



ADDIS ABABA UNIVERSITY

SCHOOL OF COMMERCE

DEPARTMENT OF MARKETING MANAGEMENT

**THE EFFECTS OF TELEVISION ADVERTISEMENTS ON CONSUMERS BUYING
DECISION IN THE PACKAGED FOODS INDUSTRY**

By

Saba Ermyas

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Requirements for the Degree of Master of Art in Marketing Management

Advisor: Tewodros Mesfin (PhD)

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Addis Ababa University
College of Business and Economics
School of commerce

Department of Marketing Management

Certification

This is to certify that Saba Ermyas has carried out her research work on the topic
“The effects to television advertisements on consumers buying decision in the consumer-
packaged foods industry”

The work is original in nature and is suitable for submission for the award of Masters
Degree in Marketing Management.

Approval of Board of Examiners

Internal Examiner

Signature & Date

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Declaration

I, hereby, declare that this research, entitled ‘The Effects of Television Advertising on Consumers Buying Decision in The Packaged Foods Industry’ to the best of my knowledge is my original work and has not been submitted to Addis Ababa University or any other higher learning institutions as a thesis. All sources of information have been duly acknowledged. I have produced it independently except for the guidance and suggestion of my research advisor.

Saba Ermyas

Researcher’s Name

Signature & date

Advisor’s Approval

This Thesis has been submitted for examination with my approval as a university advisor.

Tewodros Mesfin (PhD)

Advisor’s Name

Signature & date

Acknowledgments

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List of Abbreviations

Ad - Advertising

AIDA- Awareness, interest, desire and Action

DAGMAR- Defining Advertising Goals for Measuring Advertising Goals

SPSS- Statistical Package for Social Science

TV - Television

Abstract

Advertisement plays a major role in building, creating and sustaining brands. It helps marketers in persuading, informing and reminding both potential and existing customers towards making a purchase decision. It contributes in shaping dreams and aspirations of consumers and helps them make conscious product and brand decisions. This study aims to explore the effects of advertising on consumers purchasing decision of packaged-foods in Addis Ababa. The research adopted deductive research approach and quantitative research methods. 384 close ended questionnaires were distributed to consumers of supermarkets in Addis Ababa out of which 331 questionnaires were collected and analysed. The respondents were selected using simple random sampling. Questionnaires were distributed to walk-in consumers on a random basis giving all consumers of the supermarkets equal chance of being selected. The data were analysed using descriptive statistics (frequency, percentage) and inferential statistics like correlation and multiple regression with the help of SPSS version 20.0. The findings revealed that there are positive and significant relationships between characteristics of advertising messages, source of advertisement, media used for advertising and purchasing decision. Among media used for advertising, television is the most powerful media in influencing purchasing decision. Moreover, the finding indicated 45.4% of purchasing decision is explained by advertising. Finally, this study recommends actions for companies in tailoring their advertising strategies to stand out of the intense competition in the market for an increased sales volume and market share and earn good value for money.

Key words: Advertising, Television Advertising, Purchasing Decision

Chapter One

1. Introduction

1.1. Background of the Study

Today, companies invest millions of dollars for advertising in different media such as television, radio, magazine and so on to position their products resonate with consumers above their rivals and influence consumers' behaviour. The effectiveness of advertising is an important factor in advertising success. Advertising will only survive and grow if it focuses on being effective. Studies in different countries, revealed that TV has the biggest effects on audiences and persuade them to start purchasing processes (Ansari and Joloudar, 2011).

Advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor (Belch and Belch, 2003).

Ingaval (2013) stated that advertising plays a major role in persuading, informing and reminding both potential and existing customers towards making a purchase decision. It is the key for building, creating and sustaining brands. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions.

According to Anjum, Irum and Sultana (2015), television is currently the most powerful media. It is a suitable platform for organizations to increase demand of their goods or services by influencing consumers preferences. It can reach a large number of people and tells about a product or service, the product features, the differences between the product and other brands, indicate when and where to buy such product, and also demonstrate the benefits of ownership. Television advertisement influences the buying behaviour of the consumers with effective and efficient manner.

Bogdanovic (2013) defines television advertisement as any paid form of non-personal communication of ideas or products on the electronic media to end user.

Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market based economies,

consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions (Belch and Belch, 2003).

According to Belch and Belch (2003), the success of an advertisement depends on the effectiveness of the communication factor and the behavioural change of audiences as a result. Measuring the influence of advertisement in consumer purchasing decision is very important for every marketer. If the advertisement doesn't create any positive impact on consumers' purchasing decision, all the resources such as money, time and efforts spent on advertisement will be unproductive. Most advertising agencies try to understand the desires of their target market in their approach to advertising. Often, advertising agencies through their advertisements look for building long lasting relationship with people. As a result, they find out ways to turn one-time purchasers into lifelong customers.

Consumer Packaged Food (also known as convenience food) is one of the big trends in the food business. The demand for convenience food products is steadily increasing; therefore, understanding convenience food consumption is an important issue. Despite being vital properties of convenience food, saving time and effort have not been very successful constructs for predicting convenience food consumption (Brunner, Horst & Siegrist, 2010). Accordingly, this research aims to assess the effects of television advertisements on consumer's purchasing decision of consumer-packaged foods.

1.2. Statement of the Problem

Purchasing decision is influenced by several factors such as culture (Solomon et al, 2006), social factors (Perreau, 2014), personal factors (Kotler and Armstrong, 2012), psychological factors (Kotler and Keller, 2016). Companies have come to understand the importance of measuring the effectiveness of advertising as they are investing millions on it (Kotler & Armstrong, 2012). This study aims to assess the effects of advertisement in consumers purchasing decision.

Hsu & Cheng (2014) conducted empirical experiments and tested two types variables: appeal (reason and emotion), the presence of celebrity spokespeople, and four types of new media; Owusu et al (2015) focused on price and service quality delivery variables; Roger and Kucza (2017) tested source credibility and source attractiveness variables on purchase intentions. Based on the review of available advertisement effectiveness literature, the critical elements of advertising

effectiveness models: advertising message, source factor and advertising media have not been the focus of many researchers. This research will look into these three critical models of advertising effectiveness and assess how each model affects consumers purchasing decision.

Various previous researchers focused on advertisement factors that affect consumers purchasing decision. Anjum (2015), examined moderating role of religiosity; Bonney (2014) focused on celebrity endorsement; Hsu & Cheng (2014) tested appeal, celebrity endorsement, and new media; Abideen and Saleem (2011) focused on the responses that adverts elicit in the telecom sector; Haque et al. (2011) focused on fast food restaurant advertisement and its influence on consumer behaviour and Awan et al. (2016) studied the effects of advertisement on consumer's buying behaviour. Based on the reviewed literature, majority of the studies are done in Pakistan, India, Nigeria, USA, UK and other countries. Although a few previous researchers studied the effects of advertising in various sectors in Ethiopia; Daba (2014) studied the effect of media advertising on consumers buying behaviour in the banking service, Amanu (2017) studied the role of advertising in building brand awareness and loyalty, Lema (2016) assessed the impact of advertisement on brand preference of beer products, there is limited access to published articles on the effects of advertising on consumers purchasing decision making in the area of packaged foods. This study will bring together message characteristics, source of advertising and media used for advertising as factors affecting consumers purchasing decision and examine their effects on purchasing decision of packaged foods of consumers in Ethiopia.

The past three years have shown dramatic increase in the number of TV stations in Ethiopia. According to the information accessed from the Ethiopian Broadcasting Authority website (EBA, 2018) currently there are 7 state owned and 16 privately owned television broadcasters. This has advantages and disadvantages to marketers. On the positive side, more media means less competition for advertisement space. However, this also means increased chances that audiences will switch between stations. Television as an advertising medium has undergone rather dramatic changes in the past decade or so. The average television household now has hundreds of TV channels from which to choose. This means that advertisements simply do not reach the large numbers of consumers they once did. Finally, the cost of TV advertising remains high, which means that ads placed on television must be effective in order to yield a positive return on investment (Shimp and Andrews, 2013). There is limited access to published articles in the area

of advertising factors that influence the purchasing decision of the consumers. Research on media consumption habits and factors that will attract audience to watch the advertisement needs to be conducted to help marketers to make effective advertising spending decisions. This research will look into media used for advertising as one factor, among others, and assess if one media is more influential than the other and whether companies are making the right decision in spending millions of dollars on television advertising or not.

1.3. Research Questions

1.3.1. General research question

1. How does TV advertisement affect consumers' buying decision of packaged foods?

1.3.2. Specific research questions

1. How does advertisement message characteristics affect consumers' buying decision of packaged foods?
2. How does advertisement source factor influence consumers' buying decision of packaged foods?
3. How does media used for advertising affect consumers' buying decision of packaged foods?

1.4. Research Objectives

1.4.1. General Objective

The general objective of this study is to examine the effects of television advertising on consumers buying decision of packaged foods.

1.4.2. Specific Objectives

This study identifies the specific factors affecting consumers buying decision.

- To examine the influence of message characteristics on consumers' purchasing decision of packaged foods.
- To assess the effects of advertising source factor on consumers' purchasing decision of packaged foods.

- To analyse the effects of media used for advertising on consumers' purchasing decision of packaged foods.

1.5 Significance of the Study

To the knowledge of the researcher, although there are previous researches on the effects of advertising: Daba (2014) studied the effect of media advertising on consumers buying behaviour in the banking service, Amanu (2017) studied the role of advertising in building brand awareness and loyalty, Lema (2016) assessed the impact of advertisement on brand preference of beer products, there is limited research in the factors affecting consumers' decision making in the packaged food industry in Ethiopia.

This study was conducted to contribute to the existing body of knowledge on the effect of television advertising in consumers buying decision. The simple statistical techniques will contribute in identifying the effects of advertising variables in the packaged-food purchasing decision of consumers in Addis Ababa.

The findings of this study would contribute to help marketers understand the effects of advertising in consumers buying decision of packaged foods in designing effective advertising campaigns.

1.6 Scope of the Study

There are many forms of advertising; broadcast, print, online, outdoor. This focus of this study is television advertising.

Consumer packaged goods are defined as products which are sold quickly at relatively low costs. These are mainly non-durable consumer goods which are required extremely frequently and in some cases almost daily by a consumer. The focus of this study is packaged foods, particularly on cooking oil and pasta, out of Gough's (2003) five classification of consumer goods namely: personal care, household care and household cleaners, branded and packaged food and beverages and spirits and tobacco. The rationale for choosing the branded and packaged food segment is because it is being highly advertised on television at the time the research was conducted.

Previous researchers have used various variables to analyse the effects of advertising on consumers behaviour. Amanu (2017) looked into the variables brand awareness, brand loyalty and brand elements to assess the role of advertising in building brand awareness and brand loyalty. On the

other hand, Varshney and Aulia (2017) looked into the variables advertisement attractiveness, advertisement recall, advertisement persuasion and attitude towards the advertisement to examine the Impact of Advertising on Consumer Purchase Decision with Reference to Consumer Durable Goods in Oman. Amtataw (2017) on the other hand looked into the effects of the variables: media used for advertising, source factors and message factors in advertising in consumers brand preference. Lema (2016) looked into the variables: media, source of advertising and characteristics of advertising messages to examine the impact of advertisement on brand preference of beer products in Adama city. The current study adopted the conceptual model developed by Adeolu (2005), Haghirian (2005), Madlberger (2005), Gezachew (2012), Singh et al.(2012), Michael (2012), Chandrima (2009), Vivekananthan (2010) and Lema (2016) to assess the effects of advertising on purchasing decision on consumer-packaged foods in Addis Ababa.

This study is limited to residents of Addis Ababa who are consumers supermarkets. The topic under study is consumer packaged foods. The consumers of packaged foods, particularly of cooking oil and pasta, have similar consumption behaviour. Therefore, the researcher identified supermarkets and respondents using simple random sampling techniques. This has given respondents equal chance of being selected.

The study employed a quantitative research method. The research design is a combination of descriptive (using tables, graphs and charts to describe the existing impact of advertising to consumers purchasing decision) and inferential (using correlation and multiple regression analysis to examine the relationship between variables of advertising and purchasing decision) in nature.

1.7 Limitations of the Study

This study employed a three-stage sampling method, purposive sampling and simple random sampling (lottery method), to achieve its objectives.

As there are large number of supermarkets in Addis Ababa, although in different scale and size, purposive sampling was used to identify supermarkets with chains. Simple random sampling technique is used in identifying specific supermarkets. Respondents – who are walk-in customers of these supermarkets were identified using simple random sampling technique.

