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ADDIS ABABA UNIVERSITY
COLLEGE OF BUSINESS AND ECONOMICS

**THE EFFECT OF ADVERTISING ON CONSUMER
PURCHASING INTENTION**

**CASE: EAST AFRICAN BOTTLING S.C.
(COCA COLA ETHIOPIA)**

**A RESEARCH SUBMITTED AS PARTIAL FULFILLMENT OF
THE REQUIRMENTS FOR DEGREE OF MASTER OF
BUSINESS ADMINISTRATION**

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Declaration

I, the undersigned, declare that this research project is my original work and has not been presented for a degree award in any other university.

Kalid Muktar Signature _____ Date _____

This research project has been submitted for examination with my confirmation as a supervisor to the candidate.

Advisor _____ **Signature** _____ **Date** _____

Ato Teshome Bekele

Approved By Board of Examiners

Examiner _____ **Signature** _____ **Date** _____

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List of Abbreviations

AAD – Attitude towards the advertisement

AB – Attitude towards the brand

AD – Advertisement

FMCG – Fast moving consumer goods

PI – Purchase intention

ABSTRACT

Today's successful companies have one thing in common: they are strongly customer focused and heavily committed to marketing. These companies share a passion for understanding and satisfying customer needs in well-defined target markets. They motivate everyone in the organization to help build lasting customer relationships based on creating value. Customer relationships and value are especially important today since more frugal consumers are spending more carefully and reassessing their relationships with brands.

In brand preference, advertising plays a crucial and enduring role. Nearly everyone in the modern world is influenced to some degree by advertising. Since so much money is being devoted to advertising, analyzing its effects remains vital for firms, especially for those forming part of the collusive oligopolistic market of soft beverages, where advertising helps in making difference in the market place.

This research focused on the analysis of advertising in terms of its specific persuasive effort in influencing purchasing behavior. The persuasive effort is related to creation of favorable attitudes or reinforcing existing attitudes. This process of persuasion is closely linked to the concept of attitude and this study has explored the connection between persuasion and attitude, identifying possible responses that the receiver can give to advertising information.

This paper analyses the degree of influence advertising has on consumers' purchasing intention with particular reference to Coca- Cola advertisements. It is based on descriptive research or quantitative research. In this descriptive research cross tabulation with chi square analysis is used to understand the relationship between responses to advertising stimuli and attitude of the respondent. Well-structured Questionnaire was developed for a sample of 150 consumers.

The study found out two types of responses to advertising stimuli, cognitive and emotional depicting that emotional responses to the advertisements are more important in determining consumers' attitude towards the advertisements compared to the cognitive responses. Furthermore, the study has found that attitude towards the ads positively affects attitude towards the brand and attitude towards the brand positively and significantly affects purchase intention of consumers.

Key words: Advertising, responses, attitude towards advertisements, attitude towards the brand, purchase intention

CHAPTER 1 - INTRODUCTION

1.1 Background of the Study

The fast-moving consumer goods (FMCG) sector represents one of the largest industries worldwide. It is mainly characterized by companies that supply low-cost products that are in constant high demand (KPMG Sector report, 2016).

According to the World Bank's Global Consumption Database, total household expenditure on FMCG goods reached almost US\$240bn in 2010 for a sample of 39 African countries. Household FMCG expenditure was highest in Nigeria (US\$41.7bn), followed by Egypt (US\$27.6bn), South Africa (US\$23bn), Morocco (US\$20.1bn) and Ethiopia (US\$19.2bn) (KPMG Sector report, 2016).

It is critically important for FMCG companies to ensure they are properly informed about the needs and lifestyles of consumers in their market. This will ultimately inform decisions around products, pricing and marketing. These days' consumers are certainly brand and quality conscious, but affordability remains the key consideration when purchasing decisions are made (Davina, 2012).

Consumer orientation stems from the company's adoption and implementation of the marketing concept. Consumer behavior is the result of interaction of the consumer's potential influences and the pressures exerted upon them from outside forces in the environment. Consumer has some needs and wants and when they are not satisfied, it leads to a drive. Drive is, in effect, the reason underlying certain behavior pattern. It is a strong stimulus that motivates individuals. Depending on the products, signs and other stimuli relevant to the situation existing in the environment, individuals choose some specific response in an effort to satisfy the drive. The specific response chosen depends upon these external cues and previous experience. Reinforcement strengthens the relationship between the environmental cues and the response, and may lead to a similar response the next time the drive occurs. Repeated reinforcement leads to the development of a habit there by making the decision process. Advertising is one of the most important external cues, which reinforces the consumers' choice (Madaan, 2015).

Advertising is used for communicating, exchanging/delivering business information to the present and prospective customers. It usually provides information about the advertising firm, its product qualities, place of availability of its products, etc. It is indispensable for both

the sellers and the buyers. However, it is more important for the sellers. In the modern age of large scale production, producers cannot think of pushing sale of their products without advertising. Advertising have therefore acquired great importance in the modern world where there is tough competition in the market and fast changes in technology (Otieno, 2013).

Any advertising process attempts at converting the prospects into customers. Thus it is an indirect salesmanship and essentially a persuasion technique and it does not attempt at maximizing profits by increasing the cost but by promoting the sales so in this way it won't lead to increase the price of the product. Thus, it has a higher sales approach rather than the higher-cost approach (Ram, 2014).

This persuasive effort is related to creation of favorable attitudes or reinforcing existing attitudes. This process of persuasion is closely linked to the concept of attitude. Most theories of advertising have explored the connection between persuasion and attitude, identifying possible responses that the receiver can give to advertising information (Nichifor, 2014).

Like in most countries, in Ethiopia, giant oligopolistic consumer good companies such as Coca Cola are pouring large sum of money every year in advertising, for they believe it is an unfailing if not a reliable way to promote their products, their brands, their organization. And over the years, firms in Ethiopia have employed various advertising strategies to influence and drive purchases, fuel new growth and create new market share. However, the marketing and advertising efforts of firms fails to give due consideration to the consumer behavior and the underlying mechanisms of forming or reinforcing attitude and the overall framework of "how advertising works" which starts from how consumers perceive advertising stimuli to the very last step of the effect of advertising on consumers' behavior.

This study therefore, seeks to assess the effect of advertising on consumer purchasing intention identifying possible responses in attitude formation distinguishing between attitude toward the ad and attitude toward the brand and subsequently, discussing the relationship between attitude toward the ad and attitude toward the brand, and attitude toward the brand and purchase intention.

