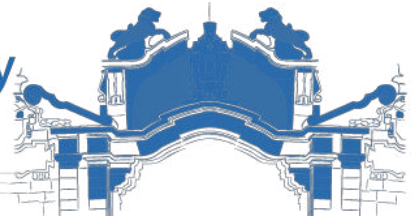




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**THE IMPACT OF ADVERTISEMENT ON BRAND
PREFERENCE OF BOTTLED WATER
IN ADDIS ABABA**

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GSE/0837/06

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT
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**THE IMPACT OF ADVERTISEMENT ON BRAND
PREFERENCE OF BOTTLED WATER
IN ADDIS ABABA**

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE DEPARTMENT OF
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APPROVAL SHEET

Addis Ababa University School of Commerce, Graduate Studies Program Department of
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Analyzing the impact of advertisement on brand preference of bottled water companies
consumed in Addis Ababa

By: Mahlet Mekuria

Approved by Board of Examiner

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DECLARATION

I, Mahlet Mekuria, declare that the thesis entitled “Analyzing the impact of advertisement on brand preference of bottled water companies consumed in Addis Ababa” is my original work. Any source used for the study has been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other Institution.

Mahlet Mekuria

Signature

Date

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List of Abbreviations and Acronyms

GDP- Gross domestic product

FBPIDI- Food, Beverage and Pharmaceuticals Industry Development Institute

AMA- American Marketing Association

CRM- Customer relationship management

SOM- Share of market

SOV- Share of voice

Ads-Advertisements

FDA- Food and Drug Administration

FMHCA- Food, Medicine, and Health Care Administration

MoT- Ministry of Trade

SCP- Structure-Conduct-Performance

SPSS- Software package for social science

ANOVA- Analysis of variance

VIF- Variance Inflation Factor

Abstract

This study explores the impact of advertisement (print, broadcast and outdoor advertisements) towards customer brand preference in the bottled water industry. Data was collected from customers who regularly or occasionally use bottled water products. A sample of 384 respondents was selected using multi-stage sampling method. The researcher selected participants of the study from four sub-cities of Addis Ababa as a cluster unit with heterogeneous population. The data were collected through self administered questionnaire which resulted in 318 valid responses. Data analysis was done using descriptive analysis, correlation, regression and one-way ANOVA using SPSS 22.0. The Pearson correlation coefficient used in the study signifies that all independent variables (component of advertisements) and the dependent variable have positive relationships with one another. The result from regression analysis concludes that out of the three advertisement media, outdoor and broadcast have a significant impact on brand preference, while, print advertisement on newspaper and magazines has no significant effect on brand preference of consumers. It was also concluded that overall advertisement had a significant impact on brand preference. The Finding of the study also shows that consumers of bottled water products who belong to different income groups and different age groups perceive advertisement activities in the same manner. None the less, advertisement is perceived differently among different respondents who have attained different educational levels.

Key words: Advertisement, Brand preference, Print Advertisement, Broadcast Advertisement, Outdoor Advertisement, Brand Image, Brand Awareness, Customer attribute

1.1 Background of the study

The report entitled Ethiopian Economic Update (2013) states that the contribution of the manufacturing sector in the GDP of the country remained just above 4.1 percent for most of the past decade. None the less, Ethiopia's manufacturing industry is at the onset of development, since, there are recent upsurges in the number of firms (Bethelhem, 2015).

One of the sector that has shown an expansion with regards to its number of firms and its supply within the manufacturing industry of the country is the bottled water industry (Belay, 2015). For a long time, bottled water in Ethiopia was seen as a product for the elite and well-to-do individuals, but as years went by, the industry began 'going small' by packaging small quantities that more people can afford. Nowadays it is common to see individuals from various lifestyle of the society consuming bottled water.

According to a study conducted by the Food, Beverage and Pharmaceuticals Industry Development Institute of Ethiopia, the supply of the bottled water industry has grown tremendously. The supply of bottled water increased from 864,958HL to 944,534HL from 2013 to 2014 (FBPIDI Report, 2015). FBPIDI also conducted a study in 2012 that predicts (using extrapolation method) the total demand for purified water will be expected to grow from 1,347,546HL in 2014 to 8,068,300 in 2023. During the same period (2014-2023) on the average demand was expected to exceed supply by 2,534,984HL. This increasing demand for bottled water products, leads to a wider emergence of many companies willing and able to provide these products.

The intense competition, similarity of products and increased number of competing brands in the market have led marketers to consider and study the factors that influence consumers' behavior and brand preference (Das, 2012). There are various factors influencing the process of purchasing preference; hence, it is difficult for some companies to understand what factors influence the customer's choice. When this happens, wrong investments will be made on improper factors.

Brand preference research has been investigated over the years and has intensified as products with similar attributes flourished in the market place. Several studies have long speculated that brand preference could be a function of past consumption (Becker and Murphy, 2008). Jamal and Good (2001) suggested that demographic factors and product

factors are appropriate for the measurement of brand preference. Theories related to brand preference (Rogers, 1995; Tornasky and Klein, 1982; Mason, 1990; and Cherney, 2003) emphasize on the importance of complexity, compatibility, observability, triability, relative advantage, risk, cost, communicability, divisibility, profitability, social approval, and product characteristics on brand preference. The relative importance of each factor depends on the nature of goods/services under consideration, culture and social characteristics of the consumers of the different brands.

The importance of sales on the business survival of the various brands of bottled water companies' and the connection between customers and sales instigates these organizations to engage in programs that can influence consumers' decision to purchase its products (Nagadeepa1, Selvi and Pushpa, 2015). This is where advertising comes in. Advertising is a subset of promotion mix which is one of the 4ps in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness and conditioning the mind of a potential consumer to take eventual purchase decision (Oyedokun et al., 2015).

Most marketers use Advertisement as a tool to attract substantially new customers and to retain the existing ones (Arens, 1996). Since understanding the path through which advertising influences consumer preference and choice is vital for researchers and practitioners (Clark et al., 2009) the paper tries to analyze the overall effect of advertisement on brand preference and the role various channels of advertisement play on the attributes of consumers' brand preference focusing on the bottled water industry.

1.2 Statement of the problem

In today's highly competitive business environment, producers of commodity products, like bottled water, where many different brands have close attributes must achieve some degree of differentiation for their products in order to avoid their product being viewed as a basic generic commodity (Yonathan, 2014). According to consumer involvement theory this differentiation can move customers from a low-involvement decision-making process to a medium- or high-involvement decision-making pattern (Muncy and Hunt, 1994) and help producers to develop strong brands in their respective sector.

Making a decision to buy a product or services involves many process based on the customer's need and economic condition. Hence, manufacturers of a commodity should be able to find out the customers' preference pattern and the factors which influence the customers' preference so that a strong brand can be developed by understanding the values the customers are looking for, and then develop a suitable advertisement and branding strategy (Hossaini and Rezaei, 2011).

Moreover, the marketing strategies which are followed by manufacturers and marketers as well as the pre-conceived idea of the buyer also play a vital role in selection of a particular brand. As one of the marketing mix, if advertisement does not create any positive change in consumers' brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Most of the marketers use advertisement as an instrument to influence potential customers and to retain the existing ones (Arens, 1996).

Currently, there exists bottled water products in Ethiopia under different brand names. Bottled water advertisements of these brands are observed through different media platforms in Ethiopia (Capital Newspaper, 2015). Some embedded in our minds, while others are quickly forgotten, depending on the attractiveness and the level of influence of the advert. Therefore, it is crucial for production firms within this industry to offer the advertisement that is most effective.

There are numerous Advertisements Medias: television, radio, newspapers and magazines are to mention some. However, the two main things the marketer would want to identify are, do all these advertisements positively influence the consumers' brand preference and which media is the most effective way of influencing the preference of customer. As such, it is essential for a marketer to find out the extent to which the advertisement affects customers in preferring the brand of the company. This research studies brand preference by giving emphasis on the influence of Advertisement in the Bottled Water Manufacturing Market, which is turning into one of the competitive markets in Addis Ababa.

Although it is undeniable that previous studies have contributed substantially to the literature on the topic of brand preference, their findings may not be applicable to countries like Ethiopia; due to differences in cultural and economic environments. Unfortunately however, among previous brand preference literatures, there have been very few studies involving the product category of bottled water products, even fewer within the Ethiopian context. To the

best knowledge of the researcher, there exists no published research concerning advertisement's impact on Ethiopian consumers brand preference regarding bottled water products.

Hence this paper tries to fill this gap by analyzing the overall effect of advertisement on brand preference and the role various channels of advertisement play on the attributes of consumers' brand preference focusing on the bottled water industry.

1.3 Research questions

1.3.1 Main research question

To what extent does Advertisement affect consumers' Brand Preference of bottled water product?

1.3.2 Specific research questions

- How does Print Advertisement affect consumers Brand Preference of bottled water products?
- How does Broadcast Advertisement affect consumers' Brand Preference of bottled water products?
- How does Outdoor Advertisement affect consumers' Brand Preference of bottled water products
- Which advertisement channel is the most effective in order to influence consumers' brand preference of bottled water consumers?

1.4 Objectives of the study

1.4.1 Main objective

The main objective of this study is to analyze the impact of advertisements on consumers' brand preference of bottled water products in Addis Ababa.

1.4.2 Specific objectives

The specific objectives the research sets out to identify are:

- To identify the effect of Print Advertisement on consumers' Brand Preference of bottled water products in Addis Ababa.
- To identify the effect of Broadcast Advertisement on consumers' Brand Preference of bottled water products in Addis Ababa.
- To identify the effect of Outdoor Advertisement on consumers' Brand Preference of bottled water products in Addis Ababa.
- To determine the advertisement channel that is most effective for influencing consumer brand preference of bottled water products in Addis Ababa.

1.5 Significance of the study

The importance of this study can be viewed from two dimensions: theoretical contributions and practical implications. From a practical perspective, this study is significant in identifying the advertisement aspect of brand preference and the extent as to how it determines consumers' preference. This will help in formulating the appropriate marketing strategy for reaching and attracting consumers in accordance with their social and psychological value perceptions.

Previous research has largely ignored the information sources that bottled water consumer's use for knowing the company behind the products. This research adds new insights by investigating the type of advertisement sources consumers prefer for acquiring information about the product.

As this study gives a clear insight into how advertisement can influence consumer preference, many firms will be encouraged to use adverts to market their products. When firms start making more sales and profits as a result of advertising, the economy of Ethiopia will boost, more income from tax will also be accrued to the government.

On the theoretical side, the study fills an important gap in the literature; that is, it explores advertisement's influence on brand preference of bottled water producing companies in the

context of Addis Ababa. The study formed a basis of reference for marketing academics and practitioners in the subject of brand preference. Therefore, the findings of this study can add to the existing body of literature and can serve as an initial point on which future studies can be built on.

1.6 Scope and delimitation of the study

The study is limited to brand preference and the influence of advertisement on brand preference by using bottled water companies in Addis Ababa as a focus point. Although the researcher acknowledges the existence of various bottled water brands all over the country, the study revolves around the ones consumed within Addis Ababa alone.

The study perceives bottled water as a water product, including natural, spring or well water, distilled water or any of the foregoing to which chemicals may be added, which are then put in to sealed bottles, packages or other containers, to be sold for domestic consumption or culinary use.

Data within the study were more specifically collected from consumers of bottled water in hotels, café and restaurants, “chat bet” and gym centers which constitute a potentially large group of bottled water consumption. This was concluded after conducting interviews with four Marketing Managers from different bottled water producing companies. These managers were asked to identify areas with high consumption of bottled water. 3/4th of them mentioned the above four areas as high consumption areas.

This research is only limited to a cross sectional study time frame, as it collected data by observing the sample population at the same point in time. This provides a snapshot of the population at the current point in time.

In today’s world, there are countless media outlets-electronic advertisement, social media, print, radio, television and many more are competing for consumers’ attention. Among these the longstanding advertisement channels: print, Broadcast (TV and Radio adverts) and Outdoor Media Advertisements are analyzed.

Chapter 2 : Literature Review

2.1 Theoretical Literature

2.1.1 Brand and the Branding concept

Brand definitions are numerous; different authors provide their own explanations towards the meaning of a brand. The definitions are useful to understand a brand from different perspectives.

A traditional definition of a typical brand was one provided by Kotler (2000) “the name associated with one or more items in the product line, which is used to identify the source of character of the item(s)”.

The American Marketing Association’s (AMA) definition of a brand is “a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competitors” (Maurya and Mishra, 2012).

Within this view Keller (2003) stated, whenever a marketer creates a new name, logo, or symbol for a new product, he or she has created a brand.

Kapferer (2008), supported the above definition by explaining a brand as a set of mental associations, held by the customer, which add to the perceived value of a product or service. These associations should be unique (exclusive), strong (salient), and positive (desirable).

Similarly, Aaker (1991) proposes that a brand is a distinguishing name or symbol such as logos, trademarks or package design intended to identify the goods or services of either seller or group of sellers and differentiate those goods or services from those of competitors.

DeChernatory and McDonald (2006) offer a definition that incorporates many scholars view. —A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique

added values which match their needs most closely. Furthermore, its success results from being able to sustain those added values in the face of competition.

These definitions and others of a brand are supported and widely accepted by many scholars and found in various literatures. The brand history tells us how the people have used the brand as a mark of identification. In the earlier times the brand mark was used to differentiate the goods of one producer to others. Since the time people created goods to trade or sell, or as far back in time as when people owned cattle, there have been trademarks, symbols, signs or posters, pictorial signs, and hawkers. Now a day's brand is not only used for differentiation but also used to justify the purchase decision (Kapferer, 2008).

Ultimately, a brand is a source of competitive advantage. Although manufacturing processes and product designs may be easily duplicated, last impression in the minds of individuals and organizations from years of marketing activity and product experience may not be so easily reproduced. In this sense, branding can be seen as a powerful means of securing a competitive advantage (Keller, 2004). As per Keller (2003) explanation, if marketers can convince customers that not all product offerings in a category were the same and a meaningful difference exists, commodities can be branded and differentiated as a strong brand.

A successful brand is an identifiable product, service, person or place, augmented in such a way that the buyer or user perceives relevant, unique added values which match their needs most closely. Furthermore, its success results from being able to sustain those added values in the face of competition (McDonough and Egulf, 2003). Moreover, a brand is something that resides in the minds of consumers. It is a perpetual entity, rooted in reality, but also reflecting the perceptions and perhaps even the idiosyncrasies of consumers (Keller, 2003).

Branding is a universe of activities used to build awareness and extend customer loyalty. It requires a mandate from the top and readiness to invest in the future. Branding is about seizing every opportunity to express why people should choose one brand over another. A desire to lead, outpace the competition, and give employees the best tools to reach customers is the reasons why companies leverage branding (Wheeler, 2012).

Brand is one of the most essential assets that any business possesses. Alina Wheeler (2012) views the importance of branding as:

- Branding provides the key communication with customers.
- Branding creates critical differentiators in the marketplace.
- Branding shapes internal company culture.
- Branding leverages the intellectual assets of the business.
- Branding generates increased business performance.

Branding plays many roles to both consumers and companies. As Kotler and Keller (2012) asserts, branding creates mental structures that helps consumers organize their knowledge about products and services in a way that clarifies their decision making and, in the process, provides value to the firm. Millward Brown, a global research agency, also emphasizes on Kotler and Keller's assertion by stating that strong brands are "trust marks." They truncate the decision-making buying process. Moreover, brands routinely command premium prices, because they are trust marks (Joshi, 2013).

Yet despite all these benefits, branding is still too often seen as a mere tactical tool rather than a business strategy. There is a huge financial potential for businesses that can maximize their brand equity. Brand creation and brand management are essential for success and profitability in the business process (Iain Ellwood 2002).

2.1.2 Brand Preference

Brand preference is a concept that has long grasped the attention of practitioners and researchers. The term refers to the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available. However, if the brand is not available, the customer will accept a substitute brand rather than expending additional effort finding and purchasing the preferred brand (Dibb and Michaelidou, 2006).

Brand preference features in most of the major texts on brands and brand strategy. It has also been considered by different authors; however, unlike the lack of consensus on the definition of brand, different scholars revolve around the same concept when defining brand preference: According to Wu, (2001) the preferred brand is the chosen brand among several brands of the same quality. In addition, Hellier, Geursen, Carr, & Rickard (2003) define it as the

extent to which a consumer makes purchasing decisions based on a name rather than the quality of a product or the price. These authors agree that brand preference is created from consumers' differentiation and comparisons between various alternatives of brands considered by them.

Customers form brand preferences to reduce the complexity of the purchase decision process (Gensch, 1987). The process of forming brand preference involves, first, being exposed to many brands, followed by a complex purchase decision process. Customers often delete some product brands from their memory; then, among remaining brands of products, customers memorize the brands of products they would consider purchasing in the future (Roberts & Lattin, 1991).

From a business stand point, brand preference is important for business as a component of brand loyalty. It can be used as a mechanism to enhance sales (Rundle-Thiele & Mackay, 2001). The challenge for businesses is that customers could change their favorite brands by trying products of other brands (Mathur, Moschis, & Lee, 2003) because they are exposed to a variety of attractive brands. For businesses to reduce that risk, they must identify what affects brand preference and how to build brand preference.

Brand preference is important to companies because it provides an indicator of their customers' loyalty, the success of their marketing tactics, and the strength of their respective brands. In order to gain brand loyalty and high market share or obtain the outcomes of brand equity, creating consumers brand preference or effort to be the preferred brand should be at the heart of marketing activities. Brand preference is a stronger predictor of consumer intentions and future purchase decision than brand attitude (Bagozzi, 1982; Bass and Talarzyk, 1972).

Tomer (1996) differentiates between four types of consumer preferences; the actual preference is the degree to which the consumer appreciates and develops the capacity to use certain goods. Metapreferences are one's preferences about actual preferences that reflect the normative judgments of the higher-order self (meta-self). True preferences are a unique set representing what is really and truly the best for the person. Finally, unrestrained preferences are those that satisfy the lower or physical needs. The individual's preferences are determined by his or her actual preferences that reflect the metapreferences and unrestrained preferences

2.1.2.1 Brand preference and its attributes

In this study brand preference is defined as the degree of brand loyalty in which a customer definitely prefers one brand over competitive offerings and will purchase this brand if it is available (Dibb et al., 2006). Different scholars conceptualize brand preference in different ways, and propose different relationships between brand preference and other branding variables.

There are a wide range of studies which examine the relationship between brand preference and one more branding variables such as brand equity (Chang & Ming, 2009), reference groups (Escalas & Bettman, 2003), advertising (Ayanwale, Alimi, & Ayanbimipe, 2005), brand image congruence (Jamal & Good, 2001) and re-purchase intention (Hellier et al., 2003). Keller et al. (2004) discusses brand preference as an antecedent of brand loyalty and brand equity, whereas Chang and Ming (2009) discuss brand preference as a consequence of brand loyalty and brand equity. Mitchell and Amioku (1985) specified the range of attributes influencing brand preference. They conceptualized brand preference as a set of attributes which leads to loyalty of a brand.