Some of the limitations of this technique as outlined by Pandey and Pandey (2015) are: reliability of the criterion is questionable, knowledge of population is essential, errors in classifying sampling subjects, inability to utilize the inferential parametric statistics, inability to make generalization concerning total population. However due to the homogeneity of consumption patterns of consumers of packaged foods, the risks listed are low. Furthermore, the simple random sampling technique used to identify the supermarkets and respondents, helped avoid researcher's bias and personal error as all respondents have equal chance of being included in the sample.

The geographical area of this study is supermarkets in Addis Ababa.

Moreover, although there are many other factors affecting consumer decision making, the focus of this study is television advertisements.

1.8 Definition of Terms

Advertising: Advertising is defined as any paid form of nonpersonal communication about an organization, product, service, or idea by an identified sponsor. (Belch and Belch, 2003)

Consumer Decision Making: refers to varying orientations and perspectives with which consumers approach the marketplace and how and why they behave as they do. Consumers refer to how the varying orientations impact the buying decision process and overall buyer behaviour. Various models have been proposed by a number of researchers to understand and explain the consumer buying decision for all kinds of products/services. In these models the researchers have tried to draw the ultimate direction of buying decisions whether programmed or non-programmed and to establish its relevance (Prasad and Jha, 2014).

Consumer Packaged Foods: defined as fully or partially prepared foods in which a significant amount of preparation time, culinary skills or energy inputs, have been transferred from the home kitchen to the food processor and distributor to be packaged for a long shelf life with little loss of flavour and nutrients over a period of time (Celnik, Gillespie, and Lean, 2012).

Ready to Use Foods: one of the three classifications of convenience foods which need some preparation like cooking, frying and reconstitution before consumption (Brunner, Horst & Siegrist, 2010).

Chapter Two

2. Review of Related Literature

Introduction

This chapter puts the research problem into perspective by reviewing the related literature and explaining the effects of advertising on consumers' purchasing decision of packaged foods. Consistent with the objectives of this study, consumer decision making models, theories and frameworks will be discussed in this chapter. This chapter also provides review of the findings of previous researchers in the area.

2.1. Theoretical Review

2.1.1. The AIDA Model

Considered as a highly persuasive model by often unconsciously affecting our thinking (Butterfield, 1997), AIDA is a behavioural model with an aim to make sure that an advertisement raises awareness, stimulates interest, and leads the customer to desire and eventually into action. It was created in 1925 by Strong (Hackley, 2005).

The model is seen as a highly persuasive and is said to often unconsciously affect our thinking(Butterfield, 1997).

2.1.1.1. Components of the AIDA Model



Figure 1. Strong, 1925

2.1.1.2. Criticisms of the AIDA Model

AIDA is criticized as unproven and too simplistic, yet it remains a central tenet of many marketing texts. It has maintained its dominance in spite of challenges launched over almost thirty years (Amtataw, 2017).

Critics of the idea model claim that there is no evidence that customers behave in such a rational, linear way AIDA is proposing. This means that mass media advertising fall short of stimulating desire or action.

Critics also argue that the AIDA model ignores the role of context, environment and mediation in influencing the effectiveness of advertisement. They claim that all four phases are not equally important and to be successful the advertiser has to look further into the behavioural phases. The advertising world has because of this lately turned into focus more on the two main behavioural responses: awareness and interest (Brierley, 2002).

The AIDA model also faced criticisms because it represents only high-involvement purchases. According to AIDA customers always goes through this rational process when buying products, but many say that purchases more often are spontaneous (Hackley, 2005).

2.1.2. The DAGMAR Model

Russell Colley created DAGMAR when he prepared a report for the Association of National Advertisers. This report was entitled Defining Advertising Goals for Measured Advertising Results, shortened down to DAGMAR, and thereof the name, (Belch & Belch, 1995) and was later in 1969 published as a book with the same title (Mackay, 2005). DAGMAR focuses on the levels of understanding that a customer must have for the organization and on how to measure the results of an advertising campaign (Belch & Belch, 1995).

DAGMAR was created to encourage measurable objectives for each stage of the communication and does not deal purely with the message (Mackay 2005).

DAGMAR focuses on the levels of understanding that a customer must have for the organisation and on how to measure the results of an advertising campaign. (Belch & Belch,1995).

The DAGMAR approach has had a huge influence on the how to set objectives in the advertising planning process and many planners use this model as their base. However, just as the other approaches within advertising, DAGMAR has been met with critique. One of the major criticisms towards DAGMAR is on its reliance on the hierarchy-of-effects theory, just as with AIDA. Customers do not always pass through the stages in a linear way. Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within

advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign (Belch & Belch, 1995).

2.1.2.1. Components of the DAGMAR Model

Colley (1961) indicated that there are four components of the DAGMAR model namely: awareness, comprehension, conviction and action.

Awareness: The prospect must first be aware of the existence of a brand or organization, comprehension, conviction and action.

Comprehension: he must have a comprehension of what the product is and what it will do for him.

Conviction: He must arrive at a mental suspicion or conviction to buy the product.

Action: Finally, he must stir himself to action.

The communication has to be specific and measurable, and is therefore based on a hierarchical model containing the four stages set out above in the quotation (Mackay, 2005).

The DAGMAR approach has had a huge influence on the how to set objectives in the advertising planning process and many planners use this model as their base.

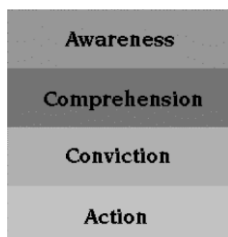


Figure 2. The DAGMAR Model (Colley, 1961)

2.1.2.2. Criticisms of the DAGMAR Model

One of the major criticisms towards DAGMAR is on its reliance on the hierarchy-of-effects theory, just as with AIDA. Customers do not always pass through the stages in a linear way.

Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign (Belch & Belch, 1995).

2.1.3. The Hierarchy of Effects Model

This model is grounded on the base that several steps have to be completed in order to be effective and achieve the desired response. A persuasive communication must take the audience through the sequence of stages that has been drawn. The stages are drawn in a way to be completed step by step and customers have to climb each step.

These stages are placed so that a customer has to climb them and one step cannot be reached until the previous is completed (Mackay, 2005).

According to Belch and Belch (2003), the hierarchy of effects model assumes that consumers pass through a series of steps in sequential order from initial awareness of a product or service to actual purchase. A basic premise of this model is that advertising effects occur over a period of time. Advertising communication may not lead to immediate behavioural response or purchase; rather, a series of effects must occur, with each step fulfilled before the consumer can move to the next stage in the hierarchy. The hierarchy of effects model has become the foundation for objective setting and measurement of advertising effects in many companies.

According to this model customers do not switch from being completely uninterested to become convinced to buy the product in one step. Lavidge and Steiner's Hierarchy-of-effects model is created to show the process, or steps, that an advertiser assumes that customers pass through in the actual purchase process (Barry & Howard, 1990). The model is based on seven steps, which as with the other models must be completed in a linear way.

The big difference between this model and the others is not only the steps, but also the view on how to pass them. Lavidge and Steiner (1961) write that the steps has to be completed in a linear way, but a potential purchaser sometimes may move up several steps simultaneously. (Lavidge & Steiner, 1961, p. 60) which is supported other writers who claim that normally ultimate customers do not switch directly from being interested to become convinced buyers.

Lavidge and Steiner (1961) also wrote, in their article, that they are fully aware of the impulsive purchases that customers can make, but they mean that for higher economical goods these steps are essential for the advertiser to include.

This model also has as a premise that advertising occurs over a period of time, and may not lead to immediate response and purchase. It is rather a series of effects that has to occur, with each step fulfilled on the way towards the next stage (Lavidge & Steiner, 1961).

Behind this model is according to Belch & Belch (1998) the premises that advertising effects occur over time and advertising communication may not lead to immediate behavioural response or purchase, but rather, consumers must fulfil each step before (s)he can move to the next stage in the hierarchy (Belch and Belch, 1998).

2.1.3.1. Components of the Hierarchy of Effects Model

Lavidge and Steiner (1961) identified the seven steps in the following order:

1. Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence.
2. Up a step are prospects who know what the product has to offer.
3. Still closer to purchasing are those who have favourable attitudes toward the product those who like the product.
4. Those whose favourable attitudes have developed to the point of preference over all other possibilities are up still another step.
5. Even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise.
6. Finally, of course, is the step which translates this attitude into actual purchase (Lavidge & Steiner, 1961).

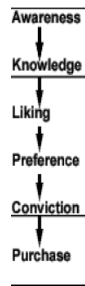


Figure 3. The Hierarchy of Effects Model (Lavidge & Steiners, 1961)

2.1.3.2. Criticisms of the Hierarchy of Effects Model

As with the former models discussed, this model has also been criticised. The criticism on Lavidge & Steiners model is very similar to the one made on DAGMAR and AIDA. There is still no evidence on the fact that awareness of a products leads to purchase, and the steps are still unclear.

Criticism has also been made on each individual step in the model. Critics do not think that the model explains how the customers will go from one step to another and to point out the steps without explaining them further is not seen as enough (Palda, 1966).

The models that are based on the hierarchy of effects. theory (Mackay, 2005) can be very helpful but are not conclusive. There are several factors that these models do not take in consideration.

1. Not all buyers go through all stages,
2. The stages do not necessarily occur in hierarchical sequence,
3. Impulse purchases contract the process (Smith & Taylor, 2002).

The hierarchy models help the advertiser to identify the stages that buyers generally passes-through, but cannot be used as obvious guidelines (Smith & Taylor, 2002).

As seen earlier in this chapter the criticism on the models and theories are very similar. They have all been met with the criticism that customers do not always follow a straight line of steps when purchasing a product. Not all customers pass through all the steps before buying a product, some may stop at one stage, and some may go back several steps before later on going back for the product.

Something that all of these models and theories are missing is the loop from the top to the end of the steps. A loop like this would show that a purchase is not always the end step, rather the beginning of an ongoing relationship with the customer (Smith & Taylor, 2002).

The design of the advertisement has a huge effect on the result of the campaign. Advertising is a campaign that sets high demands on the creativity and to put all of this within a frame of models would kill the creativity (Jobber, 2004).

2.1.6 The Buying Decision Process: The Five-Stage Model

The consumer decision process generally begins when the consumer identifies a consumption problem that needs to be solved (Hoyer and MacInnis, 2010).

Various models have been proposed by many researchers to understand and explain the consumer buying decision for all kinds of products/services. In these models the researchers have tried to draw the ultimate direction of buying decisions whether programmed or non-programmed and to establish its relevance.

Marketing scholars have developed a “stage model” of the process. The consumer typically passes through five stages: problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase behavior (Prasad and Jha, 2014).

2.1.6.1 Problem Recognition

The buying process starts when the buyer recognizes a problem or need triggered by internal or external stimuli. Problem recognition is the perceived difference between an ideal and an actual state. This is a critical stage in the decision process because it motivates the consumer to action. The **ideal state** is the way that consumers would like a situation to be. The **actual state** is the real situation as consumers perceive it now. Problem recognition occurs if consumers become aware of a discrepancy between the actual state and the ideal state. It relates to consumption and disposition as well as to acquisition (Hoyer and MacInnis, 2010 p. 195).

2.1.6.2 Information Search

Information search is the process by which the consumer surveys his or her environment for appropriate data to make a reasonable decision (Solomon et al, 2006).

Information Sources

Major information sources which consumers will turn according to Hoyer and MacInnis (2010) fall into four groups: Personal (Family, friends, neighbours, acquaintances), Commercial (Advertising, Web sites, e-mails, salespersons, dealers, packaging, displays), Public (Mass media, social media, consumer-rating organizations), Experiential (Handling, examining, using the product).

The relative amount of information and influence of these sources vary with the product category and the buyer's characteristics. Each source performs a different function in influencing the buying decision. Commercial sources normally perform an information function, whereas personal sources perform a legitimizing or evaluation function (Hoyer and MacInnis, 2010).

2.1.6.3. Evaluation of Alternatives

No single process is used by all consumers or by one consumer in all buying situations. There are several processes, and the most current models see the consumer forming judgments largely on a conscious and rational basis. Consumers will pay the most attention to attributes that deliver the sought-after benefits. We can often segment the market for a product according to attributes and benefits important to different consumer groups (Hoyer and MacInnis, 2010).