1.2 Statement of the problem

Advertising is costly; often its effects are uncertain, and sometimes it takes a while before it makes any effect on consumers' buying behavior. It is for this reason that many companies, who think it is indispensable, occasionally reduce expenditures on advertising or entirely eliminate it. Such behavior implicitly fails to consider the fact that advertising is not just a current expense or mere exercise but an investment.

Assessing the effect of advertising on consumer purchasing intention is therefore a critical area for analysis which provides a clear understanding of the pitfalls and advantages existing in the market for a company manufacturing a product or service.

Further, assessment of the effect of advertising help firms to know the process of consumer behavior and the critical stages in it. The review of literature however shows that studies on effect of advertising on consumer behavior are comparatively very low as far as the Ethiopian context is concerned. Hence, it is felt that there is a great need for the study on effect of advertising on consumer purchasing intention to fill the research gap.

1.3 Research questions

This study seeks to address the following questions:

- What are the responses that consumers can give to Coca Cola advertisements?
- Which type of response to advertisement information is important in forming or reinforcing attitude towards Coca Cola advertisements?
- How does consumers' attitude towards Coca Cola advertisement affect attitude towards the Coca Cola brand?
- How does consumers' attitude towards the Coca Cola brand affect their purchasing intention?

1.4 Research Hypothesis

Hypothesis is defined as a set of proposition set forth as an explanation for the occurrence of some specified group of phenomena either asserted merely as a provisional conjecture to guide some investigation or accepted as highly probable in the light of established facts. Accordingly, for the purpose of this study the below listed hypotheses were formulated.

H₀₁: Consumer's perceptions of the ads as being informative have no positive impact on his/her attitude towards the ads.

H0₂: Consumer's perceptions of the ads being believable have no positive impact on his/her attitude towards the ads.

H0₃: Consumer's feelings of the ads being warmhearted have no positive impact on his/her attitude towards the ads.

H0₄: Consumer's feelings of the ads being exciting have no positive impact on his/her attitude towards the ads.

H0₅: Consumer's feelings of the ads being happy have no positive impact on his/her attitude towards the ads.

H0₆: Consumer's attitude towards the ad has no positive impact on his/her attitude towards the brand.

H0₇: Consumer's attitude towards the brand has no positive impact on his/her purchase intention.

1.5 Objective of the study

Researches indicate that millions of dollars are spent on crafting advertisements every year. This research's objective is therefore to assess the effect advertising on consumer purchasing intention. The specific objective of the research is framed in points given below:

- To identify responses that consumers give to advertising information.
- To draw a comparative analysis of effect of responses given to advertising stimuli on consumers' attitude towards advertisements.
- To examine the effect of consumers' attitude towards advertisements on the attitude of the advertised brand.
- To examine the effect of consumers' attitude towards advertised brand on purchasing intention.

1.6 Significance of the study

In this work, an attempt has been made to identify the significance and contribution of the research to business organizations, academics and researchers.

The need for prudent management of financial resources in an organization is of great concern. The fact however is that organizations are going through hard times financially. First thing that runs into the mind of the management staff is to cut-down on advertisement and promotion budget or eliminate entirely as a step to ameliorate their predicament. This study therefore, has been designed in such a way as to aid organizational managers realize that measurement is very important in advertising. Therefore, before decisions are taken on

whether to eliminate advertisement or cut-down budgets, efforts must be made towards ascertaining the effect of advertisement, hence; a call for checks and balances.

To academics and researchers, this work will provide a basis for further research works. To further achieve this, relevant and authentic references have been cited. A researcher in this area is an advertising practitioner; hence, embarking on this work will increase his or her knowledge of understanding of markets with the perspective of effective promotional planning and management.

1.7 Scope of the study

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

The scope of this thesis work focused on the consumer goods sector specifically on soft drinks industries from advertising practice perspective in all media outlets, in understanding the effect on consumers purchasing behavior.

East Africa bottling S.C. have sales outlet in different regions of the country but due to time, budget and data constraints this research paper is delimited to the study of Addis Ababa region only.

1.8 Limitation of the study

An academic study of this nature has limitations in view of limited access to the personal characteristics and inability to measure various impulses and effect of advertising on respondents. Another major limitation is the dearth of updated information. Lastly it has been difficult to draw up an accurate picture of effect of advertising on consumer behavior as the same being qualitative, besides respondents who participated in the study belonging to different age group and income class and perceiving advertisement in different ways. In spite of personal errors that have crept into the questionnaire, utmost care is taken to evaluate the information, as accurately and objectively as possible.

CHAPTER 2 – LITERATURE REVIEW

2.1 THEORETICAL REVIEW

2.1.1 Advertising: An Overview

Advertising can be considered a variable created by convergent interest expressed in the two major scientific areas: communication and marketing. With origins in the academic and the practice, advertising was tackled on the one hand, as a means of communication required by those involved in the current economic activities, on the other hand, and the solution to communicational problems of various organizations - the media, for example. Advertising and communication, in general, are components of contemporary economic and social system. In today's society, advertising has evolved into a complex system of communication, important for both organizations and the general public. The ability to deliver messages carefully prepared to its targets gave over time to advertising a major role in marketing programs of most organizations. Different companies, starting from the multinational firms and local firms attach increasing importance of advertising in order to present their products and services to important markets. In functioning market economies, consumers have learned to use the advertising information in their purchase decisions.

A coherent and functional analysis of advertising can be done by calling a vision that incorporates two levels: the descriptive one, which considers issues related to the need to define and differentiate advertising from other marketing tools of communication, and the normative one, that captures the conditions that advertising must meet so that marketing goals can be achieved. The need for strategic vision regarding advertising can be seen as an example of covering the normative aspect of the analysis, while the advertising features and forms can be aspects of the descriptive analysis. The following considerations are the result of analysis made by the interpenetration of the two levels (Nichifor, 2014).

The interest regarding advertising resulted in the creation of a body of knowledge that includes vision more or less converging on the role of advertising. The first concrete result took the form of definitions associated with this concept; the definitions tend lately to emphasize same fundamental characteristics: advertising is a communicational paid effort, its financial supporter is identifiable, and the sent message is impersonal.

Definitions released over the years have been numerous, each of those who have proposed to define the concept participating with elements that have helped shape the content of the

concept. Marketing literature in Romania proposed a number of definitions of this concept, operating as appropriate with a more or less explicit view. Thus it is estimated that advertising is "a set of actions aimed at presenting - oral or visual - indirect (impersonal) message about a product, service or company by any identified supporter (payer)" (Popescu et al, 1994). According to a more recent definition, advertising is "a communication technique that involves running a complex persuasive process, for whose realizations are used a number of specific tools, able to cause psychological pressure on the concerned public. The initiator of the advertising communication actions is the sponsor, who in order to achieve communication objectives, wants to send an impersonal message to a well-defined audience regarding the enterprise, its products or services" (Popescu, 2004).

