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DEPARTMENT OF MARKETING MANAGEMENT

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**THE EFFECT OF ADVERTISING ON CUSTOMER BRAND
CHOICE: THE CASE OF SENQ MALT**

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DECLARATION

I Kaleab Amsalu, do hereby declare that this Thesis is my original work and that it has not been submitted partially; or in full, by any other person for an award of a degree in any other university/institution.

Name of Participant..... Signature..... Date.....

This Thesis has been submitted for examination with my approval as college supervisor.

Name of Advisor.....Signature..... Date.....

APPROVAL

The undersigned certify that they have read and hereby recommend to the Addis Ababa University School of Commerce to accept the Thesis submitted by Kaleab Amsalu, and entitled “The Impact of Advertising with Customer Retentions and Brand Choice: The Case of Senq Malt”, in partial fulfilment of the requirements for the award of a Master’s Degree in Marketing management.

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Date.....

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I have been taught the importance of education and value of knowledge by my parents in the very early stage of my life. They provided me the education and great opportunities, and I will always remain grateful for them. Finally, I would like to thank my family who had supported me morally throughout my research study. Throughout my M.A research, they have been a source of encouragement and strength.

Kaleab Amsalu

LIST OF ACRONYMS

Ad – Advertisement

BP – Brand Preference

BA – Brand Awareness

SPSS- Software package for social science

SMM - social media marketing

Ho – Null Hypothesis

H1 – Alternative Hypothesis

IMC- Integrated marketing communications

ABSTRACT

It is essential for every marketer to assess the impact that different kinds of advertising have on the preferences of their target audience. Advertisements such as banners and social media marketing (SMM) are a waste of time and money if they are unable to persuade customers to favor the advertiser's brand and urge them to choose the advertiser's product over the alternatives available in the market. The purpose of this research is to investigate the ways in which commercials influence the brand preferences of consumers of malt beverages. Advertising in the media is one of the most powerful tools that businesses can use to sway customer preference in their favor when it comes to their brand. This study's objective, on the part of BGI Ethiopia, is to investigate the influence of advertising in the media on the brand preferences of consumers (Senq Malt). Participants in the research were residents of Addis Ababa who drank malt on a daily basis. Quantitative research methods and non-probability convenience sampling were used in the selection process to arrive at the final sample size of 384. For the purpose of data collection, a structured questionnaire was applied; this information was then analyzed using SPSS 20 in accordance with a descriptive research technique. According to the results of the study, consumers' brand preferences for malt beverages are influenced by various forms of media advertising. BGI Ethiopia (Senq Malt) should devote more attention to extending their media advertising practice, particularly to the activities and ways through which product attributes are transmitted. This is because the results of the study demonstrate a lack in some of the contributors of uniqueness. According to the recommendation that the researcher made to BGI Ethiopia, media advertisements might have a strategic influence if they are planned or incorporated into a business plan for all stakeholders, coordinated with other marketing tools, and connected with the strategy of the company. This was the conclusion reached by the researcher (Senq Malt).

Keywords: *Advertisement, media marketing and Brand preference*

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CHAPTER ONE

INTRODUCTION

1.1. Background of the study

Advertising may be regarded as a crucial part of marketing between products and the market, as it adds to the production of quick sales by transcending geographical barriers to stimulate purchase. Kotler (2010). In addition, (Kotler, 2002) views marketing as a crucial approach, particularly for businesses whose products/services are promoted to mass consumer markets.

Bennett (2019) defined advertising as the non-personal delivery of marketing-related information to the target audience for the purpose of achieving the sponsor's specific objectives. Advertising is any kind of remunerated, impersonal presentation and promotion of ideas, goods, or services by a recognized sponsor (Kotler and Armstrong, 2010). Products such as malt drinks are characterized by a high turnover rate and a number of reasonably close substitutes, which makes marketing essential for educating consumers about their existence and qualities. (Keller,2018).

According to Kotler and Keller (2018), "a brand is a name, phrase, sign, symbol, or design, or a combination of these elements, that identifies and differentiates a seller's goods or services from those of rivals." From this premise, the roles of brands have evolved throughout time. Brands, as intangible assets, are essential to a company's existence. This increasing importance of brands underscores the need to effectively manage the brand in order to maximize the firm's profit and value (Bauer and Keller, 2018).

Organizations create brands primarily to attract and retain customers, as well as to differentiate themselves from rivals (Alvarez, 2015). Muniz and O'Quinn (2009) found that customers sometimes create ties with brands in a way similar to how they form relationships with one another in a social context.

Different authors have characterized brand awareness in various ways. Most definitions, such as Aaker's (2019) definition of brand awareness as the ability of a potential buyer to recognize and recall that a brand is a member of a particular product category, indicate that brand awareness is much more than just a recognition of brand presence; it also encompasses how easily a consumer can recognize or recall different elements of the brand that are essential for the purchase.

The random marketing experiences of people from throughout the world indicate that, regardless of price and quality similarities, buyers tend to have different brand preferences (Bronnenberg, 2020; Galizzi and Garavaglia, 2012) (Bronnenberg, 2020; Galizzi and Garavaglia, 2012). Yet, according to Bronnenberg (2020), "consumers cannot often distinguish their preferred brand in a blind taste test." This area of brand has gained significant academic attention in recent years, which justifies the study of brand selection. Modern marketing studies thus try to create, assess, and manage brand preference in a way that enhances brand market performance and supports the firm's strategic decision-making. Yared (2014).

So it's critical to investigate and comprehend how firms may employ media advertising to establish brand equity and recognition, as well as customer preference. Senq Malt will be the subject of this study, which will examine how advertising influences brand choice in the beverage market.

1.2. Statement of the Problem

Your first objective as a marketer should be to connect with the people you are trying to sell to and to make more than one sale. Customers, on the other hand, almost always enter the market with a predetermined set of interests and preferences in mind (Hoyer & Brown, 2020). New products have a difficult time establishing themselves in the market, and traditional methods of marketing communication only contribute to make this challenge more difficult to overcome.

The purpose of advertising is to provide potential customers with as much information as possible on a product, so that those customers may establish a favorable impression of the product and make an educated choice regarding whether or not to purchase it. People learn information via commercials due to the attention, concentration, and foresight they inspire in the target audience (Arens, 2018).

Determining the level of success achieved by advertising campaigns has emerged as a major issue for many companies operating in today's challenging economic environment. Because of this, a typical question asked by chief executive officers is "how do we know that we're spending the correct amount on advertising?" Another popular issue is "how much return are we obtaining on our advertising investment?" For instance, in accordance with (Kotler and Armstrong, 2013)

Advertisers should regularly examine not just the influence on communication but also the effect on sales and profits. The communication impact of a marketing campaign is measured to determine whether or not the advertising and media involved in the campaign are successfully communicating the marketing message to the intended audience. It is feasible to conduct tests on certain advertisements either before or after they are published. Before actually putting an advertisement into circulation, the marketer may first show it to prospective clients, ask them for comment on how they feel about it, and then measure any changes in message memory or attitude that result from this. After their commercials have aired, advertisers have the ability to monitor the effect their advertising had on consumer recall, product awareness, knowledge, and preference. It is possible to assess the communicative effect of whole advertising campaigns both before and after they are introduced into the market. For instance, in accordance with (Kotler and Armstrong, 2013)

Companies often shell out a substantial sum of cash in order to market their wares via broadcast media such as radio and television, since this is the standard practice in the modern business world. The eventual purpose of any kind of advertising is to have an effect on the actual behavior of the target audience, regardless of whether or not those individuals plan to purchase the product or service or actually consume it. They are engaging in expensive endeavors like hiring actors and other celebrities in their advertising campaigns in the hope that this would drive up sales of the products they provide.

Previous studies have investigated a wide range of factors that have a role in the brand that a consumer ultimately chooses. According to Singh et al. (2012), two of the variables that were used in the study that was conducted by Yang et al. (2007) were celebrity endorsement and the type of advertising medium. On the other hand, Adeole and colleagues used the types of media and the age of consumers as two factors in their research. These three aspects—knowledge, communication, and comprehension—were all used by Vivekananthan as well (2010). Tendon (2011), on the other hand, focused on four factors: age, gender, educational achievement, and the source of awareness (advertising and sales promotion). In a similar manner, Gezachew (2012) used these same four criteria, which included the qualities of the advertisement, the content of the advertising message, the forms of advertising media, and the influence of the reference group. Other studies on the effect of advertising on customer brand choice have included three

and four factors or variables in their study. Many of the studies that have been done on the influence of advertising on consumer brand choice have included two components. Because just a few characteristics were considered in each study, the findings may not be a true reflection of the effect that advertising has on the brands that consumers choose to purchase.

Ethiopia's breweries and malt makers are growing increasingly competitive on the global market. As a consequence of this, there is a wide range of strategies to improve the quality of advertising in order to keep consumers as clients. BGI Ethiopia, Heineken, and Diageo, as well as privately owned Dutch brewer Bavaria and Habesha, took over or built new breweries four years ago, introducing new malt products, beginning with Harar Sofi before Heineken privatized it up to Negus malt by the recently established Habesha brewery and increasing competition for Ethiopia's oldest beer brand, St. George. BGI Ethiopia, Heineken, and Diageo, as well as privately owned These businesses are using a diverse range of advertising strategies in order to bring in new consumers, but they aren't giving much thought to the employees who will be responsible for keeping existing clients.

The preference for the Senq Malt brand in Addis Ababa has not been thoroughly researched, and there is no major study available for the use of student researchers. Senq Malt is going to be used as an example here in Addis Ababa as a case study on advertising and the selection of brands. In point of fact, the findings of this study will be helpful in determining the effectiveness of advertising for Senq Malt in Addis Ababa. In addition to this, it will function as a resource for both marketing students and professionals, as well as a springboard for future research into this subject that will be conducted by other academics. Senq Malt will be able to modify its strategies for advertising in the media depending on the consumer preference data obtained from the effect that advertising has on the brands that consumers choose to purchase.

