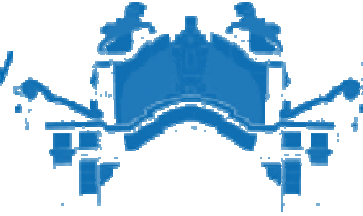




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ADDIS ABABA UNIVERSITY

COLLEGE OF BUSINESS AND ECONOMICS

MBA PROGRAM

THE IMPACT OF TV ADVERTISING ON CONSUMERS' BRAND
PREFERENCE: THE CASE OF MALT DRINKS IN ADDIS ABABA

BY

TSEDAY MARU

Jan, 2021

Addis Ababa, Ethiopia

The Impact of TV Advertising On Consumers' Brand Preference
-The Case Malt Drinks in Addis Ababa

By

TsedayMaru

A Thesis Submitted to the School of Graduate Studies of Addis
Ababa University School of Business and Economics in Partial
Fulfillment for the Award of Masters of Business Administration

Advisor:

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Jan, 2021

ADDIS ABABA, ETHIOPIA

Addis Ababa University

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Masters of Business Administration

This is to certify that the thesis is prepared by TsedayMaru, entitled; "The Impact Of TV Advertising On Consumers' Brand preference -The Case Of Malt Drinks in Addis Ababa", in partial fulfillment of the requirements for the award of the Master of Business Administration with the regulation of the University and the accepted standards with respect to originality.

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External Examiner	Date	Signature

Declaration

I, TsedayMaru, declare that this research is my original work. By the same token, all sources of materials used for the research had been appropriately acknowledged.

Researcher: TsedayMaru

Signature: _____

Date: _____

Place: Addis Ababa University; Addis Ababa, Ethiopia.

Letter of Certification

This is to certify that TsedayMaru has done a study on the topic —**The Impact of TV Advertising on consumers' brand preference: The Case of Malt Drinks in Addis Ababa.** This study is of her original work, and all the sources of materials used for the research had been properly recognized.

Advisors Name: TewodrosWuhib(Ass. Prof.)

Signature: _____ Date: _____

Addis Ababa University; Addis Ababa, Ethiopia

Acknowledgments

On top of all, I would like to express my sincere appreciation to my advisor, TewodrosWuhib(Ass.Prof), for his guidance, comments, and suggestions. His guidance helped me in all the time researching and writing this thesis.

I would also like to express my gratitude to all who, especially respondents have participated directly or indirectly in the achievement of this thesis.

Thank You All!

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ACRONYMS

TV - Television

AD - Advertisement

AIDA - Awareness, Interest, Desire, Action

SPSS - statistical Package for social science

OOH- Out of Home

Abstract

The following research was undertaken to analyze the Impact of TV advertisements on consumers' brand preference: The case of Malt drink in brands in Addis Ababa. The literature part reviewed theories and discussed other researches related to the study variables. The study used a descriptive approach and described quantitatively factors related to consumer brand preference of Malt drinks.

TV Advertisement, which is the independent variable, was further sub categorized into Celebrity endorsement, Innovative and Appealing to Emotion. Brand Preference was identified as the dependent variable. Primary data was collected from consumers using questionnaires and secondary data was collected from different sources. A total of 384 questionnaires were distributed of which 287 were properly filled and returned for further analysis. All the questionnaires were analyzed using SPSS-V26.

The correlation coefficient indicated that all the independent variables are correlated positively with the dependent variables. Regression analysis was also applied and the results indicated that all the independent variables are significant. Based on the findings, a mathematical model of regression had been put forward and it is recommended that the variables should be incorporated in TV advertisement campaigns to get effective response and break through the noise. Hence this research adds a new dimension to the advertisement industry as well as to the literature of Malt drink. The study also listed areas that weren't addressed by the researcher and recommended it for further study.

Key Words: TV Advertisement, Brand Preference, and Malt Drink

Chapter One

Introduction

1.1. Background of the study

Businesses come to existence with the aim of making profit from their product and service sales Ayanwale (2005). And they apply advertising as a communication tool with the objective of launching a product /service, creating brand awareness and need categories, informing consumers, building brand attitude, and convincing consumers to purchase their product or service kotler (2012). According to Bendixen (1993) advertising is a means used by companies to communicate with their current and potential consumers. It is any paid form of promotion of goods, or services by an identified sponsor and helps companies to establish relationships with their consumers by showing them how and why their product is used, by whom, where, and when Kotler (2012). Advertising process has three stages, these stages are: the cognitive stage where the purpose of advertising is creating awareness, the second is affecting the stage where the purpose of advertising is linking and preference, the third and final stage is the behavior stage where advertising leads to actual consumer purchase Bendixen (1993).

Mass media such as newspapers, magazines, radio, and television are especially well suited for delivering advertisements. And these mediums are expected to accomplish the marketing objectives stated by the firm Scissors (2010). Television is a king of advertising media, because the majority of people spend more hours watching TV per day in comparison to any other medium Abhay (2017).

TV commercials have a major role in creating top of mind awareness & recency, persuading, informing and reminding both potential and existing customers towards making a brand decision Abhay (2017). It is in general is considered the most effective mass advertising medium. Even individuals who deny being influenced by advertisements unconsciously buy products they saw on television advertisements. Therefore, advertisers use television to reach a whole spectrum of consumers (Weerasiri et al, 2006). According to Abhay (2017) good TV ads should be attention grabbing, trustworthy, able to create desire and the last one is change the desire to actual purchase.

TV ad is an advertisement that consists of a spoken announcement with the support of pictures and captions Dyner (1982). In Ethiopia, malt drink producers spend a lot on television ads to attract customer interest and accelerate trials.

A non-alcoholic beverage derived from unfermented wort is a malt drink Obuzor (2010).

There are 6 malt drinks in Ethiopia owned by four multinational firms including the recently launched Sen'q malt. These are:

1. Malta Guinness-By Diageo
2. Sofi Malt -By Heineken
3. Sofi Coffee -By Heineken
4. Kuru Malt- Diageo
5. Sofi Malt -By Heineken
6. Negus Malt-Habesha breweries

1.2. Statement of the problem

Every year, companies spend several billions of dollars on ads. Those businesses that advertise most consistently are very likely to spend more on ads in a year than they receive in net sales. In their conviction that advertising is an important marketing strategy compared to available alternatives, the executives authorizing advertising budgets are almost unanimous. But it is also difficult to say why certain ads are more powerful or appears to be more effective than other adsGupta (1997).

With the highly growing Malt drink market competition in Ethiopia, producers spend a significant amount of money on TV and other forms of advertising. Therefore, the study tries to examine what specific impact TV advertising has on malt drink brand preference.

In the context of Addis Ababa, there are insufficient studies regarding the influence of TV ads on the preference for malt drinks. The research will therefore attempt to evaluate the impact of TV ads as a case study on brand preference in Addis Ababa using malt drinks. And it will provide other researchers with a way to perform more surveys in this field and serve as a reference material for students and marketing practitioners. It will also give insight for the business and would also help to establish successful TV advertising campaigns.

1.3. Research Questions

The questions that intended to be answered in this study are illustrated below.

The main research question is, what factors do consumers consider on TV commercials in their brand preference of Malt drinks?

The specific questions are;

1. What is the impact of celebrity endorsement in TV commercials towards brand preference of Malt Drinks?

2. What is the impact of innovation in TV commercials towards brand preference of Malt Drinks?
3. What is the effect of appeal to emotion in TV commercials towards brand preference intention of Malt Drinks?

1.4. Objective of the study

The general objective of this research is to assess what impact TV advertising has on consumer Brand preference of Malt Drinks.

The specific objectives of this research are as follow:

1. Analyze the impact of appealing to emotion in TV commercials towards the purchase intention of Malt Drinks.
2. Analyze the effect of celebrity endorsement in TV commercials towards the purchase intention of Malt Drinks.
3. Analyze the effect of innovation in TV commercials towards the purchase intention of Malt Drinks.

1.5. Significance of the study

As Kotler (2012) mentioned, TV advertising has a great impact on viewers due to its specific characters that combine sight, sound, and motion; appealing to the senses; high attention & high reach. To achieve the communication goals effectively and to cut through the noise in the currently growing competitive market, the content of TV commercials should be well understood by the consumer so that it drives them to purchase.

Thus, the benefit of this study is to provide an examination on the effect of TV advertising on consumers' purchase intention in the case of Malt drink in Ethiopia. The results of this study will try to identify which TV advertising content consumers consider as an input for their decision process as well as what marketers need in designing a TV advertising.

1.6. Scope of the study

The research focuses on how TV advertising impacts Malt Drink brand preference of consumers in the case Addis Ababa. Thus, conceptually, this research only assesses the impact of such TV commercial content like innovation, appeal to emotion, and celebrity endorsement on consumer brand preference.

1.7. Limitation of the study

Method of sampling in this study was convenience sampling, which may have limited its representativeness of the population. Furthermore, the love of TV ads alone does not guarantee Preference.

1.8. Organization of the study

This study has five chapters.