None the less this paper uses the Alamro and Rowley model that is supported by many authors such as Grace & O'Cass (2005), Berry (2000), de Chernatony & Segal-Horn (2003) and Keller (2003). The model considers brand awareness, brand image and customer attributes as antecedents of brand preference. These three form a simple model, as follows:

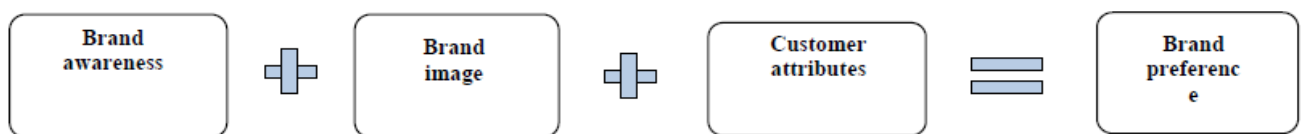


Fig 1.1 : Alamro and Rowley model Simplified

Brand awareness is the ability of a potential consumer to recognize the brand as a member of a specific product or service category (Aaker, 1991). Brand image is “perceptions about a brand as reflected by the brand associations held in consumer memory” (Keller, 2003). Consumer attributes is loosely defined as the characteristics of consumers (Zeithaml, 1991 as cited by (Alamro A, 2011)). However, the exact relationship between these three constructs and brand preference remains unclear.

A.) Brand Preference and Brand Awareness

Brand awareness is when a buyer is aware of the existence of the brand but the knowledge about it is limited and obviously has no particular emotional attachment to it. As a result he may or may not think of purchasing the brand. Craig Berman (2014) have shown that customers decide more quickly from among a number of options that includes one known brand than they decide with a set that includes only unfamiliar ones. Upon exposure to other brands, the instances of selecting the original based on awareness declined, but most still chose the same high-awareness brand they picked initially.

The importance of brand awareness in the mind of the customers can be evaluate at various stages e.g. recognition, recall, top of mind, brand dominance (call that particular brand), brand knowledge (what brand means) (Aaker, 1996). Brand awareness is very important because if there will be no brand awareness, no communication and no transaction will occur (Percy and Rossiter, 1987). Some of the consumers can make rules to purchase only those brand which are famous in the market (Keller, 1993).

According to Dodds, Monroe and Grewal (1991) higher level of brand awareness can influence the purchase decision of the consumers. Same was proved true by Grewal, Borin, Baker and Krishnan (1998). This is one of the reason that why a product having higher level of brand awareness will result in higher share in market and superior preference.

The basic objective of an organization is to attain the preference of consumers. So that customers will make a purchase of their particular brand due to its attributes, image, quality, features and price. Due to brand loyalty their occasional purchase becomes normal by increasing frequency of purchase. Hence, purchase preference of the customers depends on the brand awareness of a particular brand (Malik, Ghafloor et al., 2013).

B.) Brand preference and Brand Image

For marketers, whatever their companies' marketing strategies are, the main purpose of their marketing activities is to influence consumers' perception and attitude towards a brand, establish the brand image in consumers' mind, and stimulate consumers' actual purchasing behavior of the brand, therefore increasing sales, maximizing the market share and developing brand preference (Yi Zhang, 2015).

In the past, numerous studies have been completed comparing brand image to product performance. In these studies it has been shown that brand image does have an effect on preference and observers evaluate product performance differently when brand image is part of the equation (Moore, 2009).

Brand image has been studied extensively since the 20th century due to its importance in building brand preference. In the increasingly competitive world marketplace, companies need to have a deeper insight into consumer behavior and educate consumers about the brand in order to develop effective marketing strategies (Dichter (1985).

C.) Brand preference and Customer Attributes

Engaged customers are usually better advocates of the brand, are more loyal and more profitable. By understanding the underlying attributes, CRM leaders can improve their level of customer engagement (Jones and Morgan, 2014). Developing strong relationships with customers in order to become successful in a competitive environment is achieved by understanding the factors that make up the attributes of Customers (Keller, 2003). Consumer attributes is loosely defined as the characteristics of consumers (Zeithaml, 1991 as cited by (Alamro A, 2011)). According to Alamro and Rowely, customer attributes includes three variables as discussed below:

CUSTOMER SATISFACTION: Researchers define customer satisfaction in various ways. Customer satisfaction can be seen as a marketing term that measures how products or services supplied by a company meet or surpass a customer's expectation. The concept of satisfaction is relevant because it provides business owners with a metric that can be used to manage and improve their businesses. Customer satisfaction is the best indicator of how likely a customer prefers a brand and will indulge in future purchase as well. In a competitive marketplace where businesses compete for customers; customer satisfaction is seen as a key differentiator of businesses who will succeed in these cut-throat environments (Mostaghel, 2006).

PERCEIVED RISK: Bauer's (1960) proposes, "Any action of a consumer will produce consequences which cannot be anticipated with anything approximating certainty, and some of these consequences are likely to be unpleasant" to define perceived risk.

Word-of-mouth and opinion leadership were the concepts first researched in relationship to perceived risk. This is because a very important function of opinion leaders and word of mouth is to reduce the perceived risk of the behavior in question (Bauer, 1960). On one of his studies about perceived risk, Arndt (1967) stated that those who are high risk perceivers appeared to pay more attention to what they had heard, particularly to unfavorable comments.

Reference groups: are groups that consumers compare themselves to or associate with. Reference groups are similar to opinion leaders in that they can have a profound influence on consumer behavior. Reference groups are considered a social influence in consumer purchasing. They are often groups that consumers will look to, to make purchasing decisions. So if a reference group endorses a product, either through use or statements about the product, those that look to the group will often purchase that product. On the other hand, if a reference group disapproves of a product, those that associate with that group will probably not purchase it (As cited by www.boundless.com, 2015).

2.1.2.2 Underlying Factors of Brand preference

Kotler (1990) has indicated that a buyer's purchase decisions are highly influenced by the buyer's unique set of cultural, social, personal and psychological factors. Kotler (1990) includes such other influences as product characteristics (quality, price, package, durability and usage of the product); seller's characteristics (credibility and reputation of the manufacturers); and situational characteristics (e.g. time pressure felt by the buyers). Okwandu (2001) includes individual factors to this list. Individual factors include motivational factors, attitude influences, perception, influence of personality, self-concept, and influence of learned behavior. The study done by Okwandu further observed that there are other socio-economic and technological factors at work in the market that had a greater impact than advertising in motivating consumers to prefer goods and services. It therefore means that the ultimate decision lies with the consumer.

The relative importance of each factor depends on the nature of industry under consideration, location and social characteristics of the consumers of the different brands (Wee, 2003). Previous researches provide a range of variables which affect the brand preference. None the less, since most of these researches lack social, personal, Psychological, and cultural factors which influence the brand preference, this review will mainly look through the factors which influence brand preference of consumers by focusing on the influence of product

characteristics. In this study, six variables are considered to affect brand preferences of customers. These include product quality, price, packaging, availability, advertisement and brand experience.

Product Quality

Consumer surveys often reveal that quality is one of the most important decision factors for consumers, if not the most important (Keller, 2000). According to Bearden et al. (2001) product quality refers to how well a product does what it is supposed to do as defined by the consumer. A product quality has a significant impact towards the product or service performance, thus it is linked to a customers' value and satisfaction (Kotler& Armstrong, 2010). Kotler et al. (2006) define quality as “the set of aspects and characteristics of a product and service that maintain a relationship with their capacity to satisfy consumers' needs”.

Product quality can be divided into two perspectives: objective and perceived quality (Brunso, Bredahl, Grunert, & Scholderer, 2005). Perceived quality can be described as the consumers' judgment about a product's overall excellence or superiority. The interpretation may be consumption situation-dependent. Conversely, objective quality is a term widely used in the literature to describe the actual technical superiority or excellence of the products that is measurable or verifiable according to some pre-determined standards as judged from intrinsic cues (Monroe & Krishnan, 1985).

Quality is important for impacting brand preference because it is the portion of personal risk that a consumer takes on the decision making process in evaluating the purchase of a product (Hoyer and MacInnis, 2010). Moreover, Bornmark et al. (2005) found out that perceived quality helps consumers to reduce the risk; the consumers trust the brand and know what they will get. Thus, it is argued here that perceived quality of the brand influences consumer choice. Consumers therefore will ultimately choose a particular brand if they perceive that brand to be quality.

Packaging

Jahre and Hatteland (2004) defined packaging as the technology and art of preparing a commodity for convenient transport, storage and sale. Packaging provides many pertinent marketing and managerial functions such as protection, promotion and user convenience.

Packaging may be viewed as an integral part of the product and is the first point of contact with the brand especially consumer product (Rundh, 2005).

Packaging may likely influence and smoothly lead consumers to form associations on the first sight of a package which may trigger favorable or unfavorable purchase intention about a brand of products at the point of sale and/or consumption. Packaging is also a source to provide information about ingredient to the customers and instructions to use the product, for which there are some legal requirements. Consumers make final choice on the basis of these information. Viewed through this lens, the package's overall characteristics can underline the uniqueness and overall originality of the product.

Estiri, Hasangholipour, Yazdani, Nejad and Rayej (2010) argue that product quality judgments are largely influenced by product characteristics reflected by packaging between different stages of decision making process. If it communicates high, consumers tend to assume that the product is of high quality. The visual appearance not only increases the aesthetic attractiveness, but also affects the usability as quality indicators there by increasing the prefereability of the brand (Rondeau, 2005; Sheng and Teo, 2012).

Every producer tries his level best to captivate consumers' attention by emphasizing qualities of his products among many almost similar products, hence it becomes essential to use multiplicity of packaging style, size and color of likely products, so that specific brands may be distinguished from others. Packaging has become appropriate selling proposition now days, by attracting the consumer's concentration to buy a particular brand. This in turn increases brand image, creates uniqueness in a brand and creates an impact on the consumer brand preference (Rundh, 2005).

Brand Availability or Accessibility

So anything that takes less time or costs less money increases accessibility. Accessibility helps brands grow through increased sales to existing customers and acquisition of new customers (VanAuken, 2015). Consistency of supply and availability at convenient locations are vital for choosing a brand. Lin and Chang (2003) also ascertain that the convenience of a brand has a significant impact on consumers' brand preference.

In other words, easy access to brands is vital when buying any product. Certainly, distribution channels and location are important to brand accessibility. Moreover, DeChernatory & McDonald (2003) states that consumers are not motivated to search out low involvement brands, manufacturers should ensure wide availability. Any out of stock situations would probably result in consumers switching to an alternative brand.

Furthermore, once consumers are inside a store, little evaluation will be made of competing brands, therefore locating a brand at eye level or very close to the checkout counter is an important facilitator of brand selection (DeChernatory & McDonald, 2003). Products that are convenient to buy in a variety of stores increase the chance of consumers finding and buying them. When consumers are seeking low-involvement product they are unlikely to engage in extensive search, therefore readily availability is important (Peter and Donnelly, 2007).

Advertisement

Traditionally, advertising appears to be one of the veritable tools of marketing communications employed by firms to connect seamlessly with its various target consumers. The use of advertising to create perhaps positive brand association may be gaining increased attention due to decreasing levels of brand differentiation, proliferation, consumer education (Kotler & Keller, 2006).

In market-based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions (Belch and Belch, 2003). Advertising typically provides a reason to buy (Keller, 2004). According to Aynawale, Alimi and Ayanbimipe (2005), advertising helps in projecting product quality and value before the consumers. Hence, it has a major influence on consumers' brand preference.

According to Shimp (2000), there is a positive correlation between a brand's share of voice (SOV) and share of market (SOM). A share of voice may be described as a firm's advertising expenditure expressed as a percentage of the total expenditure in a product category over a given period of time in a given locality. Perhaps, brands that dominate or has higher SOV may most likely control higher SOM. This heavy advertisement on some brands of products may most likely lead some consumer towards choosing a particular brand in preference to the others (Schrorer, 2009). Firms can use advertising to maintain or destabilize demand

equilibrium in a market; influence brand awareness and consumer traffic towards a brand (Clark, Ulrich & Draganska, 2009).

Price

Among the various factors which influence consumer preference the price of a brand plays a fundamental role in the consumer's choice of a brand. If a brand is priced too high then a consumer will avoid it.

On the other hand, the price of a brand can also be viewed as an indication of the quality of the brand. Zeithmal (1998) states that, consumers' attention and weighing to price increases with high price products. Gronroos (2000) also supports this by stating that, a higher price level equals a better quality in the minds of consumers, especially when the service is highly intangible. Erdem et al., (2004) and (Sowter et al., 1971) support this concept by stating that high-quality products are obtained at a high price and vice versa.

Perception Price is an important non-product-related attribute necessary for purchasing a product (Keller, 1993). The perceived price is the price encoded by the consumer and constitutes an important component of monetary value perception (Zeithmal, 1998). For economists, consumers assign high weight to price compared with other attributes when evaluating alternatives to make a buying decision (McFadden, 1996).

Brand Experience

Consumer behaviour theories postulate that experience developed directly or indirectly are sources of preferences (Howard and Sheth, 1969; Sheth; 1968). The type of experience moderate the relationship between consumers' attribute perceptions and preference; thus, can shift the preference level (Hamilton and Thomposn, 2007; Thompson et al., 2005). Changes in consumer preferences result from changes in experiences (Zajonc and Markus, 1982).

Moreover, stability of consumer preferences is related to the effort experienced in choice situations. In other words, consumer choices are associated with high levels of effort result in stable preferences, but less preference strength than those developed in easy-choice conditions (Hoeffler and Ariely, 1999). The existence of inherent preference from prior experiences has been argued by Simonson (2008). Consumer preferences are not only related to the associated effort with experiences, but also to the level of experience. The experience

order was found to affect brand preferences either directly or mediated by the brand attribute recall and brand attitude (Niedrich and Swain, 2003).

2.1.3 Advertisement

Albert Lasker, the father of advertising articulated, "Advertising as a salesmanship in print". But he presented this definition long before the invention and use of the radio, television and internet, at a time when the nature and scope of advertising were quite limited. Wijaya (2012) provided a modern definition of advertising which included important factors, such as media, audience, and goals. Within his journal, advertising was defined as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas).

A similar definition as the above and the most common definition was given by Kotler and Keller (2009), Advertising is defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor via print media, broadcast media, network media, electronic media, and display media. Advertising is one part of marketing strategy that firms undertake to address the market at large; to those who are concerned with the products and services of the firm as well as those who have never heard about the firm or its products and services.

Advertising has the power to persuade and influence; and it has the power to change markets and improve profit margins (Jerry, 2007). On top of these, several researches showed that advertising has the power to communicate new information, create awareness, and build reputation and image in the minds of potential customers or even existing once. Advertising is one of the most visible marketing activities. In general, academicians posit that advertising is successful in building consumer-based brand equity, having a sustaining and accumulative effect on this asset (Wang et al., 2009).

Kotler and Armstrong (2012) also contributed to the literature of advertisement by classifying the objectives of advertising by their primary purpose - to inform, persuade, remind or reinforce.

These objectives correspond to different stages in the *hierarchy-of-effects* model.

Informative advertising aims to create brand awareness and knowledge of new products or new features of existing products.

Persuasive advertising aims to create liking, preference, conviction, and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes an explicit comparison of the attributes of two or more brands.

Reminder advertising aims to stimulate repeat purchase of products and services.

Reinforcement advertising aims to convince current purchasers that they made the right choice (Kotler & Keller, 2012).

Advertisement is important to reach large audience at a time. None the less compared to advertisement via salespeople, it cannot be as effective. This is because it cannot inform and persuade directly. For the most part, advertising can carry on only a one-way communication with an audience, and the audience does not feel that it has to pay attention or respond (Kotler & Armstrong, 2012). In addition, false and misleading advertising may create wrong awareness in the minds of customers which may lead to customer turnover and disloyalty. Bad word-of-mouth and negative image may destroy the reputation of the firm. Abuses in advertising can range from, exaggeration and concealed facts to outright lying (Ferrell, 2004). Hence, advertising effects depend on both the amount invested and the types of messages communicated (Martínez et al., 2009).

2.1.3.1 Importance of Advertising

Organizations in both public and private sectors have learned that the ability to communicate effectively and efficiently with their target audiences is important to their success (Vithya V, 2010). For any business, advertising may perform a variety of functions when implemented correctly, and its effect may be dramatic.

The role of advertisement changes unto what the organization wants it to do (Vivekananthan, 2010). It helps to identify products and their sources and to differentiate them from others, and it communicates information about the products, its features, and its location of sale; it helps to try to induce new products and to suggest reuse. It can stimulate the distribution of

products or services on local or global level. In other words advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales (Arens, Schaefer & Weigol, 2009).

The need for advertising is highlighted by Latif et al., (2011) as primary tool to reach prospective customers and by so doing, influence their attitudes, awareness and buying behavior. Advertising helps shift demand away from peak periods, increase utilization during slow periods, or it can help companies develop consumers' awareness to an unmet need or introduce a product that consumers may see as valuable. This influence is often present when new products enter the market. Customer awareness is often low for these items until companies promote them and attempt to drive customer demand through advertising (Dinu & Dinu, 2012).

Advertising is also used to create images and symbolic appeals for products and services. This is quite useful for companies that are selling products and services that are very difficult to differentiate. Even when other elements of the marketing program have not been successful, advertisement has the ability to strike a responsive chord with consumers (Belch & Belch, 1990).

The basic role of advertising can also be seen from the side of customers, as it provides the right amount of information regarding the product or services that is of interest to the customer, hence delivering consumer satisfaction. In this view, the level of advertising affects the consumer who is the focus of the organization (Park, 1996) while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option.

Advertisements tend to be highly informative and present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for a rational brand preference. People get information from the advertisement through the attractiveness it holds, the attention it creates and the awareness it gives (Arens, 1996).

Advertising allows communicating important message to a large audience at once than any other form of communication (Sharma, 2012). It can also create favorable, strong and unique brand associations (Cobb-Walgren et al., 1995; Keller, 2007). Like brand awareness, brand

associations arise from consumer-brand contact. As such, advertising can contribute to brand associations through its ability to create, modify or reinforce associations with each new contact (Bravo et al., 2007).

2.1.3.2 Types of Media Advertising

In today's world, there are a myriad of media outlets in order to achieve the functional goals of advertising. These media outlets are competing for consumers' attention.

Print Media Advertising – Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of entertainment but also for news and information. But despite the competition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers (Button, <http://www.ehow.com/info>, 2013).

Outdoor advertising: It has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5,000 years ago. Outdoor is certainly one of the more pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003). Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby (Omcredy, 2010).

Broadcast Advertising generally speaking includes **radio, television, and Internet advertising**. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television and radio

advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the channel on which the advertisement is going to be broadcasted. Whatever the mode of advertising broadcast advertising is an inherent part of any advertising campaign these days (Tailor, 2013).

A **radio ad** must be aired several times before it actually sinks in the minds of the consumers. Thus the frequency of the ad is important. The type of your target audience is also important. Therefore, one must do a research on which type of audience listens to which channels if they want the ads to be successful. The voice talent in the commercial should be taken keeping in mind the type of audience and the type of commercial (Management Study Guide, 2013). The radio might have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers (Merugu, 2009).