1.1. Research Questions

1. How does credibility of media advertising affect customers' brand preference of Senq Malt?
2. How does understandability of media advertising affect customers' brand preference of Senq Malt?
3. How does the message appeal of media advertising affect customers' brand preference of Senq Malt?

4. How does memorability of media advertising affect customers' brand preference of Senq Malt?
5. How does originality of media advertising affect customers' brand preference of Senq Malt?

1.2. Objectives of the study

1. To examine the effect of media credibility on consumer's malt drink brand preference of Senq.
2. To assess the effect of media understandability on customer's malt drink preference of Senq.
3. To assess the effect of message appeal of media advertisements on customer's malt drink preference of Senq.
4. To examine the effect of memorability of media advertisements on customer's malt drink preference of Senq.
5. To investigate the effect of the originality of media advertisement on customer's malt drink preference of Senq.

1.3. Hypothesis of the Study

2. **H1:** The credibility of media advertisements of BGI Ethiopia has a major effect on brand preference of malt drink.
3. **H2:** The understandability of media advertisements BGI Ethiopia has a major effect on brand preference of malt drink
4. **H3:** The message appeal of media advertisements of BGI Ethiopia has a major effect on brand preference of malt drink.
5. **H4:** The memorability of media of BGI Ethiopia has a major effect on brand preference of malt drink
6. **H5:** The originality of media of BGI Ethiopia has a major effect on brand preference of malt drink.

1.3. Significance of the paper

Currently, the beer and malt industries are putting a lot of effort into maintaining their customers through advertising and other distribution methods. Customers in this business are well-versed in the firms and brands they patronize, and all available ATL and BTL advertising strategies are employed to reach them. As a result, we'll examine the effects of various advertising efforts on client retention in this study. Beer advertising is a key part of the beer industry, according to empirical literature assessments of prior research.

While watching TV, reading periodicals, listening to the radio or simply strolling down the street one may come across advertising messages. Advertising has a stimulating effect on customer purchasing behavior. Companies may use advertising to raise customer knowledge of their products and how to make the best possible purchasing decisions. Brands are built, created, and maintained through advertising. Marketers may use it to convince, inform and remind both new and current consumers to buy their product. For consumers, it helps shape their ambitions for the future and aids them in making informed product and brand choices.

This article aims to figure out how to keep those consumers who prefer Malt drinks over alcoholic beverages because of their religious beliefs and health concerns by analyzing how they choose.

So far, to my knowledge, BGI Ethiopia has not conducted a research on the influence of advertising on customer retention. As a result, the goal of this study is to fill up some of the theoretical and methodological gaps raised before.

1.4. Scope of the Study

We focused on Senq, a BGI Ethiopia product, to see how advertising affects customer retention and brand choice for malt goods in Addis Ababa. The research, despite the fact that BGI Ethiopia has a wide range of beers other than malt, is limited to the numerous shops, bars, restaurants, and groceries in the Bole Sub city of Addis Ababa owing to time and money restrictions.

6.1. Limitation of the study

This study is limited to assessing the effect of media advertisements on malt brand preference excluding other factors that may affect malt brand preference such as Pricing, Quality, Brand Image and the like. The study is geographically limited to Addis Ababa and the samples were

taken from the malt consuming population found in Addis Ababa through convenience sampling technique was limited to this due to the fact that the target population being undefined thus this technique was found suitable.

1.5. Organization of the Study

A total of five chapters were used to structure this study. Included in this study were five sections: an introduction; reviews of related literature; research methodology; findings; discussion of findings; and a summary, recommendations and conclusions section. Among other things, the first chapter will offer an overview of the investigation, covering the study's history, the main research questions, the study's aims and the study's hypothesis. The relevant literature will be discussed in detail in Chapter 2. In addition to notions and theoretical framework, the conceptual framework will also be discussed. The study's kind and design will be discussed in detail in Chapter 3. Included will be the research approach, sample strategy and data collection method that were employed in the study. The outcomes of the study will be summarized and discussed in detail in Chapter 4. Conclusions, recommendations, and limits & suggestions for future research will all be included in chapter five.

CHAPTER TWO

LITERATURE REVIEW

2.1. Theoretical Review

2.1.1. Advertising:

Although the goal of the marketer's principle is to reach their target audience and earn more than one sale, customers nearly always come to the marketplace with a predetermined set of tastes and preferences (Hoyer & Brown, 1990). When advertising, the primary goal is to educate and persuade customers about significant product qualities so that they may make reasonable brand preferences based on this information. Most businesses are interested in finding out how effective their advertising is, especially given the current economic climate. This is because people get information from advertisements because of their appeal, the attention they draw, and the awareness they raise (Arens, 1996).

Entire advertising campaigns may be evaluated for their communicative effect both before and after they launch. Kotler and Armstrong (2013; cited in this article) It is imperative that advertisements are measured both before and after they are aired. It is possible for an advertiser to track how an advertising affects customers' recollection of the product or their knowledge of it. Every advertisement's ultimate goal is to influence the targeted audience's real behavior, whether it's a buy intention or actual Consumption.

Consumers' brand choice is influenced by several distinct aspects. As an example, Yang et al. (2007) utilized a single component, but Singh et al. (2012) used celebrity endorsement and kind of advertising medium, and Adeole et al. (2005) used forms of advertising media and the age of consumers as two factors for their study aim. As well as these three aspects, Vivekananthan (2010) made use of them in his work. Tendon (2011), on the other hand, focused on four factors: awareness (advertising & sales promotion), age, gender, and education. Advertisement elements such as substance of the message, kind of medium, and reference group influence were also employed by Gezachew (2012). There have been research on the influence of advertising on consumers' brand choice that used only two elements; however, there have also been studies that included three and four components. Only a limited number of characteristics were included in

each research, which may not accurately reflect how advertising influences consumer brand preference.

It is a challenge for Ethiopian businesses to generate content that is relevant and distribute this material to their target audience in an effective manner.

Ethiopian breweries and non-alcoholic malt producers face increasing competition from each other. There are different ways to keep clients by enhancing the quality of advertising, as a consequence. The last four years have seen a flurry of acquisitions and construction of new breweries by multinational breweries, including BGI Ethiopia, Heineken, Diageo, and privately owned Dutch brewer Bavaria or Habesha. These breweries have acquired or built state-owned breweries, introducing new malt products, starting with Hararsofi before it was privatized to Heineken and ending with Negus malt by the recently established Habesha Advertising strategies of all kinds, without regard to the target audience, are being employed by these corporations to advertise their products.

Nonalcoholic malt products in Addis Ababa, Ethiopia, are the topic of this study. BGI Ethiopia's Senq malt product will be examined in particular.

2.1.2. Customer retentions

A company's efforts to keep customers from leaving are referred to as "customer retention" efforts. Programs designed to assist organizations keep as many clients as possible are typically referred to as customer retention programs.

Retaining customers is the process of turning new customers into regular customers by delivering more customer value and long term customer happiness, as defined by Kotler and Armstrong in 2008.

Because of the intense battle to keep consumers, today's businesses are placing a greater emphasis on client retention. Five times as much work and money is spent attracting a new client than keeping an existing customer in business. There are six reasons why long-term connections with clients pay you financially.

New clients might cost a lot of money to acquire. An increase in customer retention can reduce the number of new consumers needed, as well as the cost of doing so. Customers who have previously purchased from you are more likely to do so again.

2.1.3. Dimensions of Advertising

The dimensions and characteristics of advertising are discussed hereunder this section.

Understandability

A company's advertising plan should be designed to draw in customers and pique their interest. It's important that the company's advertising messaging are clear and easy to grasp (Adeolu et al., 2005). The advertising message of the firm should not be difficult to understand. It is because of the ad's simplicity that it has such an influence on customers, allowing them to make well-informed decisions. Knowledge on the product specification, features, quality, and function should be included in a brief advertising. (Mewal, 015).

There are many methods for people to decipher a piece of information, which makes it difficult for the target audience to understand the message. As a result, the sender has to be aware of the intended audience. There are many factors that influence how a message is received and understood, and advertisers must take this into consideration when developing their advertising campaigns.

It's important to keep the advertising message basic so that people can quickly grasp it (Johannessen, 2010).

Memorability

To be effective, an ad must leave a lasting impression on the audience (Dholakia & Usitalo, 2002). In order for a commercial to be effective, the audience must be able to recollect what happened throughout the commercial and, more crucially, what product is being marketed. So that the enterprises are remembered: "you want clients to remember your adverts so that your business is remembered" (Brassington and Pettitt, 2001). Both the prospect and the actual user of the product are influenced by an advertisement that includes specific and remembered product information, while an advertisement with prestige or image impacts influences both groups. An

organization's sales volume rises as a result of this in-depth advertising of a product or service (Adelaar et al., 2003).

Credibility

Various aspects of advertising's credibility may be discussed, including trust, authenticity, transparency, listening, responsiveness, and affirmation. Credibility in advertising is largely determined by advertising ethics (Blackshaw, 2008).

It is the degree to which a customer believes that a brand's statements are true and credible that is measured by advertising credibility. It's a measure of how much consumers believe the ad's message is genuine and how much they rely on the advertising's source (Lutz, 1985)

Influence of advertising credibility on customer attitudes toward advertising has a favorable impact on consumer purchase intentions (MacKenzie et al., 1986). According to a different perspective, cynicism about advertising can have a detrimental impact on consumer attitudes (Obermiller & Spangenberg, 1998).

Originality

In advertising, creativity is coming up with fresh approaches to presenting a product's selling points (Zinkhan, 1993). One of the characteristics of creative advertising is originality. The compositions of an original ad are unusual, startling, or a departure from the norm. Advertising's distinctive concepts and characteristics are a major point of emphasis (Reinartz & Saffert 2013).