The first chapter contains the background of the study, statement of the problem, research questions, objectives of the study, the significance of the study, scope of the study, limitation of the study, and definition of terms.

The second chapter includes theoretical review, empirical review, and the conceptual framework of the study.

The third chapter consists of the type and design of the research; the subjects/participants of the study; the sources of data; the data collection tools/instruments employed; the procedures of data collection; and the methods of data analysis used.

The fourth chapter deals with data representation and analysis.

Chapter fifth chapter comprises four sections, which include a summary of findings, conclusions, and recommendations.

1.9. Definition of Terms

TV Advertisement: also called a television commercial, commercial, advert, TV advert or simply an ad, is a span of television programming produced and paid for by an organization (<https://en.wikipedia.org/>).

Top-of-mind awareness: is brand or specific product coming first in customer's mind when asked about a particular industry Abhay (2017).

Malt Drinks: a non-alcoholic beverage obtained from unfermented wort Obuzor (2010).

Advertising: Is any paid form of promotion of goods, or services by an identified sponsor Kotler (2012).

Chapter Two

Literature Review

This chapter provides a related summary, in line with the intent of the study, of literature focusing on advertising in general and TV advertising specifically as its central point. Furthermore, it will review the effects of TV advertising on the brand preference of consumers.

2.1. Theoretical Review

2.1.1. The Concept of Advertising

Advertisement is a tactic used by the commercial capitalist to ensure that his product and service have a demand to sell to G. Dyner (1982). Palvalainer (2014) described advertising as addressing paid information by a sponsor about a product, service or ideas in an impartial manner, which is convincing by design. He also mentioned that, organizations use advertising to talk about their goods and their service or about the activities for an audience selected in a certain way with the hope that this message will elicit a reactive response.

Advertising covers all the activities involved in presenting any product, service or concept to targeted consumers by any manufacturer, trader or service provider. And the inherent product, service or concept message is called ads. In addition to addressing information, the other aim of advertising is to create demand for any new products and to sustain and boost the current demand for any product Durmaz (2011).

2.1.2. Television and Advertising

As an advertising medium, TV has been used widely since 1939, the first time it was seen at World Fair held in New York. Television allows marketers to enter a very large audience rapidly. TV advertisement remains the leading medium for the delivery of a mass message, considering the steady growth in the prevalence of Internet advertising over the last few years (Khong et al., 2016).

Television represents the advertising support that has seen the highest growth in the last 50 years, being one of the most recent "media" advertising. It guarantees the value of an experience acquired from direct contact with the product or the respective service through a particular combination of sound, light and motion, which also makes it possible to offer some convincing explanations (Andreea,2018).

2.1.3 Advertising Models

2.1.3.1 AIDA Model

This model stresses that customers go through four phases in order to make purchasing decisions; perception, curiosity, desire and action.

According to this advertising model, therefore, to be successful, answer the desired message and achieve the aim it has to go through these phases. But critics say that there is no evidence all customers always follow each and every step mentioned in the model(Karlson et al.,2007).

2.1.3.2. DAGMAR Model -Defining advertising goal for measured advertising result

This model says that all communications weighing on the ultimate goal of a sale must take a prospect across four understanding levels;

- The prospect must be aware of the existence of a brand or organization

- He must have a comprehension of what the product is and what it will do for him.
- He must arrive at a mental suspicion or conviction to buy the product.
- Finally, he must stir himself to action.

Critics say like the AIDA model customers do not pass through each and every step and in addition DAGMAR model is concerned more about quantity than quality(Karlson et al.,2007).

2.1.3.3. Hierarchy of effect model

This model is based on 6 steps called awareness, knowledge, liking, preference, conviction & purchase. Lavidge and Steiner, the creators of this model, wrote that the steps have to be completed in a linear way but a potential customer sometimes may move up several stages simultaneously(Karlson et al.,2007).

2.1.4 Techniques of advertising

Appeal to Emotion

The key factor related to buying is the emotional connection formed by a brand and this concept holds true regardless of the region. The secret to unlocking global brand success is the connection between the emotional effect of a product on the customer and brand equity. And consumers with emotional bondage with a brand are found to be fewer prices sensitive. It also creates positive feelings towards a brand (K. Mishra, 2013). It has an impact on the attitude towards brand and purchase intention (Rubikan, 2014).

Associative Advertising

The state of association consumers have about a brand is a significant brand equity factor (Keller, 1993). This occurs when customers interact favorably with a specific product or service of the brand and appear to desire or support it, which ultimately influences their buying decision. Therefore, it is crucial that producers and service providers give special attention in creating strong and unique associations with their brand(Ergin, 2006).

One of the basic associative advertising is celebrity endorsement method. Consumers have high SBC for brands with images that are congruent with the image of celebrity that they aspire to be like, particularly in the case when there is source congruence, that is, the image of celebrity and the brand match, and where the branding is symbolic. Symbolic brands, that is, brands that communicate something about the user, show stronger effect makes symbolic brands likely candidates for celebrity endorsement(Escalas, 2015).

Guerilla Marketing

Guerrilla advertising is an innovative technique in product and service marketing that makes use of new means of communicating the product to the market (Nwaz,2015). And Khuong(2015) said that innovative advertisement, appeal to emotion, and message clarity had a direct positive impact on consumer purchase intention.

Testimonials

It is a type of advertisement where a person with product experience pitches a positive report on the brand. It is most effective when the person used in the testimonial is credible and the audience can relate to the message (Belch, 2007).

Persuasive

In this type of advertising technique, a sophisticated linguistic tool is applied to convince customers and get responses without openly imposing any ideas on the recipient. In advertising, persuasive techniques are mainly used to create awareness about the brand rather than increasing sales (Romanova, 2019).

Repetition

The effectiveness of advertising is a function of the content, the execution and last but not least the frequency /repetition. This implies if a company does not spend enough money on its ad campaign the frequency might be inadequate; therefore, the ads can be executed poorly (Hawkins, 2003).

2.1.3 Advertisement and Brand Preference

Howard and Sheth (1969) propose that brand preference relates to the predisposition of customers to certain products that synthesize their processing of cognitive knowledge against brand stimuli. It is the relation between the processing of information and the intention to actually buy or pick (Bagozzi, 1983). It is proposed that to establish tastes, familiarity should be paired with the brand significance stored in the minds of customers. This study describes brand preference as a behavioral propensity that represents the attitude of a consumer to a brand (Ebrahim et al., 2016).

Today, advertising is used as a weapon for advertisers of various brands to obtain customer affection for their products. Advertising becomes the key means for the company to raise awareness about its product and service and impact the minds of its prospective clients. It also plays a great role in maintaining/growing market share and creating loyalty to consumers. Brands should advertise in a way that appeals to customers, thereby giving them a strong understanding of the continuous survival of such an entity (Daniel, 2019).

2.2 Empirical literature review

If advertising does not produce any positive shift in the brand choice of customers, all resources will go in vain, such as money, time and efforts spent on advertising. Most advertisers use ads as a method for dramatically attracting new consumers and retaining current customers(Lakshimi, 2017).

In the study conducted regarding the influence of advertising on consumer brand preference, which was based on a survey of 315 randomly selected food drink consumers in Lagos, the role played by advertisement in shaping consumer preference for Bournvita, which is one of Nigeria's leading food and beverage industry food drinks, was examined. Outcomes showed that advertising in their preference for the brand equally influenced both male and female and different age groups. 38.73% of the consumers showed preference for Bournvita out of the various brands of the food drink studied. The major reasons advanced for the preference are its captivating advertising (42.62%) and rich quality (40.16%). TV advertising was most preferred by 71.43% of the respondents of all the media used in advertising Bournvita. The need for high preference for advertising is therefore highlighted for companies that want to not only retain their market but also take positive steps to increase their market share (Ayanwale, 2005).

The other study is on the Impact of television advertising of cosmetic products on consumer brand preference with reference to Sunsilk shampoo. The study implies that most consumers choose the product that advertises often rather than not advertised goods, while they are the product of the same sort, but most of them buy the product because of their need, not because of the power of ads (Pokharel, 2000).

2.2.1 Relationship between appeal to emotion and Brand preference

The secret to unlocking global brand success is the connection between the emotional effect of a product on the customer and brand equity. Empirical evidence suggests that customers with an emotional bondage to the brand are discovered to be less price-sensitive. If the brand continues delivering emotional satisfaction to them, they will be willing to pay a premium. Excessive use of emotional appeals, however, puts the health of the brand at risk (Mishra, 2013).

Emotion may be used profitably to teach customers to buy the brand when they are in an emotional condition that they want to change or expand (Mizerski, 2015).

2.2.2 Relationship between innovation and Brand preference

Innovation in advertising is the most important factor, since the ad is therefore able to attract consumers and inspire them to act. The definition found in the advertisement notice must not just be original, but also must have something that is important for the recipient (Cherenkova et al, 2018).

2.2.3 Relationship between celebrity endorsement and Brand preference

In the world of ads, celebrity endorsement is considered the most powerful tool that can do the job in order to stand out from the clutter. A winning formula to create the brand and increase its value is this strategy of involving celebrities with a brand(Adam &Hussain, 2017).