As it is costly compared to other media advertisements, the **television advertising** is usually considered the advertising for the corporate giant, though even the small businesses can benefit from it. It has often been said that television is the ideal advertising medium where the consumer spends the most "attentive" time. A strong audio and video combination is a must for the success of the commercial. But it is also important that the audio and video should function well without each other (Nartey, 2008).

Internet or online advertising uses the Internet or the World Wide Web for the purpose of attracting consumers to buy their product and services. Examples of such advertising include ads on search engine result pages, rich media ads, banner ads, social network advertising, and email marketing and so on. Online advertising has its benefits, one of them being immediate publishing of the commercial and the availability of the commercial to a global audience. But along with the benefits come the disadvantages too. These days, advertisers put distracting flashing banners or send across email spam messages to the people on a mass scale. This can annoy the consumers and even the real ads might get ignored in the process. Therefore, ethics in advertising is very important for it to be successful (Tailor, 2013).

Covert Advertising – Advertising in movies. Covert advertising is a unique kind of advertising in which a product or a particular brand is incorporated in some entertainment and media channels like movies, television shows or even sports. There is no commercial in the entertainment but the brand or the product is subtly (or sometimes evidently) showcased in the entertainment show (Management Study Guide, 2013).

Surrogate Advertising – Advertising indirectly. Surrogate advertising is prominently seen in cases where advertising a particular product is banned by law. Advertisement for products like cigarettes or alcohol which are injurious to health are prohibited by law in several countries and hence these companies have to come up with several other products that might have the same brand name and indirectly remind people of the cigarettes or beer bottles of the same brand. Common examples include Fosters and Kingfisher beer brands, which are often seen to promote their brand with the help of surrogate advertising (Manohar, 2013).

Public Service Advertising –Advertising for social causes. Public service advertising is a technique that makes use of advertising as an effective communication medium to convey socially relevant messages about important matters and social welfare causes like AIDS, energy conservation, political integrity, deforestation, illiteracy, poverty and so on (Alina, 2010).

Celebrity Advertising - Although the audience is getting smarter and smarter and the modern-day consumer is getting immune to the exaggerated claims made in a majority of advertisements, there exists a section of advertisers that still bank upon celebrities and their popularity for advertising their products. Using celebrities for advertising involves signing up celebrities for advertising campaigns, which consist of all sorts of advertising including, television ads or even print advertisements. How effective these ads are, is something that each consumer himself can determine (Manohar, 2011).

2.1.4 The bottle water industry

While bottled water itself has been around for centuries, the last 100 years or so saw the creation of what we see today as a vital source of healthy convenient hydration. The industry is the fastest-growing beverage category in the world: it “has expanded from a tap water substitute into the beverage arena” (Lenzner, 1997). The consumption has been steadily growing in the world for the past 30 years. Even though bottled water is excessively high priced when compared to tap water, the supply has increased by an average of 7% each year. This is also putting into consideration the access to cheap good quality tap water provided to industrialized countries consumers (Danone, 2000).

In 2000, it was reported that the supply for bottled water in the world amounted to an annual volume of 89 billion liters (Danone, 2000). Even though the U.S has one of the largest

productions of bottled water in the world, these producers of bottled water companies are very small, about ten employees or less per company. None the less, these companies generate less than \$10 million in sales annually. These are local family entrepreneurs with deep roots and strong ties to their communities (U.S. Food and Drug Administration (FDA), 2009).

Types of Bottled water

Spring Water is water derived from an underground formation from which water flows naturally to the surface of the earth. Spring water must be collected only at the spring or through a borehole tapping the underground formation feeding the spring. Spring water collected with the use of an external force must be from the same underground stratum as the spring, must have all the physical properties before treatment, and must be of the same composition and quality as the water that flows naturally to the surface of the earth.

Purified water can come from any source, but has been treated to be free of chemicals. Purified water may or may not contain any microbes; this depends upon the type of treatment that has been used. Purified water can be treated by a variety of processes, including filtration, distillation, deionization and reverse osmosis.

Mineral Water is natural water containing not less than 250 parts per million total dissolved solids. Mineral water is distinguished from other types of bottled water by its constant level and relative proportions of mineral and trace elements at the point of emergence from the source. No minerals can be added to this product.

Sparkling Bottled Water is water that, after treatment and possible replacement with carbon dioxide, contains the same amount of carbon dioxide that it had as it emerged from the source. Sparkling bottled waters may be labeled as "sparkling drinking water," "sparkling mineral water," "sparkling spring water," etc.

Artesian Water/Artesian Well Water is water from a well that taps a confined aquifer (a water-bearing underground layer of rock or sand) in which the water level stands at some height above the top of the aquifer.

Well water is water which would meet the definition of spring water, except that it does not flow naturally to the surface, and must be drilled in order to obtain the water. Well water comes from an unconfined aquifer, which is a supply of underground water that has an impermeable layer of clay or rock beneath it.

Bottled water is a newly growing business in Ethiopia. Before the introduction of Highland natural spring water, in 2002, people barely knew a bottled mineral water other than Ambo. After that, investors easily noticed the success of Highland natural spring water and now different other brands are available in the market (Gedamnes, 2014). According to the information obtained from Reporter newspaper, the agency, which is in charge of assessing quality and reporting to regulatory bodies like the Food, Medicine, and Health Care Administration (FMHCA) along with the Ministry of Trade (MoT) is currently aggressively urging bottled water manufacturing companies to obtain accreditation from the Ethiopian Standards Agency.

In Ethiopia, from time to time the number of bottled water companies has increased. Bottled water is a booming and very competitive market involving numerous companies. According to the information obtained from Ethiopian Trade Minister, Reporter newspaper (2016) disseminated that there are 37 bottled water manufacturers in the country. The supply of these bottled water producing companies has grown tremendously.

The growing number of bottled water companies provides customers with a set of alternative brands from which to choose. Currently in Ethiopia, there is an increase in both the demand and supply for bottled water is increasing. According to the report of FBPIDI Report (2013) the supply and demand of bottled water were projected to increase from increased from 944,534HL to 864,958HL and from 1,347,546HL to 1,644,006 from 2014 to 2015 respectively.

The expansion of bottled water companies and rapidly growing market will make the competition among companies stiffer than before. In this competitive environment, the way by which companies win the competition is through differentiation, building strong brand. To

build a strong brand understanding what consumers expect from certain bottled water is important (Belay, 2015).

2.1.5 Models on brand preference

Several factors influence brand preference. There is no general theory of brand preference that provides a unifying framework for the study. The investigation of brand preference has been conducted in the context of different theories among them the commonly used are Structure-Conduct-Performance (SCP) paradigm, Efficient-Structure theory, Rosenberg's (1956) and Fishbein's models (1965) and the Alamo and Rowley Model are most popular among marketers in investigating consumer brand preferences (e.g. Bass and Talarzyk, 1972; Mazis et al., 1975; Mitchell and Olson, 1981; Bhukya and Singh, 2013; Grace and O'Cass, 2005 and Berry, 2000). The last two will be analyzed in detail within this research as they are among the widely used brand preference models.

Rosenberg-Fishbein type attitude model

Both Rosenberg's (1956) and Fishbein's models (1965) utilize the expectancy-value model of attitude in their understanding of consumer behavior. The multi-attribute models are applied widely in marketing, providing insights into the linkage between consumers' perceptions of brand attributes content and brand preference development.

The Rosenberg attitude model is based on the cognitive consistency theory aimed at studying the process of attitude learning and attitude change by formulating the relationship between consumers' personal beliefs and attitude towards objects. According to this model, consumer preference for brands is derived from the brand benefits followed by the degree of satisfaction with the brand value. These values stem from the brand attributes. It is important to note that the term "value importance" does not measure the degree of importance of the value provided by an object. Rather, it measures the degree of satisfaction with the value provided (Shawky Ebrahim, 2013).

The Fishbein model (1965) defines brand preference as the learned predisposition of human beings in shaping their responses towards an act or object (Fishbein, 1965). This model stems from behavior theory; it uncovers the relationship between attitude and behavior by studying the consumer preference towards an object.

Based on the Fishbein theory, consumer biases towards the object/brand are illustrated by employing behavioristic learning theory. The Fishbein model explains consumers brand preferences based on their beliefs about the reasoning value of the brand derived from the brand attributes (Ryan and Bonfield, 1975).

Differences between Rosneberg and Fishbein models - The two models are largely similar; however, there are some differences. Mazis et al. (1975) state that the differences lie in the following points: First. The Fishbein model is more generalized than Rosenberg, not only in studying the attitude, but also in understanding the attitude-behavior relationship. Rosenberg refers to the attitude towards the object while Fishbein considers the attitude towards the object and ascertains that the attitude towards the act is the best predictor of consumer intentions and behaviors (Ryan and Bonfiled, 1975). Unlike the Fishbein model that measures the behavioral act towards the object, Rosenberg is limited only to the attitudinal affect (Raju et al., 1975). Therefore, the Fishbein model allows the marketers to differentiate between the preference for the brand and the act of buying it.

Fishbein broadens the definition of beliefs to include attributes, values and goals, not only values as in the Rosenberg model. In addition, the Fishbein model assumes two types of beliefs that affect the behavioural intention: the belief about the consequences of the behaviour and the belief about positive perceptions of other people in the consumer context (Fredrick and Dossett, 1983).

The other frequently used model is the one developed by Alamro and Rowley. This model identifies 11 antecedents of brand preference; these can be theoretically clustered into three groups: **awareness antecedents** (controlled communication (advertising), and uncontrolled communication (publicity, word of mouth)); **image antecedents** (service value attributes (price, quality), provider attributes (brand personality, country of origin, service (employee + location)), and corporate status (corporate image, corporate reputation)); and, **customer attribute antecedents** (satisfaction, perceived risk, and reference group).

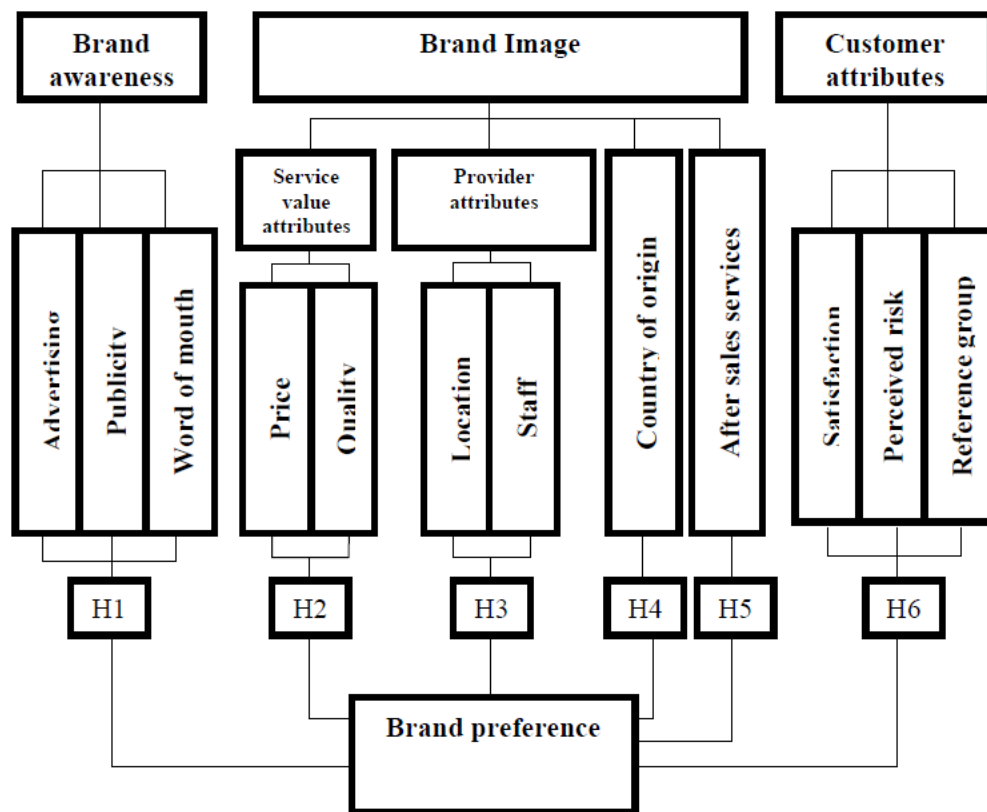


Fig 2.1 : The main model (Alamro & Rowley, 2011)

Brand awareness is the ability to recognize brand by the potential customer as a member of a product category or service (Aaker D. 1996). The brand image refers to perceptions of the brand reflected in the minds of consumers through activities of the brand (Keller, 2003). According to Zeithaml(1991), customer attributes refers to attributes, specifications and characteristics of consumers.

To succeed in a competitive market, organizations need to develop their practical and emotional relationship with their customers. Brand awareness and brand image (Keller, 2003) with customer attributes (Hellier, Geursen, Carr, & Rickard, 2003) help to establish and maintain this relationship. Thus, brand awareness, brand image and customer attributes act as a bridge between organization and customers. Customer attributes include satisfaction, perceived risk and the reference group (Aaker D. 1996).

However, brand awareness, brand image and customer attributes alone cannot lead to sales. In fact, the main purpose of developing and strengthening brand awareness is not direct sales but brand preference (Alamro & Rowley, 2011).

2.2 Empirical literature

Numerous empirical studies were conducted to identify the antecedents of brand preference of customers in different countries. Amid the various factors affecting brand preference, the extent to which advertisement affects brand preference has also been identified by many scholars. Among the literatures reviewed, while few researchers attest the high level of significance between Brand preference and advertisement, most studies argue the significance of advertisement in affecting brand preference.

Chakravarti and Janiszewski, (2005) examined the impact of generic advertising on brand preference. They proved that for advertising, there is no support for a direct significant impact on brand preferences. Generally the impact of advertising on brand preferences is complicated and often indirect. Generic advertising affects consumers brand preferences by affecting their beliefs about brand attributes and price responsiveness. Similarly Doyle (1989) suggests that it is a misperception to consider advertising as a tool that can enhance consumer preference for certain brands over their competitors. He argues that there is little correlation between the advertising and strength of the brand; many superior brands exist in the market and with little or no advertising at all.

A study of perceived advertising spending on one of Malaysia's noodle brands found out that perceived advertising spending had no significant impact on brand preference and its dimensions (Tamara, 2014). The author attributed this to the fact that instant noodles are cheap and readily available which makes consumers to rely more on the actual consumption experience for judgment.

However, many other researchers in their study across various product segments supported the impact of advertisement on the preference of customers:

A research project was conducted by Anderson Ugwu (2012) in Enugu Metropolis on packed water. The research tried to establish the extent to which the market factors influence consumer preference of packed water brands. The research instruments used in collecting the data were questionnaires and oral interview. The respondents consisted of distributors and consumers of packaged water products. From the data analysis and interpretation factors influencing consumer brand preference at packaged water in metropolis were determined to be: taste, advertisement, price and availability of the product.

Kashanizadeh and Esfidani, (2014) investigate the factors influencing brand preference on audio and video products using the Alamro and Rowley model. This study uses a practical approach. Exploratory factor analysis was conducted by LISREL software, after gathering information through questionnaires. As a result, 7 factors were recognized as factors affecting customer preferences. Each of these factors were determined as general hypothesis of the study. These assumptions were studied through confirmatory factor analysis and path analysis. The results shows that brand awareness, advertising, features of value and characteristics of customer affected the brand preference of Samsung products.

An article articulated by Christian & Maurice (2013) was conducted in Nigeria in order to identify the factors influencing preference for a brand of beer in Port-Harcourt metropolis and determine their relationship with brand preference of beer consumption. Result of the data analysis revealed significant positive relationship between advertisement, peer group influence, situational variation and brand preference of beer consumers. The implication of this finding includes developing a more effective advertising campaign program to increase consumer's preference for their brand in order to be on the cutting edge of competition. The advertisement firm's use should convey the various advantages customers will attain if they prefer and purchase the firm's product over other brands. The advert also should encourage group purchasing and the positive effect of such purchase. Social groups should be emphasized within the advertisement.

Vithya Vivekananthan (2010) on her study "A Study on the Influence of Advertisement in Consumer Brand Preference (Special Reference to Soft Drink Market in Manmunnai North D.S Division Batticaloa)" empirically proves the importance of measuring the influence of Advertisement in Consumer Brand Preference. Most of the marketers use Advertisement as a tool to attract substantially new customers and to retain the existing customers. This research studies about the influence of advertisement in consumer brand preference within the Soft Drink Market, which is one of the most competitive markets in Batticaloa. Every Brand in this market uses Advertisement as a major weapon to overcome the fierce Competition.

Kaberi Bhattacharyya (2011) in his study "The Role of Media in Influencing Customers' Brand Choice" : demonstrates how beneficial advertisement can be even for brands that have arrived in the market, is alive and kicking or simply pulling on. Similarly, generations of customers are made known via the technique of advertisement that a brand has still remained relevant in the changing context of time and space. Bhattacharyya claims that brands

leveraging on the charm of audio and video, overwhelm our minds and succeed in becoming an intrinsic part of our lives. The buzz created around the brands by the media helps them break the clutter of competition and stay vibrant in the consumers' minds.

According to the study conducted by Ayanwale (2005): "The Influence of Advertising on Consumer Brand Preference", operators in the food drink industry are being faced with a cut-throat competition for a higher market share. This is due to the fact that the industry is being faced with an increase in assorted brands of food drinks in the country. When there is high competition for the firms and the consumers are faced with brand choice in the market, it becomes vital for the manufacturers to understand the major factors that can attract the attention of buyers to his own brand. These then form the basis for marketing planning and action.

This study, which was based on a survey of 315 randomly selected consumers of food, drinks in three cities in Southwestern Nigeria. It examined the role played by advertising in influencing consumers' preference for Bournvita, which is one of the leading food drinks in the Food and Beverage industry in Nigeria. Results revealed that both genders and different age groups were equally influenced by advertising in their preference for the brand. Of all the media used in advertising Bournvita, TV advertising was most preferred by 71.43% of the respondents. For companies that want to not only preserve their market but to also increase their market share, the need for high preference to advertising was highlighted.

Leffler (1981) as cited in Chattopadhyay et al. (2010) suggested that perceived expense of a brand's advertising campaign could influence consumers' expectations of product quality. None the less, a study conducted by Taleghani & Almasi (2011) on the effect of perceived advertising found significant and positive effect on brand awareness, brand associations, and image. However the study demonstrated that there is no significant effect of perceived advertisement on perceived brand quality. Perceived advertising spending is also linked with the level of brand loyalty shown by consumers.

In the Ethiopian context few unpublished literatures have been constructed to discuss the concept of brand preference and to identify major factors that affect it. A thesis by Kassahun (2014) analyzed the factors that affect brand preference in the beer industry. The paper establishes emotional variation, perceived quality and situational variations to be significant

determinants of beer brand preference while price and normative influence are found to be insignificant in determining brand preference.