2.1.6.4. Purchase Decision

In the evaluation stage, the consumer forms preferences among the brands in the choice set and may also form an intention to buy the most preferred brand. In executing a purchase intention, the consumer may make as many as five sub-decisions: brand, dealer, quantity, timing, and payment method (ibid, 2010).

2.1.6.5. Post-Purchase Behaviour

After the purchase, the consumer might experience dissonance from noticing certain unsettling features or hearing favourable things about other brands and will be alert to information that supports his or her decision. Marketing communications should supply beliefs and evaluations that reinforce the consumer's choice and help him or her feel good about the brand.

2.1.7. Components of the Communication Process

Kotler and Armstrong (2012) argued that, communication involves nine elements: Sender, receiver, message, media, encoding, decoding and feedback. Two of these elements are the major parties in a communication—the sender and the receiver. Another two are the major communication tools—the message and the media.

2.1.7.1. Source Factor

Under most conditions, the source of a message can have a big impact on the likelihood that the message will be accepted. The choice of a source to maximize attitude change can tap into several dimensions. The source can be chosen because he or she is an expert, attractive, famous, or even a ‘typical’ consumer who is both likeable and trustworthy. Two particularly important source characteristics are credibility and attractiveness (Solomon et al, 2006).

2.1.7.1.1. The Source Credibility Model

According to Belch and Belch (2003), source credibility is the extent to which the recipient sees the source as having relevant knowledge, skill, or experience and trusts the source to give unbiased, objective information. It refers to a source’s perceived expertise, objectivity or trustworthiness. This characteristic relates to consumers’ beliefs that a communicator is competent, and is willing to provide the necessary information to evaluate competing products adequately. A credible source can be particularly persuasive when the consumer has not yet learned much about a product or formed an opinion of it (Solomon et al., 2006).

Research has shown that the source’s credibility is crucial to a message’s acceptance. The three most often identified sources of credibility are expertise, trustworthiness, and likability. The most credible source will score high on all three dimensions—expertise, trustworthiness, and likability. Messages delivered by attractive or popular sources can achieve higher attention and recall, which is why some advertisers use celebrities as spokespeople (Kotler and Keller, 2016).

There are two important dimensions to credibility, expertise and trustworthiness (Belch and Belch, 2003).

2.1.7.1.1.1. Source Expertise

Expertise is the specialized knowledge the communicator possesses to back the claim (Kotler and Keller, 2016).

Hoyer and MacInnis (2010) proposed that we are more likely to accept a message from someone perceived as knowledgeable or as an expert about the topic than from someone who has no experience with it.

2.1.7.1.1.2. Source Trustworthiness

Source trustworthiness is the attribute of dignity, believability and honesty possessed by the endorser and observed by the customers. Trustworthiness was found to be an important forecaster of source credibility. The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message. While expertise is important, the target audience must also find the source believable. Someone perceived as trustworthy is more likely to be believed than someone who is not (Hoyer and MacInnis, 2010).

2.1.7.1.1.3. Source Likability

Likability describes the source's attractiveness, measured in terms of candor, humor, and naturalness (Kotler and Keller, 2016).

2.1.7.2. Message Factor

Kotler and Armstrong (2012) proposed that the message should get attention, hold interest, arouse desire, and obtain action (a framework known as the AIDA model). When putting the message together, the marketing communicator must decide what to say (message content) and how to say it (message structure and format).

2.1.7.3. Media Factor

After choosing the message, the advertiser's next task is to select media to carry it. The steps include: deciding on desired reach, frequency, and impact; choosing among major media types; selecting specific media vehicles; and setting media timing and geographical allocation. Then the marketer evaluates the results of these decisions.

2.1.7.3.1. Types of Advertising Media

The media is the vehicle for conveying the message of the marketer to the target audience. The message gets to the intended person through a medium which could be visual, audio or text or a combination. Newspaper, magazines, radio, television, and outdoor, transports are among the

commonly used media used by marketers to convey their message to the target audience (Owusu and Nyarku, 2015).

2.1.7.3.2. Media Selection

Media selection is finding the most cost-effective media to deliver the desired number and type of exposures to the target audience. The advertiser seeks a specified advertising objective and response from the target audience—for example, a target level of product trial. This level depends on, among other things, level of brand awareness.

Kotler and Armstrong (2012), the major steps in advertising media selection are: determining on reach, frequency, and impact; Choosing among major media types; Selecting specific media vehicle; and Choosing media timing. These are more elaborated as follows.

2.2. Empirical Literature Review

2.2.1 Advertisement Message

Abideen and Saleem (2011) discovered that advertisement has positive effects on consumers' behaviour, who were in different ages in the Pakistan's second largest city Lahore. Flow of advertisement change the consumer's buying decision.

A study conducted by Priya et al (2009) analysed the impact of children's attitudes towards television advertisements on their resultant buying behaviour. The results of their study showed that the demand for the advertised products is heavily influenced by the children's attitude towards advertisements. Further, the cognitive changes among the different age groups lead to the formation of varying attitudes towards the advertisements. Yet there are other potent factors apart from advertisements, which result in the requests for a product or brand.

A research by Kotwal, Gupta and Devi (2008) revealed that adolescent girls were influenced by the TV commercials and they tend to buy the products which they saw in commercials. The main reasons for liking an advertisement was the information it provided regarding discounts, special gifts, brands and quality of the product. The noninformative factors like celebrities, catchy slogans, visual effects funny advertisements, good music and action were also the reasons for liking an advertisement, in order of priority. Majority of the respondents after watching an advertisement

wanted to buy the new brand introduced in the market, they were disappointed when they were not allowed to buy products of their choice and were of the opinion that TV advertisements helped them to make better choice during shopping.

A research conducted by Vivekanathan (2010) focusing on three main variables: information, communication, and comprehension revealed that information has high influence in advertisement in consumers brand preference.

Tendon (2011) study 'The impact of advertising on the brand preference of tea' looking at source of awareness, income, age, gender, and education as independent variables revealed that majority of the respondents used advertising as their source of awareness. Only a few (12.9%) of the respondents considered advertising as the most important reason for their brand preference.

A study conducted by Pongiannan and Chinnasamy (2014) 'Do advertisements for fast moving consumer goods create response among the consumers? – an analytical assessment with reference to India' revealed that advertisements while introducing new products/brands are ineffective in creating responses among the consumers. Also, few consumers do not believe in changing their traditional brand and they consider the FMCG Advertisements as intrusive. A little more effort in terms of the message content, strategies to seize the consumers attention and high level of creativity is needed to make the FMCG advertisements more effective in creating responsiveness among its consumer.

A study by Amtataw (2017) revealed that all elements of messages factors do have significant impact on consumers Anchor milk preference.

Hassan (2015) in their study 'Effects of tv advertisement on consumer buying behavior: a comparative study of rural-urban and male-female consumers' found out that most respondents chose a particular product over others if they find the advertisement exciting and informative enough.

Bonney (2014), in their study 'The impact of advertising on consumer purchase decision' discovered that, apart from advertising been a factor for purchasing a product, packaging and product quality played a significant role to influence purchasing decision. Most people showed disappointed when the products failed to serve the promise. Majority of the respondents do not

always buy a product solely based on advertisements although they believed the advertising messages.

A study conducted by Raju & Kumar (2013) on ‘The role of advertising in consumer decision making’, taking the variables of emotional response with attitudinal and behavioural aspect of consumer buying behaviour as independent variable revealed that an advertisement reaching a potential buyer while the buyer is seeking information will have a greater impact, since the buyer is spared the time and effort needed to seek out this information himself and is less likely to turn to competing brand advertisements to obtain the additional information. In other words, buyers are generally more responsive to different brand advertisements while they are seeking information on these brands.

A study conducted by Sonkusare (2013) on the ‘impact of television advertising on buying behavior of women consumers’ [with special reference to FMCG products] Chandrapur city’ revealed that TV advertising has great impact on buying behavior of women customers. Before purchasing any product customers/ consumers collect information for their proper purchasing decision making activities hence advertising is mostly adopted to get information about FMCG products.

A study conducted by Lema (2016) on ‘assessing the impact of advertisement on brand preference of beer products’ taking independent variables of advertising message, advertising source and advertising media revealed that characteristics of advertising messages, have significant impact on consumers’ brand preference.

A research conducted by Vivekanathan (2010) focusing on three main variables: information, communication, and comprehension revealed that information has high influence in advertisement in consumers brand preference.

H1: Television advertising message has positive and significant effect on consumers’ buying decision.

2.2.2. Advertisement Source Factor

The importance of using expert sources was shown in a study by (Ohanian, 1990), who found that the perceived expertise of celebrity endorser was more important in explaining purchase intentions

than their attractiveness or trustworthiness. She suggests that celebrity spokespeople are most effective when they are knowledgeable, experienced, and qualified to talk about the product they are endorsing.

A study conducted by Gizachew (2012) revealed, to convey advertising message, experts, celebrities, and common man were preferred by consumers to get reliable information of the brand.

A study by Amtataw (2017) all revealed that all elements of source of advertising such as celebrity, experts, peer group and family have significant impact on consumer's brand preference. Moreover, experts have greater positive effect on the perception of the respondents.

Lema (2016) found out that all elements of source of advertising such as celebrity, experts, peer group and family have significant effect on brand preference.

H2: Television advertising source has positive and significant effect on consumers' buying decision.

2.2.3. Media Used for Advertising

A study conducted by Awan and Nawaz (2015) on the growing fast food industry in Pakistan and concluded that the media used for advertising plays a vital role in attracting new and quality food items. Their findings revealed that media influenced consumers to save time and buy fast food rather than wasting time in cooking.

Similar study by Anjum et al (2015), revealed that there is a positive relationship between television advertisement and consumer buying behaviour in the presence of women. Ahmetoglu et al. (2010) concluded that advertisement has a convincing power and having a motivating tool to persuade the audience including listeners, readers and viewers so that they buy products or services.

Priya, Baisya and Sharma (2009) concluded that TV advertisement was effective in taking attention of customers, creating interest, desire and action of purchasing.

Kotwal, Gupta and Devi (2008) in their study India found out that adolescents are highly attracted towards TV commercials. The girls utilized their pocket money received every month for shopping. The main items purchased from the pocket money were food, cosmetics, gifts and cards.

They mostly went to shopping with parents. The girls planned their shopping after discussion with family members. In purchase of food items, stationary, cosmetics and toiletries, the girls were influenced by TV advertisements.

On the other hand, a study conducted by Ansari and Joloudar (2011) found out that although media and advertisement played a significant role in buying decision, their study revealed that satisfaction is important for repurchasing. They initially predicted positive impact of TV advertisement on customers' attention to advertisement, interest for purchasing, desire for purchasing, action of purchasing and customers' satisfactions. TV has some main privileges such as access to large audience in a cost-efficient manner, sound and moving images, high attractiveness, attracting attention that made it as a good and effective media among others. Their study also revealed that there are other variables that contributed to consumers' attention to advertisement, interest for purchasing, desire for purchasing, action of purchasing, customers' satisfactions.

Sonkusare (2013) concluded that TV advertising has great impact on buying behaviour of women consumers. Before purchasing any product, consumers collect information to make purchasing decision making. Television advertising provided the necessary information.

Researchers also argued that television advertisements create product awareness, brand knowledge, as well as intention to purchase. Pandey (2011) found out television advertisements usually play a role in introducing a product, reinforcing familiarity to the product and emphasising how realistic it is to purchase the product.

Gayatri and Gaur (2012) stated that television is considered as an important means of multimedia in the world which gives special importance for different interviewers. It allows producers to make their products known to a lot of consumers through sound and picture.

A study on 'The impact of media on consumers' brand preference' by Michael (2012) revealed that brand preference exists in the carbonated beverage market and the media efforts affect consumers' preferences and their brand choice.

Gezachew (2012) carried out a research on 'The impact of advertisement on consumers brand preference with reference to electronics products' and discovered that consumers preferred television as the most important source of awareness creation.

Yen and Hee (2018) in their study ‘The influence of advertising media towards consumer purchasing behaviour in the food and beverage industry in Malaysia’, discovered that print service advertising to be significantly related to consumer purchasing behaviour. Their study also revealed that there is a significant relationship between broadcast advertising and consumer purchasing behaviour.

Anjum, Irum and Naheed (2015) in their study ‘Impact of Television advertisement on consumer buying behaviour: the moderating role of religiosity in the context of Pakistan’ discovered that broadcast advertising media has a strong relationship with consumer purchasing behaviour.