Original ads present the brand with text and pictorials that have a low probability of prior cooccurrence with the advertised product. They eschew the obvious and instead elicit fresh ones (Lee et al., 1999).

2.1.4. Impact of Advertising in Customer Retention

Using advertising to attract and keep clients for an extended length of time is an important part of every business' marketing strategy.

In Mcarthty and Zhao (2000), they argued that advertising plays a significant role in the development of consumer relationships, which leads to repeat purchases and brand loyalty. Advertizing has a direct impact on consumer expectations and on the quality of products and services, therefore its function in brand loyalty should be considered. Spending on advertising

has a direct impact on brand loyalty, with shop appearance, perceived quality, and customer happiness acting as mediators.

2.2. Empirical Literature review

More than just a technique for selling goods and services, advertising serves several purposes. In order to differentiate a brand from the competition, it must be strategically placed in the prospectus perception or perceptual space. In Singh's (2012) words:

Consumers' Brand Preference and the Media: A Study of the Carbonated Beverage Market with Reference to Coca-Cola, by Thomas Michael According to the results of the poll, consumers have a preference for specific brands of carbonated beverages, and the media's efforts influence those preferences. Coca-Cola was the most popular carbonated beverage brand out of the eight represented in this survey, according to the results. There is no doubt that people prefer Coca-Cola above any other carbonated beverage. Coca-success Cola's may be attributed in large part to two factors: advertising and flavor. The consequence of this is that, when a brand is promoted by significant advertising and appeals to customers' taste senses, which persuades them to continue purchasing, other variables have no impact.

As Adeole et al. (2005) found, the most popular medium for advertising Bournivita is television, followed by newspapers and magazines, with 4.44 percent each. Gezachew (2012) conducted the same study with regard to electronics products and found that f was the most popular medium, followed by newspapers and magazines, with 4.44 percent each. Consumers looked on experts, celebrities, and even the average person to help them understand a brand's message. On "The influence of electronic and print media on consumers' brand preference," Chandrima (2009) performed study. Customers choose television over other media because they can hear and see the impacts simultaneously. This also shows that buyers place a lot of trust in commercials that are broadcast in television and other forms of media.

Adverts, sales promotions, awareness, income, age, gender, and education are all independent factors in Tendon (2011)'s study on the "Impact of advertising on the brand choice of tea." The survey found that advertising accounted for 72.4 percent of respondents' knowledge of tea brands, whereas 2.2 percent of respondents believe that sales promotion programs do the same. There were 63.8 percent who thought quality (tea) was most essential, and just 12.9 percent who

thought advertising was most important when it came to why people preferred tea over other options. According to the findings, customers' brand preferences for tea are heavily influenced by factors including age, income, and education, while gender had no effect.

As a case study, Strout R (2008) focuses on Pepsi's usage of Madonna as an example of how entertainment figures may be used to promote commercial items. In this instance, it shows how corporations strive to link the success of an artist to their product. An examination of a celebrity endorser, their public image, and whether or not the relationship between an artist and a product falls under advertising guidelines is demonstrated in this article. It was too much for Pepsi to handle when Madonna was chosen as the face of the brand. Since Madonna's "Like a Prayer" music video was so contentious, the \$5 million campaign featuring the lavish diva had to be canceled."

It was shown that customers assume that celebrities promote things they enjoy because of these inferences, and this model is used to predict attitudes toward products they endorse. (David H. Silver, Austad B. (2009).) Experimenters in two studies looked at written endorsement advertising and were asked to infer how much they thought the endorser really enjoyed the advertised product and how similar they were to the endorser. Measures were also taken to see how people felt about both the commercial and the product's sponsor. Inferences about the endorser's love for the product and attitudes toward the endorser predicted product attitudes, according to the model.

In this study, Goddard L. and Wilbur N. (2009) present a beginning point for additional research on the transmission of negative information in the connection of celebrity endorsements. It's critical that businesses understand the dangers of enlisting well-known people to promote their establishments and products. The results of this study suggest that a fall in the celebrity's image can have a negative influence on the brand's image, thus retailers should carefully select an endorser who has a good image now and will likely be able to maintain this image in the future.

Celebrity endorsements, according to Biswas S, Hussain M, and O'Donnell K, have a favorable, albeit moderate, effect on consumer interest and exposure. The findings have ramifications for marketers, and ideas for more study are offered. When celebrities endorse products and services, the paper says, companies should look at elements that might lessen such risks and so boost the

likeability of transferring brand image leverage from celebrities to the actual products and services.

Recurring purchases and brand switching due to advertising, according to John Deighton Advertising in mature and commonly purchased product categories is examined by the writers. They construct a logical decision model based on consumer behavior theories of framing and usage dominance. Scanner data is used to estimate the model. Their findings imply that while advertising encourages consumers to switch brands, it has no effect on their likelihood of making additional purchases of the same brand, which is in line with usage dominance rather than framing, according to the researchers. Switching is primarily limited to recent and earlier buying occasions, according to their research. Both the extent and possible profitability of this effect are discussed.

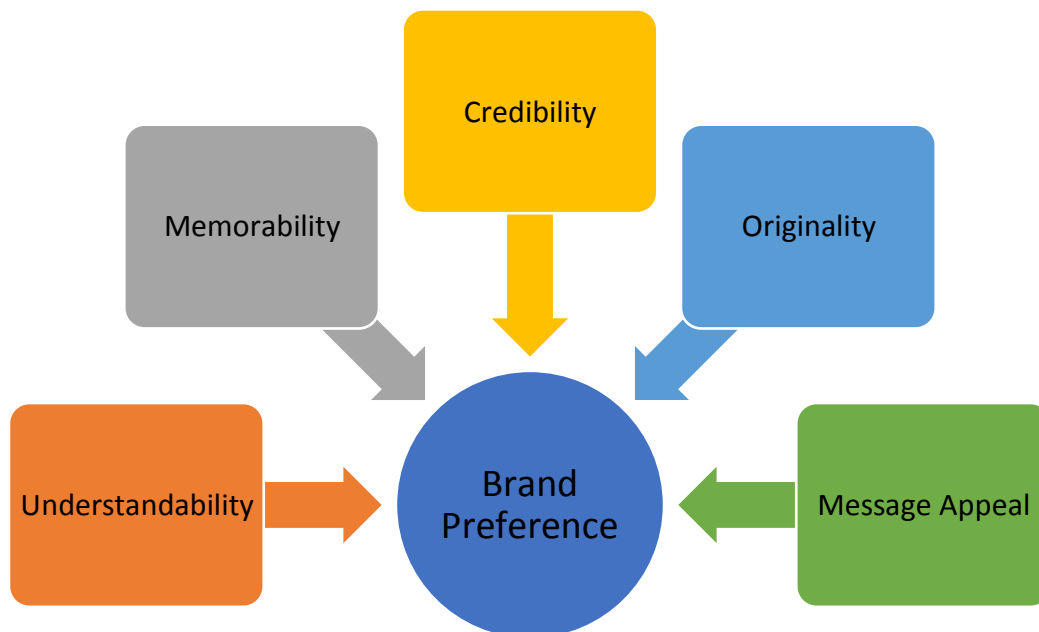
C. Shalini Kumar and Lalitha Balakrishnan*: Effects of Celebrity-Based Advertising on Consumer Attitudes Toward Purchasing Durable Products (A case study focusing on Chennai) As a reliable method of spending money, celebrity endorsements are quite popular. This is due to the fact that the value a consumer receives from purchasing any one type is so diverse in this world of products. Social status may be a factor in this behavior, as well as a desire to wear the "correct" clothes and consume the "right" drinks. Particularly a consumer who observes messages for two distinct firms' products and the message of one product has a celebrity-supported endorsement and not, feels that the product backed by a celebrity will have more purchases and hence have a greater value. Clark and Horstman (2003, Clark and Horstman) Products with a high price-to-production cost margin and a broad consumer base are more likely to get celebrity endorsements. When it comes to things like running shoes, soft drinks, and the like, celebrity endorsements are more common in the national market than in local or niche market products.

Michael (2012) did a study on "A Study on Carbonated Beverage Market with Reference to Coca-Cola: The Impact of Media on Consumers' Brand Preference." In the carbonated beverage market, brand preference exists and advertising activities influence consumer preferences and brand choice. Information, communication, and comprehension were the primary focus of this study's three key factors. According to the findings of this study, consumers' brand preferences are strongly influenced by advertisements' use of changeable information. Attractiveness,

attentiveness, and awareness are the three aspects of changeable information in this case. About 56% of people who are heavily influenced by advertising material fall into one of these three categories (Vivekananthan, 2010).

2.3. Conceptual frame work

Moskal and Leydens (2000) asserts that conceptual a framework is a textual or visual presentation that explains either visually or in narrative style. Reichel and Ramey (1987) stated that a conceptual framework is a set of general concepts and principles collected from relevant fields of investigation and utilized to shape a future presentation; occasionally a conceptual framework is also referred to as a theoretical framework. The following conceptual framework is constructed for this investigation. In order to create the conceptual model, numerous conceptual frameworks produced by different scholars were used. There were both dependent and independent variables incorporated into this conceptual framework. According to the framework, Media advertisement was the independent variable, while brand preference was the dependent variable.



Adopted from Mewal N. (2015)

CHAPTER THREE

RESEARCH METHODOLOGY

3.1. Introduction

The study will primarily aim to assess the impact of advertising with customer retentions and brand preferences on malt products in Addis Ababa with special emphasis on Senq, product BGI Ethiopia. Its research design, sampling techniques, sources and instruments to be utilized in collecting data, the procedures of data collection and finally the method of data analysis are presented as follows.