As the literature in Romania, the foreign definitions of advertising are numerous. Thus, advertising is defined as "the paid and media intermediated attempt to convince" (O'Guinn et al, 2003) or, according to other authors as "a form of structured and impersonal communication, composed from information, usually persuasive in nature, regarding the products, in the broad sense, paid by an identifiable sponsor and transmitted through various media" (Arens, 2002).

Starting from descriptive analysis of advertising, we can highlight a number of its features:

1. Primarily, advertising is a form of impersonal communication, the associated messaging being transmitted by means of extremely large addressable media (the mass media). Impersonal nature of it is given in the opinion of the some authors by the lack of immediate feedback from the receivers (Belch and Belch, 2002).
2. Advertising is persuasive in nature. The goal of those using advertising is to persuade the public to adopt a product, service, idea, etc.
3. Advertising is paid by a sponsor. In the opinion of some authors this feature is even a condition which clearly distinguishes advertising from other forms of marketing communication. Publicity, for example, does not fall under the definitions above (O'Guinn et al, 2003).
4. The subject of this form of marketing communication consists of both tangible and intangible products (services, ideas).

These are not all of the advertising features, but they give only outline that is necessary in delimitation from other elements of marketing communication. In this respect, the above definitions add a possible point at which advertising discussions should start.

2.1.1.1 Advertising communication process

Advertising seen as a process is based on the general scheme of the marketing communication process, with a number of specific features related to its content. Thus, from the above lines we could see that one of the characteristics is that advertising uses impersonal communication media (television, radio, press, etc.). Joining these characteristics with other leads to a specific pattern in which the advertisement is created, sent and received by the target audience.

The model shown in Figure 1 captures the content of marketing communication mediated by the media. This model explains that advertising is a finality of a process that involves both institutions and individuals. The process includes two components: production and reception, between them intervening mediation process function, which consists, on the one hand, in the accommodation, which concerns how the communication objectives of sponsor and, needs, expectations and attitudes of consumers interact and negotiation, on the other hand, which reflects the manner in which the receptor understands advertising.

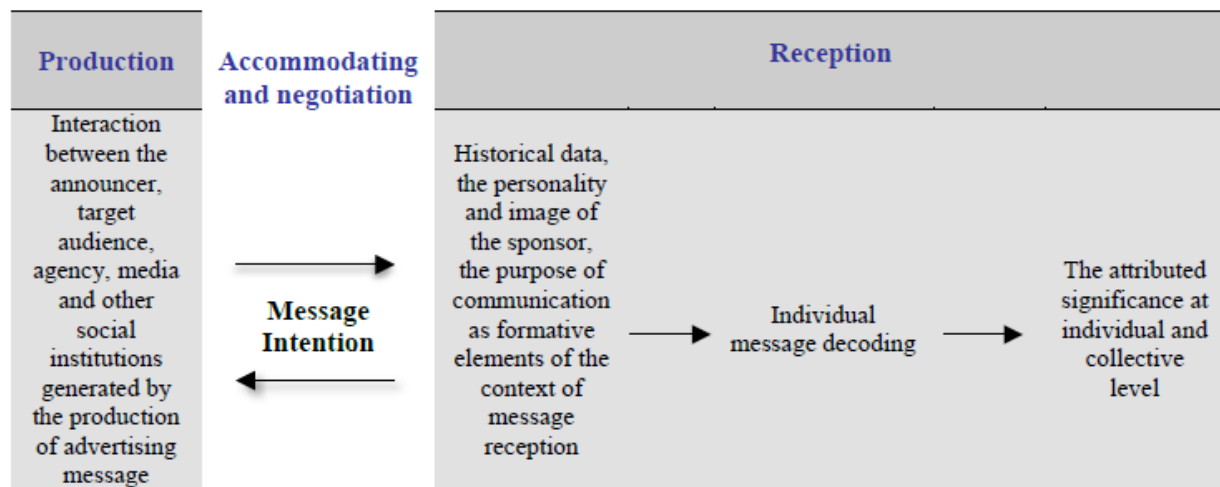


Figure 1 – Model of mediated communication (Thomas O'Guinn, Chris Allen, Richard J.Semenik, Advertising and Integrated Brand Promotion, 2003)

Barbara Stern from Rutgers University proposes another model of advertising communication, considering that it is a structured form of the literary text, something that clearly distinguishes from spontaneous interpersonal communication (Arens, 2002). The elements of advertising communication process are those above, except the fact that these elements are multidimensional. Thus, through these dimensions, communication process elements are found either in the surrounding reality or in virtual reality.

Beyond these common elements specific to most definitions associated with advertising, there are a number of elements with which this concept and practical approach is differentiated from other forms of communication and marketing specific instruments. In the first position are found structural elements of all forms of communication - source, message, medium, receiver, feed-back and noise, but also others related, on the one hand, to the external realities of communication - consumer attitudes and competitive environment, and on the other hand, the need for effective communication - repetition and the need to coordinate communication (Nan and Faber, 2004). It is therefore important to analyze these elements in order to emphasize the theoretical characteristics individualizing advertising.

Variables related to the source of communication in advertising refer to its characteristics and their potential impact on attitudes. Over time, a number of features of the source of communication have won the attention of specialists: credibility, attractiveness and power. They aim particularly one that effectively communicates the message and less the one who creates or produces the message. Credibility as a source of communication feature can be approached from two perspectives: the expertise and confidence (Petty et al, 1983). Expertise is the degree of experience and knowledge of the source in relation to a particular issue, while trust refers to the probability that the source to issue information in a sincere manner. Attractiveness can be addressed in turn in terms of three dimensions: pleasure, similarity and physical attractiveness. The third characteristic of the source, i.e. power, keep the position of the source as a potential generator of rewards or penalties for the receiver communication. All these features of the source appear to be more or less important to different types of communication. Thus, in the case of interpersonal communication the power seems to be the characteristic that exercises a high influence on the communicative purpose, in turn, in advertising, credibility and trust appear to be more important.