People change their style of living linked to their favorite celebrity. This thing has a great influence on people's purchasing actions. This attracts clients and eventually increases the efficiency of the business (Kothari, 2017).

2.3 Conceptual Framework

Based on the above Empirical review the below conceptual framework is designed.

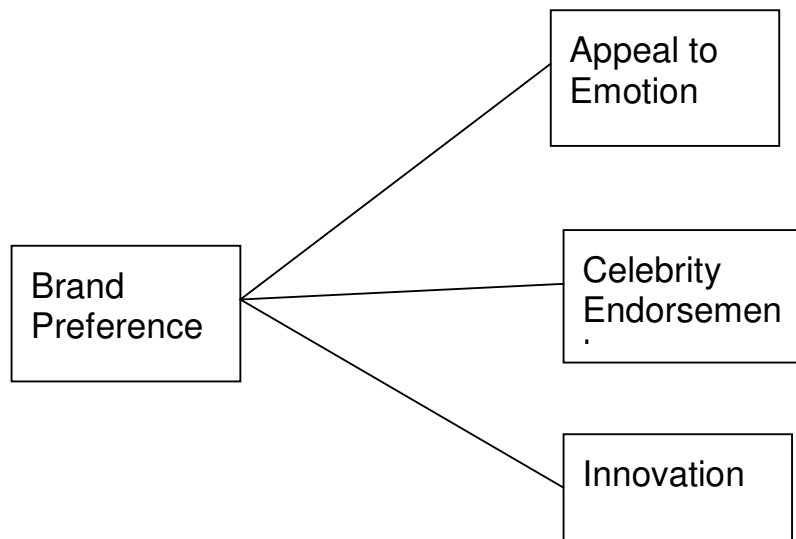


Fig 2.3 Conceptual framework

2.3.1 Hypothesis of the study

H1: Appealing to emotion on TV commercials has a significant impact towards purchase intention

H2: Innovation on TV commercials has a significant impact towards purchase intention

H3: Celebrity endorsement TV commercials have a significant impact towards purchase intention.

Chapter 3

Research Design & Methodology

3.1 Introduction

This chapter covers a planned action in the arrangement of collection of data, measurement and analysis of data in a manner that is relevant to the research purpose. It includes all the methods, techniques and procedures that will be used in conducting the research.

3.2 Research Design

A research design refers to a general arrangement of conditions for data collection and analysis that aims to create relevance to the research purpose in procedure (Kothari, 2004).

This research applied a quantitative research design, a study that is based on the aspect of quantity or extent (Shanti & Shash, 2017). It used a convenience sampling to get easy access to particular respondents (Muijs, 2004). Data collected from a population of Malt drink consumers in Addis Ababa through structured questionnaires. According to Kothari (2004) "It is always desirable to pretest the data collection instruments before they are finally used for the study purposes. In other words, we can say that "structured instruments" are used in descriptive studies."

Survey research is well suited to descriptive studies, or where researchers want to look at relationships between variables occurring in particular real-life context (Muijs, 2004). Descriptive analysis and also Statistical Package for the Social Sciences (SPSS) is used to investigate causal relationships between the independent and dependent variables under study.

3.3 Sample Design

Sample design refers to a method that the researcher would adopt in selecting items for the sample from the stated population. Sample design may as well lay down the number of items to be included in the sample i.e., the size of the sample. Sample design is determined before data is collected (Kothari, 2004).

3.3.1 Target Population

Hwanga, Yoo-Shik, & No-Hyeunp (2000) stated that respondents who are exposed to or had experience with a particular brand are better suited to provide a reliable and valid response to the questionnaire. Therefore, the population for this study comprises Malt drink consumers in Addis Ababa who have access to watch TV commercials and they have at least once seen a Malt drink TV commercial.

3.3.2 Sampling Technique

This study will apply a non-probability Convenience Sampling Technique. Convenience sampling is a non-probability sampling technique where samples are selected from the population only because they are conveniently available to the researcher.

3.3.3 Sampling Size

Sample size refers to the number of objects to be chosen to constitute a sample from the universe. It should not be too big or too small. The universe should be representative and accurate for an ideal sample.

The sample size will be:

z: the standard normal deviate usually set at 1.96 (which corresponds to the 95% confidence level)

p: the population proportion (assumed to be 0.5 since this would provide the maximum sample size)

q: Proportion of failure (1-p)

d: absolute precision or accuracy, normally set at 0.05. (Acceptable error) (Kothari, 2004)

n: the desired sample size

$$n = \frac{z^2 p q}{d^2}$$

$$n = \frac{1.96 (0.5 \times 0.5)}{(0.05)^2} = 384.16$$

$$(0.05)^2$$

Therefore, a total of 384 respondents will be chosen to perform this research.

3.4 Source of Data

The researcher used both primary and secondary data. The primary data will be used to collect data from respondents to get a good understanding of advertising effects on consumers regarding purchase of malt drink in Ethiopia.

The study also utilized secondary data obtained from written materials like: academic books, journals, magazines, research papers, and Internet resources for literature review.

3.5 Instrument of data collection

Both primary and secondary data will be used in this analysis to achieve the purpose of the study. With the assistance of a standardized questionnaire, the primary data will be distributed through Google form and also hard copy format. Secondary data, such as published research papers, research articles in national and foreign journals & books, will be obtained from various sources.

3.6 Method of data analysis

After data is collected and organized, it will be analyzed using the Statistical Package for the Social Sciences version 26 (SPSS V26). The study also applied descriptive analysis to present the respondent's demographic characteristics. Descriptive statistics such as mean, percentages and frequency distributions, will be prepared before a deeper analysis of data.

3.7 Validity and Reliability

3.7.1 Validity

Validity refers to the accuracy of the study as a whole and independently of the accuracy of each step. It is the highest goal that any researcher needs to accomplish. If we measure what we intend to measure, we draw a true and verifiable conclusion.

In order to ensure validity, in addition to the efforts on the subject, the researcher will integrate the opinions of experts. Plus, thorough analysis of the literature also confirms the validity of the study. Based on opinions from sample respondents that needed clarification and adjustment, the questionnaire will also be refined.

3.7.2 Reliability

Reliability in science is the degree to which the research findings are reliable and repeatable. To compare the reliability of the study, researchers repeat research again and again in various environments. Theories are formed from the conclusions of the analysis, as it appears to be highly accurate. In this study, Cronbach 's alpha (α) will be applied to test the reliability of the measure.

3.8 Ethical Consideration

This study considered a number of ethical issues while conducting this study. Participants in the research had the right to choose whether or not to participate. They were also informed of all aspects of the research work. Consumers have also been granted the right to privacy with respect to the information they have provided. The name of the participants has never been mentioned in any of the data presentations and will remain the same.

CHAPTER FOUR

Data Presentation, Analysis And Interpretation

This chapter of the study covers data presentation, analysis and interpretation of the collected survey questionnaire. The data had been collected from consumers in Addis Ababa.

Out of the 384 questionnaires distributed, 287 were returned filled properly and used for the analysis. According to Fincham (2008), a response rate of 60% and above for a questionnaire survey is adequate to carry out the analysis.

4.1 Validity and Reliability Test

4.1.1 Validity Test

Validity should ensure that the questionnaire fully exhausted all that are implied by the research questions objectively: paying particular attention to the relevance of the subject matter and their coverage of the entire topic study.

Factor analysis of KMO (Kaiser-Meyer-Olkin) measures should be greater than the 0.500. Pursuan table 4.1.1 represents the study is valid..

Table 4.1.1 Validity test result

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.755

Bartlett's Test of Sphericity	Approx. Chi-Square	601.743
	df	6
	Sig.	.000

Source: Own data analysis- SPSS V26

4.1.2 Reliability Test

When the measurements include multiple questionnaire/test items, Cronbach's alpha is referred to as a measure of reliability of the study internal consistency. Reliability coefficient of .70 or higher is considered as acceptable.

According to the alpha coefficient, .839, for the four variables the items have relatively high internal consistency.