Melkamu (2014) analyzed the effect of media advertising on consumers' buying behavior as well as the factors that motivate consumers to respond to media advertising. This was conducted on a specific brand within the banking sector. The results of the study revealed that media ads were the most important sources of information; and the types of media ads (broadcast & print media ads) and the objectives of media ad messages have significant effect on consumers' buying behavior. The findings showed that TV has the most powerful influence on consumers' buying behavior due to the combinations of audio-visual presentations. The informative ads, perception about the bank, the color of the logo and the brand name were the imperative factors that motivated consumers to respond to the bank's media ads (Melkamu, 2014).

A thesis paper by Gedamnesh (2013) investigates underlying factors of bottled water brand choice in Addis Ababa, Ethiopia. The findings of the study showed that most of respondents were aware of bottled water brands available in Ethiopia. The study revealed that advertisement, product quality, packaging, brand availability and price make a significant contribution to bottled water brand choice of consumers in Addis Ababa (Gedamnesh, 2013).

Previous literature has largely ignored the sources of information that consumers use for knowing the company behind the products especially on bottled water companies. This research adds new insights to the information acquisition literatures by investigating the type of advertisement sources consumers prefer for acquiring information about bottled water companies during pre-purchase information search. It also analyzes the extent to which the advertisements conducted on various Medias affect brand preference of bottled water customers.

2.3 Conceptual framework and hypothesis formulation

The conceptual frame work is the foundation that the entire research is based on and a good model should help in identifying and labeling the underlying variables in the circumstances that are related to the research problem (Sekaran, 2005).

Among several brand preference models in the literature, this study uses the one constructed by Alamro & Rowley (2011), which is one of the most commonly cited. It has been empirically tested in a number of previous studies (Kashanizadeh and Esfidani (2014); Moradi and Khaksar (2013); Bhukya and Singh (2013) and is supported by many authors such as Grace & O'Casey (2005), (Berry, 2000), de Chernatony & Segal-Horn (2003) and Keller (2003). Hence the proposed model and hypotheses used in this study are based on previous studies which consider brand awareness, brand image and customer attributes as potential antecedents to achieve brand preference (Alamro & Rowley, 2011).

When analyzing the role of advertisement on brand preference, three types of advertisements are to be analyzed: print advertisement, broadcast advertisement and outdoor advertisement.

Hence based on the above detailed literature review, the conceptual model that was used to is presented in the following diagram:

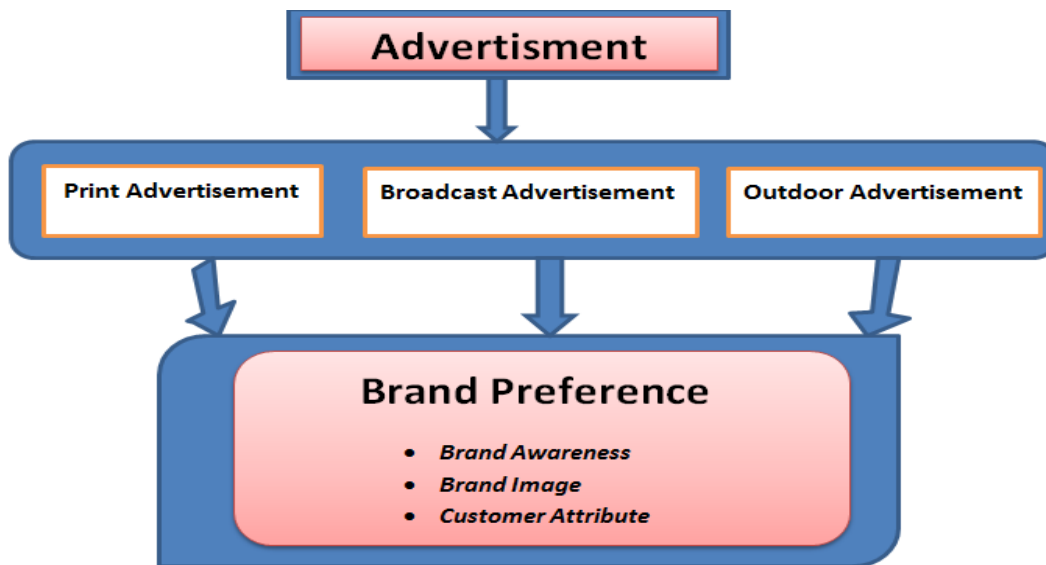


Fig 2.2 : Conceptual framework of the study (A modified model of Alamro and Rowley, 2011)

Hypothesis of the study

From the above conceptual framework eight hypotheses have been proposed, each of which specifies and determines the relationship between the variables which finally leads to the effect of advertisement on brand preference in the bottled water industry (the primary objective).

H1: Print Advertisement plays a significant role on consumer brand preference of bottled water products in Addis Ababa.

H01: Print Advertisement does not play a significant role on consumer brand preference of bottled water products in Addis Ababa.

H2: Broadcast Advertisement does not play a significant role on customer brand preference of bottled water products in Addis Ababa.

H02: Broadcast Advertisement does not play a significant role on customer brand preference of bottled water products in Addis Ababa.

H3: Outdoor Advertisement plays a significant role on customer brand preference of bottled water products in Addis Ababa.

H03: Outdoor Advertisement does not play a significant role on customer brand preference of bottled water products in Addis Ababa.

H4: Advertisement plays a significant role on consumers' preference for a brand on bottled water products of Addis Ababa.

H04: Advertisement does not play a significant role on consumers' preference for a brand on bottled water companies of Addis Ababa.

Chapter 3 : Research Methodology

This chapter aims to explain the methodology used to achieve the objectives of this study. A detailed discussion on the research methodology that has been employed in conducting this research is presented. Hence, topics related to research approach, method and design, data type & source, target population, sampling technique and sample size, data collection procedure and method of data analysis are covered.

3.1 Research Approach and Method

3.1.1 Research Approach

Two basic research approaches have been identified: inductive and/or deductive approach. Inductive approach is a research approach that builds on specific phenomenon to generalize. A deductive approach to research is the one that people typically associate with scientific investigations. Deductive research approach starts with a social theory that is found compelling which is then tested for implications with the data collected. This means a more general level to a more specific one (Soiferman, 2010).

This research uses the deductive reasoning approach. The reason for selecting deductive reasoning is because the researcher intends to study what others have done, reads existing theories of brand preference and advertisement, and then tests hypotheses that emerge from those theories. There by moving from the general theories and models to specific contexts and implications.

3.1.2 Research Methods

Research method forms the framework or blueprint of the research. It structures the research to illustrate how all of the major components of the research, such as sampling, data collection and data analysis will address the research objectives. It deals with four main issues, namely what questions to study; what data is relevant; what data to collect; and how to analyze the results (Marczyk, DeMatteo & Festinger, 2005).

There are three types of research methods, namely qualitative, quantitative, and mixed research designs. The selection of the appropriate research design for a study depends on the objective of the research, the availability of data, the urgency of the decisions, and the costs of collecting data (Zikmund, 2000).

This study uses quantitative research design. Quantitative research involves measuring concepts by using scales that result in numeric values; these values in turn are used for statistical computations (Zikmund *et al.*, 2003). This research involves the collection of primary data samples with the intention of projecting the results on a wider population.

Therefore, this research approach was suitable to examine the relationship between component of advertisement and brand preference (described using its attributes: brand image, brand awareness and customer attributes). This method was also selected because it uses numerical data to collect information that can, in turn, be used to explain as well as determine the connections amongst variables.

3.2 Research design

Furthermore, there are four types of researches that can be used in quantitative research or qualitative research or both, namely exploratory, descriptive, correlation and casual research. In this study, both correlative and descriptive research design are applied.

Descriptive research studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group. The major purpose of descriptive research is description of the state of affairs as it exists at present (Kothari, 2004). Descriptive research only describes what is going on. Descriptive research design has been used to describe the characteristics of the various variables used in the research.

On the other hand, correlation research talks about the link between different things. There are many types of correlation research. The commonality among all types of correlation research is that they explore relationships between variables (Kothari (2004). It is important to understand that correlation research does NOT tell us that variable A caused Variable B, but rather that they are somehow related (Cooper & Schindler, 2008).

Correlation method is deemed appropriate for this study as the main research objective sets out to identify the relationship advertisement has on brand preference. The link between the type of advertisements and preference is also analyzed.

3.3 Population and Sampling

This section presents the population, sample size determination and sampling design techniques used to collect data.

Population

Population can simply be defined as the total number of people or entities from which information or data is gathered (Tustin et al., 2005). The target population (unit of analysis) of the study comprises of all individual consumers in Addis Ababa, who use bottled water products, which are either men or women aged 18 and above.

Sample size determination

Sample Size –This refers to the number of items to be selected from the universe to constitute a sample. The size of the sample should neither be excessively large, nor too small. According to Sekaran (2003), sample size of 300-500 is adequate for most researches.

In order to determine the sample size, an estimation of the expected proportion of success must be considered (Kothari, 2004). In this case, a more conservative proportion of success (p) which is 50% was selected together with a level of confidence of 95% (z), a sampling error no greater than 5% (e).

Where

no = Sample size

e = Acceptable error

p = Proportion of success

q = Proportion of failure

z = Standard variant at a given confidence level

$$n_0 = \frac{Z^2 pq}{e^2} = \frac{(1.96)^2 (.5)(.5)}{(.05)^2} = 384$$

Adopted from Kothari (2004)

By taking all these factors into consideration, a sample size of 384 was used for this study.

Sampling Technique

The main purpose of sampling is to select a few elements from a population so that conclusions can be drawn about the entire population (Cooper & Schindler, 2008). There are two types of designs that can be used to identify samples. They are probability and non-probability sampling (Bryman & Bell, 2003). In probability sampling, every element of the population has an accurately determined chance of being selected in the sample, while the reverse is true for non-probability sampling.

The researcher used multistage sampling. It is ideal when it is impossible or impractical to compile a list of the elements composing the population. In this study, it is impossible or impractical to access the names of bottled water consumers in Addis Ababa. A single-stage sampling procedure is one in which the researcher has access to names in the population and can sample the people (or other elements) directly. In a multistage, the researcher first sample groups or organizations (or clusters), and then samples within the clusters (West, 2011).

Singh (2006) categorizes multistage sampling as a comprehensive and representative method of probability sampling. He states that in this type of research, stages of a population are usually available within a group or population where stratification is done by the researcher. Multistage sampling is a procedure based on specific objectives; hence samples have high chances of being good representatives of the population. This makes the observations from multi-stage sample useful for inferential purpose.

From the total of 10 sub cities, the researcher uses four sub-cities of Addis Ababa as a cluster unit with heterogeneous population. The four sub cities selected are the sub cities with highest population from their respective districts: North district, East district, South district and West district. This is done in order to generalize from the samples to the whole of Addis Ababa and to better represent the uniformity of the data collection.

The sub cities selected were **Kolfekeraniyo** with a population of 546,219 from the West, **Yeka** with a population of 335,740 from the North, **Bole** with a population of 328,900 From the East, **Nifas Silk-Lafto** with a population of 335,740 from the South. (AA City Administration Integrated Land Information Center, 2013).

Table 3.1: The sample allotted to each sub city will be:

Name of districts	Name of Sub-city	Population Amount	Percentage	Sample Size
Northern Addis Ababa	Yeka	335,740	21.71	83
Southern Addis Ababa	NifasSilk-Lafto	335,740	21.71	83
Eastern Addis Ababa	Bole	328,900	21.27	82
Western Addis Ababa	Kolfekeraniyo	546,219	35.31	136
Total		1,546,599	100	384

Source: Office of the Population Census Commission (January, 2015)

All in all a total of 384 samples were selected and accordingly structured questionnaires were administered to various Hotels, Cafe & Restaurants and Gyms within the areas. Hotels, café and restaurants, “chat bet” and gym centers within Addis Ababa are targeted for the collection of samples which have a higher level of bottled water consumption. Moreover most of these entities serve bottled water as part of the service they provide. In order to reduce the biasedness of the researcher to the minimum, questionnaires were distributed in the evening from 6.00 P.M up to 8 P.M. This is intentionally done as this is the time where most individuals leave work to join the gym, have dinner or meet up with friends for recreational purpose.

3.4 Source of data and data collection instrument

This section describes the data collection process of the study. Data can be collected by both primary and secondary methods. Detailed explanations are provided below.

Secondary Data

The initial step in research is the analysis of studies completed by other researchers for their own purpose or secondary data (Cooper & Schindler, 2008; Zikmund *et al.*, 2003). The main advantage of using secondary data is the availability. Also, secondary data is fast and less expensive to obtain (Zikmund *et al.*, 2003).

The researcher used reports from governmental and international organizations, marketing documents and sales records as secondary data. The secondary data has also helped the researcher develop the questionnaire that was used in the primary data collection.

Primary data

“Primary data is data that is observed or collected directly from first-hand experience” (Leroy, 2012). According to Gerber-Nel, Nel and Kotze (2005), the primary data collection method is divided into three types, namely survey, observation, and experiment. The survey method of collecting primary data was used in this research. A survey is a quick, inexpensive, efficient and accurate means of assessing information from a representative sample of a population (Zikmund *et al.*, 2003). This method is chosen for the study since it is not feasible to get the entire population to participate in the research.

Among the type of surveys, data was collected by distributing self-administered questionnaires which are research questionnaires delivered personally by the researcher to the respondents and the questionnaires are completed by a respondent without an interviewer (Cooper & Schindler, 2003). This method was selected because it is cost-effective method of collecting data (Babbies, 2008). Another reason for the use of self-administered questionnaires is that this method allows the researcher to provide respondents with a detailed explanation on the purpose of the research. This is vital for the research since explanations about the research will induce the respondents to answer the questions in an honest manner (Cooper & Schindler, 2003).

The study used closed-ended (structured) questions to collect the necessary response from respondents. Closed-ended questions were better suited since it guides respondents not to stray away from the main concept. In other words, these type of questionnaires state the responses that are acceptable.

According to Fisher (2007), if the researcher wants to quantify the research material, then it is best to use a structured approach. He further noted that in order to compare the views and experiences of a great many people it is easier if pre-coded approach is used. Given that this study aims to analyze the role of advertisement on brand preference by linking the perception of various customers from all over the city, it was seen as necessary to use structured close ended questionnaire.

The structured questionnaires had statements, which measured variables such as brand image, brand awareness, customer attribute, brand preference and types of advertisement. These constructs to be used in the study were taken from studies of Yoo *et al.* (2000) and Aaker (1996). The questionnaire was also translated into Amharic to make it convenient to those customers who could not fully understand the English language.

3.5 Data Analysis

Data analysis is the process of breaking down the accumulated research data to a manageable format and forming summaries using statistical techniques (Cooper & Schindler, 2003). The data collected using structured survey/quantitative approach was edited, coded and entered into a computer. Then, it was analyzed using Software package for social science (SPSS) to manipulate descriptive statistics (percentages, frequency distribution tables and charts) and inferential statistics (one-way ANOVA, regression, correlation and statistical reliability and validity tests).

Descriptive statistics

Descriptive statistics are statistical outputs that provide a demographic illustration of the general sample population (Zikmund, 2003). Types of descriptive statistics that were used in this study include frequencies, percentages, graphs and charts.

Inferential statistics explain the deeper relationship between the variables and help the researcher to make judgments about the population and draw conclusions (Leedy & Ormrod, 2005). Forms of inferential statistic tests that were conducted in this research are: reliability and validity tests, correlation, multicollinearity, regression analysis and one way ANOVA analysis.

➤ **Reliability and Validity test**

The analysis involved summing up the items used to measure variables. In order to do that however, one needs to test the items' reliability to measure the given variable. This study used Cronbach's alpha coefficient to determine the reliability of the items. Cronbach's alpha is a reliability metric used to evaluate the extent to which item responses derived from a scale correlate with each other (Shelby, 2011).

Validity can be defined as the degree to which a certain measure correctly represents the concept of a study (Hair, Black, Babin & Anderson, 2011). To insure the validity of the study, a comprehensive review of literature was conducted. The researcher will then use measures drawn from previous research, which have been proven to be valid, to measure variables. In addition, the researcher approached statisticians and also conducted a pilot study to make sure that the questionnaire developed will measure what it was intended to measure.

➤ **Correlation**

Correlation quantifies the extent to which two quantitative variables, X and Y, "go together." The result of a correlation test is referred to as Correlation coefficient(r). Correlation coefficient ranges from +1 to -1, with +1 being a total positive correlation and vice versa (Coakes, 2005). Thus, a Correlation coefficient of two variables that is closer to +1 indicates a strong positive correlation. Conversely, a Correlation coefficient close to -1 indicates a strong negative correlation, between variables. A Correlation coefficient that is closer to 0 shows weak or no relationship. P-value is a measure of significance level. A 5% level of significance was used in this study.

➤ **Multicollinearity test**

A test of multicollinearity was also conducted to determine the correlation of the independent variables. Multicollinearity occurs when one independent variable is a linear function of other independent variables. In other words, one independent variable can be explained by another independent variable. The diagnostics Variance Inflation Factor (VIF) and tolerance were used to test the multicollinearity of the independent variables. Multicollinearity occurs when the VIF for the independent variables is greater than 10 (rule of thumb) or tolerance of 0.1 or less.

➤ **Multiple Regression**

In statistical modeling, regression analysis is a statistical process for estimating the relationships among variables. It includes many techniques for modeling and analyzing several variables, when the focus is on the relationship between a dependent variable and one or more independent variables (or 'predictors'). More specifically, regression analysis helps one understand how the typical value of the dependent variable (or 'criterion variable') changes when any one of the independent variables is varied, while the other independent variables are held fixed (David, 2005).

➤ **One-way ANOVA**

The one-way analysis of variance (ANOVA) is used to determine whether there are any significant differences between the means of two or more independent (unrelated) groups (Cooper & Schindler, 2008).

3.6 Ethical consideration

Ethics in research is the code of behavior which a researcher uses to conduct a study (Sekaran, 2003). Ethical codes are particularly necessary when a research study deals with humans (Marczyket *al.*, 2005). In this study, the questionnaire disclosed the purpose and importance of the study to the identified respondents. The respondents were also given the option to not only participate in the survey.

In addition, the information gathered from the questionnaires was only used for this study. Objectivity will be maintained by the researcher during data collection. During data analysis, ethical codes will be used. All findings of the research will be reported. Confidentiality and anonymity of all the respondents that participated in this study will be strictly adhered, in order to protect their rights. Furthermore, all sources that are used in this study were acknowledged.

Chapter 4 : Data Analysis and Presentation

Introduction

In this chapter the results of the study are analyzed, presented and interpreted in detail. As the purpose of the study was to assess the impact of advertisement on the brand preference of bottled water products, data was collected from the target respondents using questionnaire. The data collected through survey was analyzed using statistical tool of SPSS Version 22. First, the reliability and normality of the scales used are discussed. This is followed by discussions on the respondent's profile, their attitude towards the advertisements and the brands were analyzed using descriptive statistical tools. Finally, the results of the correlation analysis, multiple regression analysis and one-way ANOVA are presented.

A total of 384 questionnaires were distributed to respondents who use bottled water products. The questionnaires consisted of four main sections. The first section focused on general information of respondents, second section on bottled water Consumption pattern of respondents, third section on components of advertisement, and fourth section D on the attributes of brand preference.