Variables related to the message are equally important in trying to identify the features of advertising communication. They refer to the type of used message, as well as to aspects of form or style. Regarding the type of used message, exactly the type of call that is put on the receiver there are three broad categories into which they fall: ethos call type, pathos call type and logos call type (Nan and Faber, 2004). Ethos type calls occur when the receiver focuses more on communication and less on the message source. This is especially the case of interpersonal communication where participant's direct link favors this process. Pathos type calls involves that the source to invoke rational or emotional arguments in the message in order to have an effect on the receiver. Advertising is a type of communication

that often involves such a speech, well known being this approach attempts to influence the various structural elements of consumer attitudes. Logos call type is invoking arguments drawn from general recognized principles, being first specific to public information. In terms of form and style of the message, one can discuss items such as: the order of the arguments, the type of conclusion, argument repetition (Severin and Tankard, 1997). Of these, the repetition is what confers advertising its distinctiveness from interpersonal communication. Thus, it tends to use the repeated exposure to the same message in order to influence the audience.

Variables related to media can also provide a criterion to differentiate advertising from other forms of communication. Studies in this direction have insisted on distinguishing characteristics of the different channels used for personal or impersonal communication. Whatever media one chooses, the originator of the communication intends to send a message to be perceived and understood by the audience. As with the interpersonal or public communication, particular message to be transmitted by advertising will be adapted to the characteristics of the media. What differentiates advertising from other forms of communication is the overriding interest in ensuring the coordination and control of messages sent through various media. This is especially true in the current context in which the need for coordination is closely linked to communication effectiveness and impact (Thorson and Moore, 1996).

Variables that define the receptor and its response differentiate advertising from certain forms of communication. Thus, as in the case of public or interpersonal communication, the impact of advertising is largely influenced by a number of features of the receptor, such as: gender, age, income, personality, attitude, lifestyle, etc. The answer or feed-back it is the differences that can operate on different forms of communication. Direct and repeated feed-back is a characteristic of interpersonal communication, while the impersonal, indirect and less immediate feedback is a characteristic of advertising and public communication.

Another structural element of communication is the noise. It can be defined as any issue that interferes with the message. Marketing communication in general is considered a form of communication where the noise is very present. It is due to factors related, on the one hand, to the receiver: psychological barriers, and on the other hand, to the context in which the communication take place: cultural, physical environment, competitive factors etc. (Epuran, 2002). Unlike interpersonal or public communication, in advertising the most intense noise is due to competitive messages. In today's highly competitive markets, the

number of messages promoting similar products, marketed under different brands, is very high and as a result, there is interest of the communication initiator to detach the message and to avoid interference with competing messages.

From the above lines it can be seen that advertising as a form of communication has a number of characteristics. How the consumer sees the advertising information, the effect of repetition, the need to coordinate messages and the "noise" are the cornerstone of the process of communication that give shape to advertising. If the receiving mode or the effects of repetition are factors that have accompanied advertising throughout its development, the need for coordination and communicative context are a novelty factors that have aroused the interest of specialists.

2.1.1.2 Advertising functions

The massive investment in brand promotion by Coca Cola and Microsoft to the tune of \$67.5billion and \$59.9billion respectively in 2005 was an acknowledgement of the potency of advertisement in rendering the following functions as identified by Terence (2000:261).

1. *Information:* The role of advertising here is to communicate to consumers, the existence of goods and services. It tells consumers what goods and services are available and in what locations they can be purchased and sometimes at what price. In playing the informational role, advertisement highlights the special physical and quality attributes of available goods to satisfy consumer needs. A related reason for advertising, particularly applicable to government information campaigns, is social advertising, which tries to change people's behavior: anti-smoking, anti-drugs and healthy eating campaigns are examples of this. Though all advertising is ultimately about using information to try to influence people's behavior, the difference with government advertising is that the ultimate goal is not profit maximization (Sean Brierley, 2005).
2. *Reminding:* Advertising is intended to keep a brand's name in the memory of consumers. When a need arises that is related to the advertised product, past advertising impact makes it possible for the advertiser's brand to come to the consumer's mind as a purchase candidate. An advertisement created to do this is referred to as Reminder Advertisement. In mature advertising markets, with well-established brands, like Mars Bars, Coca Cola, and Heineken lager the purpose of advertising is mostly to remind loyal consumers to buy goods. Commercials for all of

these, which frequently show new versions of familiar themes, are generally aimed at reminding consumers about the brand's values and persuading them to keep buying the goods (Sean Brierley, 2005).

3. *Persuading*: Effective advertising persuades customers to try advertised products or services. Often times, the persuasion may take the form of influencing primary demand i.e. creating demand for an entire product category. A related second reason is to improve the firm's "corporate image": to persuade people that the company is benevolent and trustworthy. Most image advertising is designed not to challenge bad images but to change people's perceptions of the company. The company adds value to it, and it also adds value to their products. Advertisers focus on certain aspects of the company to shift the agenda away from those elements they do not want publicizing. Corporate advertisers use image advertising either to change attitudes to the company which are believed to affect long-term buying decisions, or to reposition the company to different sets of consumers (Sean Brierley, 2005).
4. *Adding value*: Given that there are three major ways a company can add value to its offerings, i.e. Innovation, quality improvement and alteration of consumer perceptions; advertising adds value to brands by influencing consumers' perceptions. Effective advertising causes brand to be viewed as more elegant, more stylish, more prestigious and probably superior to competitors' offerings. Campaigns can be launched to reassure consumers. Advertisers believe that advertising often provides consumers with false expectations of what the brand can do for them, causing cognitive dissonance. Some advertisers believe that consumers decide to buy goods for irrational reasons and then need to justify the decisions rationally. Advertising is meant to reassure these consumers that they have made the right decision. This can be done through the use of guarantees, after-sales service and warranties that the product is not faulty or unreliable (Sean Brierley, 2005).

It is important for advertisers to understand the advertising communication process so as to establish the advertising objectives in line with the receiver's response. In addition, advertisers should carefully select the most appropriate media mix to deliver the message to the target audience. Indeed, if consumers view communication in a specific medium as disturbing, it may negatively change the attention to and the perception of the message (Heinonen and Strandvik, 2005). Furthermore, in advertising, the element of feedback is important to ensure that the target audience has received the message accurately.

2.1.1.3 Types of advertising

Advertising can be grouped into two major divisions according to Anyacho (2007:9) which include:

Print advertising: Includes all forms of copy works such as newspapers, magazines, posters, calendars etc. This form of advertising can further be grouped into:

- Display Advertisement: This is the larger and dominant type of advertising having illustrations blended with copy to create attraction.
- Classified Advertisement: These are small advertisements usually grouped according to their contents. They are mainly personal announcements paid for by individuals. Examples are change of names, individual-based offers and bids.

Audio-Visual (Broadcast) advertising: This refers to advertising through radio and television, as well as the emerging media internet. This form of advertising appeals to the sense of hearing and sight. The radio is audio in nature, appealing only to the sense of sound (ears). Radio advertising is more effective in rural areas, as compared to urban regions. Television, as an advertising medium, is more attractive and effective because it is an audio-visual medium appealing to both the senses of sight sound (eyes and ears). Different methods, such as spot announcements, sponsored programs etc. are used for broadcasting advertising messages.