Amtataw (2017) in her study ‘The effect of advertising on brand preference: the case of anchor milk’ discovered that among the reasons, advertising and quality of the product has high degree of influence than other reasons. In contrary, easy availability and price were found to have the least reasons consumers pointed out in their choice of Anchor milk. The finding of the study also revealed that consumers are interested to be informed about the quality of the product and its benefit through advertising. The result indicates that among advertising media, TV advertising has high degree of influence than other media do, because of its sight, sound, and motion effect.

Hassan (2015) found out that buying behavior of female respondents is more influenced by television advertisements than their male counterparts. Most respondents chose a particular product over others if they find the advertisement exciting and informative enough. The AIDA model argues that when a person is attracted and aware of a product’s features, it can create interest leading to desire and action (Purchasing of the product).

Bonney (2014) discovered that the most prominent advertising medium as examined by this study is television.

A research conducted by Kelilie (2014) on the ‘Factors influencing consumer buying behaviour towards fast moving consumer goods (FMCG) in Addis Ababa’ looked at independent variables: product quality, price, advertising, availability and brand equity as having positive and significant influence on consumer buying behaviour. The study revealed that brand awareness or familiarity is a primary selection criterion for brand choice and purchase. In a nutshell, buying behavior and decision-making process of consumers in the FMCG sub-categories were found to be significantly influenced by similar set of variables. However, differences were reported between the influencing

variables and the magnitude of their impact on buying behavior across the sub-categories. Advertisement was not accepted as a significantly contributing variable within the buying behavior of laundry bar soap and packaged milk products, while it was one of the significant predictors in the toothpaste sub-category. For the availability variable, it was rejected with toothpaste products whereas it was accepted as a significant predictor in the other two sub-categories. Therefore, an important insight to FMCG marketers is the fact that though similar set of variables were found as significant determinants of buying behavior in the whole category, there still exist few significant differences between sub-categories as the findings suggest.

A study conducted by Sonkusare (2013) on 'Impact of television advertising on buying behavior of women consumers' [with special reference to FMCG products] Chandrapur city' revealed that TV advertising has great impact on buying behavior of women customers. There are different factors that influence buying behavior of women consumers in that it has been found that social and personal factors have more influence.

A study by Lema (2016) on 'assessing the impact of advertisement on brand preference of beer products' revealed that among advertising media, TV advertising, because of its visual, sound, and motion effect, has high degree of influence. The result of correlation analysis revealed that all components of advertisement such as, advertising media, source of advertising and characteristics of advertising messages are well correlated with brand preference of beer. The result of regression analysis also showed that advertising media have a significant impact on consumers' brand preference.

H3: Advertising media used for advertising has positive and significant effect on consumers' buying decision.

2.3 Conceptual framework

After thorough examination of the concepts developed by previous researchers in the area, the following conceptual framework has been developed for this research. Message factor, source factor and media used for advertising the independent variables and consumer buying decision is dependent variable of this research.

Independent variables

Dependent variable

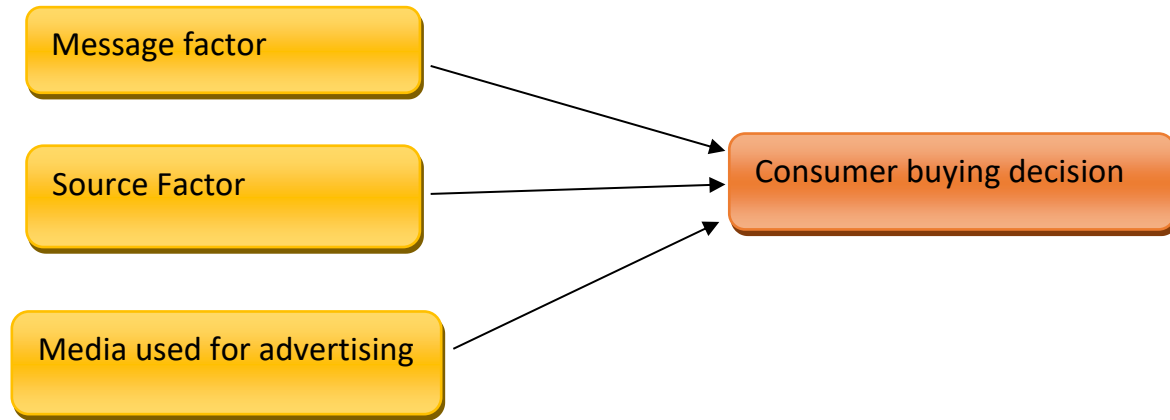


Figure 4. Conceptual framework of the research adopted from (Adeolu, Haghirian, and Madlberger, 2005; Gezachew, Singh et al., and Michael, 2012) and (Chandrima, 2009; Vivekananthan, 2010).

Chapter Three

3. Research Design and Methodology

3.1. Introduction

This section deals with the design and methodology of the study to address the stated problems and objectives. Accordingly, the research approach, research design and research strategy, data types and data sources, population and sampling procedures, data collection methods, methods of data analysis are discussed. Validity and reliability of the data are also tested. Lastly the model of this study is described.

3.2. Research Design

Research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. The research design is the conceptual structure within which research is conducted; it constitutes the blueprint for the collection, measurement and analysis of data (Kothari, 2014).

Descriptive research studies are those studies that are concerned with describing the characteristics of a particular individual, or of a group. These are studies concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation. It describes the state of affairs as it exists at present. It is the most often used design in social science and business research. Inferential analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables. Causal or regression analysis is concerned with the study of how one or more variables affect changes in another variable. It is thus a study of functional relationships existing between two or more variables (ibid, 2004).

This study employed descriptive statistical techniques to describe the effects of television advertising on consumers purchasing decision with reference to consumer-packaged foods. And applied inferential statistical techniques such as correlation and regression analysis to evaluate the effects of advertising on consumers buying decision and examine the relationship between variables of advertising and buying decision.

3.3. Research Approach

Quantitative research is an approach for testing objective theories by examining the relationship among variables which can be measured and analysed using statistical procedures. It is an approach

for exploring and understanding the meaning individuals or groups ascribe to a social or human problem (Creswell 2014).

To examine the relationship between the independent variables (advertising messages, advertising source and media used for advertising) and the dependent variable (consumer decision making) this study employed a quantitative research approach.

3.4. Data Types and Data Sources

This study relies both on primary and secondary data. Primary data will be collected from consumers of supermarkets in Addis Ababa using structured questionnaire. Secondary data will be obtained from books, journals, previous researches and other online data sources.

3.5. Population and Sampling Procedure

3.5.1 Population of the Study

The target population of this study are consumers of supermarkets in Addis Ababa.

3.5.2. Sampling Procedure

3.5.2.1. Sample Size

Sample size refers to the number of items to be selected from the universe to constitute a sample. The size of sample should neither be excessively large, nor too small. According to Sekaran (2003) sample size 30-500 is already adequate for most of the research.

There are several approaches to determining the sample size (Kothari, 2004). These include using a census for small populations, imitating a sample size of similar studies, using published tables, and applying formulas to calculate a sample size (Israel, 1992).

Determining sample size is very complex as it depends on other factors such as margins for errors, degree of certainty and statistical technique. Sample size is therefore directly proportional to the desired confidence level of the estimate (z) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept. When the size of population is unknown and previous researches are unavailable to determine the variability of an estimate over all possible samples, thus the sample size is calculated for the list favorable case $p = q = 0.5$. Indeed, as the variability is measured by \sqrt{pq} , it is easy to see that this index assumes its highest value when $p = q = 0.50$ (Corbetta, 2003).

Since the total population of this research is unknown, to determine the estimate of p and q , the researcher used recommendations by Corbetta (2003) to determine the standard deviation, 95% confidence interval and 5% sampling error, in calculating the sample size.

The sample size for this study was determined using Topman’s formula as presented below (Dillon, 1993).

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

e = Tolerable error (0.05)²

Accordingly

Where: n is = required sample size

z = Degree of confidence (i.e. 1.96)²

$$n = \frac{1.96^2 * 0.5 * 0.5}{0.05^2}$$

p = Probability of positive response (0.5)

$n = 384$

q = Probability of negative response (0.5)

With the aim of determining adequate sample size which can estimate results for the whole population with a good precision, the study collected data from representative 384 individuals on factors that affect their purchasing decision. The random selection of the individual consumer for the study purpose gave all individuals equal chance of selection for the interview enhancing the precision of the sample size.

3.5.2.1. Sampling Technique

This research employed a three-stage sampling method which is a combination of simple random sampling and purposive sampling techniques.

In every type of research, it would be ideal to use the whole population, but in most cases, it is not possible to include every subject because the population is almost finite. This is the rationale behind using purposive sampling by most researchers. The purposive sampling technique, also called judgment sampling, is the deliberate choice of a participant due to the qualities the participant possesses. It is a non-random technique that does not need underlying theories or a set number of participants (Etikan, Musa, Alkassim, 2015).

According to an article published by Addis Fortune (Addis Fortune, 2018), there are 8 supermarket chains in Addis Ababa. Out of these eight supermarkets, the researcher purposively identified two supermarkets (Shoa and Safeway supermarkets). Following this, four branches were identified using

simple random sampling (lottery) method. Respondents were then selected on a simple random sampling (lottery) method. Questionnaires were then distributed to walk-in consumers of the supermarkets. Data collectors interviewed and recorded responses of consumers who are not able to read and write.

The sampling methods has given the supermarkets and respondents equal chance of being selected. It also enabled the researcher to gather information from heterogenous respondents.

3.6. Data Collection Procedures

Data was collected through a structured, five-point Likert Scale, close-ended questionnaire ranging from 1 for "strongly disagree" to 5 for "strongly agree". The response rate was 87 percent. The data was collected from April – May 2019 by a group of data collectors and the researcher. The respondents were walk-in customers of Shoa and Safeway supermarkets. The questionnaires were handed out to the customers selected using lotter method as they enter the supermarket and do shopping. Those respondents who read and write, filled out the questionnaire themselves. Data collectors interviewed, based on the questionnaire, those respondents who do not read and write and recorded their responses.

3.7. Methods of Data Analysis

Data collected from respondents was analysed using quantitative data analysis techniques. For analysis of data Statistical Package for the Social Science (SPSS) version 20 was used.

Descriptive statistical analysis such as tables, graphs, charts were used. Correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables.

Causal or regression analysis is concerned with the study of how one or more variables affect changes in another variable. It is thus a study of functional relationships existing between two or more variables. This analysis can be termed as regression analysis (Kothari, C.R., 2004).

In order to evaluate the effect of television advertising on consumer decision making and the relationship between variables of advertising and consumer decision making, inferential statistics tools like correlation and multiple regression analysis was used.

3.8. Validity and Reliability

Validity is defined as the extent to which a concept is accurately measured in a quantitative study (Heale and Twycross, 2017).

Content validity looks at whether the instrument adequately covers all the content that it should with respect to the variable. **Face validity**, a subset of content validity is face validity, where experts are asked their opinion about whether an instrument measures the concept intended.

Construct validity refers to whether one can draw inferences about test scores related to the concept being studied. There are three types of evidence that can be used to demonstrate a research instrument has construct validity: homogeneity—meaning that the instrument measures one construct, convergence—this occurs when the instrument measures concepts similar to that of other instruments and theory evidence—this is evident when behaviour is similar to theoretical propositions of the construct measured in the instrument.

Criterion validity is an instrument that measures the same variable. Correlations can be conducted to determine the extent to which the different instruments measure the same variable. It is measured in three ways: **convergent validity**—shows that an instrument is highly correlated with instruments measuring similar variables, **divergent validity**—shows that an instrument is poorly correlated to instruments that measure different variables and **predictive validity**—means that the instrument should have high correlations with future criterions (ibid, 2015).

To ensure content and face validity, survey questions were developed in consultation with industry experts and academicians. The questionnaire covered all the content in advertising and purchasing decision with greater emphasis on the topics that had received more depth.

Construct validity was tested by checking the responses received were supported by theoretical propositions. The responses allowed the researcher to make inferences about the effects of television advertising and purchasing decision. For example, respondents who said they watch television and influenced by advertising said their purchasing decision is influenced by television advertising. To test criterion validity, the researcher checked whether the instrument has high correlation with future criterions. For instance, respondents who said they were influenced by advertisement message

characteristics, source of the advertisement and/or media used for advertising said they have watched television and are influenced by advertisement in making purchasing decision.

Reliability is the extent to which a research instrument consistently has the same results if it is used in the same situation on repeated occasions. A participant completing an instrument meant to measure motivation should have approximately the same responses each time the test is completed (Heale and Twycross, 2015).

