል ደግሞ ስለ አንበሳ ጫማ ምርቶች የመግዛት ማነሳሳት ፍላጎትን በተመለከተ ነው። የመጨረሻው ክፍል ደግሞ አንበሳ ጫማ ምርቶች ማስታወቂያ ይዘት ይሆናል። ስምዎትን መጻፍ አይጠበቅብዎትም። እንዲሁም ከዚህ መጠየቅ የሚሰበሰበው መረጃ ለዚህ ጥናት ብቻ ይውላል። ሚስጥራዊነቱን የተጠበቀ ስለሚሆን የእርሶን አመለካከት የሚያንፀባርቀው ቁጥር ላይ የሚከተለውን ምልክት ያስቀምጡ። እባክዎትን ይህ መጠየቅ ለዚህ ጥናት ብቻ ስለሚውል ትክክለኛ አስተያየትዎን ያስፍሩ። ተጨማሪም ጥያቄ ካለዎት ከታች ባለው ስልክ ቁጥርና ኢሜይል አድራሻ ሊያገኙን ይችላሉ።

እዩሩሳሌም ቀለምወርቅ ስልክ 0921768604 Email | : kelemeworkeyerusalem2020@gmail.com

ክፍል አንድ

በዚህ ክፍል ጥያቄዎችን ለመመለስ በተሰጡት አማራጮች ላይ በማክበብ ያሳዩ።

1. እድሜ

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2. ያታ

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3. የጋብቻ ሁኔታ

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5. የስራ ሁኔታ

ሀ) የመንግስት ተቀጣሪ ለ) የግል ስራ(የራስ ድርጅት) ሐ) መንግስታዊ ያልሆነ ድርጅት መ) የግሌ ተቀጣሪ ሠ) ሌላ

6. የወር ገቢ

ሀ) ከ ብር 2,000.00 እና ከዚያ በታች ለ) ከ ብር 2,001.00-5,000.00 ብር ሐ) ከ ብር 5,001.00-8,000.00 ብር መ) ከ ብር 8,001.00-10,000.00 ብር ሠ) ከ ብር 10,001.00 እና ከዚያ በላይ

ክፍሌ ሶስት አጠቃላይ አንበሳ ጫማ ምርቶች የመግዛት ፍላጎት የሚዳሰሱ መጠይቆች ከዚህ በታች የተዘረዘሩትን ዓረፍተ-ነገሮች እርሶ ስለ አንበሳ ጫማዎች አጠቃላይ የመግዛት ፍላጎት የሚዳሰሱ መጠይቆች ናቸው። ከእነዚህ ዓረፍተ-ነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደሚይስማሙ ከአረፍተ ነገሮች ጎን በተቀመጡት መለኪያዎች አንዱ ይህን ምልክት ያስገቡ። ቁጥሮቹም 1= በጣም እስማማለሁ 2= እስማማለሁ 3= ገለልተኛ 4= አልስማማም 5 =በጣም እስማማለሁ

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