Table 4.1.2 Reliability result of -(Cronbach's Alpha)

Reliability Statistics	
Cronbach's Alpha	N of Items
.839	4

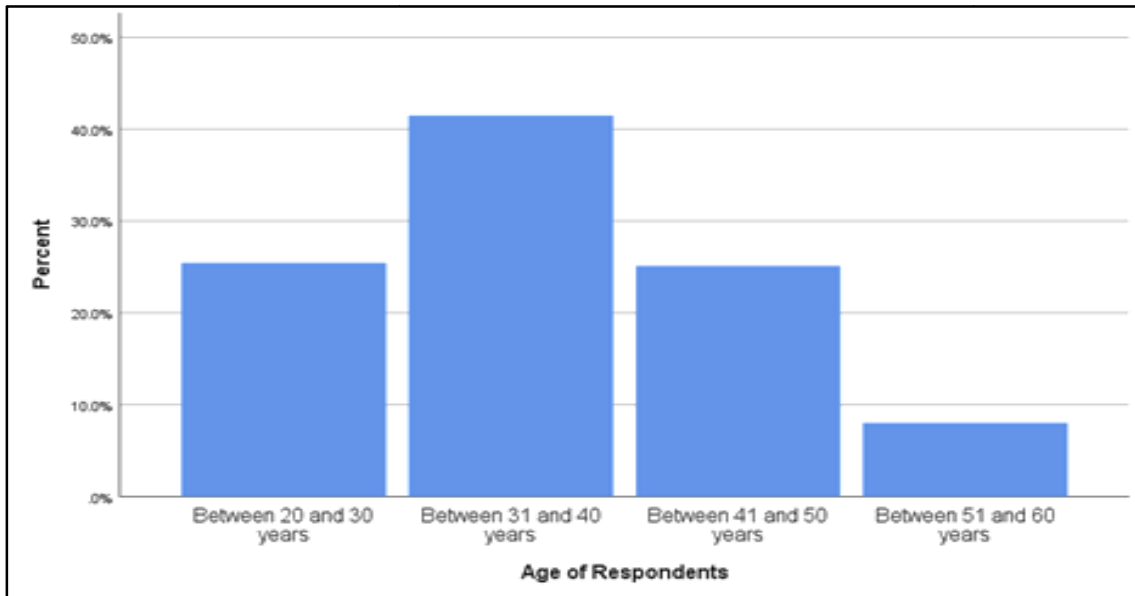
Source: Own data analysis- SPSS V26

4.2 Respondents Demographic Background

4.2.1 Age Distribution

Pursuant to Figure 4.2.1, 26% of the population is within the age group of 20-30, 42% of the population, which is the highest, is within the age of 31-40, 25% of the population is within the age group of 41-50 and the least age group is 7% of the population.

Figure 4.2.1 Summary of respondents' age distribution

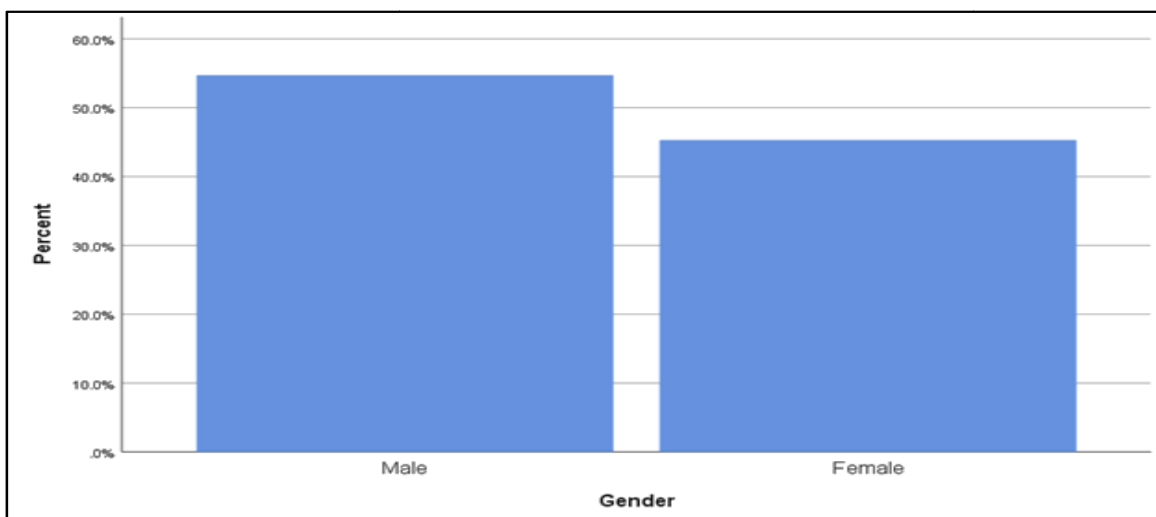


Source: Own data analysis- SPSS V26

4.2.2 Gender Distribution

Pursuant to Figure 4.2.2, 54% of the population is Male, which consists the highest portion of respondents, and 46% is female.

Figure 4.2.2 Summary of respondents' gender distribution

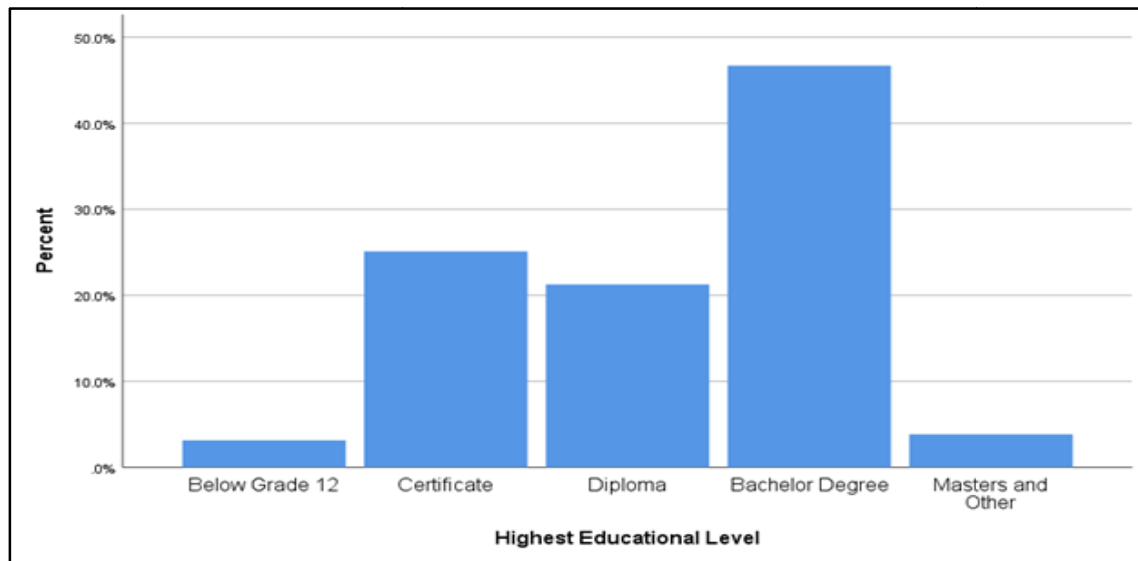


Source: Own data analysis- SPSS V26

4.2.3 Educational Background of Respondents

According to Figure 4.2.3 most of the respondents (47%) have Bachelor degree, followed by certificate (25%), diploma (21%), Masters and above (4%) and finally 12th grade & below (3%).

Figure 4.2.3 Summary of Educational Background of Respondents



Source: Own data analysis- SPSS V26

4.3 Respondents TV and TV Advertisement awareness level

4.3.1 Access to Television

For this study to be reliable all the respondents participating in the study have to have access to watch TV. According to table 4.3.1 all the valid respondents accepted for the study have access to watch TV.

Table 4.3.1 Access to Television

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	287	100.0	100.0	100.0

Source: Own data analysis- SPSS V26

4.3.2 Exposure to Malt Drinks Advertisement

For this study to be reliable all the respondents participating in the study have to have exposure to Malt drinks TV advertisement. According to table 4.3.2 all the valid respondents have watched TV ads.

Table 4.3.2 Exposure to Malt Ads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	287	100.0	100.0	100.0

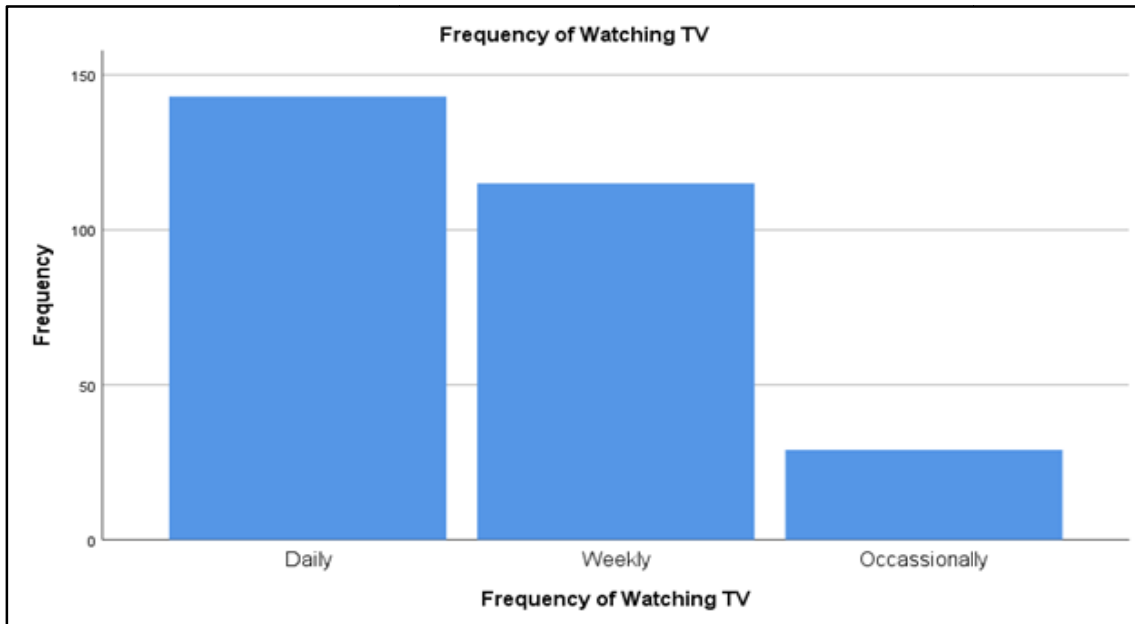
Source: Own data analysis- SPSS V26

4.3.3 Frequency of watching TV

The benefits of advertising frequency is, consumers should be exposed to advertising messages in order for them to understand the ad and give the advertiser the desired response.