To test the internal consistency of the instrument, a pilot study was conducted on respondents to test reliability using Cronbach’s α . Cronbach’s α is the most commonly used test to determine the internal consistency of an instrument. In this test, the average of all correlations in every combination of split-halves is determined. Instruments with questions that have more than two responses can be used in this test. The Cronbach’s α result is a number between 0 and 1. An acceptable reliability score is one that is 0.7 and higher (ibid, 2015).

Haire et al. (2010) stated that the reliability coefficient which are more than or equal to 70 % ($\alpha > 0.7$) is acceptable. Reliability of the questions of this study were evaluated and the result (Cronbach’s Alpha) was used to test the reliability of the materials used in this research. Thus, the reliability coefficient of the items is above 70% and/or the overall reliability test for the items is 0.829 %. Table 3.7 shows the reliability tests of the variables.

Table 3.8 Reliability Test Result

Construct	Cronbach’s alpha	No. of items
Message factor	.956	10
Source factor	.955	10
Media used for advertising	.819	5
Purchasing Decision	.901	4

Source: questionnaire, 2019

3.8. Model Description

The objective of the study is to investigate effect of television advertising in consumers purchasing decision of consumer-packaged foods. Variables include characteristics of messages (message factor), source of the advertisement (source factor) and media used for advertising (media factor). It

can be predicted using linear regression model. Deterministic relationship is one in which the value of dependent variable completely is determined by independent variable, such relationship is described as $y_i = \beta_0 + \beta_1x_{1i} + \beta_2x_{2i} + \dots + \beta_px_{pi} + E_i$

Where y_i is a continuous response (or dependent) variable for the i th

Member of the sample, $x_{1i}, x_{2i}, \dots, x_{pi}$ are a set of explanatory (or Independent) variables or covariates and $\beta_1, \beta_2, \dots, \beta_p$ are regression coefficients, and E_i is a residual or error term with zero mean that is uncorrelated with the explanatory variables

✓ y (purchasing decision) = $\alpha + (\beta_1\text{MsF}) + (\beta_2\text{SF}) + (\beta_3\text{MF}) + \epsilon_i$

✓ purchasing decision = $1.272 + (0.276 \times \text{message factor}) + (0.199 \times \text{source factor}) + (0.327 \times \text{media factor})$

Where

- PD stands for purchasing decision
- MsF stands for message factor
- SF stands for source factor
- MF stands for media factor
- α indicates the constant which shows the magnitude/the value of purchasing decision when the coefficient for advertising becomes zero.
- β_1, β_2 and β_3 are the coefficients associated with the extent of change in the dependent variable when the explanatory variable changes by one unit, Ceteris Paribus.
- ϵ indicates the unexplained portion of the dependent variable (standard deviation) through the variable.

3.9. Ethical Considerations

The intention of the research was clearly explained to the respondents in the beginning of the questionnaire. Respondents were requested to provide information on voluntary basis. The researcher maintained confidentiality of the responses. Furthermore, misleading or deceptive statements were avoided, in the questionnaire.

Chapter Four

4. Results and Discussions

4.1. Introduction

This chapter presents the methods the researcher employed to conduct an empirical analysis and discussion of the findings. Analysis of the data that was collected using questionnaire is presented in this chapter. Hypotheses have also been tested. This chapter specifically presents discussions using pilot testing, descriptive analysis, correlation analysis, regression analysis. It also discusses the findings of the empirical results.

4.2. Response Rate

Table 4.2 Response Rate

Items	Response rate	
	Number	Percentage
Sample size	384	100%
Properly filled	331	87%
Incomplete	53	13%

Source: survey 2019

A total of 384 questionnaires were distributed to supermarkets in Addis Ababa.

Out of the 384 questionnaires, 331 (87%) questionnaires were properly filled whereas, 53 (13%) were found to be filled incomplete.

The respondents were walk-in consumers of Shoa and Safeway supermarkets. 116 and 115 questionnaires were distributed to Shoa and Safeway supermarkets respectively.

4.3. Descriptive Analysis

To describe the profile of the respondents, descriptive analysis such as tables, charts, frequencies and percentages were used. The results were generated using quantitative analysis techniques via SPSS version 20.0.

To assess the relationship between variables, inferential analysis such as spearman’s correlation, and regression analysis and Cronbach’s Alpha was conducted.

4.3.1. Description of Respondents’ Profile

The demographic factors in this research are gender, age, level of education, marital status, occupation and monthly income.

4.3.1.1. Gender of Respondents

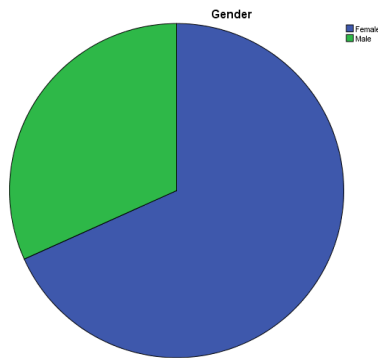


Figure 5. Gender of Respondents

Source: questionnaire, 2019

Table 4.3.1.1 shows that majority of the respondents are women, taking 68.3 percent of the total population and male 31.7 percent of the total population. This indicates that women respondents take the dominant position in purchasing consumer-packaged foods.

4.3.1.2. Monthly Income

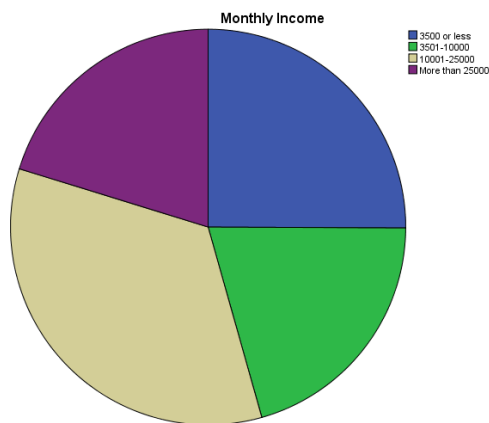


Figure 6. Monthly Income

Table 4.3.1.2 indicates that 34.1 percent of the respondents are paid between 10,001 and 25,000 birr a month whereas 25.1 percent of the respondents are paid 3,500 birr or less month. It also shows that 20.5 percent and 20.2 percent of the respondents are paid between 3,500 and 10,000 birr and more than 25,000 birr a month respectively. This entails that majority of the respondents are paid 10,001 – 25,000 birr.

4.3.2. General Information About the Study

The study tried to solicit information on respondents’ general consumption patterns such as recent purchase of consumer-packaged foods, television viewing frequency, if they generally feel that they rely on advertisement in making purchasing decision and factors other than advertisement that affect consumers’ purchasing decision.

4.3.2.1. Consumers Reliance on Advertisement to Make Purchasing Decision

Table 4.3.2.1 Consumers Reliance on Advertisement to Make Purchasing Decision

		Frequency	Percent	Cumulative Percent
Valid	Yes	228	68.9	68.9
	No	77	23.3	92.1
	Sometimes	26	7.9	100.0
	Total	331	100.0	

Source: questionnaire, 2019

Table 4.3.2.1 shows that 68.9 percent of the respondents rely on advertisement to make purchasing decision. The remaining 23.3 do not rely on advertisement at all and 0.7 percent said they sometimes rely on advertisement to make purchasing decision.

4.3.2.2. Consumers Reason for Choosing a Consumer-Packaged Foods

Table 4.3.2.2 Consumers reason for Choosing a Consumer-Packaged Food

		Frequency	Percent	Cumulative Percent
Valid	Ease of availability	76	23.0	23.0
	Advertisement	80	24.2	47.1
	Quality of the product	165	49.8	97.0
	Price	10	3.0	100.0
	Total	331	100.0	

Source: questionnaire, 2019

Table 4.3.2.2 shows that 49.8 percent of respondents choose a consumer-packaged food for its quality. Whereas, 24.2 percent of said they bought a product because of the advertisement and 23 percent said they bought a consumer-packaged food because of availability. Only 3 percent of the respondents said they bought a product because of its price.

4.3.2.3 TV Viewing Frequency of Consumers

Table 4.3.2.3 TV Viewing Frequency of Consumers

	Frequency	Percent	Cumulative Percent
Valid Everyday	208	62.8	62.8
2-3 days a week	51	15.4	78.2
4-5 days a week	48	14.5	92.7
Once every month	19	5.7	98.5
Never watched	5	1.5	100.0
Total	331	100.0	

Source: questionnaire, 2019

Table 4.3.2.3 shows that majority (62.8 percent) of the respondents watch television every day and 1.5 percent said never watched television. And 15.4 percent and 14.5 of consumers watched television 2-3 days a week and 4-5 days respectively. 5.7 percent of the respondents watched television once every month.

4.3.2.4. Media Used for Advertising

Table 4.3.2.4 Media Used for Advertising

	N	Minimum	Maximum	Mean	Std. Deviation
Television	331	1.00	5.00	3.6405	1.23364
Radio	331	1.00	5.00	2.9517	1.23488
Newspaper	331	1.00	5.00	2.4411	1.08656
Magazine	331	1.00	5.00	2.6163	1.10134
Outdoor	331	1.00	5.00	2.5468	1.15997
Valid N (listwise)	331				

Source: questionnaire, 2019

Television advertising has shown the highest mean, 3.64 compared to radio (2.95), newspaper (2.44), magazine (2.6) and outdoor (2.5) advertisement. From this we can conclude that television has the highest influence on consumer purchasing decision compared to other traditional media platforms.

4.3.2.5. Purchasing Decision

Table 4.3.2.5 Descriptive analysis of purchasing decision

	N	Minimum	Maximum	Mean	Std. Deviation
Awareness	331	1.00	5.00	3.6979	1.12248
Interest	331	1.00	5.00	3.3535	1.02046
Desire	331	1.00	5.00	3.2719	1.08924
Action	331	1.00	5.00	3.5498	1.19586
Valid N (listwise)	331				

4.3.2.6. Cross Tabulation of Monthly Income and Purchasing Decision

Table 4.3.2.6 Cross Tabulation of Monthly Income and Purchasing Decision

		Monthly Income				Total
		3500 or less	3501-10000	10001-25000	More than 25000	
Do you rely on advertisement to make purchasing decision	Yes	74	51	67	36	228
	No	8	13	35	21	77
	Sometimes	1	4	11	10	26
Total		83	68	113	67	331

Source: questionnaire, 2019

Responding to the question ‘do you rely on advertisement to make purchasing decision?’, people with income of 3500 birr and below a month tend to rely more on advertisement in making purchasing decision than those with income of 25000 birr or less.

4.3.2.7. Cross Tabulation of Television Viewing Frequency and Purchasing Decision

Table 4.3.2.7 Cross tabulation of frequency of television viewing and purchasing decision

		How frequently do you watch television					Total
		Every day	2-3 days a week	4-5 days a week	Once every month	Never watched	
Do you rely on advertisement to make purchasing decision	Yes	156	36	28	6	2	228
	No	37	12	14	12	2	77
	Sometimes	15	3	6	1	1	26
Total		208	51	48	19	5	331

Source: questionnaire, 2019

People who have viewed television more frequently, every day, said they rely on advertisement to make purchasing decision.

4.3.2.8. Cross Tabulation of Purchasing Decision and Gender

Table 4.3.2.8 Cross tabulation of purchasing decision and gender

		Gender		Total
		Female	Male	
Do you rely on advertisement to make purchasing decision	Yes	152	76	228
	No	56	21	77
	Sometimes	18	8	26
Total		226	105	331

Source: questionnaire, 2017

Majority of the respondent who said relied on advertising to make purchasing decision are women (152)

4.3.3. Assumptions of Linear Regression

4.3.3.1. Correlation Analysis

The Pearson correlation coefficient(r) is used to test if a linear relationship exists between two variables. The correlation coefficient is a statistical measure of the association between two numerical variables (Zikmund et al, 2003). The value of “r” ranges from +1.0 to -1.0, where a positive “r” value indicates a direct relationship and a negative ‘r’ value represents an inverse relationship between two variables. When “r=0” it implies

that there is no relationship between the two variables. When “ $r=+1$ ” it implies that there is a perfect direct relationship between the variables. When “ $r=-1$ ” it implies that there is a perfect negative/inverse relationship between the variables. When “ r ” is in between 0.10-0.29, it implies that variables have weak relationships and when “ r ” value is in between 0.3-0.49, it implies that the variables have moderate relationship. When “ r ” value becomes greater or equals to 0.5 it indicates the relationship is strong. (Amtataw, 2017)

Table 4.3.3.1 Correlation Analysis Between Purchasing Decision, Message, Source & Media Used

		Message Factor	Source Factor	Media Factor	Purchasing decision
Message Factor	Pearson Correlation	1	.654**	.585**	.597**
	Sig. (2-tailed)		.000	.000	.000
	N	331	331	331	331
Source Factor	Pearson Correlation	.654**	1	.457**	.529**
	Sig. (2-tailed)	.000		.000	.000
	N	331	331	331	331
Media Factor	Pearson Correlation	.585**	.457**	1	.579**
	Sig. (2-tailed)	.000	.000		.000
	N	331	331	331	331
Purchasing Decision	Pearson Correlation	.597**	.529**	.579**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	331	331	331	331

** . Correlation is significant at the 0.01 level.

Source: questionnaire, 2019

The study revealed that there is positive and strong relationship between purchasing decision and message factor, with value of ‘ r ’ = 0.597 and ‘ p ’=0.000 which means the correlation was significant at 0.05 significance level (2-tailed). There is a positive and strong relationship between purchasing decision and source factor with ‘ r ’ value of 0.529 and ‘ p ’ value of 0.000. Furthermore, there is a positive and strong relationship between purchasing decision and media used for advertising having ‘ r ’ value of 0.579 and “ p ” value of 0.000.