3.1. Research Approach

"top-down" deductive reasoning, also known as the "top-down" strategy, is used when going from general knowledge to a specific topic, which means it leverages what is previously known to move into a phenomena that can't be directly seen. It is the purpose of deductive research to test theories and hypotheses with empirical facts (Bhattacharjee, 2012). Additionally, the goal of this form of study is to build upon and potentially even enlarge upon previously developed hypotheses (Bhattacharjee, 2012). Accordingly, this study employed a deductive research technique to examine the influence of advertising on the brand choice of Senq Malt.

This rational and systematic method for doing research is referred to as "research design". A sample approach and time and cost restrictions are among the topics addressed. In 2001, (Kothari) stated that To begin the research process, an effective study design or plan must be developed (Creswell, 2009). Because the data was gathered through the use of a pre-designed questionnaire, this study took a quantitative approach. The goal of quantitative research is to provide numerical data that may be transformed into accessible statistics in order to quantify an issue. Quantifying one's thoughts, feelings, and actions might help one extrapolate conclusions from a broader group of people. Classifying traits, counting them, and building statistical models are all goals of this sort of investigation.

3.2. Research Design

In research technique literature, there are three main types of study: exploratory, descriptive, and explanatory (Sunders, Lewis and Thornhill, 2009). Some ideas are explained, phenomena are

assessed or new insights are gained by using the first type of analysis. Descriptive research, on the other hand, aims to provide detailed descriptions of individuals, events, or environments. The final form of study, explanatory, explains the link between variables.

By focusing on cause-and-effect links, research can provide explanations for why certain things happen (Yin, 1994). A case study, statistical surveys, observations, attitudes, and historical surveys can all be used to perform explanatory research, which aims to explain the link between variables (Saunders and Lewis, 2012).

Because the Ethiopian coffee sector lacks research on digital marketing and customer decision-making from an organization's viewpoint, this study will use explanatory research design. The researchers went with a explanatory technique since it combines uses quantitative testing with exploratory and descriptive research, and it seemed suitable (Edmondson and Mcmanus.2007).

An explanatory research strategy was used in this study in an attempt to discover or explain the connection between two variables, namely advertising and brand reference.

3.3. Sampling Methodology

3.3.1. Target Population

"Population" refers to everything relevant to a study: individuals, goods, companies, and marketplaces. Elements, units, and time must be used to define a population (Dillon, 1993). The study's primary focus is on Addis Ababa's malt beverage customers. The sample units are the constituents of the population. Sampling units are the elements of the target population that can be selected for sampling. Sampling units were the target population elements available for selection during the sampling process. The Sampling units for this study were all purchasers of malt drinks. The reason was that the researcher believed that the consumers of Senq Malt knew or experienced the product due to some reasons, so that they have been exposed to the advertising of Senq Malt.

3.3.2. Sampling Techniques

A non-probability sample approach, was used to collect data from participants who volunteered to fill out the survey voluntarily. In most cases, it isn't feasible to conduct a study that includes everyone who would be of interest. It's improbable that this will happen because of a lack of

time, money, and resources. Researchers are therefore obligated to investigate a subset of the population they're interested in (Marczyk, DeMatteo, and Festinger, 2005).

Respondents who have purchased Malt beverages must meet one of the criteria in order to utilize this survey. Using a probability sample strategy would be unrealistic since it would be impossible to include all Malt drinkers in Addis Ababa who had tasted Senq Malt at least once.

3.3.3. Sample Size

sampling is the selection of a small number of study units from a larger population of studied units (Abiy, 2009). In most studies, a sample size of 30–500 people is sufficient, according to Sekaran (2003). Both too large and too tiny samples are undesirable. Census sampling can be used for a small population, as well as published tables and methods for determining the sampling size (Israel, 1992). Malt drink customers are unknown or limitless, hence Cochran's formula was used. Sample size for large populations may be estimated using the method provided by Cochran (1963) as quoted by Israel (2009): -

Score (Confident Level = 96%)	1.96
Margin of Error €	5%
Proportion (P)	0.5
Q value	0.5

Where:

n- Sample size

z- Standard deviation given a corresponding confidence level of 96%

p- Estimated proportion of incidence (success rate = 0.5)

q- (1 –p) or assumed failure rate (0.5)

e- Proportion of sampling error or error margin in a given situation (5%)

Thus
$$n = \frac{Z^2 pq}{e^2} \quad n = \frac{(1.96)^2 (0.5) (0.5)}{(0.05)^2} = 384.16$$

So, there are 384 respondents

3.4. Data Type, Source and Collection

This study was done on malt beverages to see if the company's media advertisements influence customer choice for a particular brand of malt beverage. As a result of the company's recent

initiation of media advertising efforts, we believe it is essential that it be apprised of the effects these campaigns are having on its consumers' preferences for its malt beverage brands over those of its competitors, namely Nigus Malt and Guinness.

Data from both primary and secondary sources was used into this investigation. Survey questionnaires filled out by malt drink consumers were used as the major source of information for this study. Secondary data was gathered through the evaluation of published journals, books, and research papers.

3.4.1. Method of Data Collection

Questionnaires with pre-determined questions were sent to possible respondents in Addis Ababa who are thought to be regular dealers and purchasers of malt beverages for the city's residents. Likert-scale questions ranged from 1 (strongly disagree) to 5 (strongly agree), and the surveys were closed-ended and used a 5-point Likert scale.

The questionnaire had three sections: demographic data, components of media advertisement and brand choice, and questions on the model's construct aspects. According to the Likert scale, the respondents were asked to assess their level of perception.

There are demographic factors in the first portion of the questionnaire. Respondents' perceptions of model constructs were addressed in a third phase of the questioner, which focused on media advertising and brand preference. According to the researcher's schedule and location preferences, the Questionnaire was delivered to BGI's business clients who visited the BGI Head Office. The goal of the research has been conveyed to the respondents in order for them to feel comfortable enough to provide the essential data. BGI store staff and BGI resellers helped deliver some of the survey materials to those who wanted them.

3.4.2. Time Horizon

Among the two available temporal perspectives, the cross-sectional approach was used in this investigation. Cross-sectional research looks at a big group of people at a particular moment in time, whereas a longitudinal study follows a single person or group of people for an extended period of time. M.N. (2000).

3.5. Data Analysis Techniques

Nominal data has been used to describe the different categories. SPSS statistical data analysis has also been employed to analyze the nominal data in terms of descriptive statistics such as frequencies and percentages. Before analyzing the data that was collected using a structured survey/quantitative approach, it is used to edit, coded, clean and enter into software. This process is essential and saves a lot of time later, according to Pallant, (2005). Then, the screened data was analyzed and interpreted using a software package for social science (SPSS).

The various classifications have all been described in terms of nominal data. In addition to descriptive statistics like frequencies and percentages, SPSS statistical data analysis was used to examine the nominal data. It is necessary to edit, code, clean, and enter data into software before it can be analyzed using a structured survey or quantitative technique. According to Pallant, this step is crucial and saves a lot of time in the long run (2005). After that, a social science software package was used to analyze and interpret the screened data (SPSS).

We went through a number of stages in the data filtering process:

Checking for mistakes is the first step. To begin, make sure that none of the variables have values that are outside of the acceptable range (i.e., not within the range of possible scores).

Step 2: Track down the source of the data file's problem. The second step is to locate the exact location in the file where the issue occurred (i.e., which case is involved).

The third step is to fix the data file's mistake. Lastly, one must rectify any errors in the data file that were discovered. In the following step, the social science software was used to analyze and interpret the data (SPSS).

Descriptive analysis is therefore carried out using a variety of techniques. It was decided to employ descriptive statistics such as frequency and percentage while examining BGI Media Marketing's demographic data. It has also been possible to examine the influence and link between the dependent and independent variables via the use of regression and correlation analysis.

3.6. Validity

Validity is the most important criterion since it tells us how well an instrument really measures what it is meant to. Additionally, it can be considered useful. False discrepancies identified by measuring instruments can have a significant impact on the validity of a test (Kothari, 2004). In order to ensure the study's validity, a number of distinct steps were taken: Data was gathered from people who have used the bank's various goods and services, all of whom were considered reputable sources. To assure the validity of the results, the survey questions were based on literature reviews and a framework of references.

3.7. Reliability

In its simplest form, instrument reliability refers to how well an instrument performs the tasks for which it was created. The Cronbach's coefficient alpha, which measures inter-item consistency dependability, is the best test for reliability.

In general, Cronbach's alpha reliability coefficient (α) is between 0 and 1, according to Joseph and Rosemary (2003). If the Cronbach's alpha coefficient is near to 1.0, the items are more consistent, according to these writers.

"Excellent," "Good," "Acceptable," "Questionable," "Poor," and "Unacceptable" are all considered "good" by George and Mallery (2003, p. 231)'s rule of thumb.

3.8. Ethical Consideration

Ethics in research refers to the researcher's conduct in regard to the rights of the subjects or participants in the research (Saunders, Lewis, & Thornhill, 2009). Permission was gained from the clients who filled out a questionnaire because the data was based on their responses. On a voluntary basis, respondents were asked for information. It was stated in the questionnaire's opening section that the study's main objectives and purpose were explained. The questionnaires did not include any claims that may be construed as false or misleading.

CHAPTER FOUR

ANALYSIS AND DISCUSSION

4.1. Introduction

Consumers' perceptions of media advertising impact their choice of product, and media advertising on high-quality items influences customers' brand preference. This chapter presents and analyzes the data acquired from questionnaires on these topics. The bulk of the paper is included in this chapter. The results from the survey are examined in a variety of ways to meet the goals of the study and evaluate the set hypotheses. Customers' perceptions of media advertising influence their choice of a product, but a combination of descriptive and inferential statistics is used to identify the influence of media advertisements on customers' brand preference.