Pursuant to figure 4.3.3, most of the respondents frequently watch TV, which affects their exposure to advertisement.

Figure 4.3.3 Frequency of watching TV



Source: Own data analysis- SPSS V26

4.3.4 Celebrity Endorsement

Pursuant to Table 4.3.4, 78% of the respondents are attracted by TV advertisements that are endorsed by a celebrity and for the remaining 22% endorsing celebrity in TV advertisement is not important.

Table 4.3.4 Descriptive Analysis of Tv ads endorsed by celebrities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	224	78.0	78.0	78.0
	NO	63	22.0	22.0	100.0

	Total	287	100.0	100.0	
--	--------------	------------	--------------	--------------	--

Source: Own data analysis- SPSS V26

4.3.5 Innovation

Pursuant to Table 4.3.5, 88.2% of the respondents are attracted by TV advertisements that are innovative and out of the ordinary. But for the rest 11% Innovation in TV advertisement does not attract them at all.

4.3.5 Descriptive Analysis result of interests towards innovative ads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	253	88.2	88.2	88.2
	NO	34	11.8	11.8	100.0
	Total	287	100.0	100.0	

Source: Own data analysis- SPSS V26

4.3.6 Appeal to emotion

Pursuant to Table 4.3.6, 87.8% of the respondents are attracted by TV advertisements that try to connect emotionally with its consumers'. For the 12.2% of the respondents TV commercial of malt brands with emotion in it does not attract them at all.

Table 4.3.6 Descriptive Analysis result of attractiveness of emotionally appealing ads

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	252	87.8	87.8	87.8
	NO	35	12.2	12.2	100.0
	Total	287	100.0	100.0	

Source: Own data analysis- SPSS V26

4.4 Descriptive statistics TV commercial Variables on brand preference

Respondents' level of agreement on Celebrity endorsement, Innovation and Appeal to emotion of Malt drinks TV ad 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 disagree to 5 strongly agree) the lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement. And the standard deviation represents how much the variable deviates from the mean.

4.4.1 Mean degree of agreement on TV advertisement endorsed by celebrity

Table 4.4.1 depicts that the mean of celebrity endorsement in Malt drink TV advertisement is 3.147, which is closer to agree. Standard deviation is 0.94224, which implies that it is less effective because its standard deviation is high.

Table 4.4.1 Summary of Descriptive statistics of Celebrity Endorsement

	N	Mean	Std. Deviation
Celebrity Endorsement	287	3.1470	.94224

Source: Own data analysis- SPSS V26

4.4.2 Mean degree of agreement on TV advertisement that are Innovative

Table 4.4.2 depicts that the mean of Innovation in Malt drink TV advertisement is 3.2669 that is closer to agree. It implies respondents agree that innovation in TV advertisement impacts their brand preference. Standard deviation is 1.21286, which implies that it is less effective because its standard deviation is high.

Table 4.4.2 Descriptive statistics of Innovation

	N	Mean	Std. Deviation
Innovation	287	3.2669	1.21286

Source: Own data analysis- SPSS V26

4.4.3 Mean degree of agreement on TV advertisement that are appealing to emotion

Table 4.4.3 depicts that the mean of appeal to emotion in Malt drink TV advertisement is 3.2422 that is closer to agree. Standard deviation is 1.02511, which implies that it is less effective because its standard deviation is high.

Table 4.4.3 Descriptive statistics of Appeal to emotion

	N	Mean	Std. Deviation
Appeal to emotion	287	3.2422	1.02511

Source: Own data analysis- SPSS V26

4.4.4 Descriptive statistics of Dependent Variable

Table 4.4.4 depicts that the level of agreement to 'television advertisement influence my brand preference' is higher (With a mean value of 2.9895) than the other factors. Standard deviation is 1.10144 that implies that it is less effective because its standard deviation is high.

Table 4.4.4 Descriptive statistics of brand preference

	Mean	Std. Deviation
Family and friends influence my brand preference	2.8955	1.18390
Television Advertisement influence my brand preference	2.9895	1.10144
I prefer to buy Malt drink brands whenever a new product is launched.	2.6899	1.14568
I change my preference to another Malt drink brand due to TV advertisements	2.7003	1.19180

Source: Own data analysis- SPSS V26

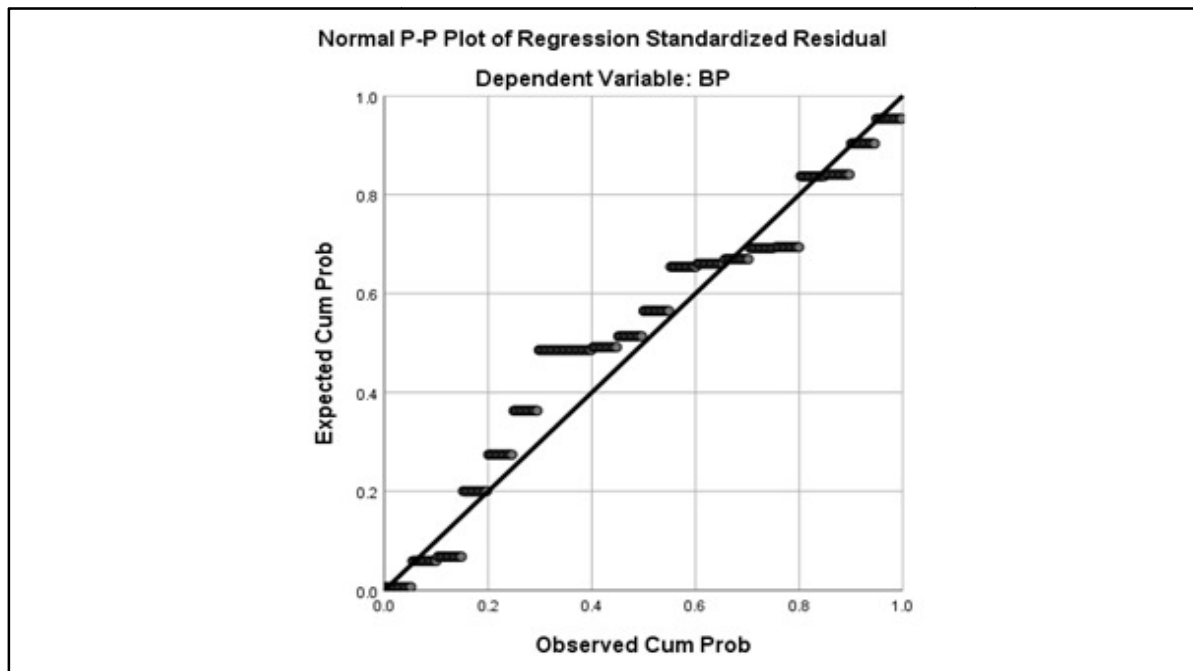
4.5 Linear Regression

4.5.1 Linearity Test

Linearity tells us the consistency of measurement variables. For every change in the independent variables the result of the dependent variable should be the same. For the analysis to be linear, the points should be symmetrically distributed around a diagonal line in the P-P plot with a roughly constant variance.

Pursuant to the below diagram, the relationship between the dependent and independent of linearity had been met.

Figure 4.5.1 Linearity Plot



Source: Own data analysis- SPSS V26

4.5.2 Multicollinearity Test

Multicollinearity is a statistical phenomenon in which two or more independent variables in a multiple regression model are highly correlated or have the potential to adversely affect the regression estimate.

If tolerance value exceeds 10, then it is considered as problematic and indicates the existence of multicollinearity.

In the below table, the collinearity statistics indicates that the tolerance and VIF are all less than 10.