It can be concluded that the three independent variables: message factor, source factor and media used are positively and strongly correlated with the dependent variable, purchasing decision.

4.3.3.2. Linearity

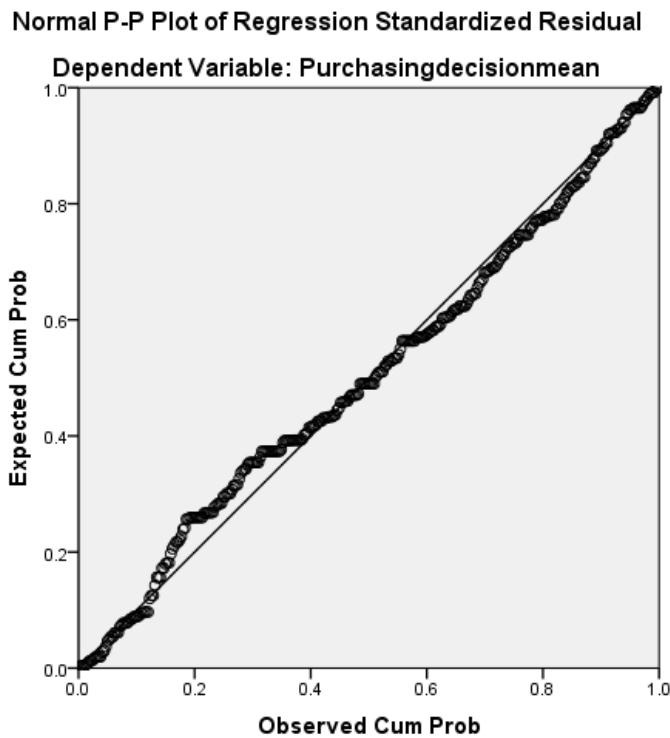


Figure 6. Linearity Plot

Source: questionnaire, 2019

At each level of the predictor variable (s), the variance of the residual terms should be constant. This means that the residuals of each of the predictor(s) should have the same variance. (Field, Miles and Field, 2012)

The residual plot of this study has the same width for almost all the values of the predicted dependent variable, purchasing decision. This mean that there is a linear relationship between observed and expected values.

4.3.3.3. Homoscedasticity

Homoscedasticity refers that the variances of the predictions determined by regression remain constant (Knaub 2007). As indicated in the table below, the dependent variable exhibits similar amounts of variance across the range of values for the independent variables.

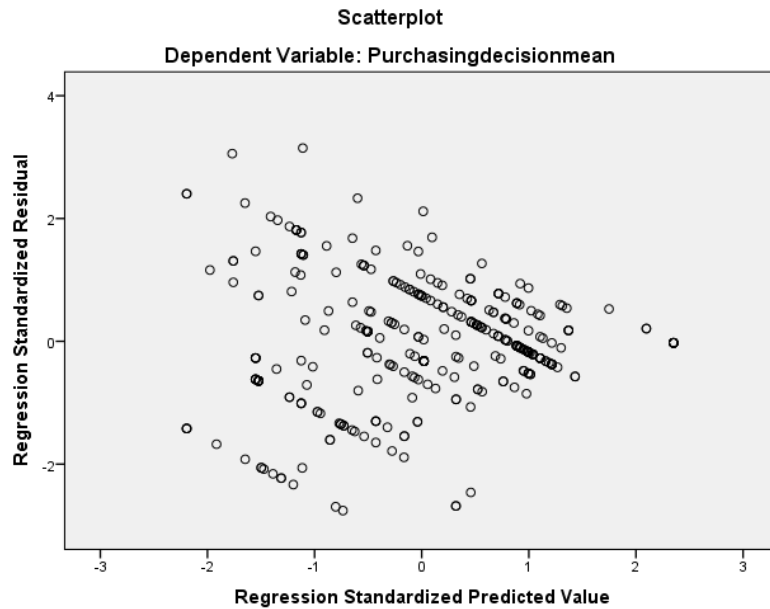


Figure 8 Residual Plot

Source: questionnaire, 2019

4.3.3.4. Measures of Normality

According to Kothari (2004), the normality of the population distribution is the basis for making statistical inferences about the sample drawn from the population. Most studies, which involve statistical procedure, work under the assumption that observations have normal distribution. Any violation of the normality rule may lead to overestimation or underestimation of the inference statistic. In order to examine normality, one has to measure each variable's skewness, which looks at lack of symmetry of distribution, and kurtosis, which looks at whether data collected, are peak or flat with relation to normal distribution (Marczyk et al., 2005).

Paurav Shukla (2009) stated that skewness and kurtosis test, and the low difference between mean and median is the basic way to check the normality of the data. Accordingly, positive skewness values suggest clustering of data on the low value (left hand side of the bell curve) and negative skewness values suggest that clustering of data points on the high values (right hand side of the bell curve). Positive kurtosis values suggest that the data points gathered in center with long thin tails. Kurtosis values below zero suggest the distribution of data point is relatively flat.

The general rule-of-thumb for test of normality varies depending on the nature of the research. The most commonly used range for both skewness and kurtosis is to fall between -2 and +2 (George &

Mallery, 2010). As shown in table 4.4.3 below, the skewness and kurtosis of the four constructs of this research is within the range of -2 and 2 which indicates that the data is normally distributed.

Table 4.3.3.4 Normality Measurement Table

	N	Skewness		Kurtosis	
	Statistic	Statistic	Std. Error	Statistic	Std. Error
Message	331	.020	.134	-.986	.267
Source	331	.001	.134	-1.362	.267
Media	331	-.038	.134	-.202	.267
Purchasing decision	331	-.870	.134	.056	.267
Valid N (listwise)	331				

Source: questionnaire, 2019

4.3.3.5. Multi-collinearity Analysis

Multi-collinearity is checked by the Variance Inflation Factor (VIF), which calculates the influence of correlation among the independent variables on the precision of regression estimates. The VIF should not exceed 10. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variable in the model and is calculated using the formula $1-R^2$ for each variable. If this value is less than 0.1 it indicates that there is possibility of multi-collinearity, but if it is greater than 0.1 it means that there is no multi-collinearity problem with in the model.

Table 4.3.5.5 Collinearity Statistics

	Tolerance	VIF
Message	.245	4.089
Source	.273	3.669
Media	.657	1.522

Source: questionnaire, 2019

As can be seen from the above table, VIF is less than 10. The tolerance values are also above 0.1. This indicates that there is no multi-collinearity among the independent variables.

4.4. Multiple Regression Analysis

Multiple regression is a statistical technique which analyzes the linear relationships between a dependent variable and multiple independent variables by estimating coefficients for the equation for a straight line (Hair et al., 2004). Three hypotheses were tested using multiple regression analysis.

Table 4.4.1. R Square Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.677 ^a	.459	.454	.71927	2.035

a. Predictors: (Constant), Media, Source, Message

b. Dependent Variable: Purchasing decision

Source: questionnaire, 2019

The R Square value indicates how much of the variation in the dependent variable (purchasing decision) is explained by the model (the dimensions of advertising). The model summary (table 4.4.1) shows that the R Square value is 0.454 which means that 45% of purchasing decision of consumer-packaged foods is explained by the variation of the advertising variables.

Table 4.4.2. ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	143.494	3	47.831	92.455	.000 ^b
	Residual	169.173	327	.517		
	Total	312.667	330			

a. Dependent Variable: Purchasing decision

b. Predictors: (Constant), Media, Source, Message

Source: questionnaire, 2019

ANOVA tells us whether the model, overall, is acceptable from a statistical perspective i.e. whether the independent variables are in a significantly good degree of prediction of the outcome variable. Table 4.6.1.2 shows that the variables of advertising (independent variables) significantly predict the dependent variable (Purchasing Decision) with F=92.455 and sig=0.000.

F-test is used to find out overall probability of the relationship between the dependent variable and all the independent variables occurring by chance (SPSS, version 20). The F-test result of the study is 92.455 with a significance of 0.000 meaning that the probability of these results occurring by chance is less than 0.05 i.e. the variation that is explained by the model is not simply by chance.

Table 4.4.3. Multiple Regression of Advertising on Purchasing Decision

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.272	.140		9.066	.000
1 Message	.247	.053	.276	4.643	.000
Source	.143	.039	.199	3.667	.000
Media	.359	.055	.327	6.475	.000

Source: questionnaire 2019

Table 4.4.3 revealed the result of multiple regression analysis between dependent variable (purchasing decision) and independent variables (message factor, source factor and media used for advertisement). The three independent variables (message factor, source factor and media used for advertising) have significant level below 0.05 ($p < 0.05$).

The result also indicated that message factor has the strong influence on purchasing decision with beta value 0.276. It explains that 27 % variation in consumers' purchasing decision is affected by message factor, which is significant at 0.001. It can therefore be concluded that characteristics of messages in advertising positively and significantly affects consumers' purchasing of packaged foods. Similarly, source factor and media used for advertising, respectively, have shown positive strong influence on purchasing decision, with beta value of 0.199 and 0.327, which is significant at 0.000. This indicates that source factor and media used for advertising have positive and significant effect on consumers' purchasing decision of packaged-foods. Previous researches also proposed that message factor, source factor and media used for advertising have positive and significant influence of purchasing decision according to the findings of the studies of Gezachew (2012), Lemma (2016) and Amtataw (2017).

Furthermore, table 4.6.1.3 revealed that all variables of advertisement had impact on consumers purchasing decision of packaged foods. Therefore, we can conclude that the findings of this study are supported by existing literature.

From the above regression we can conclude that, an increase in message factor dimension by one unit would result in an increase in 0.276 unit of value of purchasing decision. Also, one-unit increase in source factor dimension would result in 0.199 unit of value increase in purchasing decision. Similarly, as media used increases by one unit, purchasing decision will increase by 0.327 units.

4.5. Hypothesis Testing

Table 4.5 Summary of Hypothesis Result

Hypothesis	Beta	P<0.05	Result
H1: Message factor → Purchasing Decision	.276	.000	Hypothesis is scientifically supported
H2: Source factor → Purchasing Decision	.199	.000	Hypothesis is scientifically supported
H3: Media factor → Purchasing Decision	.327	.000	Hypothesis is scientifically supported

Source: questionnaire, 2019

Table 4.6 displays the results of the hypotheses test based on the standardized coefficient (beta value) and P-value to see whether the hypothesis is accepted or rejected.

H1: Message factor has positive and significant effect on purchasing decision. According to the findings of this study, message factor has a positive and significant effect on consumers purchasing decision with beta value of 0.276, and p-value of 0.000 which is less than 0.05. Therefore, the hypothesis is scientifically supported.

H2: Source factor has positive and significant effect on purchasing decision. According to the results of this study, source factor has proved to be significant on purchasing decision with beta value of 0.199 and p-value of 0.000 which is less than 0.05. Therefore, the hypothesis is scientifically supported.

H3: Media used for advertising has positive and significant effect on purchasing decision. The results of this study revealed that media used for advertising has positive and a significant effect on consumers purchasing decision with beta value of 0.327 and p-value of 0.000 which is less than 0.05. Therefore, the hypothesis is scientifically supported.

Chapter Five

5. Summary, Conclusion and Recommendation

5.1. Introduction

This chapter presents summary, conclusion of the results and recommendations forwarded based on the analysis and findings of the effects of television advertising. Moreover, it will provide directions for future research. Also in this chapter the study would answer the following research questions.