In the study technique section, questionnaires were previously indicated as the major method of data collecting. Customers of Senq Malt provided the information.

A total of 327 of the 384 questionnaires issued to the respondents were returned, resulting in a response rate of 85.15 percent. Some 57 (14.84 percent) of the people who received surveys did not return them. The questionnaires issued as a backup were used to replace those that were not collected in order to increase the sample's representativeness for the entire population.

4.2. Analysis of Demographic Characteristics of Respondents

Respondents were asked for demographic information in the first portion of the survey (gender, age, educational qualification, and occupation of the respondents). Table 4.1 depicts the responses of the respondents as a result.

As shown in the following table 4.1, the age range has been divided into four distinct groups. There were 189 respondents (57.8%) in the 25–34 age range, followed by 63 (19.3%) in the 35–44 age range and 57 (17.4%) in the 21–24 age range, as indicated in the preceding table. There are a total of 15 people (4.6 percent) that fall into the 45 and above age group. This suggests that the majority of Senq Malt customers in Addis Ababa are under the age of thirty.

There are more men than women that took the survey. There were around 51.4 percent males and 47.7 percent females among the total number of survey takers. Men make up the majority of the customers of Senq Malt goods in Addis Ababa city, according on this statistics.

According to the table below, 33 (10.1 percent) of the respondents completed high school or TVET, 75 (22.9 percent) have a diploma, 72 (22.0 percent) have a Master's degree, and the rest 132 (40.4 percent) have a bachelor's degree.

The majority of respondents (468.8%) work for private companies, followed by self-employed people (20.2%), government workers (13.8%), NGO workers (12.8%), and others (such as housewives and the jobless, at 4.6 percent each).

Table 4.1: Demographic profile of respondents

Variables	Type	Count	%
Age (in years)	21-24	57	28.6
	25-34	189	57.8
	35-44	52	19.3
	45+	15	17.4
Gender	Male	168	51.4
	Female	156	47.7
Educational Qualification	12 and below	12	3.7
	TVET	33	10.2
	Diploma	75	23.1
	Bachelor	132	40.7
	Masters	72	22.0
Occupation	Government Employee	45	14
	Private Employee	153	48
	NGO Employee	42	13.1
	Self-employed	66	20.6
	Other	15	4.7

Source: Own Survey (2022)

4.3.Descriptive analysis of agreement on factors affecting brand preference of Senq Malt

Table 4.2 Perception of respondents about brand preferences of Senq Malt

		Frequency	Percent
Family and friends influence the Brand preference for Senq Malt.	Disagree	4	1.2
	Neutral	55	16.8
	Agree	202	61.8
	Strongly Agree	66	20.2
	Total	327	100.0
Overall, the malt advertisement influences the brand preference for Senq Malt.	Disagree	12	3.7
	Neutral	37	11.3
	Agree	178	54.4
	Strongly Agree	100	30.6
	Total	327	100.0
Sales person influence the brand preference for Senq Malt.	Disagree	3	.9
	Neutral	56	17.1
	Agree	215	65.7
	Strongly Agree	53	16.2
	Total	327	100.0
Considering switching from one to another malt brands due to product quality than an advertisement	Disagree	9	2.8
	Neutral	111	33.9
	Agree	120	36.7
	Strongly Agree	87	26.6
	Total	327	100.0
Consider switching from one to another malt brands due to price discount than advertisement	Disagree	10	3.1
	Neutral	71	21.7
	Agree	192	58.7
	Strongly Agree	54	16.5
	Total	327	100.0

Source: Own Survey, 2022

It's clear from Table 4.6 those respondents (mean value 3.32) believe that switching from one malt brand to another is driven more by the quality of the product than advertising. 2.75 and 2.61 are the average values

An investigation on the impact of media commercials on consumer brand preference and the average level of agreement on the idea that media advertisements are easy to comprehend.

According to the collected information, consumers seem unconcerned (mean = 3.04) about whether or not the Senq Malt media commercials influence them to buy the promoted product.

Respondents disagree (mean = 2.60, mean = 2.74, and mean = 2.76) about whether or whether the Senq Malt brand media advertising are persuasive or confusing.

4.4. Respondents' Attitude towards Understandability of Senq Malt Advertisement

Table 4.3 Perception of respondents on Understandability of media advertisement

		Frequency	Percent
The message of Senq Malt is understandable as a result it helps decide to buy the product.	Disagree	62	19.0
	Neutral	56	17.1
	Agree	119	36.4
	Strongly Agree	90	27.5
The media advertisement ad for Senq Malt is simple.	Disagree	28	8.6
	Neutral	79	24.2
	Agree	169	51.7
	Strongly Agree	51	15.6
The facts in the Senq Malt media advertisement convince the benefits of the product	Disagree	50	15.3
	Neutral	64	19.6
	Agree	138	42.2
	Strongly Agree	75	22.9
Since the media advertisement is very clear users can understand what the advertisement is all about	Strongly Disagree	19	5.8
	Disagree	20	6.1
	Neutral	57	17.4
	Agree	141	43.1
	Strongly Agree	90	27.5

Source: Own Survey, 2022

The study sought to establish the attitude of respondents with regards to Senq Malt advertisement served on media. This information also included their attitude towards different elements that determined the impact of understandability of Senq Malt advertisement. 36.4% agreed that the message of Senq Malt is understandable as a result it helps them decide to buy the product 19% disagreed that they the message of Senq Malt is understandable. None of the respondents strongly disagreed, 27.5% strongly agreed while those who neither agreed nor disagreed represented 56 (17.1%). This showed a majority of the respondents had a positive attitude towards understandability of Senq Malt advertisement which also supported earlier claims by Osewe (2013).

51.7% agreed that the media advertisement ad for Senq Malt is simple. 8.6% disagreed that the advertisement ad for Senq Malt is simple. None of the respondents strongly disagreed, 15.6%

strongly agreed while those who neither agreed nor disagreed represented 24.2%. This showed a majority of the respondents needed the Senq Malt advertisement to focus on their simplicity.

22.9% strongly agreed that Senq Malt media advertisement convince the benefits of the product. 15.3% of the respondents disagreed that media advertisement convince the benefits of the product. None of the respondents strongly disagreed, 42.2% agreed while those who neither agreed nor disagreed represented 19.6%. This showed a majority of the respondents support Senq Malt media advertisement convince the benefits of the product.

27.5% strongly agreed that Senq Malt advertisement media advertisement is very clear that the users can understand what the advertisement is all about. 6.1% disagreed that advertisement is very clear. 5.8% strongly disagreed, 43.1% agreed while those who neither agreed nor disagreed represented 17.4%. This showed a majority of the respondents supported the need for advertisement is very clear

4.5. Respondents' Attitude towards Message appeal of Senq Malt advertisement

Table 4.4 Perception of respondents on Message Appeal of media advertisement

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Media Commercial that utilizes jingle to transmit the brand message impact me more	45	13.8	96	29.4	69	21.1	72	22	42	12.8
media commercials that utilize comedy to transmit the brand message impact me more	27	8.3	81	24.8	69	21.1	84	25.7	60	18.3
Media advertisement message which emphasizes the benefit of the malt influence more	33	10.1	87	26.6	87	26.6	66	20.2	48	14.7
Media commercial message which highlights quality of the malt impact me more	33	10.1	87	26.6	84	25.7	48	14.7	72	22

Source: Own Survey, 2022

The first item discusses a media commercial that employs music to convey a message that has a greater impact on a consumer's purchasing intent. There were 96 participants (29.4 percent) and 45 participants (13.8%), respectively, in the study, who stated that the use of music in an advertisement did not impact their decision to buy a malt. Media ads that employ music to convey a message had higher effect on consumers' purchasing intentions, according to 21.1 percent of those polled. While the remaining 72 (22.0 percent) and 42 (12.8 percent) do believe that the media ad that employs music to convey the message has a greater impact on the purchase intention of Senq Malt than the other ads. The results suggest that most of the sample respondents are not responsive to the media ad that employs music to deliver the message has a greater effect on the intention to purchase.

When an ad employs humor to convey a brand message, I find it more effective. According to the results in the table above, 69 (21.1 percent) are neutral about the influence of media advertising that use humor to convey the brand message on me. There is little doubt that ads that use humor to convey a brand's message have a greater impact on me, as seen by the views of both 84 percent of respondents and 60 percent. And while 24.8 percent and 8.3 percent of the population don't seem to mind, I am more affected by media advertising that use humor to convey a brand's message.

The advantage of the malt has a greater impact on purchase intention, as seen by the third item on the list, which is a media commercial. About 87 percent of those polled were neutral, meaning they had no intention of buying the malt if they saw an ad touting its benefits over others who were not. This demonstrates that the media ad message emphasizing the malt's benefits does not influence respondents' choice of malt.

The fourth item examines the media marketing message that emphasizes the quality of the malt more. As a result, consumers aren't swayed by media ads emphasizing malt quality while making their malt purchase decisions.

4.6. Respondents' Attitude towards Memorability of Senq Malt Advertisement

The first item that asks about a message from the media ad for Senq Malt is memorable as a result it influences to decide to buy the product, reveals that majority of the respondents 164

(50.2%) and 100 (30.6%) agree and strongly agree with that the message of Senq Malt media ad is memorable.

The second item measures the media ad for Senq Malt familiarity. The finding reveals that from the total participants majority of them 173 (52.9%) and 88 (26.9%) able familiarizes them with the specific brand advertised. From the interpretation it is clear that there is association between brand preference with the media ad memorability. So, the company needs to consider the memorability of the ad.

The third item focuses on the facts in the Senq Malt media are strong, they stick in the brain for a long time. As it can be seen in the above table item three, majority of the sample respondents 168 (51.4%) agree with the item three. 60 (18.3%) of the respondents were found to be neutral. Whereas 14 (4.3%) show their disagreement regarding the media ad advertisement are strong, they stick in the brain for a long time. The finding can be a good proof regarding the matter of product brand to be preferred by users.