Table 4.5.2 Multicollinearity Test

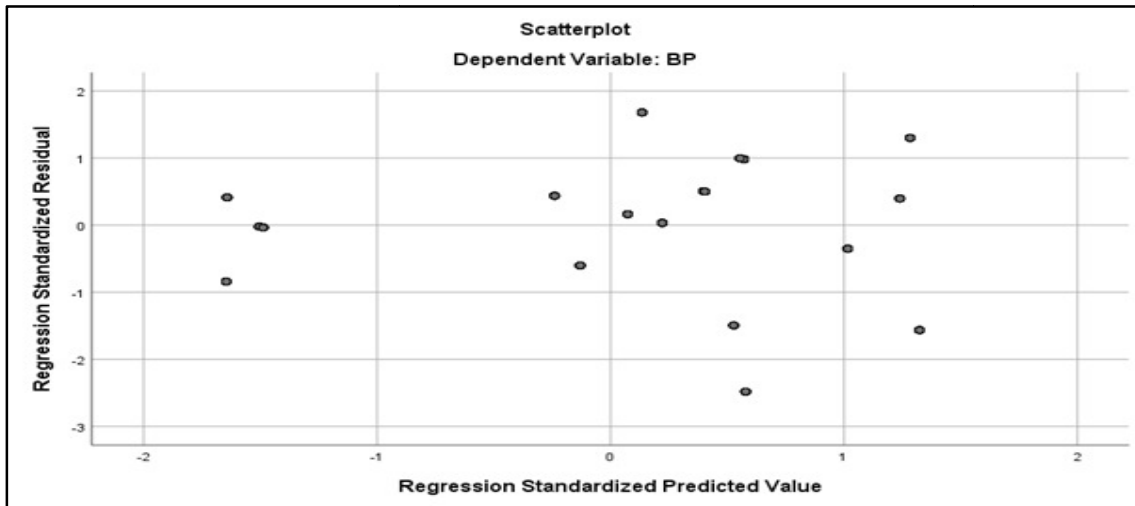
Coefficients^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.631	.187		3.370	.001		
	CE	.019	.057	.017	.335	.738	.773	1.293
	INV	.245	.075	.281	3.251	.001	.266	3.763
	APP	.410	.088	.398	4.672	.000	.274	3.652

Source: Own data analysis- SPSS V26

4.5.3 Heteroscedasticity Test

Heteroscedasticity is the situation in which the variance of the residual in the model is not constant and in addition related to the independent variables.

Figure 4.5.3 Heteroscedasticity Test

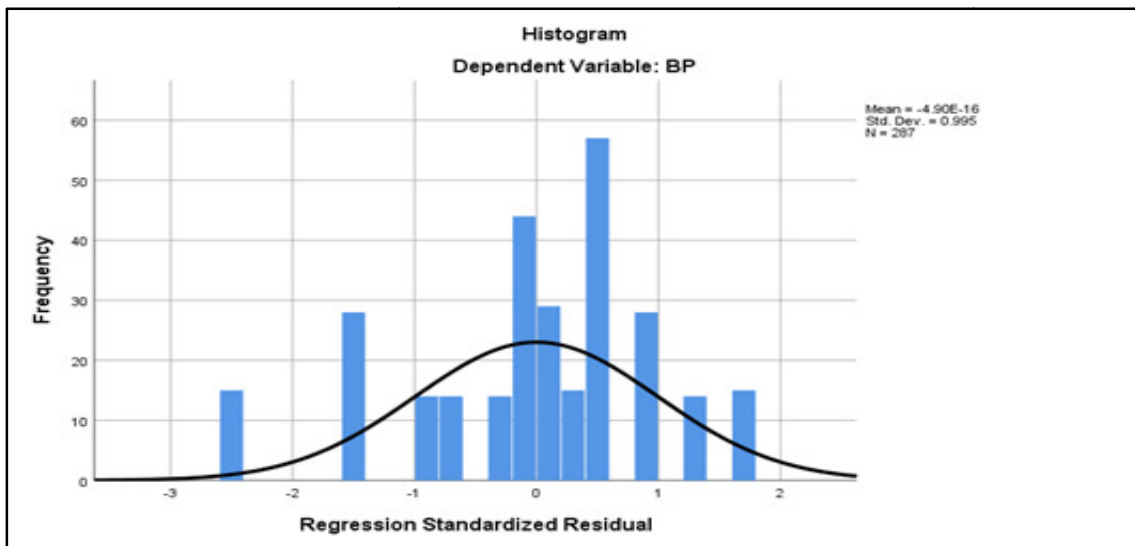


Source: Own data analysis- SPSS V26

4.5.4 Normality Test

A normality test is a statistical process used to determine whether a sample or a group of data fits the standard normal distribution.

Figure 4.5.4 Normality Test



Source: Own data analysis- SPSS V26

4.6 Regression analysis

4.6.1 Correlation Analysis

The Pearson product-moment correlation was used in this research to test the relationship between the dependent variable, brand preference, and the independent variable, TV Commercial.

Brand preference has a positive relation with all the variables, and the relation is linear as far as the significant level is less than the P value ($p < 0.01$) as shown in the below table.

Table 4.6.1 Correlation analysis result

Correlations					
		CE (Celebrity endorsement)	INV (Innovation)	APP (Appeal to Emotion)	BP (Brand Preference)
BP	Pearson Correlation	.325**	.627**	.644**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	287	287	287	287

Source: Own data analysis- SPSS V26

4.6.2 Multiple regression analysis

At the end, a linear regression model for the dependent variable level of brand preference was calculated based on independent variables, celebrity endorsement, innovation and emotive appeal of malt beverage ads.

Table 4.6.2 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 (0.662) is the correlation of the independent variables with the dependent variable after all the inter correlations are taken into account. The model summary, below shows the adjusted R Square is 0.438, which means about 43.8% of the variance in the dependent variable i.e. brand preference towards malt drinks is explained by the independent variables.

Table 4.6.2 Regression analysis between independent and dependent variable

Mode I	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.662^a	.438	.432	.79560

Source: Own data analysis- SPSS V26

The below table 4.6.3 shows regression coefficient (β) of celebrity endorsement, innovation and appeal to emotion of advertisement. β (beta) coefficient helps to see the direction and strength of the relationship between independent and dependent variables. The table below depicts these independent variables found to positively impact consumer malt drink brand preference. Preference of a malt drink brand increases by .019, .245, and .410 as the level of agreement on celebrity endorsement, innovation and appeal to emotion 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 and dependent variable

The below table shows a higher coefficient for Appeal to emotion beta coefficient of $\beta=.410$ showing it has high impact on followed innovation with beta coefficient of $\beta=.245$. Celebrity endorsement is found to be the variable with the least beta coefficient of .019.

Table 4.6.3 Regression Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.631	.187		3.370	.001
	CE(Celebrity endorsement)	.019	.057	.017	.335	.738

INV(Innovation)	.245	.075	.281	3.251	.001
APP(Appeal to emotion)	.410	.088	.398	4.672	.000

Source: Own data analysis- SPSS V26

$$\text{Model-BP} = 0.61 + .019(\text{CE}) + .245(\text{INV}) + .410(\text{APP})$$

Where,

BP- Brand preference

CE- Celebrity endorsement in TV Advertisement

INV- Innovation in TV Advertisement

APP- Appeal to emotion in TV Advertisement

The above regression equation indicates that when the celebrity endorsement, innovation, and appeal to emotion of the TV advertisement increment by one will lead to an increase of consumers brand preference by .019, .245 and .410 respectively. The whole independent variables used in the research are a significant predictor of the dependent variable.

To determine the relationship between independent variables and dependent variables and see whether the results of the test or experiment are significant, the ANOVA test was used. This statistical technique was used to test whether different groups have different means. As it is displayed in table 4.6.4, the model is well fit because the significance level (0.000) is not higher than the standard.

Table 4.6.4 Analysis of Variance (ANOVA)

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	139.696	3	46.565	73.566	.000 ^b
	Residual	179.132	283	.633		
	Total	318.828	286			

Source: Own data analysis- SPSS V26

4.7 Discussion of findings

4.7.1 Discussion of Characteristics of the Respondents regarding their brand preference of Malt Drinks

From the given factors that will impact consumer brand preference towards malt drink, respondents on average agree that TV advertisements impact them more as compared with a newly launched product and family and friends.

4.7.2 Discussion of Analysis Results and hypothesis testing

Hypothesis 1 celebrity endorsement in TV commercials has a significant impact towards consumers' brand preference

According to the result on Table 4.6.1, the Pearson correlation among celebrity endorsement on malt drinks TV advertisement and consumer's brand preference is positive. The relation in the correlation analysis is found to be .325 indicating. Therefore, Hypothesis 1, celebrity endorsement in TV commercials of MaltBrand has a significant impact towards brand preference. Based on this finding Hypothesis 1 is accepted.

Hypothesis 2: Innovative TV commercials has a significant impact towards consumers' brand preference

The next study variable is Innovation. As per the result on Table 4.6.1, the Pearson correlation among innovation in malt drinks TV advertisement and consumer's brand preference is positive. The relation in the correlation analysis is found to be 0.627 indicating. Therefore, Hypothesis 2, Innovation in TV commercials of Malt Brand has a significant impact towards brand preference. Based on this finding Hypothesis 2 is accepted.

Hypothesis 3 Appeal to emotion in TV commercials has a significant impact towards consumers' brand preference

The third and final variable is appeal to emotion. As shown on Table 4.6.1, the Pearson correlation among appeal to emotion on malt drinks TV advertisement and consumer's brand preference is positive. The relation in the correlation analysis is found to be 0.664 indicating. Therefore, Hypothesis 3, Appealing to emotion in TV commercials of Malt Brands has a significant impact towards brand preference. Based on this finding Hypothesis 3 is accepted.