1. How does TV advertisement affect consumers' buying decision of packaged foods?
2. How does advertisement message affect consumers' buying decision of packaged foods?
3. How does advertisement source factor influence consumers' buying decision packaged foods?
4. Which advertisement media used affects consumers' buying decision of packaged foods?

5.2. Summary of Findings

The main objective of this research was to assess the effects of television advertising on consumers purchasing decision of packaged foods. The study used quantitative research approach.

This study employed descriptive and inferential research designs. Descriptive research was used to describe the effects of television advertisement on consumers decision making with reference to consumer-packaged foods and to evaluate the effects of advertising on consumers buying decision. To examine the relationship between variables of advertising and buying decision, inferential statistics tools like correlation and multiple regression analysis were used. Samples of this study were consumers of packaged foods in supermarkets in Addis Ababa. The study used primary and secondary data. English and Amharic questionnaires were developed and distributed amongst the samples. Some respondents were interviewed to provide answers to the questionnaire as not all of them were able to read and write. The supermarkets were selected using firstly purposive sampling and simple random sampling (lottery method). 384 questionnaires were distributed, out of which 87% (331) questionnaires were found to be valid and complete and the remaining 53% were incomplete. Therefore, analysis was made based on the 331 complete questionnaires. The entire questionnaire was reliable and acceptable with overall Cronbach's alpha of 82%.

Based on result of descriptive statistics, the findings revealed that, 68.3 percent of respondents are female and 31.7 percent are male. 45.6 percent are between the ages 18-30, 45 percent are between the age group 31-45 and the remaining 9.4 percent fall within the 46-65 age.

Majority of the respondents (61.6 percent) have first degree followed by have completed 9-10 grades. Respondents with master's degree and above make up 10 percent and those with diploma take up 3.9 percent and those who have completed grades 1-8 make up 3 percent. Respondents who have completed basic education and below, 11 and 12 grades and technical and vocations training each make up 1.8 percent of the respondents.

Moreover, majority of the respondents (63.1 percent) are single, followed by 35 percent married and 1.8 percent divorced. On the other hand, 68.9 percent of the respondents are employed and 29.3 percent are engaged in business. 1.8 percent of the respondents are students.

Women have shown more tendency of relying on advertisements in making purchasing decision.

34.1 percent of the respondents are paid between 10,001 and 25,000 birr a month whereas 25.1 percent of the respondents are paid 3,500 birr or less month. It also shows that 20.5 percent and 20.2 percent of the respondents are paid between 3,500 and 10,000 birr and more than 25,000 birr a month respectively. This entails that majority of the respondents are paid 10,001 – 25,000 birr.

The results of correlation analysis indicated that all the three independent variables: message factor, source factor and advertising media used have positive and significant relationship with the dependent variable; purchasing decision having a value of 'r' = 0.597 and 'p'=0.000; 'r' = 0.529 and 'p' = 0.000. 'r' = 0.579 and "p" = 0.000 respectively.

The result indicated that among advertising media, television advertising has high degree of influence than other media, because of its sight, sound, and motion effect with a mean score of 3.64.

The analysis result of linear regression revealed that advertising has positive and significant effect on purchasing decision. Purchasing decision is 45.4 percent explained by message factor source factor and media used for advertising.

The findings of the study revealed that, one-unit increase in message factor, source factor and media factor leads to an increase in purchasing decision by 32 percent, 27 percent and 19 percent respectively.

The result indicated that among advertising media, TV advertising has high degree of influence than

other media, because of its sight, sound, and motion effect. In contrary, among advertising media outdoor advertising has the least effect on consumers purchasing decision of packaged foods.

5.3. Conclusions

Advertising plays a significant role in putting brands on top of other competitor brands. Consumers rely on advertisement in making purchasing decision. Although fast moving consumer goods do not require consumers to pass through the five stages of buying decision (problem identification, information search, evaluation of alternatives, purchase decision and post purchase behavior), advertisement helps consumers to keep the brand on top of their minds hence helping them in decision making.

Consumers mostly choose a consumer-packaged food mainly for its quality followed by advertisement. Ease of availability was ranked third based on the findings of this study. Interestingly price was found to be not a concern for respondents of the questionnaire results. Consumers liked to see advertisements that tells them about the quality of the product.

The characteristics of the advertisement's message: the information it provides on product quality features, benefits, the story, creativity, and also the repetition, found to be putting strong and positive effect on consumers purchasing decision. Consumers who watched television most frequently have said they rely on advertisements to make purchasing decision.

The source of the advertisement message also shown to have positive and significant influence on consumers purchasing decision. Consumers assumption of the knowledge, experience and qualification, credibility and honesty of the source to endorse a product in particular have shown to affect consumers purchasing decision.

Among the five traditional advertising media platforms chosen for this study; television, radio, newspaper, magazine and outdoor, television proved to be the most dominant media in influencing consumers purchasing decision.

The findings of the study also revealed that people with less income (3,500 birr or less a month) said they rely on advertisement to make purchasing decision than others. On the contrary, people who are paid 25,000birr were the least to rely on advertisement in making purchasing decision.

Pearson's correlation indicated that, the three independent variables: message factor, source factor and advertising media used are positively and strongly correlated to the dependent variable,

purchasing decision. Message factor, $r = 0.597$ at significant level of 0.05 at $p=0.000$: source factor, with $r = 0.529$ at significant level of 0.05 at $p= 0.000$ and media used for advertising having $r=0.579$ at significant level of 0.05 and $p=0.000$.

Based on the findings of the regression analysis, television advertising has positive effect on consumers purchasing decision, characteristics of messages (message factor) and source factor each having beta values of 0.327, 0.276 and 0.199 respectively.

Finally, based on the findings of the study, specific research objectives were answered in the following ways:

1. To examine the effects of message characteristics on consumers' purchasing decision of packaged foods.

Based on the findings, message characteristic has positive and significant effect on consumers purchasing decision of packaged foods. This is supported by the Pearson's correlation ($r=0.597$, $p=0.000$).

2. To assess the effects of advertising source factor on consumers' purchasing decision of packaged foods.

Based on the findings, source factor has positive and significant effect on consumers purchasing decision of packaged foods. This is supported by the Pearson's correlation ($r=0.529$, $p=0.000$).

3. To analyze the effects of media used for advertising on consumers' purchasing decision of packaged foods.

Based on the findings, media used for advertising has positive and significant effect on consumers purchasing decision of packaged foods. This is supported by the Pearson's correlation ($r=0.579$, $p=0.000$).

5.4. Recommendations

Overall, advertisement has great effect on purchasing decision of consumer-packaged foods. Companies need to target their advertisements in a way that can inform consumers about product quality, features and benefits. The use of stories, background music and creativity of the advertisement also need to be given attention. Moreover, repetition of the advertisement has positive effect particularly for products that are targeting the lower economic segment. Companies need to increase the frequency of their advertisement placements.

In the advertisement campaigns, companies need to involve celebrities and experts who are experienced, knowledgeable and trustworthy to endorse their product.

Television has proven to be the most powerful of all media used in advertising a product. Considering this, companies need to consider television as the dominant medium of medium of advertising.

5.5. Recommendations for Future Research

This has resulted in significant results and produced substantial contributions to the existing body of knowledge. However, there are significant limitations which need to be addressed by future researchers. The respondents' unwillingness to cooperate, providing incomplete and inconsistent responses were some of the limitations. The sample size was small. Advertising is one among the many factors that affects consumers purchasing decision. Due to time and financial restrictions, the focus of this study were consumer-packaged foods particularly cooking oil and pasta. This category may limit the applicability of the findings to the consumer-packaged foods in general. To gain a wider and more generalizable basis of analysis, to identify more influential factors and to investigate the effects of advertising on purchasing decision, future researchers can:

- look into the effects of advertising on a larger population in Addis Ababa and even in the various regions of Ethiopia.
- assess factors other than advertising that have significant influence on consumers decision making.
- look deeply into which advertising techniques are more influential than others.

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5. Occupation

- a. Student b. Businessperson c. Employee

6. Monthly Income

- a. 3,500 birr or less c. 10,001-25,000 birr
b. 3,501-10,000 birr d. More than 25,000 birr

7. Have you recently (in the past six months) purchased a packaged food e.g. cooking oil, pasta, biscuits?

- a. Yes b. No

8. How frequently do you watch television?

- a. Every day d. four-five days a week
b. one day a week e. once every month
c. two-three days a week f. never watched

9. Do you rely on advertisement to make purchasing decision?

- a. Yes b. No c. Sometimes

10. What makes you choose packaged food products?

- a. Ease of availability b. Advertisement c. Quality of the product d. Price

Part II: Specific Information

This part of the questionnaire attempts to collect information to identify the most important factors influencing your buying decision of packaged food products, particularly pasta and cooking oil.

Please indicate the level of your agreement or disagreement on the statements by choosing the number corresponding to the options provided.

No	Variables	Strongly Disagree (1)	Disagree (2)	Neutral (3)	Agree (4)	Strongly Agree (5)
A	Message Factor (MF)					
MF1	I recently bought a product because the advertisement gave me information about product features	1	2	3	4	5
MF2	I recently bought a product because the advertisement gave me information about product quality	1	2	3	4	5
MF3	I recently bought a product because the advertisement gave me information about product benefits	1	2	3	4	5
MF4	I recently bought a product because the advertisement shows me other people using the product	1	2	3	4	5
MF5	I recently bought a product because the advertisement is interesting	1	2	3	4	5
MF6	I recently bought a product because the advertiser is credible	1	2	3	4	5
MF7	I recently bought a product because I saw the advertisement repeatedly	1	2	3	4	5
MF8	I recently bought a product because I liked the story in the advertisement	1	2	3	4	5
MF9	I recently bought a product because I liked the background music in the advertisement	1	2	3	4	5

MF10	I recently bought a product because the advertisement is creative	1	2	3	4	5
B	Source Factor (SF)	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
SF1	I recently bought a product because it was advertised by a celebrity	1	2	3	4	5
	Source Attractiveness	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
SF2	I recently bought a product because the person in the advertisement is attractive	1	2	3	4	5
SF3	I recently bought a product because the person in the advertisement is classy	1	2	3	4	5
SF4	I recently bought a product because the person in the advertisement is elegant	1	2	3	4	5
SF5	I recently bought a product because the person in the advertisement is beautiful	1	2	3	4	5
SF6	I recently bought a product because the person in the advertisement is appealing	1	2	3	4	5
	Source Expertise	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
SF7	I recently bought a product because the person in the advertisement looks experienced	1	2	3	4	5
SF8	I recently bought a product because the person in the advertisement looks knowledgeable to endorse the product	1	2	3	4	5
SF9	I recently bought a product because the person in the advertisement looks qualified to endorse the product	1	2	3	4	5

	Source Trustworthiness	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
SF10	I recently bought a product because the person in the advertisement looks dependable	1	2	3	4	5
SF11	I recently bought a product because the person in the advertisement looks honest	1	2	3	4	5
SF12	I recently bought a product because the person in the advertisement looks sincere	1	2	3	4	5
SF13	I recently bought a product because the person in the advertisement looks trustworthy	1	2	3	4	5
C	Media used for advertising (MU)	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)
MU1	Television advertising significantly contributes to my purchasing decision	1	2	3	4	5
MU2	Radio advertising significantly contributes to my purchasing decision	1	2	3	4	5
MU3	Newspaper advertising significantly contributes to my purchasing decision	1	2	3	4	5
MU4	Magazine advertising significantly contributes to my purchasing decision	1	2	3	4	5
MU5	Outdoor advertising significantly contributes to my purchasing decision	1	2	3	4	5
D	Purchasing Decision (PD)	Strongly Disagree (1)	Disagree (2)	No opinion (3)	Agree (4)	Strongly Agree (5)

PD1	The recent packaged foods television advertisement has helped me to develop awareness of a specific packaged food	1	2	3	4	5
PD2	The recent packaged foods advertisement television has helped me to develop interest in a specific packaged food	1	2	3	4	5
PD3	The recent packaged foods television advertisement has helped me to desire a specific packaged food	1	2	3	4	5
PD4	The recent packaged foods television advertisement has made me purchase the product	1	2	3	4	5

Thanks very much for your time and cooperation!