This last item on the Media ad is discuss the Media advertisement message with their friends after viewing it. The finding shows that 142 (43.4%) and 115 (35.2%) agree and strongly agree respectively regarding with the discussion of the Media advertisement. 53 (16.2%) are indifferent regarding with the media ad confusing.

Table 4.5 Perception of respondents on Memorability of media advertisement

		Frequency	Percent
The Media advertisement message of Senq Malt is memorable as a result it influences to decide to buy the product.	Disagree	6	1.8
	Neutral	57	17.4
	Agree	164	50.2
	Strongly Agree	100	30.6
The Media advertisement of Senq Malt familiarizes me with the specific brand advertised.	Disagree	12	3.7
	Neutral	54	16.5
	Agree	173	52.9
	Strongly Agree	88	26.9
Since Media advertisement are strong, they stick in the brain for a long time.	Strongly Disagree	2	.6
	Disagree	14	4.3
	Neutral	60	18.3
	Agree	168	51.4
	Strongly Agree	83	25.4
Mostly I discuss the Media advertisement message with my friends after viewing it.	Strongly Disagree	2	.6
	Disagree	15	4.6

	Neutral	53	16.2
	Agree	142	43.4
	Strongly Agree	115	35.2

Source: Own Survey, 2022

4.7. Respondents' Attitude towards Credibility of Senq Malt Advertisement

The table above depicts respondents' opinion rating about the Credibility of Senq Malt Advertisement. Four items meant to address this theme. Accordingly, it has been found that 135 (41.3%) and 125 (38.2%) tended to agree and strongly disagree with the first item. This implies that the respondents have a modest sense about the message of media is credible, it affects the decision to purchase the product. The pattern of response in the case of the 2nd item 30.3% strongly agreed that the advertising of malt drink produced by individuals who are credible, it enhances its credibility. 3.7% of the respondents disagreed. 54.4% agreed while those who neither agreed nor disagreed represented 11.6%. This showed a majority of the respondents support the advertising of malt drink produced by individuals who are credible, it enhances its credibility. In the cases of the 3rd item (media advertisements of Senq Malt are simple) it has been found 120 (36.7%) tended to agree and 106 (32.4%) tended to strongly agree, and 4th items (media ads are realistic, they consider them as an honest information source) it has been found, 119 (36.4%) tended to agree and 105 (32.1%) tended to strongly agree.

Source credibility got a mean rating of 3.12 when it came to media advertising credibility. Credibility in media advertising has an effect on consumers' brand preference, according to the survey's participants. Advertising is also seen as a trustworthy source of information by these people.

Table 4.6 Perception of respondents on Credibility of media advertisement

		Frequency	Percent
The message of media is credible, it affects the decision to purchase the product	Disagree	27	8.3
	Neutral	40	12.2
	Agree	135	41.3
	Strongly Agree	125	38.2
When the advertising the malt drink produced by	Disagree	12	3.7

individuals who are credible, it enhances its credibility	Neutral	38	11.6
	Agree	178	54.4
	Strongly Agree	99	30.3
I believe that media advertisements of Senq Malt are simple	Strongly Disagree	16	4.9
	Disagree	43	13.1
	Neutral	42	12.8
	Agree	120	36.7
	Strongly Agree	106	32.4
Since media ads are realistic, I can consider them as an honest information source	Disagree	33	10.1
	Neutral	70	21.4
	Agree	119	36.4
	Strongly Agree	105	32.1

Source: Own Survey, 2022

4.8. Respondents' Attitude towards Originality of Senq Malt Advertisement

Table 4.7 Perception of respondents on Originality of media advertisement

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Originality in Senq Malt media advertisement influences to decide to buy the product.	48	14.7	96	29.4	126	38.5	42	12.8	12	3.7
I believe Out of ordinary ideas in Senq Malt media advertising is irrelevant.	45	13.8	123	37.6	90	27.5	30	9.2	33	10.1
When media advertising of Senq Malt departs from stereotypical thinking, it grabs my attention	30	9.2	84	25.7	120	36.7	66	20.2	24	7.3
When Senq Malt media ads are unique, it sticks my mind.	60	18.3	90	27.5	66	20.2	66	20.2	42	12.8

Source: Own Survey, 2022

126 respondents (38.5 percent) and 96 (29.5 percent) were neutral or disagree with the statement that Senq Malt's uniqueness in its media campaign effects consumers' decision to purchase the product in the first question.

For Senq Malt's media marketing campaign, the second component is irrelevant. Senq Malt media advertising's out-of-the-ordinary concepts aren't applicable to the vast majority of the 123 participants in the study, according to the findings.

The third point is about how Senq Malt's media advertising deviates from stereotypes and catches people's attention. Table 3 shows that most of the sample respondents 120 (36.7%) felt ambivalent about question three, as can be shown. A total of 84 (25.7 percent) of those surveyed were found to disagree with the findings. Media advertising for Senq Malt that defies stereotypes attracts attention, with 66 (20.2 percent) and 24 (7.3 percent) agreeing and strongly agreeing, respectively.

The Senq Malt media ad's peculiarity is the subject of the final paragraph in this section. According to the results, 66 percent of respondents agree or strongly agree that media commercials are distinctive, while 42 percent disagree or strongly disagree. There are 90 (27.5%) people who disagree with the originality of the Senq Malt media commercials and it has stayed with them.

4.9. Correlation analysis

The correlation coefficient quantifies the size and direction of the relationship between two variables. Because it's an effect, the degree of association may be expressed in words. Correlation coefficients range from +1.0 to -1.0. It's easy to see the strength of a connection by looking at the coefficient sign. There is a wide range of flow between .00 and .19, .20 to .39, .40 to .59, strong flow, and .80 to 1.0. This is based on Evans (1996), who suggests the following coefficients: – the flow is really feeble. The correlation analysis findings were interpreted as follows using this guide.

With a correlation coefficient of $r=.212$, $r=.215$, and $r=.206$, the matrix demonstrates that originality, understandability, and memorability all have weak flow correlations with brand liking. There is a modest association between ad credibility and message appeal, with a value of $r=.179$ and $r=.102$ for the two. Each independent variable has a correlation coefficient of $r=1$ with itself. As a result, except for message attractiveness, all independent factors exhibit a substantial $p=.000$ positive association with the dependent variable.

Table 4.8 Pearson's Correlation Matrix
Purchase Intension

Understandability	Pearson Correlation	.215**
	Sig. (2-tailed)	.000
	N	324

Message appeal	Pearson Correlation	.102
	Sig. (2-tailed)	.066
	N	324
Memorability	Pearson Correlation	.206**
	Sig. (2-tailed)	.000
	N	324
Credibility	Pearson Correlation	.179**
	Sig. (2-tailed)	.001
	N	321
Originality	Pearson Correlation	.212**
	Sig. (2-tailed)	.000
	N	324
** . Correlation is significant at the 0.01 level (2-tailed).		
* . Correlation is significant at the 0.05 level (2-tailed).		

Source: SPSS output of survey, 2022

4.10. Multiple Linear Regression Analysis

4.10.1. Assumptions Testing in Multiple Regression

For the regressed results of the research to remain valid and resilient under numerous regression models, several basic assumptions must be met. Thus, the assumption tests, such as multi-collinearity, outliers, autocorrelation, homoscedasticity, linearity, and normality, have been carried out in this work.

4.10.1.1. Sample size

The number of instances necessary for multiple regressions varies widely among writers. If the number of variables is known, Tabachnick and Fidell (2001) provide a method for determining sample size: N is more than 50 plus 8 (where m is the number of variables). There were five variables and 384 respondents in this research. Because of this, the sample size assumption was met.

4.10.1.2. Multi Collinearity

To test for multi-collinearity, correlations between the variables in the model are analyzed. There is a correlation between the variables and a dependent variable (above 0.3 preferably).

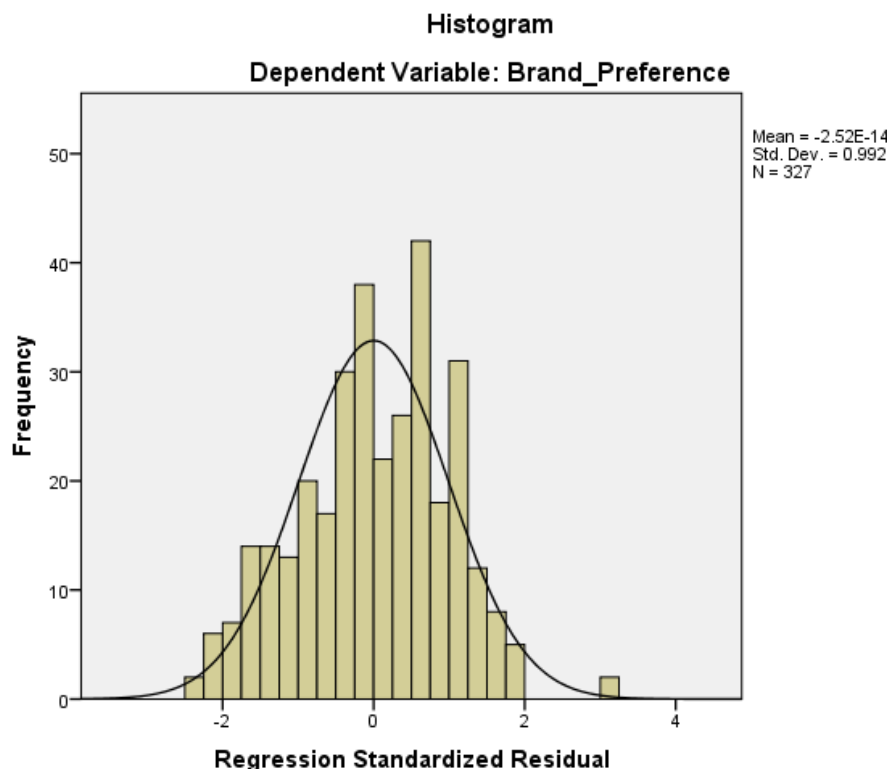
Tolerance and Variance Inflation Factor are used to diagnose collinearity in the variables during the multiple regression technique (VIF). As the name suggests, tolerance measures how much variation in an independent variable cannot be explained by the other variables in the model.