2.1.1.4 Overview of advertising media

The media which is the plural of medium, generally, refers to vehicles used to convey information, entertainment, news and advertising messages to an audience. Advertising Media, according to Wright et.al (1982:127) is the means by which advertisers reach their prospective customers with advertising messages.

The media mix

The choice of media for advertising poses a problem in deciding which medium or media mix will reach the client's prospective customers. The media mix variables can be categorized into;

1. *Electronic media:* The broadcast media such as radio and television are frequently referred to as electronic media. As channels of communication, television and radio are fundamentally different. While television has the features of sight, sound and motion, the

radio depends on sound alone. The two forms of media nevertheless have something in common; both transmit messages through the airwave and are received instantaneously. However, the signals transmitted by the two media are transient in nature, i.e. the messages are lost if not received as the broadcast is being made.

- *Television:* This, perhaps, is the most popular medium of mass communication. Its strength lies in the ability to transmit video and audio signals simultaneously, thereby appealing to the senses of sight and sound of its audience. The guiding factor in the use of electronic advertising is the determination of the reach and frequency. Frequency is the average number of exposures to the advertisement by each viewer. It implies to the number of times the advertisement is seen or heard, which invariably determines the factor needed to establish a message in the minds of the audience. Reach is the population of different individuals exposed to the television advertisement within a given period of time.
 - *Radio:* The radio is an audio medium of advertising, which appeals to the audience's sense of sound. It is ubiquitous and the most widely available medium to mass audience. Radio broadcasting can be offered on short wave, medium wave or frequency modulation bands, and the possibilities offered by these bands make radio signals available to a vast audience.
2. *Print media:* The print media majorly comprises newspapers, magazines, and flyers. They are efficient in delivering messages one topic at a time and one thought at a time. Their strength lies in the continuity of the advertisement messages as long as the copy remains readable.
 3. *Out-of-home/outdoor media:* According to Jefkins (1976:211), outdoor advertising implies to any word, letter, model, sign, placard, board notice, device or representation, whether illuminated or not, placed out of home and used for the purpose of advertisement, announcement or direction. Billboards and posters are among the most used outdoor advertisings which are pasted on standard size wooden or metal boards mounted at conspicuous locations on the street of cities, towns and on highways.
 4. *The new media:* The new medium of advertising is the internet. According to Terrence (2000:396), Internet is a huge worldwide network of interconnected computers that permits the electronic transfer of information. This new medium differs from other media in that it enables consumers to interact with the advertisement. Consumers can click on

the advertisement for more information or take the next step to purchase the product in the same online platform. The beauty of this medium of advertising is that it gives advertisers the opportunity to a precise target audience, enabling them to deliver advertisements that are customized to each user's particular interest and taste. However, Internet advertising has a weakness in its failure to enable consumers differentiate advertisements from editorials.

2.1.2 Understanding Consumer Behavior: An Overview

A consumer is the end user of a product. It consists of all individuals, groups or households buying products for personal consumption (Nwaizugbo, 2004). Kotler & Armstrong (2008:130) defines consumer market as a combination of all individuals and households who buy or acquire goods and services for personal consumption.

The term consumer behavior is defined as the behavior that consumers display in searching, purchasing, evaluating and dispensing of products and services that they expect will satisfy their needs. The modern day marketing discussion centers around the need for modern marketing to be consumer oriented and to be concerned with the needs and wishes of the consumer and thus, studying consumer behavior is crucial, for companies, in getting success of their products in the market. Gone are the days when manufacturers could have sold anything to the consumers. Now a days it is the consumer whose buying preferences decide what should be manufactured, in what quantity and what should be the quality of the product which more or less depends on the four P's of marketing mix. Thus a marketer has to take into account various factors while deciding on marketing a product as consumers have different preferences and sometimes totally diverse preferences. Therefore the tasks of manufacturer and marketer have become onerous and it is very important to understand the consumer behavior.

Often, consumers themselves don't know exactly what influences their purchases. "The human mind doesn't work in a linear way," says one marketing expert. "The idea that the mind is a computer with storage compartments where brands or logos or recognizable packages are stored in clearly marked folders that can be accessed by cleverly written ads or commercials simply doesn't exist. Instead, the mind is a whirling, swirling, jumbled mass of neurons bouncing around, colliding and continuously creating new concepts and thoughts

and relationships inside every single person's brain all over the world" (Kotler and Armstrong, 2012).

2.1.2.1 The consumer decision process

Consumer behavior is all about the study of when, why, how, where and what people do or do not in the process of buying a product. However, certain factors influence the consumer's decision to buy or not buy a product. These factors and the various steps undertaken by the consumer in buying a product are summarized in the figure 2 below.

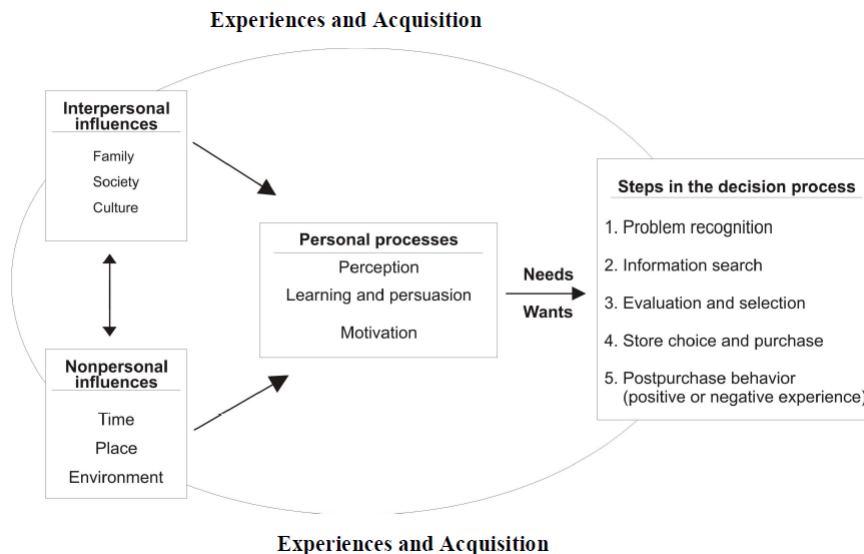


Figure 2- Diagrammatic representation of the consumer decision process (Arens, 2004)

Steps in the consumer decision making;

1. *Problem recognition:* The problem recognition stage is where the consumer experiences a state of felt deprivation (need) or wants. According to Nwaizugbo (2004:84), a problem recognition stage is when the consumer feels an imbalance between his actual state and desired state. In this case, a need had arisen to be satisfied, which must be properly identified to avoid wrong decision making.
2. *Information search and evaluation:* Once the consumer has recognized a problem, the next stage is to search for information in order to solve the problem. Here, the consumer seeks information on the brand that can solve the recognized problem. At this stage, he may be faced with various brands which he evaluates for the purpose of selecting the

best. In the evaluation process, he considers factors like prices, qualities etc., as well as the extent to which the product can solve the need.