Chapter 5

Summary, Conclusion, and Recommendation

Chapter of the study, Summary of findings, conclusion and recommendations are presented in this section. Direction for the future is also discussed in this chapter.

5.1 Summary of Major Findings

5.1.1 Demographic summary

High Percentage of respondents is in the millennial age group. Female respondents accounted for 46% while male respondents accounted for the higher portion, which is 54% of the total respondents.

5.1.2 Descriptive analysis Summary

All the respondents that are included and valid for this study have exposure to TV & TV advertisement. Consumers are also attracted by TV advertisements of Malt drinks endorsed by celebrities, an ad that is innovative and brands that create emotional connections with them.

Based on the descriptive analysis, where respondents were given to place their level of agreement on the scale from 1 to 5 (1 strongly disagree to 5 strongly agree) the mean value is higher. This implies Celebrity endorsement; innovation and appeal to emotion on Malt drinks TV commercials have a positive impact on consumer brand preference.

5.1.3 Regression analysis summary

The study tried to analyze the impacts of TV advertising on consumers' brand preference towards malt drinks in AddisAbaba. It took into consideration three techniques of TV advertising that are celebrity endorsement, innovation and appeal to emotion. The findings show that all the three characters are positively correlated with the dependent variable brand preference of consumers.

The regression analysis also revealed that celebrity endorsement, innovation and appeal to emotion in TV advertisements significantly affect consumers purchase intention with beta coefficients of $\beta=.019$, $\beta=.245$, and $\beta=.410$ respectively. The findings support the entire three hypotheses formulated for these research. Regression analysis indicated that appealing to emotion has the higher level of effect while celebrity endorsement has the least.

5.2 Conclusion

Referring to the findings TV advertisement has a significant role on the consumer brand preference.

In the findings and results of the previous chapter, it is evidenced that appeal to emotion has a strong correlation with brand preference. The second most correlated variable is innovation. Celebrity endorsement showed a lower correlation coefficient. All the correlations between the dependent and independent variable had been found to be significant at a level of 0.01.

Concerning the research objectives, by examining the impact of celebrity endorsement, innovation and appeal to emotion in TV advertisements towards Malt drink brands, it is found that all the research variables have a significant impact on brand preference of consumers.

However it should be noted that the regression analysis indicates only 43.8% of the study variables impact brand preference. The remaining is explained by other variables, which were not part of this research.

5.3 Recommendation

According to finding, companies while using TV Advertising in their malt drink brand should make sure that they fulfill the criteria of the followings:

- I. Malt Brand advertisers should consider endorsing celebrities in their TV commercials
- II. TV advertisement of Malt Brand have to be innovative to be visible and break through the clutter
- III. Appealing to emotion of consumers' while advertising a malt brand on TV is fruitful, therefor advertisers should consider making an emotional connection with their target consumers' before making an ad

5.4 Limitation and Direction for further studies

The limitation of this study is finalized as follows,

In terms of geographical location the study only includes consumers of malt drink in AddisAbaba.

The research is only conducted focusing on TV advertisement. But studies can take place on other mediums of advertising like radio, print,OOH, etc.

This study was conducted on Malt drink brands, which are considered as one of the Non-alcoholic drinks. It can also be conducted on non-alcoholic and soft drinks.

The last but not the least limitation of the study is the researcher only considered three variables of techniques of advertisement. But it can also integrate other significant factors that should be considered by the advertisers while producing a Malt Brand TV Advertisement.

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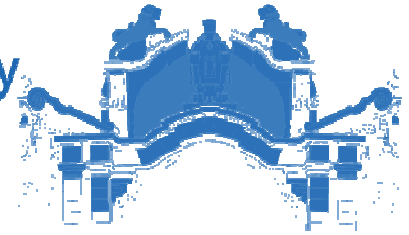
APPENDIX

Questionnaire (English Version)



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!

Addis Ababa University
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Addis Ababa University

College of Business and Economics

Department of Management

MBA Program

The Impact of TV Advertising on Consumer Brand Preference:

The Case of Malt Drink in Addis Ababa

By

TsedayMaru

Advisor:

TewodrosWuhib (Ass. Professor)

Jan, 2021

Addis Ababa, Ethiopia

This questionnaire is designed by the final year Masters of Business Administration (MBA) students of Addis Ababa University under the title: *“The Impact of TV Advertising on Consumer Brand Preference: The Case of Malt Drink, Addis Ababa, Ethiopia”*, for the partial fulfillment of the MBA Thesis. The information provided by you will be held strictly confidential and is used for academic purposes only. You will not be held responsible for anything arising thereof. You are kindly requested to duly fill and return the questionnaire in due time. There is no need to include your name when filling out the questionnaire.

Should you have any concerns concerning the questionnaire, please contact me at the following address.

Name: TsedayMaru

Tel: +251-910399033

Email: Tsedaym2016@gmail.com

Thank you in advance for your cooperation!

Instruction: Please encircle the number for your choice in each question.

Part One: Background Information

- I.** Age (Years)
1. Between 20-30 Years
 2. Between 31-40 Years
 3. Between 41-50 Years
 4. Between 51-60 Years
 5. 61 Years and above
- II.** Gender
1. Male
 2. Female
- III.** Educational background
1. Grade 12th and below
 2. Certificate
 3. Diploma
 4. Bachelor
 5. Masters and above
- IV.** Educational background
1. Government employee
 2. Private employee
 3. Non-Government employee
 4. Self-employed
 5. Unemployed

Part Two: Awareness towards TV Advertisement

- I.** Do you Watch TV?
1. Yes
 2. No
- II.** How often do you watch TV?
1. Daily

2. Weekly
3. Monthly

III. Have you ever watched a malt drink advertisement?

1. Yes
2. No

IV. Do ads endorsed by a celebrity attract you?

1. Yes
2. No

V. Are Innovative ads interesting for you?

1. Yes
2. No

VI. Do ads that are appealing to emotion attract you?

1. Yes
2. No

Part Three: The role of TV Advertisement on Consumer Brand Preference

Please state your level of agreement or disagreement by encircling the numbers in each block for each given statement. The numbers indicates the following scales:

1 = Strongly disagree

2 = Disagree

3 = Neutral

4 = Agree

5 = Strongly agree

1. Impact of Celebrity Endorsement in TV Ads on your brand Preference

1	Variable-Celebrity Endorsement					
		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly agree (5)
1.1	I prefer a brand if the celebrity endorsing the TV advertisement is attractive.					
1.2	I prefer a brand if the celebrity endorsing the TV advertisement is credible.					
1.3	I prefer a brand if the celebrity endorsing the TV advertisement is likable.					
1.4	I prefer a brand if the celebrity endorsing the TV advertisement is trustworthy.					
1.5	I prefer a brand if the celebrity endorses the TV advertisement based on his/her expertise on knowledge in a particular field.					

2. Impact of innovation in TV Ads on your brand Preference

2	Variable-Innovation					
		Strongly disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)

2.1	I prefer a brand if the TV advertisement is out of the ordinary.					
2.2	I prefer a brand if the TV advertisements are Flexible and contain different ideas.					
2.3	I prefer a brand if the TV advertisement gives detailed Information.					
2.4	I prefer a brand if the TV advertisement is connected with unrelated object in a creative way					
2.5	I prefer a brand if the TV advertisement is distinctive and has an artistic value					

3. Impact of Appeal to emotion in TV Ad on your brand Preference

3	Variable -Appeal to Emotion					
		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
3.1	I prefer a brand that shows love and affection in TV advertisements.					
3.2	I prefer a brand that shows emotion of happiness in TV advertisements.					
3.3	TV advertisements that include humor impact my brand Preference.					
3.4	I prefer a brand that includes expressions of excitement on TV					

	advertisements.					
--	-----------------	--	--	--	--	--

4. TV advertisement and brand preference

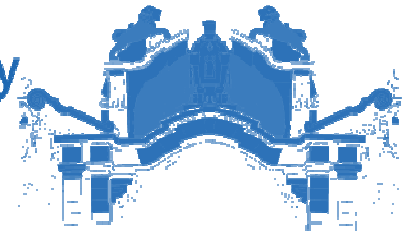
4	Variable-Brand preference					
		Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
4.1	Family and friends influence my brand preference					
4.2	Advertisement influences my brand preference					
4.3	I prefer to buy Malt drink brands whenever a new product is launched.					
4.4	I change my preference to another Malt drink brand due to TV advertisements.					

Questionnaire (Amharic Version)



SEEK WISDOM, ELEVATE YOUR INTELLECT AND SERVE HUMANITY!