Multi-Collinearity is possible when this correlation with other variables is as high as it can be at such a modest value (less than 0.10%). (Pallant, 2010). As the name implies, the Variance Inflation Factor (VIF) is the tolerance value's antithesis (1 divided by tolerance). A high VIF indicates the presence of multiple-collinearity, according to Pallant, (2010).

4.10.1.3. Normality and Linearity

The residuals scatter plot and the normal probability plots of the regression standardized residuals requested as part of the study can be used to verify these assumptions. Standardized residuals from regression are shown in typical P-P plots. Normal probability plots have points that go diagonally from the bottom left to the top right in a fairly straight line. This suggests that there aren't any significant departures from the norm. The usual P=P plot shows no evidence that normality assumptions have been violated.

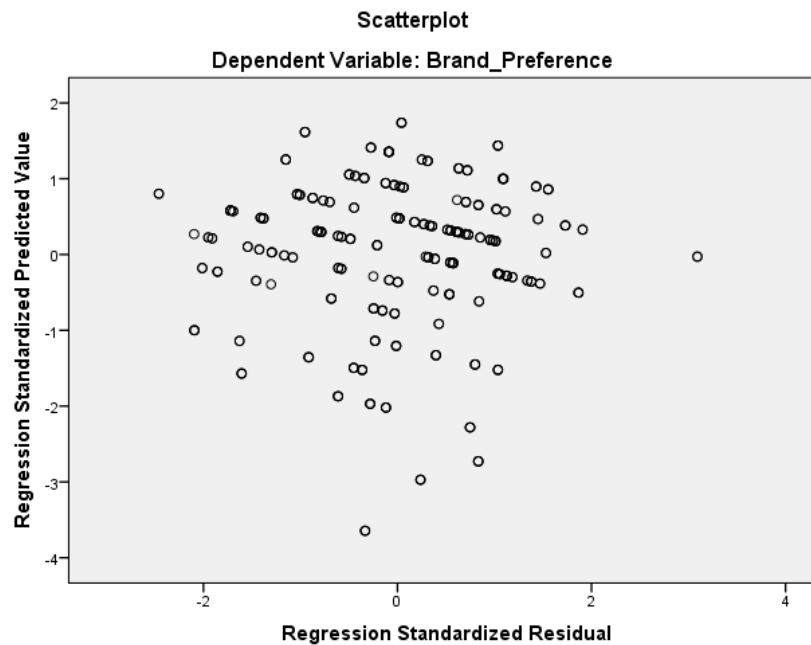
Fig 4.1: Histogram of Regression Standardized Residual



Source: SPSS output of survey, 2022

The study used both methods of assessing normality; graphically using Normal Probability Plot (P-P) graph and numerically using Skewness and Kurtosis. Figure 4.1, depicted that the scores are normally distributed.

Fig. 4.2: Linearity scatter plot of regression standardized residual



Source: SPSS output of survey, 2022

Kurtosis measures the sharpness of the frequency-distribution curve peak, whereas skewness tells us how well-symmetrical the distribution is. Skewness and kurtosis have zero values for variables with normal distributions, and anything other than zero indicates a divergence from normality (Hair, 2010). Hair (2010) states that a kurtosis/skewness distribution with a value of 2.58 is generally considered appropriate. Therefore, the kurtosis and skewness values of the variables fall within the range shown in the accompanying table.

Table 4.9 Skewness and Kurtosis

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Understandability	365	4.0530	-.817	.128	.254	.255
Message appeal	365	4.1041	-1.141	.128	1.341	.255
Memorability	365	3.8452	-.458	.128	.402	.255

credibility	365	3.7370	-.162	.128	-.945	.255
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Source: SPSS output of survey, 2022

4.11. Model Summary

The multiple correlation coefficients R reveal a strong or high correlation of 0.558 between Purchase Intention and the t factors. For example, when we look at the model's R^2 value, we see that 51.8% of variance in brand preference can be attributed to media advertising.

Table 4.10: Model Summary of the Constructs

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.558 ^a	.518	.516	.14280
a. Predictors: (Constant), Originality, Understandability, Memorability, Credibility, Message Appeal				
b. Dependent Variable: Brand Preference				

Source: SPSS output of survey, 2022

4.12. Beta Coefficient

Explanatory factors' relevance may be explained by the standardized coefficients. After all the explanatory variables have been normalized, these coefficients are calculated using regression analysis.

According to the data in table 4.14, the greatest standardized coefficient is that of Understandability, followed by that of Message appeal and Memorability. An increasing number of standardized coefficients indicates a stronger impact on buying intent.

There are substantial correlations between Understandability, Message appeal, Memorability, credibility, originality for predicting purchase intention, according to the significance tests on the five explanatory variables. P-values >0.05 (P greater than) indicate that the remaining components of trustworthiness and understandability are not statistically significant in predicting brand preference.

Table 4.11: Beta Coefficient

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.051	.068		.748	.455

Understandability	.301	.012	.459	24.267	.000
Message Appeal	.283	.019	.326	14.694	.000
Memorability	.336	.017	.393	20.081	.000
Credibility	.052	.017	.070	3.148	.002
Originality	.036	.019	.043	1.881	.061
a. Dependent Variable: Brand Preference					

Source: SPSS output of survey, 2022

4.13. Hypothesis Testing

The Linear Multiple Regression is utilized to test the hypotheses according to the research approach. There are five hypotheses to investigate if there is a connection between brand choice and the five independent variables of media advertising (Understandability, Message appeal, Memorability, believability, and uniqueness). Some hypothesis tests have a Sig value of less than 0.05. The following is an overview of the evaluations:

Table 4.12: Hypothesis testing

Hypothesis	Result
H1: The credibility of media advertisements of Senq Malt has a major effect on brand preference of malt.	<i>Rejected</i> (the outcome of the coefficient of regression does not support the hypothesis; beta = -.005, p > 0.05).
H2: The understandability of media advertisements Senq Malt has a major effect on brand preference of malt	<i>Accepted</i> (the outcome of the coefficient of correlation supports the hypothesis; beta = .376, p < 0.05).
H3: The message appeal of media advertisements of Senq Malt has a major effect on brand preference of malt.	<i>Accepted</i> (the outcome of the coefficient of correlation supports the hypothesis; beta = .525, p < 0.05).
H4: The memorability of media of Senq Malt has a major effect on brand preference of malt	<i>Accepted</i> (the outcome of the coefficient of correlation supports the hypothesis; beta = .118, p < 0.05).
H5: The originality of media of Senq Malt has a major effect on brand preference of malt.	<i>Rejected</i> (the outcome of the coefficient of correlation supports the hypothesis; beta = -.010, p > 0.05).

According to standardized coefficient beta and p-value data, the research hypothesis is not verified at a person-standardized coefficient beta of $-.005$, $p > 0.05$ and so there is no correlation between credibility and brand choice.

Senq Malt's media commercials have a significant impact on brand preference (beta $=.376$, $p = 0.05$) according to the results of the table. Brand preference improves by 37.6 percent if media commercials are more understandable. In this way, the study's findings support the theory that the clarity and depth of media ads have a favorable impact on consumer brand choice. As a result, it has a substantial impact on consumer brand preference.

As the data in the table shows, message appeal has an influence on the standard coefficient beta and the p-value with (beta $=.525$, and the p-value 0.05). This means that if message appeal improves by 1%, brand preference will rise by 52.5. Thus, the research verifies the hypothesis and message attractiveness has a positive and substantial influence on brand preference. As a result, it has a substantial impact on consumer brand preference.

A positive and statistically significant correlation was found between the standardized coefficient beta and the p-value of the message appeal (beta $=.525$, $p = 0.05$). This means that if message appeal improves by 1%, brand preference will rise by 52.5. Thus, the research verifies the hypothesis and message attractiveness has a positive and substantial influence on brand preference. As a result, it has a substantial impact on consumer brand preference.

A standardized coefficient beta of 0.10 , with a P value of 0.05 , indicates that the study hypothesis is not supported, and so, there is no correlation between originality and brand choice.

4.14. Discussion of Results

The study established that media advertisement has gained traction among the mainstream media users and more people are getting to interact with the adverts. 97% of the respondents confirmed their encounter with media advertisement. This showed that media advertisement has the capacity to reach a larger population of the target group.

Information was established as the main reason why respondents interacted with media advertisement. The respondents showed an interest in the adverts' information possibly with regards to what the product was offering. This clearly showed that advertisers have the opportunity to inform the public about their products, features or entry to the market. This

confirmed Baltas (2003) and Osewe (2013) that the mainstream media is considered a prime source of information by the users. Similar findings by Tsang et al., (2004) and Schlosser, Shavitt and Kanfer (1999) also confirmed the significance of media advertisement with regards to the spread of information among consumers and in turn influencing their brand preference.

The study sought to establish the influence of media advertisement on brand preference of Senq Malt among residents of Addis Ababa. The inferential statistics sought to develop models to define the relationship between media advertisement and brand preference of Senq Malt and to further use the models to predict brand preference based on certain user attributes. The study established that there was a relationship between media advertisement and brand preference of Senq Malt albeit to a small extent. This implied that further independent variables should be included in order to support generalization of the findings.