Response rate, also known as completion rate, refers to the ratio of the number of respondents who answered the survey to the total number of respondents in the sample (Leroy, 2012). Out of the total respondents, 318(82.81%) of them properly filled the questionnaire and returned it to the researcher. The remaining 66 questionnaires (17.18%) were not used for data analysis. Out of which, 48 of them are not returned by customers and 18 of them are returned but not filled properly. Table 4.1 depicts the response rate of the sample. The table illustrates the distribution of questionnaires across the four sub-cities along with the response rate.

Table 4.1 Response rate

	Bole	Kolfekeraniyo	Nifassilk-Lafto	Yeka	Total
Number of questionnaires issued	82	136	83	83	384
Percentage of questionnaires issued	21.27%	35.31%	21.71%	21.71%	100%
Number of questionnaires received back	72	108	83	73	336
Number of questionnaires received that were fully completed	67	100	80	71	318
Percentages of questionnaires received that were fully completed	17.44%	26.04%	20.83%	18.49%	82.8%

Source: Survey Result (2016)

4.1 Validity, Normality and Reliability tests

4.1.1 Validity Test

To insure the validity of the study, a comprehensive review of literature was conducted. The researcher used measures drawn from previous research, which have been proven to be valid, to measure variables. In addition, the researcher approached statisticians and also conducted a pilot study to make sure that the questionnaire developed will measure what it was intended to measure.

4.1.2 Reliability Test

After coding and entry of data into SPSS version 22, reliability test was conducted. **Reliability:** - is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated. A Cronbach's alpha coefficient, a widely used measure of internal consistency, was calculated to determine the reliability of the items. Cronbach's alpha is a reliability metric used to evaluate the extent to which item responses derived from a scale correlate with each other. This coefficient varies from 0 to 1 (Shelby, 2011).

Even though there is no universally accepted scale of Cronbach's alpha, the more it tends to 1 the better it is. A minimum Cronbach's alpha score that ranges from 0.4 to 0.9 has been used in previous studies (George & Mallery, 2003; Gregory, 1999; Houser & Bokovoy, 2008; Kline, 2000; Makhitha & Dlodlo, 2014; Nunnally, 1978; Nunnally & Bernstein, 1994). None the less, Malhotra & Birks (2007) state that a value of 0.6 or less generally indicates unsatisfactory level of internal consistency.

Hence, a Cronbach's Alpha score of 0.6 and above was chosen as the acceptable reliability coefficient. Accordingly, the result of the test indicated that the items used in the instrument are reliable. Cronbach-alpha was run using SPSS 22 version and all of the scales used for this study are found to be reliable as their respective alpha values are higher than 0.6, and for most closer to 1. The results of the Cronbach's alpha test are presented below in Table 4.2.

Table 4.2: - Reliability Test

<i>V ariables</i>	<i>No of items</i>	Cronbach's Alpha (α)
<i>Print Advertisement</i>	7	0.877
<i>Broadcast Advertisement</i>	14	0.727
<i>Outdoor Advertisement</i>	7	0.915
<i>Brand Awareness</i>	5	0.860
<i>Brand Image</i>	5	0.836
<i>Customer Attribute</i>	7	0.885

Source: Survey Result (2016)

4.1.3 Normality test

To test the assumption of normality, a Normal P-Plot of Regression Standardized Residuals was conducted for each of the four variables. For all variables, Normal P-Plots of Regression Standardized Residuals were examined. The points lied in reasonably straight lines, therefore, the assumption of normality was found tenable. (See appendix 3)

4.2 General Information about Respondents

This section describes the general characteristics of the samples used in this study. Thus, descriptive statistics of the data are presented using percentages, frequency distribution tables, graphs and charts.

4.2.1 Personal characteristics

In this section, five personal characteristics of the respondents were probed. The motivation behind designing the questions in this section was to find out the implication which the personal characteristics have on brand preference.

4.2.1.1 Gender

The first personal characteristic analyzed in this study is gender of the bottle water consumers that responded to the questionnaire. This was done in order to obtain information with regards to whether the respondents were male or female. Demographic statistics are provided here under, with the table.

Table 4.3 Gender composition of Respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	175	55.0	55.0	55.0
	Female	143	45.0	45.0	100.0
	Total	318	100.0	100.0	

Source: Survey Result (2016)

According to Table 4.3 out of the 318 valid respondents, from gender perspective 55% or 175 respondents were males and the remaining 45 % or 143 respondents were females. This implies that respondents were roughly proportionate between male and female, even though the numbers of male respondents are a bit higher.

4.2.1.2 Age

As can be shown on the frequency table and graph below, all participants in the study were older than 18 years of age. Out of total valid 318 respondents the majority of respondent's age group was between 18 and 30, which is 56.6%. The age between 31 and 40 years old amounted to 24.8% ranking second followed by respondents between 41 and 50, which amounted to 10.1%. The last age group was made of respondents with age range of above 50 (8.5 %). This indicates that most of the sample population was the youth age group.

Table 4.4 Age composition of Respondent

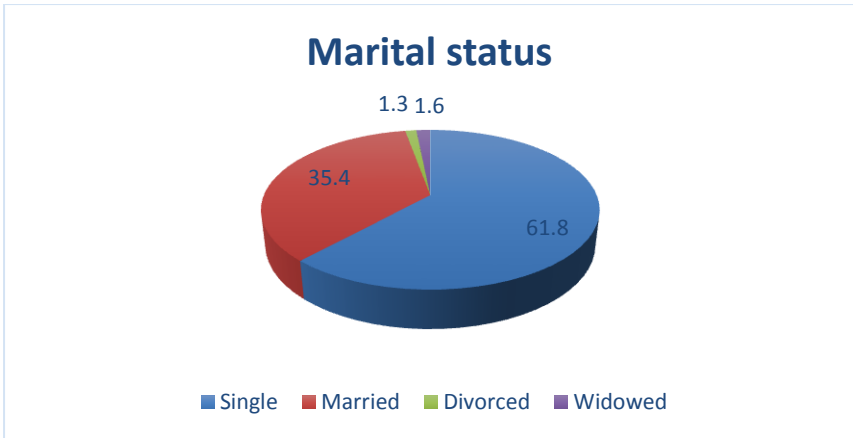
	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-27 Years	180	56.6	56.6	56.6
28-37 Years	79	24.8	24.8	81.4
38-47 Years	32	10.1	10.1	91.5
>48	27	8.5	8.5	100.0
Total	318	100.0	100.0	

Source: Survey Result (2016)

4.2.1.3 Marital Status

Based on the chart below the researcher noted that of the total respondents, majority of them were single followed by married, widowed and divorced respectively.

Figure 4.1 Marital Status of Respondent

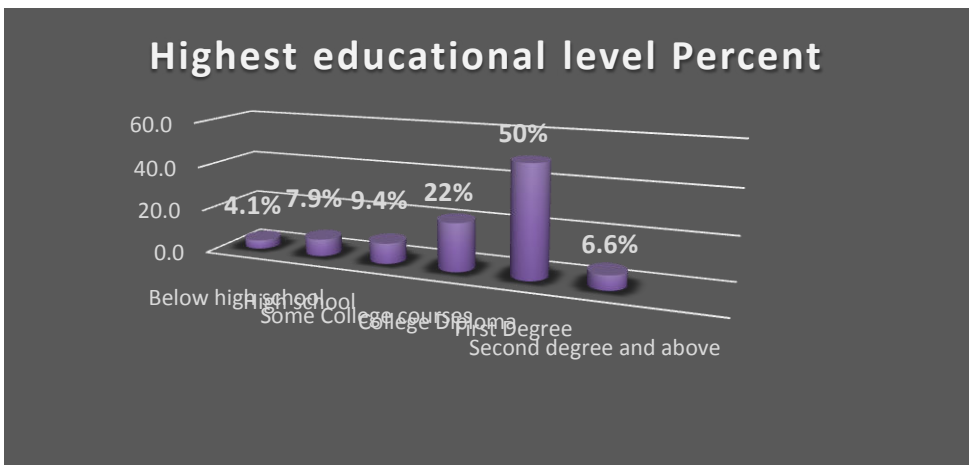


Source: Survey Result (2016)

4.2.1.4 Education Level

The following table shows respondents educational level in six categories. When we see the educational level of bottled water customers, most are First Degree (BA, BSC) holders amounting to 159 respondents (50%). The second highest respondent group was composed of individuals who have acquired a college diploma. These were 70 in number and amounted to 22%. Individuals with some College courses are the third groups which were 30 out of the total respondents (9.4%). 25(7.9%) of the respondents completed high school, 21 (6.6%) had their second degrees and above, and the final range is 13 (4.1%) consumers of bottled water had below high school educational level.

Figure 4.2: Educational level of the respondents



Source: Survey Result (2016)

Regarding educational level of the respondents, from the above table, one can see that the educational backgrounds of the respondents range from no formal education to a master's degree with a higher proportion being attributed to first degree holders.

4.2.1.5 Income

As can be seen from the graph below the majority of respondents earned ETB 2001-4000 average monthly income (37.7%) followed by those respondents who earn ETB 4001-8000 who account for 23% of the total respondent. 14.8% are respondents with income less than 2000 birr. The remaining have monthly average income of greater than 8000.

Figure 4.3: Average monthly of the respondents



Source: Survey Result (2016)

4.2.2 Consumption pattern of respondents

4.2.2.1 Frequency of drinking bottled water

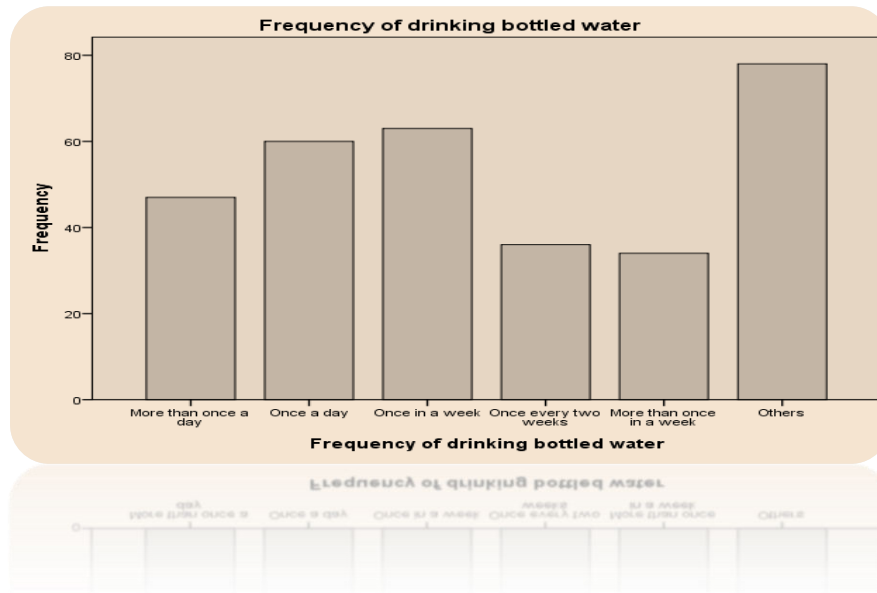
Table 4.5 Frequency of drinking bottled water

		Frequency of drinking bottled water			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	More than once a day	47	14.8	14.8	14.8
	Once a day	60	18.9	18.9	33.6
	Once in a week	63	19.8	19.8	53.5
	Once every two weeks	36	11.3	11.3	64.8
	More than once in a week	34	10.7	10.7	75.5
	Others	78	24.5	24.5	100.0
	Total	318	100.0	100.0	

Source: Survey Result (2016)

Regarding bottled water usage, respondents were asked how frequently they use bottled water. The purpose of this particular question was to know whether the respondents are the real representatives of bottled water users, and as table 4.5 and figure 4.5 shows, more or less participants of the study are regular users of bottled water. Out of the total respondents, 14.8% indicated that they use bottled water more than once a day, 18.9% reported that they use it every day, 19.8% once a week, 10.7% more than once in a week, 11.3% once every two weeks and the rest 24.5% reported that they use bottled in other situation than the listed options. Those respondents who explained that they use bottled water in other situations can be considered as the representative of occasional users.

Figure 4.4 Frequency of drinking bottled water



4.2.2.2 Duration of using bottled water

As the table 4.6 below illustrates, 105 respondents (33%) have been using bottled water for more than 6 years, 90 respondents (28.3%) for 1 to 3 years whereas 24.2% have been customers for 4 to 6 years. The remaining 42 respondents (13.2%) have been customers for less than 1 year. This implies that 85.5% of the respondents have been customers for at least a year or more. This is helpful for the study since the response retrieved from the questionnaire consists of individuals with high experience regarding bottled water products.

Table 4.6 Duration of using bottled water

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid <1 year	42	13.2	13.4	13.4
1 - 3 years	90	28.3	28.7	42.0
4 - 6 years	77	24.2	24.5	66.6
above 6 years	105	33.0	33.4	100.0
Total	314	98.7	100.0	
Missing 9999.0	4	1.3		
Total	318	100.0		

Source: Survey Result (2016)

4.2.2.3 Consumers' Preferred brand

As table 4.4 shows “Yes” Natural mineral water made up more than 70% of the brand preference of consumers. Next to Yes- Aqua Addis, Eden, Aqua safe, Abyssiniya and Origin showed more preference from respondents with a frequency of 18 (5.6%), 15 (4.7%), 12 (3.7%), 6 (1.8%) and 6 (1.8%). However, since almost $\frac{3}{4}$ of the respondents prefer —Yes bottled water and the preference for other brands is insignificant, “Yes” can be regarded as the most preferred brand of all. From the total of 318 respondents, 15 (8.3%) of them are indifferent to the bottled water products and are willing to buy any available brand when seeking to purchase bottled water products.

Table 4.7: preferred brand

	Frequency	Percent
Valid Yes	225	70.75
Abyssinia Spring	6	1.8
Aqua Addis	18	5.6
Eden	15	4.7
Aqua Safe	12	3.7
Origin	6	1.8
blu	4	1.2
One	7	2.2
Others	10	3.14
Whichever is available	15	8.3

Source: Survey (May 2016)

4.3 Overview of Respondents' Perception

The analysis of this section was done using descriptive statistic by using mean scores and standard deviations for each variable. The main reason of using this measurement was to demonstrate the average responses of respondents for each question that was included under each dimensions of the predictor variable.

The interpretation was made based on Btawee (1987), as cited by Hailu (2013), measurement scale intervals or range: Mean scores 4.51-5.00 excellent or very good, 3.51-4.50 good, 2.51-3.50 average or moderate, 1.51-2.50 fair and 1.00-1.50 is poor.

4.3.1 Attitude on bottled water advertisements

Respondents were asked to provide their overall perception towards the advertisement of bottled water brands using five bipolar adjectives. The descriptive statistics computed per dimension by analyzing the customer's responses to the questions concerning advertisement is summarized in the following table.

Table- 4.8 Descriptive statistics of components of Advertisement

	Statement	Mean	Standard Deviation
Print Advertisement	I have frequently seen print advertisements of brand “X” on Newspaper and Magazine.	3.2	1.195
	I came to learn about brand “X” from print ads.	2.744479	1.193737
	I believe print ads of brand “X” are advertised on well-known newspaper/magazine.	2.860317	1.119961
	The message of the ads clearly provided me with useful information about bottled water brand “X”.	3.164038	1.124342
	Print ads of brand “X” are Interesting	3.18328	1.090358
	The print ads of brand “X” create a positive impression on me about the brand.	3.089172	1.083574
	Print Ads of brand “X” have influence over the type of bottled water product that I prefer.	3.078864	1.123721
	Average	3.045736	1.132956
	Radio Ads		
	I have frequently listened to radio advertisements of brand “X”.	3.495268	1.168201
	I came to learn about brand “X” from radio ads.	3.104101	1.216402
	The radio ads of brand “X” attract my attention and keep me interested.	3.174603	1.193663
	I believe that the advertisers used in the radio ads of brand “X” have good communication skills.	3.209524	1.111852
	The message of the ads clearly provided me with useful	3.220447	1.123452

Broadcast Advertisement	information about bottled water brand “X”		
	Radio ads of brand “X” are effective in building up its brand image.	3.472843	1.103635
	Radio ads of brand “X” have influence over the type of bottled water product that I prefer.	3.121311	1.106963
	Television Ads		
	I have frequently seen TV advertisements of brand “X”	3.77492	1.113327
	I came to learn about brand “X” from TV ads.	3.488746	1.223046
	The TV ads of brand “X” attract my attention and keep me interested.	3.47619	1.192561
	I believe that the advertisers used in the TV ads of brand “X” were professionally competent.	3.457143	1.068023
	The message of the ads clearly provided me with useful information about bottled water brand “X”.	3.845426	5.711255
	TV ads of brand “X” are effective in building up its brand image.	3.648562	1.055119
	TV ads of brand “X” have influence over the type of bottled water product that I prefer.	3.389068	1.124396
	Average	3.419868	1.465135
Outdoor Advertisement	I have frequently seen outdoor advertisements (Billboards, posters, Street furniture, transits, interiors and exterior of vehicles...) of brand “X”.		1.172926
	I came to learn about brand “X” from Outdoor ads.	3.450794	1.215715
	Outdoor ads help me keep up-to-date about the bottled water brands available.	2.904153	1.096573
	Outdoor ads of brand “X” attract my attention.	3.217666	1.15481
	The message of the ads clearly provided me with useful information about bottled water brand “X”.	3.214511	1.080643
	Outdoor advertising positively affected my attitude towards brand “X”	3.085714	1.113224
	Outdoor Ads of brand “X” have influence over the types of bottled water products that I prefer.	3.136508	1.077645

	Average	3.160972	1.130219
Advertisement		2.93097	1.135691

Source: Survey (May 2016)

Table 4.8 shows the mean and standard deviation of the respondents' answers. The mean represents the average of the respondents' answer. A mean that is low shows that most respondents disagreed with the statements and vice versa. In the case of overall advertisement, the mean was 2.93. This indicates that most of the customers perceive the advertisements of the bottled water product that they prefer on an average or moderate scale, as 2.51-3.50 is under average or moderate quality range. Standard deviation represents the variation in the answers given by the respondents. The standard deviation of Advertisement was found to be 1.14.

Regarding each component of advertisement, print advertisement, broadcast advertisement and outdoor advertisement, it can also be observed that most of the respondents still perceive these advertisements of bottled water products on an average or moderate scale. The mean scores of print advertisement, broadcast advertisement and outdoor advertisement, with 3.04, 3.41 and 3.16 respectively, show that most respondents had on average more or less neutral attitude to the specific predictor variable.

4.3.2 Perception on the preferred brand

The descriptive analysis on the brand preference of the bottled water products is presented in this section. Based on the Alamro and Rowley model the section brand preference is seen as attributes of brand image, brand awareness and customer attribute. A total of eighteen questions were used. Respondents were asked to select the extent to which they agree or disagree to the statement using a five-point Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = Neutral, 4 = agree, and 5 = strongly agree. The descriptive statistics of brand preference using the three attributes is presented in Table 4.9.