3. *Purchase decision:* After evaluating the alternative brands and selecting the best, the consumer is now ready to make a purchase. It's however, noteworthy that sometimes, purchase intention does not result in an actual purchase. This is where the role of the organization in facilitating the consumer to act his purchase intention becomes very necessary.
4. *Post-purchase evaluation:* It is very common for a consumer to experience concerns after making a purchase decision. As submitted by Kotler and Armstrong (2007:149), a purchase behavior is the stage of the buyer decision process in which the consumer takes further action after purchase, based on his satisfaction or dissatisfaction. The consumer, having bought a product may feel that an alternative would have been preferable. Given this situation, the consumer may not re-purchase immediately, but is likely to switch brands in future time.

2.1.2.2 Factors influencing consumer behavior

The factors influencing consumer behavior are stated below;

- **Cultural Factors:** Culture is the fundamental determinant of a person's want and behavior. Companies often design specialized marketing programs to serve each subculture. This program is called diversity marketing. The effect of culture upon a consumer's behavior is considerable, and culture is a factor which has the greatest influence (Kotler, 2003). Culture creates the foundation of the individual's values, opinions and behavior, and is learnt from the other members of society or from school and institutions that play a significant part of one's environment and these traits constitute what the consumer values, wants are and therefore do affect the way consumer acts. Culture also consists of different subcultures that group people by their nationality, ethnicity, geographic location, religious views or by their set of shared values. By targeting members of a specific culture or subculture, businesses can tailor their marketing mix to match the needs and values of that segment. Consumers are more prone to accept products that are in line with the values, preferences, customs and norms of their culture. Nonetheless, a culture is constantly evolving and the values, social structures, worldviews and other cornerstones of the culture change through time.

Society is divided into social classes which group members of society that have a similar social status and a comparable behavior come together and these social classes display the hierarchy of society, and are characterized by a set of factors (Solomon et.al. 2006). A common way to determine a consumer's social class is through income, occupation and education but these are only factors that influence how the person is ranked in society. To determine the accurate social class is not always easy or obvious as the social classes can also change through time when people climb up to a higher rank or even change to an occupation of a lower rank. Also, new family relationships can have a rapid change on someone's status and social class.

- **Social Factors:** A consumer's buying behavior is also affected by the people around. Family is a strong entity that has an influence on buying behavior. This includes both the parents, as well as the spouse/husband and kids with whom the consumer might regularly spend his/her time. Through the upbringing, parents teach their children about love, self-esteem, economics, politics and so forth. With this guidance the influence of the parents does not cease to affect the child even after the child no longer lives with the parents, and therefore can have an influence on the consumer's behavior throughout life. The opinion of a spouse and kids can directly affect and guide the purchasing decision. According to Kotler (2005) there is however, a big difference of influence by a spouse depending on the product category, and there are several buying roles that a person can take on. The buyer is not always the user, and thus the purchase may be made for someone else keeping that person's opinions in mind. The initiator is the one who comes up with the idea of buying a certain product or service, whereas the influencer is the one whose opinion matters and is taken into consideration when making a purchasing decision. The final decision about whether or not to buy, and how, when and what to buy is made by the decider (Kotler et al, 2005).

The social factors which influence consumer behavior are;

- **Reference group:** A reference group consists of all the groups that have a direct (face to face) or indirect influence on the person's attitudes or behavior. Now these reference groups have an opinion leader and they are the people who offer advice or information about a specific product or product category and suggest which brand is best. A marketer should know how to reach and influence these opinion leaders in order to influence consumer purchase behavior.

- *Family*: Family members can strongly influence purchasing behavior. The family is the most important consumer buying organization in society, and it has been researched extensively. Marketers are interested in the roles and influence of the husband, wife, and children on the purchase of different products and services.
- *Social status and role*: The person's position is defined in terms of role and status. People choose products that communicate their role and status. A role consists of the activities people are expected to perform according to the people around them. Each role carries a status reflecting the general esteem given to it by society. People usually choose products appropriate to their roles and status. Consider the various roles a working mother plays. In her company, she plays the role of a brand manager; in her family, she plays the role of wife and mother; at her favorite sporting events, she plays the role of avid fan. As a brand manager, she will buy the kind of clothing that reflects her role and status in her company.
- **Personal Factors**: Consumers can furthermore be segmented according to their personal characteristics and personality type that shape their consumer behavior. Research can bring out personality traits that are common for users of certain products, and thus describe and group consumers that hold specific characteristics. Consumers can for instance be grouped depending on if they are social, confident, aggressive or adaptable because they may portray similarities in behavior due to these characteristics. Not only are personality and personal traits affecting the consumer's behavior but also the consumer's self-concept. The self-concept stands for the way the consumer does see himself and the way he evaluates his own attributes. The self-concept is related to the buying behavior seeing that an individual's belongings often demonstrate what the person is like or how the person is. Nevertheless, there are three types of self-concepts to take into account when drafting a marketing strategy or seeking to understand consumer behavior. The actual self-concept does display how a person sees himself. In addition the person has an ideal self-concept which reflects how he would ideally like to see himself. Additionally there is the self-concept of others which shows how the person thinks that other people see him. Thus the consumers' behavior can be influenced by any of these three self-concepts and the consumer can either act according to what he thinks he is, what he wants to be or according to what he believes that others think he is (Kotler et.al 2005). Depending on how positive a consumer's actual self-concept is the

better is his self-esteem. Advertisement can have great influence and shape the consumer's self-concept and self-esteem as consumers compare them to what they see in advertisements. Consumers can create a link between the advertised product and the person displayed in the advertisement, and form their personal image of the product brand accordingly. This brand image can then influence the decisions, the consumer makes when choosing between available products (Solomon et.al 2006).