Appendix I (B) (Amharic Questionnaire)

በአዲስ አበባ ዩኒቨርሲቲ የንግድ ሥራ ትምህርት ቤት የገበያ ጥናት አመራር ትምህርት ክፍል የቴሌቪዥን ማስታወቂያዎች በሽማግሌት የታሸጉ ምግቦችን የመግዛት ውሳኔ ላይ የሚያደርጉትን ተጽእኖ ላይ የሚደረግ የተማሪ ጥናታዊ ፅሁፍ መጠይቅ።

ውድ የጥናቱ ተሳታፊ

ስሜ ሳባ ኤርምያስ ይባላል። በአዲስ አበባ ዩኒቨርሲቲ የሶሰተኛ አመት የማርኬቲንግ ማኔጅመንት ማስተርስ ተማሪ ስሆን ለመመረቅ የሚያስችለኝን መመሪያ ጽሁፍ በማዘጋጀት ላይ እገኛለሁ። የጥናታዊ ጽሁፌ የሚያተኩረው የቴሌቪዥን ማስታወቂያ በሽማግሌት የመግዛት ውሳኔ ላይ የሚያደርገውን ተጽእኖ ላይ ነው። ከዚህ በመቀጠል የምታገኙት መጠይቅ ሁለት ክፍል ያለው ነው። የመጀመሪያው ክፍል ስለ እርስዎ አጠቃላይ መረጃ የማግኘት ሲሆን ሁለተኛው ክፍል ደግሞ በሽማግሌት ውሳኔ ላይ ተጽእኖ የሚሰጥ ሞያ ሞያ ነገሮችን በተመለከተ መረጃ የማግኘት ነው። በዚህ መጠይቅ ላይ የሚገኙትን ጥያቄዎች እንዲመልሱልኝ በትኩረት እየጠየኩ ለሚያደረጉልኝ ትብብር በቅድሚያ ከፍተኛ ምስጋናዬን አቀርባለሁ። ይህ መጠይቅም በሚስጥር የሚያዝ ሲሆን ለጥናታዊ ጽሁፍ አላማ ብቻ እንደሚውል ላረጋግጥሎት እወዳለሁ። ለሚኖርት ማንኛውም ጥያቄ በስልክ 251 913 611 096 ወይም በ ኢሜል sabaermyas@gmail.com ሊያገኙን ይችላሉ።

ክፍል አንድ: አጠቃላይ መረጃ

ከዚህ በታች ለሚጠየቁት ጥያቄ ትክክለኛ ምላሽን ይግለጹ።

1. ያታ

- a. ሴት b. ወንድ

2. እድሜ

- a. 18-30 b. 31-45 c. 46-65 d. 65 እና ከዛ በላይ

3. የትምህርት ደረጃ

- a. መሰረተ ትምህርት እና ከዚያ በታች d. ከ11-12ኛ ክፍል ያጠናቀቀ g. የመጀመሪያ ግሪ
- b. ከ1-8 ኛ ክፍል ያጠናቀቀ e. ቴክኒክና ሙያ ያጠናቀቀ h. ማስተርስ እና ከዛ በላይ
- c. ከ9-10ኛ ክፍል ያጠናቀቀ f. የኮሌጅ ዲፕሎም

4. የጋብቻ ሁኔታ

- a. ያላገባ b. ያገባ c. የፈታ

5. የስራ ዘርፍ

- a. ተማሪ b. የንግድ ስራ c. ተቀጣሪ

6. **ወርሃዊ ገቢ**
- a. 3,500 ብር ወይም ከዚያ በታች c. 10,001 – 25,000 ብር
- b. 3,501 – 10,000 ብር d. ከ25,000 ብር በላይ
7. **በቅርቡ (ላለፉት ስድስት ወራት) የታሸጉ ምግቦችን (ለምሳሌ የምግብ ዘይት ፓስታ ብስኩት) ገዝተዋል?**
- a. አዎ b. አይደለም
8. **ምን ያህል ጊዜ ቴሌቪዥን ያያሉ**
- a. በየቀኑ d. በሳምንት አራት-አምስት ጊዜ
- b. በሳምንት አንዴ e. በወር አንዴ
- c. በሳምንት ሁለት-ሶስት ጊዜ f. አይቼ አላቅም
9. **የግዢ ውሳኔ ለማድረግ ማስታወቂያ ላይ ጥገኛ ናት?**
- a. አዎ b. አይደለም c. አንዳንዴ
10. **አንዱን የታሸገ ምግብ ከሌላው እንዲመርጡ የሚያደርጉት ምክንያት?**
- a. በቀላሉ ስለሚገኝ c. የእቃው ጥራት
- b. በማስታወቂያዎቹ d. ዋጋው

ክፍል ሁለት፡ ስለ መረጡት የታሸገ ምግብ አይነት ያሎትን አስተያየት የተመለከቱ ጥያቄዎች

ከዚህ በታች የተዘረዘሩት ዐረፍተ ነገሮች የእርሶን የታሸገ ምግብ (በተለይም ፓስታና የምግብ ዘይት) የመግዛት ውሳኔ ላይ ተጽእኖ የሚያሳድሩ ዋነኛ ምክንያቶችን ለመለየት የሚያስችሉ ናቸው። ከእነዚህ አርፍተ ነገሮች ጋር ምን ያክል እንደሚስማሙ ወይም እንደማይስማሙ ከዐረፍተ ነገሮቹ ጎን ከተቀመጡት መለኪያዎች አንዱን ይምረጡ።

የመልእክቱ ምንጭ	በጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛ ነኝ (3)	እስማማለሁ (4)	በጣም እስማማለሁ (5)
ማስታወቂያው ስለ ምርቱ ይዘት ስለነገረኝ ምርቱን በቅርቡ ገዝቻለው	1	2	3	4	5
ማስታወቂያው ስለ ምርቱ ጥራት ስለነገረኝ ምርቱን በቅርቡ ገዝቻለው	1	2	3	4	5
ማስታወቂያው ስለ ምርቱ ጥቅም ስለነገረኝ ምርቱን በቅርቡ ገዝቻለው	1	2	3	4	5
ማስታወቂያው ምርቱን ሎሎች ሰዎች ሲጠቀሙት ስላሰየኝ ምርቱን በቅርቡ ገዝቻለው	1	2	3	4	5
ማስታወቂያው ደስ ስላለኝ ምርቱን በቅርቡ ገዝቻለሁ	1	2	3	4	5
አስተዋዋቂው የሚታመን ስለሆነ ምርቱን በቅርቡ ገዝቻለሁ	1	2	3	4	5
ማስታወቂያውን በተደጋጋሚ ስላየሁት ምርቱን በቅርቡ ገዝቻለሁ	1	2	3	4	5
ማስታወቂያው ላይ ያለውን ታሪክ ስለወደድኩት ምርቱን በቅርቡ ገዝቻለሁ	1	2	3	4	5
ማስታወቂያው ላይ ያለውን ሙዚቃ ስለወደድኩት ምርቱን በቅርቡ ገዝቻለሁ	1	2	3	4	5
ማስታወቂያው ፈጠራ ስለታከለበት ምርቱን ገዝቻለሁ	1	2	3	4	5

ማስታወቂያው ስለ ምርቱ ይዘት ስለነገረኝ ምርቱን በቅርቡ ገዝቻለው	1	2	3	4	5
ምርቱን ያስተዋወቀው ሰው	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ ነኝ (3)	እሰማለሁ (4)	በጣም እሰማለሁ (5)
ምርቱ የተዋወቀው በታዋቂ ሰው ስለሆነ በቅርቡ ምርቱን ገዝቼዋለሁ					
የአስተዋወቂው ሳቢነት	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ ነኝ (3)	እሰማለሁ (4)	በጣም እሰማለሁ (5)
ምርቱ የተዋወቀው በማራኪ ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					
ምርቱ የተዋወቀው ግርማ ሞገስ ባለው ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					
ምርቱ የተዋወቀው በዘናጭ ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					
ምርቱ የተዋወቀው በቆንጆ ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ	1	2	3	4	5
ምርቱ የተዋወቀው ደስ በሚል ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ	1	2	3	4	5
የአስተዋወቂው ክህሎት	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ ነኝ (3)	እሰማለሁ (4)	በጣም እሰማለሁ (5)
ምርቱ የተዋወቀው ስለምርቱ ልምድ ባለው ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					
ምርቱ የተዋወቀው ስለምርቱ እውቀት ባለው ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					
ምርቱ የተዋወቀው ስለመውረቱ ለመናገር በቂ ችሎታ ባለው ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					

የአስተዋዋቂው ታማኝነት	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ ነኝ (3)	እሰማለሁ (4)	በጣም እሰማለሁ (5)
ምርቱ የተወቀው ልተማመንበት በምችለው ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					
ምርቱ የተወቀው በሀቀኛ ሰው ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					
ምርቱ የተወቀው ስለምርቱ ክልቡ በሚናገር አስተዋዋቂ ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					
ምርቱ የተወቀው እውነት በሚናገር አስተዋዋቂ ስለሆነ ምርቱን በቅርቡ ገዝቼዋለሁ					
ማስታወቂያው የተላለፈበት ሚዲያ	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ ነኝ (3)	እሰማለሁ (4)	በጣም እሰማለሁ (5)
በቴሌቪዥን የሚተላለፍ ማስታወቂያ የመግዛት ውሳኔዬ ላይ ቀላል የማይባል ተጽእኖ ያሳድራል					
በሬድዮ የሚተላለፍ ማስታወቂያ የመግዛት ውሳኔዬ ላይ ቀላል የማይባል ተጽእኖ ያሳድራል					
በጋዜጣ የሚተላለፍ ማስታወቂያ የመግዛት ውሳኔዬ ላይ ቀላል የማይባል ተጽእኖ ያሳድራል					
በመጽሔት የሚተላለፍ ማስታወቂያ የመግዛት ውሳኔዬ ላይ ቀላል የማይባል ተጽእኖ ያሳድራል					
ከቤት ውጪ (ለምሳሌ ቢልቦርድ) የሚተላለፍ ማስታወቂያ የመግዛት ውሳኔዬ ላይ ቀላል የማይባል ተጽእኖ ያሳድራል					
የመግዛት ውሳኔ	በጣም አልሰማም (1)	አልሰማም (2)	ገለልተኛ ነኝ (3)	እሰማለሁ (4)	በጣም እሰማለሁ (5)
በቅርብ ጊዜ ያየሁት የቴሌቪዥን ማስታወቂያ ስለ ምርቱ ግንዛቤ እንዲኖረኝ አድርጎኛል					

በቅርብ ጊዜ ያየሁት የቴሌቪዥን ማስታወቂያ ስለ ምርቱ ፍላጎት እንዲኖረኝ አድርጎኛል					
በቅርብ ጊዜ ያየሁት የቴሌቪዥን ማስታወቂያ ምርቱ እንድመኝ አድርጎኛል					
በቅርብ ጊዜ ያየሁት የቴሌቪዥን ማስታወቂያ ምርቱን እንድገዛ አድርጎኛል					

ግዜዎትን ሰውተው ላደረጉልኝ ትብብር በጣም አመሰግናለሁ።

Appendix II - SPSS Outputs

Case Processing Summary

		N	%
Cases	Valid	331	100.0
	Excluded ^a	0	.0
	Total	331	100.0

Reliability of the Constructs Tested Using Cronbach's alpha

Construct	Cronbach's alpha	No. of items
Message factor	.956	10
Source factor	.955	10
Media used for advertising	.819	5
Purchasing Decision	.901	4

Correlation Result

		Message mean	Source mean	Media mean	Purchasing decision mean
			n	n	
Message mean	Pearson Correlation	1	.654**	.585**	.597**
	Sig. (2-tailed)		.000	.000	.000
	N	331	331	331	331
Source mean	Pearson Correlation	.654**	1	.457**	.529**
	Sig. (2-tailed)	.000		.000	.000
	N	331	331	331	331
Media mean	Pearson Correlation	.585**	.457**	1	.579**
	Sig. (2-tailed)	.000	.000		.000
	N	331	331	331	331
Purchasing decision mean	Pearson Correlation	.597**	.529**	.579**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	331	331	331	331

** . Correlation is significant at the 0.01 level.

Regression Analysis

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.677 ^a	.459	.454	.71927	2.035

a. Predictors: (Constant), Mediamean, Sourcemean, Messagemean

b. Dependent Variable: Purchasingdecisionmean

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.272	.140		9.066	.000		
	Messagemean	.247	.053	.276	4.643	.000	.469	2.132
	Sourcemean	.143	.039	.199	3.667	.000	.564	1.774
	Mediamean	.359	.055	.327	6.475	.000	.649	1.542

a. Dependent Variable: Purchasingdecisionmean