Table 4.9 Descriptive statistics of attributes of brand preference

	Statement	Mean	Standard Deviation
Brand Awareness	I know brand “X” bottled water product.	3.811502	0.970525
	Among competitive bottled water companies I can recognize “X” bottled water company easily.	4.02623	0.865627
	I can quickly recall the logo/symbol along with the packaging of brand “X”.	3.915858	0.867547
	When I think of bottled water companies to use, brand “X” comes first to mind.	3.92459	0.944627
	I prefer to buy a brand of bottled water I am familiar with.	4.145631	0.868733
	I know brand “X” bottled water product.	3.811502	0.970525
	Average	3.964762	0.903412
Brand Image	Brand “X” creates a favorable image in my mind.	3.853035	0.956154
	The organization which brand “X” belongs to has credibility.	3.634551	0.982854
	The manufacturing site of brand “X” is up to international standards.	3.28754	0.927019
	I believe Brand “X” bottled water is one of the leading brands in the market.	3.782748	0.972749
	Brand “X” has a better quality when compared to other bottled water companies.	3.901639	0.901478
	Brand “X” creates a favorable image in my mind.	3.853035	0.956154
	Average	3.691903	0.94805
Customer Attribute	When I am considering bottled water products, I will choose very carefully.	4.048232	1.172926
	I am uncertain which bottled water products provide real value for money in terms of product quality.	3.588424	1.215715
	By purchasing brand “X”, I incur less performance risk (ex. With no defected products).	3.662379	1.096573
	By buying brand “X” as my friends, I achieve a sense of belonging.	3.403175	1.15481
	I prefer brand “X” as it increases my self esteem.	3.498403	1.080643
	I prefer the brand that gives me the greatest satisfaction.	4	1.113224

	I am fully satisfied with the packaging and appearance of Brand “X”.	3.98722	1.077645
	I am fully satisfied with the quality of Brand “X”.	3.984026	0.928398
	Average	3.771482	1.22889
Brand Preference SUM		3.897764	0.949462

Source: Survey (May 2016)

Table 4.9 shows the analyses of brand preference as it is described with the relevant preference dimensions. In the case of overall brand preference, the mean was 3.89. This indicates that, overall most of the customers have a good attitude towards the bottled water products that they prefer, as 3.51-4.50 is under good quality range. Standard deviation of overall brand preference which represents the variation in the answers given by the respondents was found to be 0.94.

Regarding each attribute of brand preference, brand awareness, brand image and customer attribute, it can be observed that most of the respondents have good brand awareness, brand image and attribute concerning the bottled water brand they have preferred. The mean scores of brand awareness, brand image and customer attribute are 3.96, 3.69 and 3.77 respectively. This shows that most respondents had more or less a good response to the statements. It also shows that respondents are highly aware of bottled water brands. In addition, the customers have a good perception regarding their preferred brand. They believe that the brand they prefer is of good quality. Customer attribute also indicates that customers are concerned about the brand they prefer.

This section presented the descriptive statistics of the two marketing concepts analyzed in this study, which are Advertisement and brand preference. From the results it is observed that most respondents have an average attitude towards the various media advertisements of bottled water products. None the less this has not prevented them from having a good attitude towards the brand. This leads the researcher to think customers may have other ways of gaining information about the various brands aside from the previously analyzed advertisement media. Other methods might include social media or informal ways of word of mouth communication.

This leads to the next analysis of the study, which focuses on the relationship between the various forms of advertisement media and brand preference.

4.4 Correlation Coefficient

Correlations are perhaps the most basic and most useful measure of association between two or more variables (Marczyk, Dematteo and Festinger, 2005). This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. One of the commonly used, Pearson's correlation test was used to examine the associations between advertisement components and brand preference.

Afterwards, the correlation coefficient (r) was examined to see if there is a strong or weak relationship between the variables. A correlation coefficient (r) closer to -1 or +1 means the two variables are closely related. In contrast, when r is close to 0, it means the two variables are weakly correlated (Coakes, 2005).

According to Cohen (1998), strength of correlations can be interpreted as follows: Strength of correlation

- $r = -.10$ to $+.29$ small effect (weak)
- $r = .30$ to $.49$ medium effect (moderate)
- $r = .50$ to 1.0 large effect (strong)

Depending on this assumption, all basic constructs were included into the correlation analysis and a bivariate two tailed correlation analysis was done. The results are presented in Table 4.10 below.

Table 4.10 Correlation analysis

		Print sum	Broadcast sum	Outdoor sum	Advertisement sum	Brand preference sum
Print	Pearson Correlation	1	.579**	.518**	.787**	.327**
	Sig. (2-tailed)		.000	.000	.000	.000
	N		317	317	317	317
Broadcast	Pearson Correlation		1	.507**	.915**	.370**
	Sig. (2-tailed)			.000	.000	.000
	N			317	317	317
Outdoor	Pearson Correlation			1	.756**	.388**
	Sig. (2-tailed)				.000	.000
	N				317	317
Advertisement	Pearson Correlation				1	.419**
	Sig. (2-tailed)					.000
	N					317
Brand preference	Pearson Correlation					1
	Sig. (2-tailed)					
	N					

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

Source: Survey Result (2016)

The above correlation matrix also shows that all variables are positively correlated with the dependent variable; which implies that the increase of the independent variables will also enhance brand preference.

The highest coefficient of correlation in this research lay between outdoor advertisement and brand preference is 0.388. There is a moderate level positive relationship between broadcast advertisement and brand preference, which constitutes the second highest coefficient of correlation in advertisement component and brand preference ($r = 0.370$, $n = 318$, $p \leq 0.01$). . There is also a moderate level positive relationship between print advertisement and brand preference ($r = 0.327$, $n = 318$, $p \leq 0.01$).

Regarding the relationship between the independent variables, table 4.10 clearly shows that each of the independent variables are significantly and positively correlated with each other at a significance level of $p < 0.01$. Overall Advertisement can also be depicted on the table having a positive correlation with brand preference ($r = 0.419$, $n = 318$, $p \leq 0.01$).

4.5 Regression Analysis

Multiple regression is an extension of simple linear regression. It is used when we want to predict the value of a variable based on the value of two or more other variables. Multiple regression, also allows you to determine the overall fit (variance explained) of the model and the relative contribution of each of the predictors to the total variance explained (Laerd Statistics, 2013). Multiple regression analysis was conducted to examine the effect of advertisement on customer brand preference. The significance level of 0.05 was used with 95% confidence interval.

In this survey, three hypotheses were developed to study the individual impact of the three components print advertisement, broadcast advertisement and outdoor advertisement on brand preference. And another hypothesis was developed to analyze the impact of overall advertisement on brand preference.

4.5.1 Requirements for Regression Analysis

The two most important conditions to be fulfilled before conducting regression analysis are the adequacy of the sample size and non –existence of correlation among the independent variables. The size of the sample has a direct effect on the statistical power of the significance testing in multiple regressions, which refers to the probability of detecting statistically significant R-square or a regression coefficient at a specified significance level (Ho, 2006). Ho (2006) also suggested the sample size (the number of cases) to be at least 20 times more than the number of independent variables, as a rule of thumb, in order to get the desired level of statistical power. Given this rule of thumb, the number of cases used for this study (318 respondents) is well over the required criteria.

Before proceeding to the multiple regression analysis, the researcher tested the existence of multicollinearity problem. In regression it occurs when independent variables in the regression model are more highly correlated with each other than with the dependent variable. That means when the independent variables in this model are highly correlated with one another (greater than 0.70), they are basically measuring the same thing or they both convey essentially the same information.

To indicate if multicollinearity was violated, the tolerance and VIF were evaluated as can be seen from table 4.13. The tolerance values for each of the variables scales ranged from .597 to .667 which are not less than .20; thus, further verifying that the assumption is not violated. No multicollinearity was also verified by the VIF values which ranged from 1.498 to 1.676. These values are under 10 suggesting that the assumption of no multicollinearity is tenable (Tabachnick & Fidell, 2007). This implies that the data is suitable for conducting multiple regression analysis.

4.5.2 Relationship between advertisement dimensions and brand preference

Among the various components of advertisement, for the purpose of this survey, only three were selected as dimension of advertisement. The impact of these three independent variables; print advertisement, broadcast advertisement and outdoor advertisement were examined on the dependent variable i.e. brand preference using multiple regression.

Table 4.11 : Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.442 ^a	.195	.187	12.309	2.145

The above regression model is the outcome of multiple regression analysis. The adjusted r-square indicates the proportion of the variation in the dependent variable accounted by the explanatory variables. As can be inferred from Table 4.11, the independent variables (print advertisement, broadcast advertisement and outdoor advertisement) were joint predictors of brand preference ($R^2 = .187$; $P < 0.05$). The Adjusted R^2 results of 0.187 shows that 18.7% of the variation in brand preference is explained by the changes in the aforementioned independent variables while the rest 81.3% is explained by other factors out of the model.

Table 4.12 : ANOVA table of brand preference

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11502.086	3	3834.029	25.304	.000 ^b
	Residual	47424.911	313	151.517		
	Total	58926.997	316			

a. Dependent Variable: Brand preference

b. Predictors: (Constant), Outdoor, Broadcast, Print

Source: Survey Result (2016)

The above ANOVA table shows the acceptability of the model. It shows the overall significance of the model from a statistical perspective. As the significance p-value shows a value (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due to chance.

Table 4.13: Summary of regression Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	41.748	3.060		13.643	.000	35.727	47.769		
Print	.102	.150	.094	2.906	.015	.141	.730	.597	1.676
Broadcast	.435	.071	.191	1.442	.004	-.037	.241	.606	1.650
Outdoor	.509	.131	.242	3.895	.000	.252	.766	.667	1.498

Source: Survey Result (2016)

The above coefficient table shows the constant, beta value and p-value of the variables to examine the significance of set hypothesis. The significance level of print advertisement, broadcast advertisement and outdoor advertisement variable is P-value which are .015, .004, and .000 respectively. And their standardized coefficients are 0.094, 0.191 & 0.242.

The prediction equation for the “effect of components of advertisement towards brand preference” is given as;

$$Y_1 = 0.094X_1 + 0.191X_2 + 0.242X_3 + 41.74$$

All the advertisement component measures have positive effect on consumers' Brand preference.

The p-value of print advertisement is above 0.05 which implies that it has no significant relationship with brand preference. Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with broadcast advertisement and outdoor advertisement, were accepted and the remaining hypothesis (which is related to print advertisement) was rejected.

One of the objectives the study set out to identify was which type of advertisement was the most contributing independent variable among the outlined advertisement media in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in dependent variable that is caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, brings the more support to the independent variable as the more important determinant in predicting the dependent variable. The t-tests were also used to test the significance of the coefficient of each independent variable.

In general as table 4.12 clearly shows, among the three predictors, multiple linear regression (Beta coefficients) analysis revealed that, outdoor advertisement (Billboards, posters, Street furniture, transits, interiors and exterior of vehicles...) is the first most significant variable for consumers brand preference followed by broadcast advertisement. On the other hand, print advertisements on newspaper and magazines have no significant effect on brand preference of consumers as it is explained by the significance level $p > 0.05$. This indicates that, bottled water users do not significantly consider the print advertisements associated with bottled water brand in their purchase decisions.

The impact of broadcast ads and outdoor ads are **0.191 and 0.242** respectively. This indicates the predicted change in the dependent variable for every unit increase in that predictor. This signifies that for every additional point or value in broadcast advertisement one could predict a gain of 19.1% change on the brand preference provided that other variables being held constant. The same is true for outdoor advertisement: for every additional unit of outdoor

advertisement one could predict a gain of 24.1% change on the brand preference provided that other variables being held constant.

4.5.2 Relationship between advertisement and brand preference

The relationship of the overall advertising effectiveness and brand preference was analyzed through simple linear regression model. This was used to examine the effect of advertisement on the variation in the preference of bottled water customers. In this case, brand preference is the dependent variable and advertisement is the independent variable.

Table 4.14 Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.419 ^a	.175	.173	12.420	2.168

Source: Survey Result (2016)

For the regression equation involving consumers' brand preference, the R square value of the model is given by 0.175 and the adjusted R square is 0.173, which implies that about 17% of the variation in the dependent variable is explained by the independent variables.

Table 4.15: ANOVA for the impact of advertisement on brand preference

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10334.460	1	10334.460	66.993	.000 ^b
	Residual	48592.537	315	154.262		
	Total	58926.997	316			

a. Dependent Variable: Brand preference

b. Predictors: (Constant), Advertisement sum

Source: Survey Result (2016)

The above ANOVA table shows the acceptability of the model. It shows the overall significance of the model from a statistical perspective. As the significance p-value shows a

value (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due to chance.

As can be seen from the table below, no problem of multicollinearity was found as the VIF value was 1 and the tolerance value was 1 for both independent variables. The result of the regression analysis is presented as follows.

Table 4.16: Regression coefficient for brand preference

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1 (Constant)	42.491	3.075		13.818	.000	36.441	48.541		1.000
Advertisement sum	.271	.033	.419	8.185	.000	.206	.336	1.000	

Source: Survey Result (2016)

The prediction equation for this hypothesis, i.e. there is a positive and significant relationship between advertisement and brand preference (H4), is;

$$BP = \beta_0 + \beta_1 (ad)$$

Where; BP = brand preference, β_0 = Constant or intercept, β_1 = Slope, and ad = Advertisement

Subsequently, the result from the regression will be

$$BP = 42.49 + 0.419(adv)$$

The above coefficient table shows the constant, beta value and p-value of the variable to examine the significance of the set hypothesis. The significance level of the independent variable is P-value which amounts to .000 and the standardized coefficient is 0.419. The p-value of overall advertisement is below 0.05 which implies that there is a positive and significant relationship between overall advertisement and brand preference.

4.6 Advertising Effectiveness by Demographic Profile of Respondents

In order to analyze whether demographic profile variables of the customers significantly determine advertising, One-way ANOVA model was implemented. The one-way ANOVA was applied to compare demographic characteristics (age, average monthly income and education) and investigate how they are related with advertisement.

A.) Age

Subjects were divided into four groups according to their age (less than 18, 19 – 37, 38 – 47 and greater than 47). As the analysis on the table below shows, the significance level (p-value=0.069) is greater than the cut-off 0.05 ($F = 2.388, p > 0.05$). Therefore, the age difference between customers is insignificant to determine advertising effectiveness in the case of bottled water products. Thus, the advertisements of bottled water products have equal effect on all age group respondents.

Table 4.17: One-way Anova for age

Advertisement sum

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3155.522	3	1051.841	2.388	.069
Within Groups	137857.065	313	440.438		
Total	141012.587	316			

Source: Survey Result (2016)

B.) Educational Level

The one-way ANOVA was also made to explore the impact of educational background of customers on the advertisement effectiveness of the bottled water products. The subjects were divided into five groups (below high school, high school graduate, some college courses, college diploma, first degree and post graduate degree and above). The result from table 4.18 shows that there is statistically significance since $p=0.028$ in advertising for education groups ($F=1.415, p < 0.05$). Therefore, the educational background of customers significantly determines the effect of advertisement in the case of bottled water products.

Thus, the advertisements of bottled water products have varying effect on the different educational level of respondents.

Table 4.18: One-way ANOVA for Educational level

Advertisement sum

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	136.206	71	1.918	1.415	.028
Within Groups	332.097	245	1.355		
Total	468.303	316			

Source: Survey Result (2016)

C.) Income level

Respondents were divided into five groups according to their income level (<2,000, 2,001 – 4,000, 4,001 – 8,000, 8,001-15,000, and greater than 15,000). As the analysis on the table below shows, the significance level (p-value=0.801) is greater than 0.05 (P>0.05). Therefore, the difference in income level between customers is insignificant to determine advertising effectiveness in the case of bottled water products. Thus, the advertisements of bottled water products have equal effect on all income group respondents.

Table 4.19 One-way ANOVA for Educational level

Advertisement sum

	Sum of Squares	df	Mean Square	Sig.
Between Groups	751.689	4	187.922	.801
Within Groups	132734.222	290	457.704	
Total	133485.912	294		

Source: Survey Result (2016)

Chapter 5 : Conclusion and Recommendation

This chapter summarizes the findings of the study together with possible recommendations. It also proposes insight within the subject matter for further research.

5.1 Discussion of results

This section will present the findings of the study in line with the objectives of the study.

With respect to the first objective, the result of the survey indicates that Print advertisement has an insignificant impact on brand preference of bottled water consumers within Addis Ababa. This is shown by the regression analysis constructed. The p-value of print advertisement is above 0.05 which implies that it has no significant relationship with brand preference. It can also be observed from the descriptive statistics conducted on the attitude of customers on print advertisements. Most of the respondents do not have a high positive attitude towards these advertisements of bottled water products. Respondents have shown a moderate attitude towards the print advertisements with Mean = 3.04 and SD = 1.13.

Hypothesis H1 is rejected.

This result is not consistent with the study in India by P Sawant (2012) who analyzed the impact of advertisement on consumer preference with reference to men's wear. She found that Print media was found to be the most effective media to influence the preference of men. The research states that this is due to the fact that men can see print ads repeatedly resulting in a permanent impression of the brand and the option of varieties. Film magazines, Sunday supplements of English newspapers, lifestyle magazines were found to be pertinent with the males, in their choice making.

The second and third objectives of the study were to examine the impact of broadcast and outdoor advertisement on consumers' brand preference towards bottled water products consumed in Addis Ababa. Two hypotheses were formulated for each objective to test these relationships. When conducting the descriptive statistics on attitude of customers on broadcast and outdoor advertisements the mean (3.41 and 3.16 respectively) of the responses implied that the respondents had a moderate attitude towards these types of advertisements.

None the less, the multiple regressions conducted reveals that even though it is not in a high amount both variables have a positive and significant effect on the consumers' preference towards the brands. Broadcast and outdoor advertisements (Billboards, posters, Street furniture, transits, interiors and exterior of vehicles...) have a positive effect on brand preference with regression coefficient of 0.191 and 0.242, respectively. The significance test also confirms the significance of both coefficients. **Hypothesis H2 and H3 are accepted.**

A study by Ayanwale, Alimi and Ayanbimipe, (2012) conducted in southern Nigeria is inconsistent with the above outcome. The results of the study showed that even though a combination of different media were employed in advertising, out of these however, Television is seen as the most potent and effective medium. In the Ethiopian bottled water industry however, various advertisements of bottled water are being witnessed on billboards, posters, Street furniture, transits, interiors and exterior of vehicles. Outdoor advertisement, as a medium of advertising a product, has more impact when compared with any other media being used for the same purpose. The researcher reasons out this conclusion by stating that outdoor advertisement might have a higher impact on brand preference concerning bottled water industry due to the intensive use of outdoor vehicle ads as well as bill boards among bottled water producing companies. Customers can also see outdoor ads repeatedly resulting in a permanent impression of the brand. Moreover, customers not having to search for outdoor ads might also be considered as a viable reason.