The various personal factors which influence consumer behavior are;

- *Age and stage in the life cycle:* People change the goods and services they buy over their lifetimes. Tastes in food, clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of the family life cycle - the stages through which families might pass as they mature over time. Life stage changes usually result from demographics and life-changing events like marriage, having children, purchasing a home, divorce, children going to college, changes in personal income, moving out of the house, retirement and others. Marketers often define their target markets in terms of life-cycle stage and develop appropriate products and marketing plans for each stage.
- *Occupation and economic circumstances:* A person's occupation affects the goods and services bought. Blue-collar workers tend to buy more rugged work clothes, whereas executives buy more business suits. Marketers try to identify the occupational groups that have an above average interest in their products and services. A company can even specialize in making products needed by a given occupational group.
- *Life Style:* People coming from the same subculture, social class, and occupation may have quite different lifestyles. Lifestyle is a person's pattern of living as expressed in his or her psychographics. It involves measuring consumers' major AIO dimensions/activities (work, hobbies, shopping, sports, social events), interests (food, fashion, family, recreation), and opinions (about themselves, social issues, business, products). Lifestyle captures something more than the person's social class or personality. It profiles a person's whole pattern of acting and interacting in the world.
- *Personality and self-concept:* Personality is the individual's character that makes the person unique as well as consistent in adjustments to the changing environment. It is an integrated system that holds attitude, motivation and perception together.

- **Psychological Factors:** Motivation can be used to describe one's behavior and it can be seen as the reason behind one's actions. Motivation is what drives individuals to attain a certain goal. When the consumer feels a need, there is a tension that the consumer wants to eliminate by satisfying that particular need. If the drive to reach that goal is strong enough, the consumer will possess a motivation that drives and pushes him towards its realization. In accordance to a theory outlined by Sigmund Freud, consumers are not fully aware of their true motivations and are not always able to explain them. Freud's theory points out that unconscious motive which have their roots in the individual's childhood affect the consumer's choices. The theory also acclaims that consumers may base their product choice on a product's symbolic meaning, in order to be able to satisfy a desire that is not acceptable but which the consumer can find symbolized in an acceptable product (Solomon et.al., 1999). Abraham Maslow on the other hand, explains motivation through his hierarchic pyramid where consumers are motivated by needs that have a different classification and that are part of a hierarchy (Kotler et al, 2005). With the help of the five senses; taste, smell, sight, touch and hearing, consumers interpret their surroundings. With the process of choosing, organizing and interpreting stimuli consumers create their own perception. Because the perception of a person differs from one another, the buying behavior does as well. Consumers are drawn to products not only by their practical function but also by the hedonic features of the product. The added value that a competitor's product has can simply be the emotional value that it has for the consumers (Solomon 2006).

The major physiological factors are;

- **Motivation:** A motive is an internal emerging force that orients a person's activities towards satisfying a need or achieving a goal. The motives may be rational or non-rational.
- **Perception:** It is the process by which an individual selects, organizes and interprets information inputs to create a meaningful picture of the world. It varies from individual to individual.
- **Learning:** Learning involves changes in an individual's behavior arising from experience. Learning reflects and individual's capability to comprehend new things based on experience.

- Beliefs and attitudes: A belief is a descriptive thought that a person holds about something. People's belief about a product or brand influences their buying decisions.

2.2 EMPIRICAL EVIDENCES

Beyond the issues, related to communicational perspective on advertising, another dimension is related to the effort of conviction, typical to advertising. Most definitions of advertising, otherwise presented in the previous discussion, underline its persuasive character. The goal of those using this type of marketing communication is to create favorable attitudes or reinforce existing attitudes so that they obtain a purpose in the form of purchase of a product or a brand. This process of persuasion is closely linked to the concept of attitude formation (Nichifor, 2014). Most theories of advertising have explored the connection between persuasion and attitude, identifying possible responses that the receiver can give to advertising information. Explanations are not always convergent, but they provide an overview of how consumers respond to advertising stimuli.

There are two major perspectives with regards to attitude structure. First, we can view attitudes as evaluative responses influenced merely by beliefs (Wyer, 1970). This view of attitude reached its pinnacle with the famous expectancy-value models of which theory of reasoned action (Fishbein & Ajzen, 1975) is of paramount importance. The well-known formula ($A = \sum b_i e_i$) indicates that attitude is the sum of all evaluative beliefs regarding the attitude object where b_i is the consumer's belief defined as the extent to which the object possesses attribute i , and e_i is the evaluation of attribute i . Second, the three component model of attitudes asserts that along with beliefs (cognitive component), affective and behavioral components also underlie attitudes (Maio, Esses, Arnold, & Olson, 2004). Moreover, researchers discriminate between consumers' response to marketing stimuli such as advertisement and their response to the brand (Kirmani & Campbell, 2009). Shimp (1981) posits that audiences exposed to a particular ad i.e. advertising exposure is a presentation of an advertisement to the consumer, have four types of attitude formation: (1) if both brand and non-brand information of an ad are processed, both attitude toward the ad (A_{ad}) and attitude toward the brand (A_b) will be formed; (2) if merely brand information of an ad is processed, only A_b , and (3) if merely non-brand information of an ad is processed,

only Aad, will be shaped; (4) if neither brand information nor non-brand information is processed, no attitude will be formed.

Attitude toward the ad can be defined as the set of thoughts and feelings consumers have about an ad (Kirmani & Campbell, 2009); however, some researchers define it as consumer's affective responses (such as likable-dislikable, favorable-unfavorable, and interesting-uninteresting) to the ad itself (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986) during a particular exposure time (MacKenzie & Lutz, 1989). Also, two different aspects of attitude toward the ad, cognitive and emotional, can be recognized (Shimp, 1981).

Attitude toward the Brand can be defined as audiences' affective reaction to the advertised brand (Lutz, MacKenzie, & Belch, 1983). That is, to what extent audiences feel purchasing the brand is good-bad, favorable-unfavorable, and wise-foolish (Lutz, MacKenzie, & Belch, 1983).

Attitude toward the ad have cognitive responses to ad as its major antecedent (Lutz, MacKenzie, & Belch, 1983).

Although is quite a long history of research in which subjects' beliefs were related to attitudes (e.g. Carlson, 1956; Fishbein, 1963), only recently has research interest turned to measuring freely elicited cognitive responses to persuasive communications (Brock, 1967; Cook, 1969). Petty (1977) conducted a study using five experiments examining the role of cognitive responses in the persuasion process of which the final two experiments examine the importance of cognitive responses in producing durable attitude shifts. The series of experiments were designed to show the importance of a recipient's cognitive responses in persuasion situations. By employing manipulations designed to increase negative cognitive responses the study was able to produce resistance to a persuasive communication and by employing manipulations designed to decrease negative cognitive responses the study was able to enhance the persuasiveness of a communication. Taken together, these results provide strong support for a cognitive response view of the persuasion process.