Addis Ababa University
አዲስ አበባ ዩኒቨርሲቲ



አዲስ አበባ ዩኒቨርሲቲ

የንግድ እና ኢኮኖሚክስ ስኬት

የአስተዳደር ት/ት ክፍል

ኤም.ቢ.ኤፕሮግራም

የቴሌቪዥን ማስታወቂያ በሽማግሌት ብራንድ ምርጫ ላይ የሚያሳድረው ተጽዕኖ

በአዲስ አበባ የሚገኙ ማልት መጠጦች ላይ የሚሰራ

በ

ፀደይ ማሩ

አማካሪ

ቴዎድሮስ ወሃብ (ተባባሪ ፕሮፌሰር)

ጥር 2013

አዲስ አበባ፣ ኢትዮጵያ

ይህ መጠይቅ በአዲስ አበባ የኒቫርሲ ቲዩ መጨረሻ ዓመት የንግድ ሥራ ማስተርስ ድግሪ ተማሪ “የቴሌኪንቲን ማስታወቂያ ተጽዕኖ በሽማቻችን የምርት ምርጫ-

በአዲስ አበባ የሚገኙ ማልት መጠሪያዎች ላይ” በሚል ርዕስ የተዘጋጀ ለኤም.ቢ.ኤ ድግሪ ማሟያ ጥናት ነው ።

እርስዎ ያቀረቡት መረጃ በጥብቅ ምስጢራዊ ሆኖ የሚቆይ እና ለአካዳሚክ ዓላማዎች ብቻ የሚያገለግል ነው። ለሚነሳው ማንኛውም ነገር ተጠያቂ አይሆኑም።

መጠይቁን በተገቢው ጊዜ እንዲሞሉ እና እንዲመልሱ በአክብሮት አጠይቃለሁ።

መጠይቁን በሚሞሉበት ጊዜ ስምዎን ማካተት አያስፈልግም።

መጠይቁን አስመልክቶ የሚያሳስብዎት ነገር ካለ እባክዎ በሚከተለው አድራሻ ያነጋግሩኝ፡

:

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ስልክ: +251-910399033

ኢሜል: Tsedaym2016@gmail.com

ለትብብር ዎከው ዲሁ አመሰግናለሁ!

መመሪያ፡ እባክዎ በእያንዳንዱ ጥያቄው ስጥለእርስዎም ርጫ ቁጥሩን ያክብቡ፡፡

ክፍል አንድ፡ ጠቅላላ መረጃ

- I. ዕድሜ (በዓመት)
 - 1. ከ 20-30 ዓመታት መካከል
 - 2. ከ 31-40 ዓመታት መካከል
 - 3. ከ 41-50 ዓመታት መካከል
 - 4. ከ 51-60 ዓመታት መካከል
 - 5. 61 ዓመታት እና ከዚያ በላይ
- II. ፆታ
 - 1. ወንድ
 - 2. ሴት
- III. የትምህርት ደረጃ
 - 1. 12ኛ ክፍል እና ከዚያ በታች
 - 2. ሰርትፍኬት
 - 3. ዲፕሎማ
 - 4. የመጀመሪያ ዲግሪ
 - 5. ማሰተርስ እና ከዚያ በላይ
- IV. የስራ መስክ
 - 1. የመንግስት ሰራተኛ
 - 2. የግል ሰራተኛ
 - 3. መንግስታዊ ያልሆነ ድርጅት ሰራተኛ
 - 4. በግል ስራ ላይ ተዳዳሪ
 - 5. ሥራ አጥ

ክፍል ሁለት፡ ስለ ቴሌቪዥን ማስታወቂያ ግንዛቤ

- I. ቴሌቪዥን ይመለከታል?
 - 1. አዎ
 - 2. አይ
- II. ምን ያህል ጊዜ ቴሌቪዥን ይመለከታል?
 - 1. በየቀኑ

2. ሳምንታዊ

3. ወርሃዊ

III. ስለማልት የተሰራ ማስታወቂያ ተመልክተው ያውቃሉ?

1. አዎ

2. አይ

IV. በዝነኛ ሰዎች የሚሰሩ ማስታወቂያዎችን ይስብዎታል?

1. አዎ

2. አይ

V. ፈጠራ የተሞላ ባቸው ማስታወቂያዎች ለእርስዎ አስደሳች ናቸው?

1. አዎ

2. አይ

VI. ስሜትን የሚነኩ (የሚስቡ) ማስታወቂያዎች ይወዳሉ?

1. አዎ

2. አይ

ክፍል ሶስት: የቴሌቪዥን ማስታወቂያ በሽማቸች ብራንድ ምርጫ ላይ ያለው ሚና

ለእያንዳንዱ የተሰጠው መግለጫ በእያንዳንዱ ብሎክው ስጥ ያሉትን ቁጥሮች በመክበብ እባክዎ መስማማት ወይም አለመስማማት ይገለጹ::

ቁጥሮቹ የሚከተሉትን ደረጃዎች ያመለክታሉ::

1 = በጣም አልስማማም

2 = አልስማማም

3 = ገለልተኛ

4 = እስማማለሁ

5 = በጣም እስማማለሁ

1. በዝነኛ ሰዎች የሚሰሩ የቴሌቪዥን ማስታወቂያዎች በእርሰዎ የብራንድ ምርጫ ላይ ያላቸው ተጽዕኖ

1	ዝነኞችን ማካተት					
		በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
1.1	የቴሌቪዥን ማስታወቂያውን የሚሰራው ታዋቂ ሰው ሳቢ ከሆነ የሚያስተዋውቀውን ምርት እመርጣለሁ።					
1.2	የቴሌቪዥን ማስታወቂያውን የሚሰራው ታዋቂ ሰው በብዙ ሰው ዘንድ የሚታመን ከሆነ የሚያስተዋውቀውን ምርት እመርጣለሁ።					
1.3	የቴሌቪዥን ማስታወቂያውን የሚሰራው ታዋቂ ሰው ተወዳጅ ከሆነ የሚያስተዋውቀውን ምርት እመርጣለሁ።					
1.4	የቴሌቪዥን ማስታወቂያውን የሚሰራው ታዋቂ ሰው ተግማኒነት ያተረፈ ከሆነ የሚያስተዋውቀውን ምርት እመርጣለሁ።					
1.5	የቴሌቪዥን ማስታወቂያውን የሚሰራው ታዋቂ ሰው በተሰማራ በትየሙ ያዘርፍ ተመርኩዞ አሰራው የሚያስተዋውቀውን ምርት እመርጣለሁ።					

2. ፈጠራዎታከለባቸውየቴሌቪዥንማስታወቂያዎችበእርሰዎየብራንድምርጫ ላይ ያላቸውተጽዕኖ

2	ፈጠራንማካተት					
		በጣም አል ስማምም (1)	አልስማ ማም (2)	ገለል ተኛ (3)	እስ ማም ለሁ (4)	በጣም እስ ማም ለሁ (5)
2.1	አንድምርትከተለመደውውጭበሆነ መንገድየቴሌቪዥንማስታወቂያው ንክሰራምርቱን እመርጣለሁ፡፡					
2.2	ምርቱተለዋዋጭ እናየተለያዩሀሳቦች ንአካቶየቴሌቪዥንማስታወቂያውን ከሰራያንምርት እመርጣለሁ፡፡					
2.3	አንድምርትየቴሌቪዥንማስታወቂያን በጥልቅ መረጃ ካስደገፈያንምርት እመርጣለሁ፡፡					
2.4	አንድምርትየቴሌቪዥንማስታወቂያውን ፈጠራንተጠቅሞከማይገናኝነ ገርጋር አገናኝቶሲሰራያንምርት እመርጣለሁ፡፡					
2.5	የቴሌቪዥንማስታወቂያው ልዩናየጥበብ እሴት የተጨመረበት ከሆነምርቱን እመርጣለሁ፡፡					

3. ስሜቱን የሚሰጡ የቴሌቪዥን ማስታወቂያዎች በእርስዎ የብራንድ ምርጫ ላይ ያላቸው ተጽዕኖ

3	ስሜት ሳቢነት					
	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)	
3.1	እንደ ምርት በቴሌቪዥን ማስታወቂያዎች ውስጥ ቆይታ ሲያሳይ ያን ምርት እመርጣለሁ።					
3.2	እኔ እንደ ምርት በቴሌቪዥን ማስታወቂያዎች ውስጥ የደስታ ስሜትን ሲያጋባም ሁሉንም እመርጣለሁ።					
3.3	የቴሌቪዥን ማስታወቂያ አስቀድሞ ገሮችን ሲያካትት በምርጫ ምርጫ ላይ ተጽዕኖ ያሳድራል።					
3.4	ደስታን በቴሌቪዥን ማስታወቂያዎች ላይ የሚያንፀባርቅ ምርት የእኔ ምርጫ ነው።					

4. የቴሌቪዥን ማስታወቂያ እና የብራንድ (ምርት) ምርጫ

4	የብራንድ ምርጫ					
	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)	
4.1	ቤተሰብ እና ንደኞች በምርት ምርጫ ይላይ ተጽዕኖ ያሳድራሉ					
4.2	ማስታወቂያ በምርት ምርጫ ይላይ ተጽዕኖ ያሳድራል					

4.3	እኔ የማልት መጠሮች አዲስ ምርት ወደ ገበያ ይዘው ሲመጡ መግዛት ነኝ መርጣለሁ፡፡					
4.4	በቴሌቪዥን ማስታወቂያዎች ምክንያት ምርጫዬ ንክክን ደውደሎ ላይ ማልት መጠጥብ ራንድ እለው ጣለሁ፡፡					