Since the fourth objective of the study was to identify the impact of overall advertisement on brand preference, the sum of the three components of advertisement was considered to represent the overall advertisement. Overall advertisement has a positive relation with brand preference. However, unlike the print advertisement, the total advertisement significantly affects brand preference. Parallel to most past studies (P Sawant (2012), Punniyamoorthy and Shetty (2011) and Vivekananthan (2010)), which indicate high influence of Advertisement in consumer brand preference, this study found a similar result. **Hypothesis H4 is accepted.**

By conducting a one-way ANOVA to determine the impact of age on advertisement effectiveness this study supports the findings of **Ayanwale, Alimi and Ayanbimipe(2012)**, who analyzed the role of advertisement on brand preference of food and drink industry in Nigeria, reveals that different age groups were equally influenced by advertising in their preference for a brand.

The advertisements of bottled water products have varying effect on the different educational level of respondents. This output is also supported by the study of Ojenike Bolatito (2012). In his study, Bolatito asserts that as the level of an individual's education increases, its effect on synthesizing media information is meant to be positive. This is due to the fact that an educated individual is at an advantage in understanding and interpreting information. The more educated an individual is, the more his decision making is enhanced.

The table below depicts a precise summary of the Overall Outcome of the Research Hypotheses

Table 4.20: Summary of Hypothesis Testing

Hypothesis	Analysis Used	Result	Finding	Reason
H01: Print Advertisement does not play a significant role on the attributes of brand preference on bottled water companies of Addis Ababa.	Multiple Regression	Ho: Fail to Reject H1:Rejected	Positive Insignificant	$\beta =0. 094,$ $p>0.05.$
H02: Broadcast Advertisement plays a significant role on the attributes of brand preference on bottled water companies of Addis Ababa.	Multiple Regression	Ho: Rejected H1:Fail to Reject	Positive Significant	$\beta =0. 191,$ $p<0.05$
H03: Outdoor Advertisement plays a significant role on the attributes of brand preference on bottled water companies of Addis Ababa.	Multiple Regression	Ho: Rejected H1:Fail to Reject	Positive Significant	$\beta =0. 242,$ $p<0.05.$
H04: Advertisement does not influence brand Preference on bottled water companies of Addis Ababa.	Linear Regression	Ho: Rejected H1:Fail to Reject	Positive Significant	$\beta =0.419,$ $p<0.05$

5.2 Summary of major findings

With the development of mass media and subsequent increase in number of advertisements, some advertisements are kept in our minds while most messages of advertisement are easily forgotten. The marketer's main objective is to reach prospect customers and influence their preference. This study was conducted with the aim of identifying the types of advertisements that influence the consumers' brand preference and to recognize the most effective media that influences the preference of customers.

The study captures three types of advertisements (namely print advertisement, broadcast (radio and television), and outdoor advertisement) and their impact on brand preference focusing on bottled water products consumed in Addis Ababa. After making analysis of the primary and secondary data through descriptive analysis, correlation, regression, and one way ANOVA, the following points are presented as the major findings:

The demographic background of the respondents indicates that more than half of the respondents (55%) are male and the remaining (45%) are female.

The age group of 18 to 27 takes the largest share of the respondents, then the age group between 28-37. This implicates that most of the youth uses bottled water products when compared to other age groups.

“Yes Natural Mineral Water” is the most preferred brand by majority of consumers in Addis Ababa. Regarding preference, the rest of the bottled water brands are insignificant when compared to the dominant “Yes” bottled water. Hence we can conclude that brand preference does exist in the bottled water industry. Many consumers do not buy whatever is available or affordable. If a product is preferred by numerous customers it will command the market.

Majority of customers have been using the bottled water products for more than six year. From this the researcher supports previous studies that imply the increase in the demand for bottled water products within the city in recent years. The exposure of customers to bottled water for a prolonged amount of time was also helpful for the study since the response retrieved from the questionnaire consisted of individuals with high experience regarding bottled water products.

The results from the Overview of Respondents' Perception conducted shows that the mean value of overall advertisement is moderate. This indicates that most of the customers perceive the advertisements of the bottled water product that they prefer, on an average or moderate scale. None the less, it is safe to say the quality of advertisement they are exposed to is lower than what they expect.

In addition, the study reveals that correlation between print advertisement, broadcast advertisement and outdoor advertisement with brand preference is of a moderate level. None the less, all advertisement variables are positively correlated with the brand preference of customers. This implies that the increased use of each type of ad will assist in the creation, enhancement or maintenance of brand preference.

This study revealed that within the bottled water industry, outdoor advertisement is currently the most potent of the three types of media used in affecting the preference of bottled water. This might be attributed to reasons such as the high level of vehicle advertisements implemented by bottled water companies and the ease of viewing outdoor advertisements repeatedly. Broadcast (Radio and Television) ads were also found to affect brand preference. None the less, the impact broadcast has on brand preference was not considerably high when analyzed from the angle of the high impact it inflicts on other industries. The other advertising medium, print ad was unable to add significantly to brand preference within the industry.

Measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers' brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. The result of the study confirms that overall advertisement had a significant impact on the preference of bottled water customers. None the less it can also be concluded that there are variables other than advertising that influence the customer preference for bottled water.

The Finding of the study shows that consumers of bottled water who belong to different income groups and different age groups perceive advertisement activities in the same manner. Thus, the advertisements of bottled water products have equal effect on all income group and age group. Whether customers have high income or low income/whether they are old or young, the various ads of bottled water affect their preference in the same way.

None the less, advertisement is perceived differently among different respondents who have attained different educational levels. More or less, individuals who are on a higher educational scale are more affected by advertisements. Thus, the advertisements of bottled water products have varying effect on respondents with the different educational level.

In general, the overall findings lead to conclude that specific types of advertising activities (be it print, radio, television or outdoor) in the bottled water industry did not have a high level of significant impact on brand preference. Even those advertisement activities such as outdoor and broadcast which were identified to significantly impact brand preference did not reflect strong enough relationship. Therefore the practice of advertisement activities in the bottled water market requires fundamental advancement so as to build brand preference and achieve sustainable competitive advantage.

5.3 Recommendation

Depending on the findings of the study and conclusions made, quite a number of important recommendations can be drawn from the findings of this study which have policy implications for the industry as a whole.

The findings of this study clearly show that advertisement significantly affects the brand preference of bottled water products. The implication is that marketers in the industry should consider the use of advertisements in their promotional endeavors so as to grab consumers' attention for their product. As the descriptive results of the study implicate one company (Yes bottled water company) has dominated the preference of most customers within the city. Hence if producing firms want to be on the cutting edge of competition, they should develop a more effective advertising campaign program to increase consumer's preference for their brand.

It is important to maintain the quality of advertisement so that it does not create a wrong impression or damage the brand image of the company. The content of the messages should provide useful information so that customers can be able to identify the brand and understand the uniqueness of it. Moreover, the advertisers used to promote the product should have good communication skills and professional competence. The advertisement used by bottled water producing companies should be interesting to attract the attention of customers.

When specifically viewing print ads, from its very nature print ads require audience's attention, so marketers need to make sure that their print ads are unique, attractive and interesting to get viewers attention. This might increase the impact print ads can have on the preference towards their brand.

Companies should work on advertisements that can be understood and realized by any one from different educational background. Otherwise, companies within the industry should introduce varying advertisements for customers that have different educational levels.

The result of outdoor ads showed green light for the marketers in the bottled water industry. It only requires improving its effectiveness in enhancing the positive relations it has with brand preference.

Moreover, the general information descriptive analysis revealed that the youth age group and educated individuals (degree holders and above) are the major customers and potential customers of bottled water. Therefore marketers should target this group especially in their segmentation.

The companies within the industry should employ a comprehensive promotion strategy that incorporates all media relevant to the segments being targeted. While allocating marketing budgets to individual advertisement elements; marketers should pay attention to the potential impact of each media on building brand preference.

Broadcast ads had relatively better relation with brand preference than print ads. None the less, it is required to improve the level of influence it has on preference. This is mainly because broadcast advertisement includes motion, visual and audio effect. There by having high potential for attracting customers. Hence marketers within the industry need to pay more attention to broadcast advertisement.

There should be more involvement of the research and development unit on packaged water industry in regular monitoring of brand preference, to ensure timely modification of poorly performing brand.

5.4 Limitation and further area of investigation

Further research is needed to validate the results reported in this study by extending this research to include a broader region with a larger sample size in order to ascertain if the present findings are applicable to the broader population of bottled water consumers. Additionally, this study examined the effect of advertisement on consumers' brand preference by focusing only on the bottled water industry. The effect of advertisement on brand preference can also be studied on other sectors of the economy.

The research focused on three components of advertisements mainly print advertisement, broadcast advertisement and outdoor advertisement. Various studies can be conducted by incorporating or separately viewing other types of advertisements such as the social media advertisement, covert advertisement, celebrity advertisement, etc that have not been covered within this research.

As implied by the study the various advertisement media influence the preference of customers of bottled water products only to a certain level. Therefore there is room for further studies to evaluate the impact of other factors such as distribution channel, packaging, availability, taste/quality and the like that affect brand preference within the industry.

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Appendix-1

Questionnaire

Dear Participant,

This study is to be conducted as part of a research project which shall be submitted in partial fulfillment of Masters of Art Degree in Marketing Management at Addis Ababa University, school of commerce. This questionnaire is meant to collect information about the effect of advertising on consumers' preference in the bottled water industry.

Your keen participation in supplying the required data is highly essential for the successful completion of the study. The information you provide will be kept confidential and be used only for an academic purpose.

I would like to thank you in advance for your participation and sharing your busy schedule. You can contact me using my phone number 0912-50-32-97. Please do not hesitate to ask or to call me if you have any doubt on the questions.

Sincerely,

Mahlet Mekuria

Part I: Demographic and General Information Questions

Please **CIRCLE** the appropriate items that best describes your answer

1. Your gender is:

1) Male

2) Female

2. Which one of the following age categories do you currently fall in:

1) 18-27 Years

3) 38-47 Years

2) 28-37 Years

4) 48 Years and above

3. What is your marital status?

- | | |
|------------|-------------|
| 1) Single | 3) Divorced |
| 2) Married | 4) Widowed |

4. What is the highest educational level you have attained?

- | | |
|-------------------------|--------------------------|
| 1) Below high school | 4) College Diploma |
| 2) High school | 5) First Degree |
| 3) Some College courses | 6) Second degree & above |

5. What is your average monthly Income in Birr?

- | | |
|------------------------|-------------------------|
| 1) Below Birr 2,000 | 4) Birr. 8,001 – 15,000 |
| 2) Birr. 2,001 – 4,000 | 5) Above Birr. >15,000 |
| 3) Birr. 4,001 – 8,000 | |

Part II Consumption pattern of bottled water

1. How often do you drink bottled water?

- | | |
|-------------------------|-----------------------------|
| 1) More than once a day | 4) Once every two weeks |
| 2) Once a day | 5) More than once in a week |
| 3) Once in a week | 6) Others |

2. How long have you been using bottled water?

- | | |
|---------------------|------------------|
| 1) Less than 1 year | 3) 4 - 6 years |
| 2) 1 - 3 years | 4) above 6 years |

3. Which brand of bottled water do you usually prefer to drink/use?

Part III Impact of Advertisement on Brand Preference

Please circle one of the numbers from 1-5 at the answer of your choice among the five alternatives for each of the statements in the box below. Where 1=strongly disagree; 2=Disagree; 3=Neutral; 4=Agree; 5=strongly agree

Note: Please note that —X represents the company you have already chosen under question number 3 (your preferred bottled water).

I. Components of Advertisement

	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A.	Print Advertisement					
1.	I have frequently seen print advertisements of brand “X” on Newspaper and Magazine.	(1)	(2)	(3)	(4)	(5)
2.	I came to learn about brand “X” from print ads.	(1)	(2)	(3)	(4)	(5)
3.	I believe print ads of brand “X” are advertised on well-known newspaper/magazine.	(1)	(2)	(3)	(4)	(5)
4.	The message of the ads clearly provided me with useful information about bottled water brand “X”.	(1)	(2)	(3)	(4)	(5)
5.	Print ads of brand “X” are Interesting	(1)	(2)	(3)	(4)	(5)
6.	The print ads of brand “X” create a positive impression on me about the brand.	(1)	(2)	(3)	(4)	(5)

7.	Print Ads of brand “X” have influence over the type of bottled water product that I prefer.	(1)	(2)	(3)	(4)	(5)
B.	Broadcast Advertisement					
	Radio Ads	(1)	(2)	(3)	(4)	(5)
8.	I have frequently listened to radio advertisements of brand “X”.	(1)	(2)	(3)	(4)	(5)
9.	I came to learn about brand “X” from radio ads.	(1)	(2)	(3)	(4)	(5)
10.	The radio ads of brand “X” attract my attention and keep me interested.	(1)	(2)	(3)	(4)	(5)
11.	I believe that the advertisers used in the radio ads of brand “X” have good communication skills.	(1)	(2)	(3)	(4)	(5)
12.	The message of the ads clearly provided me with useful information about bottled water brand “X”	(1)	(2)	(3)	(4)	(5)
13.	Radio ads of brand “X” are effective in building up its brand image.	(1)	(2)	(3)	(4)	(5)
14.	Radio ads of brand “X” have influence over the type of bottled water product that I prefer.	(1)	(2)	(3)	(4)	(5)
	Television Ads	(1)	(2)	(3)	(4)	(5)
15.	I have frequently seen TV advertisements of brand “X”	(1)	(2)	(3)	(4)	(5)
16.	I came to learn about brand “X” from TV ads.	(1)	(2)	(3)	(4)	(5)
17.	The TV ads of brand “X” attract my attention and keep me interested.	(1)	(2)	(3)	(4)	(5)
18.	I believe that the advertisers used in the TV ads of brand “X” were professionally competent.	(1)	(2)	(3)	(4)	(5)

19.	The message of the ads clearly provided me with useful information about bottled water brand “X”.	(1)	(2)	(3)	(4)	(5)
20.	TV ads of brand “X” are effective in building up its brand image.	(1)	(2)	(3)	(4)	(5)
21.	TV ads of brand “X” have influence over the type of bottled water product that I prefer.	(1)	(2)	(3)	(4)	(5)
C.	Outdoor Advertisement					
22.	I have frequently seen outdoor advertisements(Billboards, posters, Street furniture, transits, interiors and exterior of vehicles...) of brand “X”.	(1)	(2)	(3)	(4)	(5)
23.	I came to learn about brand “X” from Outdoor ads.	(1)	(2)	(3)	(4)	(5)
24.	Outdoor ads help me keep up-to-date about the bottled water brands available.	(1)	(2)	(3)	(4)	(5)
25.	Outdoor ads of brand “X” attract my attention.	(1)	(2)	(3)	(4)	(5)
26.	The message of the ads clearly provided me with useful information about bottled water brand “X”.	(1)	(2)	(3)	(4)	(5)
27.	Outdoor advertising positively affected my attitude towards brand “X “	(1)	(2)	(3)	(4)	(5)
28.	Outdoor Ads of brand “X” have influence over the types of bottled water products that I prefer.	(1)	(2)	(3)	(4)	(5)

II. Attributes of brand preference

	Statements	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
A.	Brand Awareness					
1.	I know brand “X” bottled water product.	(1)	(2)	(3)	(4)	(5)
2.	Among competitive bottled water companies I can recognize “X” bottled water company easily.	(1)	(2)	(3)	(4)	(5)
3.	I can quickly recall the logo/symbol along with the packaging of brand “X”.	(1)	(2)	(3)	(4)	(5)
4.	When I think of bottled water companies to use, brand “X” comes first to mind.	(1)	(2)	(3)	(4)	(5)
5.	I prefer to buy a brand of bottled water I am familiar with.	(1)	(2)	(3)	(4)	(5)
B.	Brand Image					
6.	Brand “X” creates a favorable image in my mind.	(1)	(2)	(3)	(4)	(5)
7.	The organization which brand “X” belongs to has credibility.	(1)	(2)	(3)	(4)	(5)
8.	The manufacturing site of brand “X” is up to international standards.	(1)	(2)	(3)	(4)	(5)
9.	I believe Brand “X” bottled water is one of the leading brands in the market.	(1)	(2)	(3)	(4)	(5)
10.	Brand “X” has a better quality when compared to other bottled water companies.	(1)	(2)	(3)	(4)	(5)
C.	Customer Attribute					
11.	When I am considering bottled water products, I will choose very carefully.	(1)	(2)	(3)	(4)	(5)
12.	I am uncertain which bottled water products provide real value for money in terms of product quality.	(1)	(2)	(3)	(4)	(5)

13.	By purchasing brand “X”, I incur less performance risk (ex. With no defected products).	(1)	(2)	(3)	(4)	(5)
14.	By buying brand “X” as my friends, I achieve a sense of belonging.	(1)	(2)	(3)	(4)	(5)
15.	I prefer brand “X” as it increases my self esteem.	(1)	(2)	(3)	(4)	(5)
16.	I prefer the brand that gives me the greatest satisfaction.	(1)	(2)	(3)	(4)	(5)
17.	I am fully satisfied with the packaging and appearance of Brand “X”.	(1)	(2)	(3)	(4)	(5)
18.	I am fully satisfied with the quality of Brand “X”.	(1)	(2)	(3)	(4)	(5)

Appendix-2

መጠይቅ

ወድ ተሳታፊዎች፤

ይህ ጥናት በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት ቤት በሚከተሉት ማዕከላት የአርትስ ማስተርስ ዲግሪ ማሟላት የምርምር ፕሮጀክት አካል ሆኖ የሚካሄድ ነው። መጠይቁ በታሸገ ወሃ ኢንዱስትሪ በደንበኞች ምርጫ ላይ ያለውን የመጠቀሚያ ተጽእኖ በሚመለከት መረጃ ለመጠባበቅ ታስቦ የተቀረጸ ነው።

የሚሰጠው መረጃ በመጠበቅ የሚከተሉትን ንቁ ተሳትፎ ስኬታማ በሆነ መንገድ ጥናቱን ለማጠናቀቅ በከፍተኛ ደረጃ አስፈላጊ ነው። የምትሰጡት መረጃ በሚጠበቅ የሚደገፍ ሆኖ ለአካዳሚያዊ ጉዳይ ብቻ የሚያገለግል ይሆናል። ጥያቄዎቹን በሚመለከት ጥያቄ ካላችሁ በስልክ ቁጥሩ 0912-50-32-97 ልታነጋግሩኝ ትችላላችሁ።

ከሁላችሁ ጋር

ማህሌት መከራይ

ክፍል 1: አጠቃላይ ጥያቄዎች

ትክክለኛውን መልስ ያክበቡ፡

1. ጾታዎ:

1) ወንድ	2) ሴት
--------	-------
2. ከሚከተሉት የእድሜ ምድቦች ባሁኑ ጊዜ ከየትኛው ነዎት?

1) ከ18-27 አመት	3) ከ38-47 አመት
2) ከ28-37 አመት	4) 48 አመት እና ከዚያ በላይ
3. የጋብቻ ሁኔታ

1) ያላገባ	3) የተፋታ
2) ያገባ	4) በጥንቃቄ የተለያየ
4. የደረሰብት የመጠሪያ የትምህርት ደረጃ ምንድን ነው?