The study also established that the number of user brand preference recommendation to others was higher. This confirmed that media advertisement was significant with regards to reach and has the potential to inform and increase brand preference which supported findings by Goldsmith and Lafferty (2002) who stated that media advertisement should be considered a significant marketing tool in influencing brand preference. The same also concurred with findings by (Niazi et al., 2012) which confirmed the significance of media advertisement on creating long lasting impressions on the consumer and in turn boosting the brands' image.

The study findings also supported findings by Gilaninia et al., (2013) which stated the importance of media advertisement given the growing trends in mainstream media as seen in the study where 97% of the respondents had encountered media advertisement

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1. Introduction

Following the presentation of the study findings and discussion in the previous chapter, the summary of findings is now examined in the context of the preceding chapter. There is a summary of the findings, as well as conclusions and recommendations. This chapter also discusses the implications for the future.

5.2. Summary of the major findings

After age groups between 35 and 44 years 63 (19.3 percent) and age groups between 21 and 24 years (17.4 percent), the majority of answers came from those between the ages of 25 to 34 years (189). Only 15 people (4.6% of those surveyed) fell within the 45-65 age bracket.

Around 51.4 percent of the men participated in the survey, compared to 47.7 percent of the total number of participants.

The majority of respondents (468.8%) work for private corporations, followed by self-employed people (20.2%), government workers (13.8%), non-governmental organizations (12.8%), and the unemployed (4.6%).

Purchasing Senq Malt has an average perceived value of 3.32, which suggests that people's perceptions of the malt's quality and advertising influence their decision to switch from one brand to another.

123 (37.6 percent) and 102 (31.2 percent) of the respondents disagreed and were ambivalent about the Senq Malt media ad's theme being understood.

3.12 was the average media advertising effect of believability. People's brand preferences are influenced by media advertising's ability to inspire trust.

While polled, respondents were split on whether or not they were swayed by memory of the media campaign when making their Senq Malt purchase.

With a $r=1$ correlation coefficient, two unrelated variables have a perfect correlation.

As a result, except for message attractiveness, all independent factors exhibit a substantial $p=.000$ positive association with the dependent variable.

5.3. Conclusions

When Senq Malt launched an aggressive media marketing campaign in order to gain and retain the most market share in a continuously evolving and competitive business, this research was born.

Research on Senq Malt in Addis Ababa city was conducted to examine the impact of media advertising on the purchase of user items. Furthermore, the researcher attempted to discover the influence of media advertising on the items selected by customer and to describe their understanding of messages appealing to them as well as their trustworthiness as well as their uniqueness in media advertising.

According to Senq Malt's customers, advertising in the media has an impact on their purchasing decisions, as does the influence of the seller and a friend. Product growth, new product development, and price reductions are all important factors to keep in mind as you work to win over new customers.

This study's findings also showed that customers of malt prefer high-quality products over low-quality ones when it comes to the influence of media advertisements on quality on their choice of malt. This shows how customers need high-quality products and their willingness to pay a price for high-quality ones that can give them the necessary pleasure from consuming a malt.

Understanding, message appeal, memorability, credibility, and originality of media commercials all had a significant impact on user brand choice, according to the research objectives.

According to the findings and conclusions presented in the last chapter, brand choice is more directly linked to comprehensibility. The second most closely connected variable is originality. Credibility and message recall have a lesser link than memorability when it comes to promotions. Subordinate to invariant associations were found to be statistically significant, except for message appeal, at a 0.01% significance level.

According to the study's goals, all research factors except message call 066 have a significant impact on user intention, based on the impacts of understandability, message concern, memory,

credibility, and uniqueness of commercial character in the context of Senq Malt media advertising. Understanding and message attractiveness are two of the research factors. Second on the list is originality, which is memorable and credible.

Users' brand choice is influenced by various advertising characteristics that can be more easily documented or recalled than others. Basic publicity or simple advertising, however, has statistical significance.

Good, negative, and neutral responses to inquiries on one's attitude were categorized by researchers. Negative and positive reactions are ranked lower than neutral reactions in this regard. There are more positive responses than negative responses to most searches. The worries regarding comments, ratings, information sharing on media advertising and advertising reaction, while unfavorable, were seen as more positive.

Senq Malts appears to be making fewer attempts than planned to engage with its customers.

5.4. Recommendations

After thoroughly analyzing and evaluating the findings of this investigation, the author provided the following suggestions.

The study began with a look at the researchers' backgrounds and reasons for wanting to investigate media and brand choice. Clearly, media is becoming a significant marketing tool that allows firms to communicate with their markets and gain insight into their consumers' needs and preferences. With this innovative communication platform, customers can share their brand experience, review products or services, seek the best possible solutions, as well as provide feedback on their experiences.

According to consumers' concerns in purchasing decisions, the quantity of publicity that influences their decision is greater. Because of this, Senq Malt's marketing strategy should focus on the broader malt brand and its advertising approach, rather than only Senq Malt.

The model shows that uniqueness has a bigger impact on the likelihood that people would purchase a product. A unique advertising message may be seen in this example. Customers believe that a company's reputation is one of the most important factors in making a purchase decision. "Uniqueness," "memorability," "credibility," and "intelligibility"

Senq Malt should do some research on their target market and the factors that influence their purchasing decisions before running any commercials. So, they should undertake study to find out which ads are effective and which ones aren't. Senq Malt should instruct advertising businesses on what needs to focus on instead of allowing them to their own gadgets, according to the study's findings, employing music is not always beneficial. The ad's message and how it's distributed are just as essential as the stars who appear in it, according to a study. Therefore, both Senq Malt and advertising agencies are recommended to study these parameters before creating or picking on the attractiveness of an advertisement message and implementing it. Advertising agencies should focus on logical topics when creating advertisements for this product. While other characteristics are important, they should also focus on trustworthiness.

5.5. Directions for further studies

Senq Malt was the subject of this investigation. Adverts can also have an impact on user commodities that move quickly and have a high level of engagement.

In order to find and identify the unidentified advertising factors that might impact user brand choice, additional willing investigators are suggested to perform a further in-depth examination.

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ANNEX

Questionnaire

ADDIS ABABA UNIVERSITY SCHOOL OF COMMERCE
SCHOOL OF GRADUATE STUDIES DEPARTMENT OF MARKETING
MANAGEMENT

Questionnaire On - The Impact of Advertising on Brand Choice: The Case of Senq Malt

Dear Respondents,

The questionnaire is designed to seek information on the effect of media advertisement on Customer Retentions and Brand Choice: The case of Senq Malt in partial fulfilment for the award of Master of Arts in Marketing Management. The overall objective of this questionnaire is to gather first-hand information on the mentioned issues.

The information gathered will be accesses only by the student researcher and will be kept strictly confidential and please don't write your name. Your contribution to this research is very greatly appreciated.

Thank you in advance for your cooperation.

Part I. Demographic Information

In answering this part of the questionnaire, please use (X) in the boxes provided.

Age (in years)	21-24	☐
	25-34	☐
	35-44	☐
	45+	☐
Gender	Male	☐
	Female	☐
Educational Qualification	12 and below	☐
	TVET	☐
	Diploma	☐
	Bachelor	☐
	Masters	☐
Occupation	Government Employee	☐
	Private Employee	☐
	NGO Employee	☐
	Self-employed	☐
	Other	☐

Part II Determinant factors

This part of the questionnaire collects information to assess the effect of media advertising on Customer Retentions and Brand Choice the case of Senq Malt in Addis Ababa.

1. Which type of malt drink do you use (you can select more than one choice)

Name of malt drink	
Sofi Malt	☐
Senq Malt	☐
Nigus Malt	☐
Malt Guinness	☐
If other please specify	

2. Brand Choice

	Strongly Disagree	Disagree	Neutral	Agree
Family and friends influence the brand choice for Senq Malt.	☐	☐	☐	☐
Overall, the malt drink advertisement influences the brand choice for Senq Malt.	☐	☐	☐	☐

Sales person influence the brand choice for Senq Malt.				
Considering switching from one to another malt drink brands due to product quality than an advertisement				
Consider switching from one to another malt drink brands due to price discount than advertisement				

3. Understandability of media advertisement

	Strongly Disagree	Disagree	Neutral	Agree
The message of Senq Malt is understandable as a result it helps decide to buy the product				
The media advertisement for Senq Malt is complex				
The facts in the Senq Malt media advertisement don't convince the benefits of the product				
Since the media advertisement is very confusing users can't understand what the advertisement is all about				

4. Message appeal of media advertisement

	Strongly Disagree	Disagree	Neutral	Agree
Media Commercial that utilizes jingle to transmit the brand message impact me more				
media commercials that utilize comedy to transmit the brand message impact me more				
Media advertisement message which emphasizes the benefit of the malt drink influence more				
Media commercial message which highlights quality of the malt drink impact me more				

5. Memorability of media advertisement

	Strongly Disagree	Disagree	Neutral	Agree
Senq Malt's media ad message is unforgettable, which means it influences the decision to buy the product				
The media commercials of Senq Malt get me up to date to the brand's advertised communication				
Since media advertisements are so frail, they don't adhere within the brain for a long time				
Mostly I discuss the media ad message with my friends after viewing it				

6. Credibility of media advertisement

	Strongly Disagree	Disagree	Neutral	Agree
The message of media is credible, it affects the				

decision to purchase the product				
When the advertising the malt drink produced by individuals who are credible, it enhances its credibility				
I believe that media advertisements of Senq Malt are simple				
Since media ads are realistic, I can consider them as an honest information source				

7. Originality of media advertisement

	Strongly Disagree	Disagree	Neutral	Agree
Originality in Senq Malt media advertisement influences to decide to buy the product.				
I believe Out of ordinary ideas in Senq Malt media advertising is irrelevant.				
When media advertising of Senq Malt departs from stereotypical thinking, it grabs my attention				
When Senq Malt media ads are unique, it sticks my mind.				