1) ከከፍተኛ ሀላተኛ ደረጃ ት/ቤት በታች	4) የኮሌጅ ዲፕሎማ
2) ከፍተኛ ሀላተኛ ደረጃ	5) የመጀመሪያ ዲግሪ
3) የኮሌጅ ኮርሶች	6) ሀላተኛ ዲግሪና ከዚያ በላይ
5. የሚገኘውን አመክኛ የወር ደመወዝ በብር

1) ከብር 2,000 በታች	4) ከብር 8,001- 15,000
2) ከብር 2,001- 4,000	5) ከብር 15,000 በላይ
3) ከብር 4,001- 8,000	

ክፍል 2: የታሸገ ወሃ የፍጆታ ሁኔታ

1. የታሸገ ወሃ ምን ያህል ጊዜ ይጠጥሉ?

- 1) በቀን ከአንድ ጊዜ በላይ
- 2) በቀን አንድ ጊዜ
- 3) በሳምንት ከአንድ ጊዜ በላይ
- 4) በሳምንት አንድ ጊዜ
- 5) በሁለት ሳምንት አንድ ጊዜ
- 6) ሌላ

2. የታሸገ ወሃ ለምን ያህል ጊዜ ሲጠቀሙ ቆይተዋል?

- 1) ከ1 አመት በታች
- 2) ከ1-3 አመት
- 3) ከ4-6 አመት
- 4) ከ6 አመት በላይ

3. ብዙውን ጊዜ የትኛውን የታሸገ ወሃ ብራንድ መጠጣት/ መጠቀም ይመርጣሉ?

ክፍል 3: በብራንድ ምርጫ ላይ የሚከተሉት ተጽእኖ

ከታች ለተሰጡት መግለጫዎች ከ1-5 ምርጫዎች ቀርበዋል፡፡ የሚረጩትን መልስ ያክብቡ፡፡

1=በጣም አልሰማም፤ 2=አልሰማም፤ 3=ገለልተኛ፤ 4= እስማማለሁ፤ 5=በጣም እስማማለሁ

ማሳሰቢያ :- X በተራ ቁጥር 3 ለቀረበው ጥያቄ የሚረጩትን ከባንድ (የሚረጩትን የታሸገ ወሃ) ይወክላል፡፡

1. የሚከተሉት ክፍፍሎች

	መግለጫ	በጣም አልሰማም	አልሰማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
ሀ.	የህትመት ሚዛን					
1	የብራንድ « X » ሚዛን መጠንን ብዙ ጊዜ በህትመት ሚዛን ማሳተፍ በጋዜጣ በመጽሔት አይቻለም፡፡	(1)	(2)	(3)	(4)	(5)
2	ስለብራንድ « X » ማወቅ የቻልኩት ከህትመት ሚዛን ነው፡፡	(1)	(2)	(3)	(4)	(5)
3	የብራንድ « X » የህትመት ሚዛን መጠን	(1)	(2)	(3)	(4)	(5)

	የሚቀመጡት በታዋቂ ጊዜጦችና መጽሔቶች ላይ ነዉ የሚሉ እምነት አለኝ፡፡					
4	ከታሸገ ወሃ ብራንድ « X » የሚታወቁ መልእክት ግልጽ እና ጠቃሚ መረጃ አግኝቻለሁ፡፡	(1)	(2)	(3)	(4)	(5)
5	የብራንድ « X » የህትመት ማስታወቂያ አስደሳች ነዉ፡፡	(1)	(2)	(3)	(4)	(5)
6	የብራንድ « X » የህትመት ማስታወቂያ ስለብራንዱ አወንታዊ ስሜት ፈጥሮብኛል፡፡	(1)	(2)	(3)	(4)	(5)
7	የብራንድ « X » የህትመት ማስታወቂያ በምርጫው የታሸገ ወሃ ምርት አይነት ላይ የሚሰርፈው ተጽእኖ አለዉ፡፡	(1)	(2)	(3)	(4)	(5)
ለ .	የብሮድካስት ማስታወቂያ					
	የሬዲዮ ማስታወቂያ					
8	የብራንድ « X » የሬዲዮ ማስታወቂያዎችን ብዙ ጊዜ አዳምጫለሁ፡፡	(1)	(2)	(3)	(4)	(5)
9	ስለብራንድ « X » ማወቅ የቻልኩት ከሬዲዮ ማስታወቂያ ነዉ፡፡	(1)	(2)	(3)	(4)	(5)
10	የብራንድ « X » የሬዲዮ ማስታወቂያዎች የኔን ትኩረትና ቀልብ የሚሰጡ ናቸዉ፡፡	(1)	(2)	(3)	(4)	(5)
11	የብራንድ « X » የሬዲዮ ማስታወቂያ አቅራቢዎች ጥሩ የተግባቦት ችሎታ እንዳላቸዉ አምናለሁ፡፡	(1)	(2)	(3)	(4)	(5)
12	ከታሸገ ወሃ ብራንድ « X » የሚታወቁ መልእክት ግልጽና ጠቃሚ መረጃ አግኝቻለሁ፡፡	(1)	(2)	(3)	(4)	(5)
13	የብራንድ « X » የሬዲዮ ማስታወቂያ ለብራንድ ገጽታ ግንባታ ወጠታማ ነዉ፡፡	(1)	(2)	(3)	(4)	(5)
14	የብራንድ « X » የሬዲዮ ማስታወቂያ በምርጫው የታሸገ ወሃ ምርት አይነት ላይ የሚሰርፈው ተጽእኖ አለዉ፡፡	(1)	(2)	(3)	(4)	(5)
	የቴሌቪዥን ማስታወቂያ					
15	የብራንድ « X » የቴሌቪዥን ማስታወቂያዎችን ብዙ ጊዜ ተመልክቻለሁ፡፡	(1)	(2)	(3)	(4)	(5)
16	ስለብራንድ « X » ማወቅ የቻልኩት ከቴሌቪዥን ማስታወቂያ ነዉ፡፡	(1)	(2)	(3)	(4)	(5)
17	የብራንድ « X » የቴሌቪዥን ማስታወቂያዎች	(1)	(2)	(3)	(4)	(5)

	የኔን ትኩረትና ቀልብ የሚሰጡ ናቸው፡፡					
18	የብራንድ « X » የቴሌቪዥን ማስታወቂያ አቅራቢዎች ጥሩ የተግባቦት ችሎታ እንዳላቸው አምናለሁ፡፡	(1)	(2)	(3)	(4)	(5)
19	ከታሸገ ወሃ ብራንድ « X » የማስታወቂያ ማለጻክት ግልጽና ጠቃሚ መረጃ አግኝቻለሁ፡፡	(1)	(2)	(3)	(4)	(5)
20	የብራንድ « X » የቴሌቪዥን ማስታወቂያ ለብራንድ ገጽታ ግንባታ ወጠታማ ነው፡፡	(1)	(2)	(3)	(4)	(5)
21	የብራንድ « X » የቴሌቪዥን ማስታወቂያ በምርጫው የታሸገ ወሃ ምርት አይነት ላይ የሚሰጥ ጥቅም ተጽእኖ አለው፡፡	(1)	(2)	(3)	(4)	(5)
ሐ	የቤት ውጭ ማስታወቂያ					
22	የብራንድ « X » የቤት ወጪ ማስታወቂያዎችን (በልቦናዎች፣ ፖስተሮች፣ የጎዳና ዕቃዎች፣ ትራንዚት፣ የወስጥና የውጭ የተሸከርካሪ ማስታወቂያዎች...) ብዙ ጊዜ ተመልክቻለሁ፡፡	(1)	(2)	(3)	(4)	(5)
23	ስለብራንድ « X » ማወቅ የቻልኩት ከቤት ውጭ ማስታወቂያ ነው፡፡	(1)	(2)	(3)	(4)	(5)
24	የቤት ውጭ ማስታወቂያዎች በገበያ ስለሚኖሩት የታሸገ ወሃ ብራንዶች ወቅታዊ መረጃ ለማግኘት ረድተዋል፡፡	(1)	(2)	(3)	(4)	(5)
25	የብራንድ« X » የቤት ውጭ ማስታወቂያዎች ትኩረቴን ይስባሉ፡፡	(1)	(2)	(3)	(4)	(5)
26	ከታሸገ ወሃ ብራንድ « X » የቤት ወጪ ማስታወቂያ ማለጻክት ግልጽና ጠቃሚ መረጃ አግኝቻለሁ፡፡	(1)	(2)	(3)	(4)	(5)
27	የቤት ውጭ ማስታወቂያ ስለብራንድ « X » ባለኝ አመለካከት ላይ አወንታዊ ተጽእኖ ነበረው፡፡	(1)	(2)	(3)	(4)	(5)
28	የብራንድ « X » የቤት ውጭ ማስታወቂያ በምርጫ ላይ የሚሰጥ ጥቅም ተጽእኖ አለው፡፡	(1)	(2)	(3)	(4)	(5)

2. የብራንድ ምርጫ ባህርያት

	ባህርያት	በጣም አልሰማም	አልሰማም	ገለልተኛ	እስማማለሁ	በጣም እስማማለሁ
ሀ	የብራንድ ግንዛቤ					
.						
1	ስለታሸገ ወሃ ምርት ብራንድ « X » አውቃለሁ፡፡	(1)	(2)	(3)	(4)	(5)
2	ከተፎካካሪ የታሸገ ወሃ አምራች ከባንደዎች መካከል ብራንድ « X » የታሸገ ወሃን በቀላሉ መለየት እችላለሁ፡፡	(1)	(2)	(3)	(4)	(5)
3	የብራንድ « X »ን አርማ/ምልክትና ማሻጊያ ወዲያው ማስታወስ እችላለሁ፡፡	(1)	(2)	(3)	(4)	(5)
4	የታሸገ ወሃ መጠቀም ሳስብ መጀመሪያ በአእምሮዬ የሚመጣው ብራንድ « X » ነው፡፡	(1)	(2)	(3)	(4)	(5)
5	የማወቀውን የታሸገ ወሃ ብራንድ መገዛት እመርጣለሁ፡፡	(1)	(2)	(3)	(4)	(5)
ለ	የብራንድ ገጽታ					
.						
6	ብራንድ « X » በአእምሮዬ ጥሩ ምስል ይፈጥራል፡፡	(1)	(2)	(3)	(4)	(5)
7	የብራንድ « X » ከባንደ ተአሜነት አለው፡፡	(1)	(2)	(3)	(4)	(5)
8	የብራንድ « X » ማህጸቻ ሥፍራ አለማቆፍ ደረጃዎችን ያሟላ ነው፡፡	(1)	(2)	(3)	(4)	(5)
9	የብራንድ « X » የታሸገ ወሃ በገበያው የሚነገት ቦታ ካላቸው ብራንዶች አንዱ ነው፡፡	(1)	(2)	(3)	(4)	(5)
10	ከሌሎች የታሸገ ወሃ አምራች ከባንደዎች ሲነጻጸር ብራንድ « X » የተሻለ ጥራት ያለው ነው፡፡	(1)	(2)	(3)	(4)	(5)
ሐ	የተጠቃሚ ባህርያት					
.						
11	ስለታሸገ ወሃ ምርቶች ሳስብ የምመርጠው በከፍተኛ ጥንቃቄ ነው፡፡	(1)	(2)	(3)	(4)	(5)
12	የትኛው የታሸገ ወሃ ምርት አይነት ከምርት ጥራት አንጻር ለከፈለኩት ዋጋ እወዛተኛ ዋጋ እንዳለው እርግጠኛ ነኝ፡፡	(1)	(2)	(3)	(4)	(5)
13	ብራንድ « X » በመገዛት የምርት ስጋት እቀንሳለሁ (ምሳሌ፡ ብልሽት የሌለበት ምርት)፡፡	(1)	(2)	(3)	(4)	(5)
14	እንደ ጓደኞቼ እኔም ብራንድ « X »ን በመገዛት	(1)	(2)	(3)	(4)	(5)

4	የአብሮን ት ስሙን አገኛለሁ፡፡					
1	ስለራሴ ያለኝን ግምት ስለሚጠይቅልኝ	(1)	(2)	(3)	(4)	(5)
5	ብራንድ« X »ን እመርጣለሁ፡፡					
1	ከፍተኛ እርካታ የሚያስገኝልኝን ብራንድ	(1)	(2)	(3)	(4)	(5)
6	እመርጣለሁ፡፡					
1	በብራንድ « X » አስተሳሰብና አቀራረብ ሙሉ	(1)	(2)	(3)	(4)	(5)
7	እርካታ አለኝ፡፡					
	በብራንድ « X » ጥራት ሙሉ እርካታ አለኝ፡፡	(1)	(2)	(3)	(4)	(5)

አመሰግናለሁ !

Appendix-3

PPlot

Case Processing Summary

		Print sum	Broadcast sum	Outdoor sum	Advertisement sum
Series or Sequence Length		318	318	318	318
Number of Missing	User-Missing	0	0	0	0
Values in the Plot	System-Missing	1	1	1	1

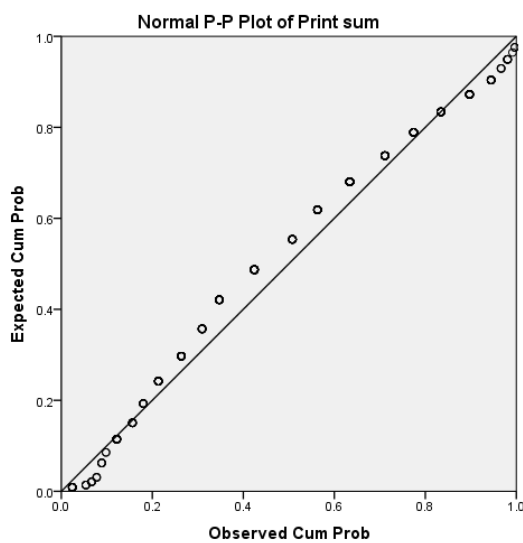
The cases are unweighted.

Estimated Distribution Parameters

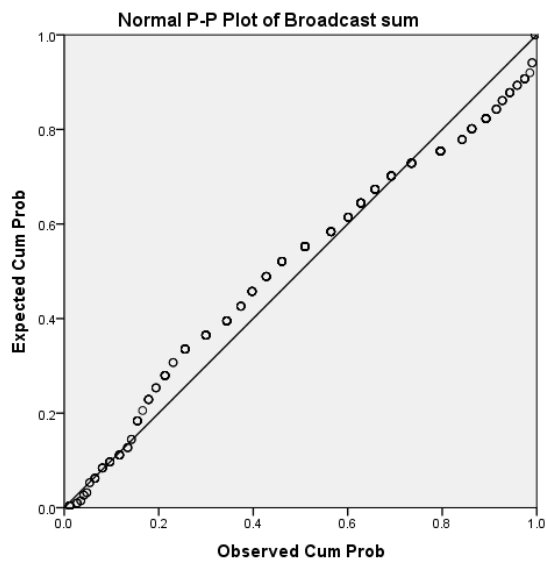
		Print sum	Broadcast sum	Outdoor sum	Advertisement sum
Normal Distribution	Location	21.19	47.34	22.01	90.55
	Scale	5.986	12.580	6.484	21.124

The cases are unweighted.

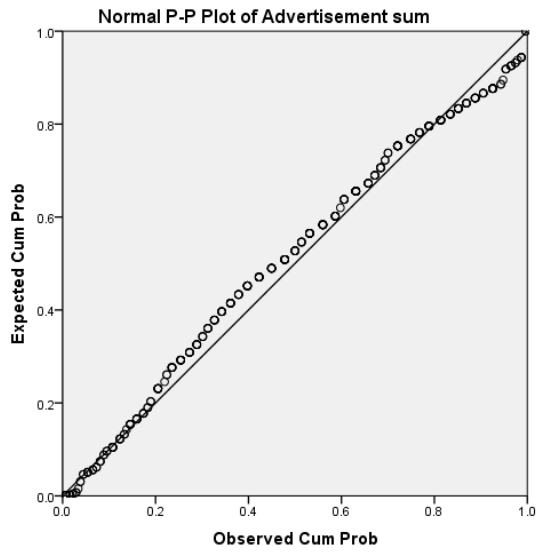
Print sum



Broadcast sum



Advertisement sum



Descriptive Statistics

	Mean	Std. Deviation	N
Brand preference sum	67.00	13.656	317
Print sum	21.19	5.986	317
Broadcast sum	47.34	12.580	317
Outdoor sum	22.01	6.484	317

Correlations

	Brand preference sum	Print sum	Broadcast sum	Outdoor sum

Pearson Correlation	Brand preference sum	1.000	.327	.370	.388
	Print sum	.327	1.000	.579	.518
	Broadcast sum	.370	.579	1.000	.507
	Outdoor sum	.388	.518	.507	1.000
Sig. (1-tailed)	Brand preference sum	.	.000	.000	.000
	Print sum	.000	.	.000	.000
	Broadcast sum	.000	.000	.	.000
	Outdoor sum	.000	.000	.000	.
N	Brand preference sum	317	317	317	317
	Print sum	317	317	317	317
	Broadcast sum	317	317	317	317
	Outdoor sum	317	317	317	317

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	Outdoor sum, Broadcast sum, Print sum ^b		Enter

a. Dependent Variable: Brand preference sum

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.442 ^a	.195	.187	12.309	.195	25.304	3	313	.000	2.145

a. Predictors: (Constant), Outdoor sum, Broadcast sum, Print sum

b. Dependent Variable: Brand preference sum

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11502.086	3	3834.029	25.304	.000 ^b
	Residual	47424.911	313	151.517		
	Total	58926.997	316			

a. Dependent Variable: Brand preference sum

b. Predictors: (Constant), Outdoor sum, Broadcast sum, Print sum

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B		Collinearity Statistics	
	B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
	1 (Constant)	41.748	3.060				13.643	.000	35.727
Print sum	.435	.150	.191	2.906	.004	.141	.730	.597	1.676
Broadcast sum	.102	.071	.094	1.442	.150	-.037	.241	.606	1.650
Outdoor sum	.509	.131	.242	3.895	.000	.252	.766	.667	1.498

a. Dependent Variable: Brand preference sum

Collinearity Diagnostics^a

Model	Dimension	Eigenvalue	Condition Index	Variance Proportions			
				(Constant)	Print sum	Broadcast sum	Outdoor sum
1	1	3.893	1.000	.00	.00	.00	.00
	2	.041	9.753	.50	.00	.02	.75
	3	.037	10.211	.42	.50	.11	.24
	4	.029	11.634	.08	.50	.87	.00

a. Dependent Variable: Brand preference sum

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	49.79	78.77	67.00	6.033	317
Residual	-63.536	42.436	.000	12.251	317
Std. Predicted Value	-2.854	1.950	.000	1.000	317
Std. Residual	-5.162	3.448	.000	.995	317

a. Dependent Variable: Brand preference sum

ANOVA

Advertisement sum

	Sum of Squares	df	Mean Square	Sig.
Between Groups	751.689	4	187.922	.801
Within Groups	132734.222	290	457.704	
Total	133485.912	294		

ANOVA

Advertisement sum

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	136.206	71	1.918	1.415	.028
Within Groups	332.097	245	1.355		
Total	468.303	316			

ANOVA

Advertisement sum

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	136.206	71	1.918	1.415	.028
Within Groups	332.097	245	1.355		
Total	468.303	316			