Cognitive response can be defined as "a multidimensional array of consumer perceptions of the advertising stimulus" (MacKenzie & Lutz, 1989) i.e. the audiences' beliefs and perceptions of the ad (Lutz, MacKenzie, & Belch, 1983). It is widely accepted that cognitive responses have a direct positive effect on attitude toward the ad (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986; MacKenzie & Lutz, 1989; Brown & Stayman, 1992).

After being exposed to an advertisement, audiences form a perception about weakness or strength of arguments presented in the ad; accordingly, quality of message argument is one example of cognitive responses. Lord et al revealed that the quality of message arguments exerts significant impact on consumers' attitude towards the ad (Lord, Lee, & Sauer, 1995). Also it is discovered that informative contents of an ad (i.e. rational appeals), focusing on factual information such as product features and benefits, exert positive influence on consumers' attitude toward the ad (Drossos, Giaglis, Lekakos, Kokkinaki, & Stavraki, 2007; Tsang, Ho, & Liang, 2004; Mirbagheri, 2010). Another example of cognitive response is ad credibility which received some attention in many previous studies (e.g. Lutz, MacKenzie, & Belch, 1983). Ad credibility affects attitude towards the ad weakly (MacKenzie & Lutz, 1989). Lutz and his colleagues defined ad credibility as the extent to which recipients perceive brand related claims in the ad to be honest and convincing (Lutz, MacKenzie, & Belch, 1983; MacKenzie & Lutz, 1989). It is therefore proposed that there is a considerable positive relationship between cognitive responses and attitude towards the ad; in addition, message argument and ad credibility are examples of cognitive responses that have a direct influence on attitude towards the ad.

Attitude toward the ad may also develop merely because the ad evokes an emotional response, such as a feeling of love, joy, nostalgia, or sorrow, without any conscious processing of executional elements (Shimp, 1981).

Emotional response is defined as a reaction to various expressively crucial occurrences, authentic or possible, precedent or predictable. An emotional reply reveals intrinsic attractiveness thoughts occurring as result of self-related actions (Niazi et al., 2012). Emotions have important contributions to the decision making process. They direct our attention to important events that demand a decision, they provide useful information about the desirability of alternative courses of action and they often provide the motivation necessary to implement a chosen course of action (Priesmeyer & Mudge, 2008).

Abideen et al (2014) conducted a study on effective advertising and its impact on consumer behavior aimed to investigate the relationship between emotional and environmental responses, and attitudinal and behavioral aspects of consumer behavior by tapping the responses of 200 respondents in Pakistan. He found that as the surplus market with several products and services is making similar functional claim; it has become extremely difficult for companies to differentiate their products and services based on functional attributes alone (Hussainy et al., 2008). Therefore, marketers try alternative options to present their

advertising appeals which entice emotions. Accordingly, the consumer is more likely to associate with advertisements of those brands which have emotional values and messages as positive emotional appeals provide a strong brand cue and stimulate category based processing.

Advertisers have long believed that advertising must arouse some emotion to be effective (Mehta & Purvis, 2006) since these emotions affect information processing through mood states (Gardner, 1985) and create a positive attitude toward the ad, which becomes associated with the brand (Ray & Batra, 1983). Thus emotional responses can directly impact advertisement attitudes, brand attitudes and purchase intentions (Stayman & Aaker, 1988; Edell & Burke, 1987; Burke & Edell, 1989). Accordingly, it is proposed that emotional responses positively affect attitude towards the ad.

The relationship between attitude toward the ad and attitude toward the brand is a controversial issue (Gresham & Shimp, 1985). Based on prior theoretical and empirical research, the following possible explanations for relationship between attitude toward the ad and attitude toward the brand are identified (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986).

First, the affect transfer hypothesis (ATH) supposes a unidirectional causation from attitude toward the ad to attitude toward the brand (MacKenzie, Lutz, & Belch, 1986). In other words, it has been hypothesized that affective reactions toward an advertisement of a brand (i.e. Aad) should have impacts on audiences' attitudes toward the brand (Gresham & Shimp, 1985). Recently, a research for online environment found that for consumers who are less motivated to consider a lot of information (i.e. low need for cognition), affect transfer hypothesis is the superior model in explaining the relationship between attitude toward the ad and attitude toward the brand (Sicilia, Ruiz, & Reynolds, 2006).

Second, the reciprocal mediation hypothesis (RMH) which can be inferred from Balance theory, asserts that there is a mutual causal relationship between Aad and Ab (Gresham & Shimp, 1985; MacKenzie, Lutz, & Belch, 1986). Because the correlation between the ad and the advertised brand is clearly positive, balance theory predicts that a recipient of an ad promoting a specific brand will attempt to obtain a balanced relationship by either liking both the ad and the brand or disliking both (MacKenzie, Lutz, & Belch, 1986). It is therefore proposed that attitude towards the ad affects attitude towards the brand.

Consumers' buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Purchase behavior is an important key

point for consumers when considering and evaluating a certain product (Keller, 2001). Ghosh (1990) stated that purchase intention is an effective tool used in predicting purchasing process. Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However, purchase intention might be altered by the influence of price, quality perception and value perception (Zeithaml, 1988 and Grewal et al, 1998). In addition, consumers will be interrupted by internal impulse and external environment during purchasing process. Their behavior will be driven by the physiological motivation that stimulates their response which brings them to the retail store to fulfill their need (Kim and Jin, 2001).

Whatever the prime goal of marketers is (boosting sales, forming long-term profitable relationships, attracting support and membership for nonprofit businesses, etc), customer persuasion is an integral step towards that goal and both attitude towards the brand and attitude towards the ad play major roles in persuading prospects to buy a particular brand. There are substantial empirical evidences that support existence of a direct causal relationship from attitude toward the brand (Ab) to purchase intention (PI) (Lutz, MacKenzie, & Belch, 1983; MacKenzie, Lutz, & Belch, 1986). However, there can also be an indirect relationship between attitude towards the ad and purchase intention through attitude towards the brand, as will appear when the consumer develops a positive attitude towards the ad which leads them to form attitude towards the brand before starting to build a positive purchase intention (Shimp & Gresham, 1985; Mackenzie, Lutz & Belch, 1986; Brown & Stayman, 1992; Yoon et al., 1998). Accordingly it is proposed that attitude towards the brand affects purchase intention.

2.3 CONCEPTUAL FRAMEWORK OF THE STUDY

Considering consumer behavior as a cybernetic-type behavior (i.e. cybernetics studies the flow of information, and the way in which this information is used by the system as a means of controlling itself), which involves a series of inputs, processing and outputs, and seeing advertising as a part of those entries (Kotler, 2000), this study used the framework as shown in figure below.

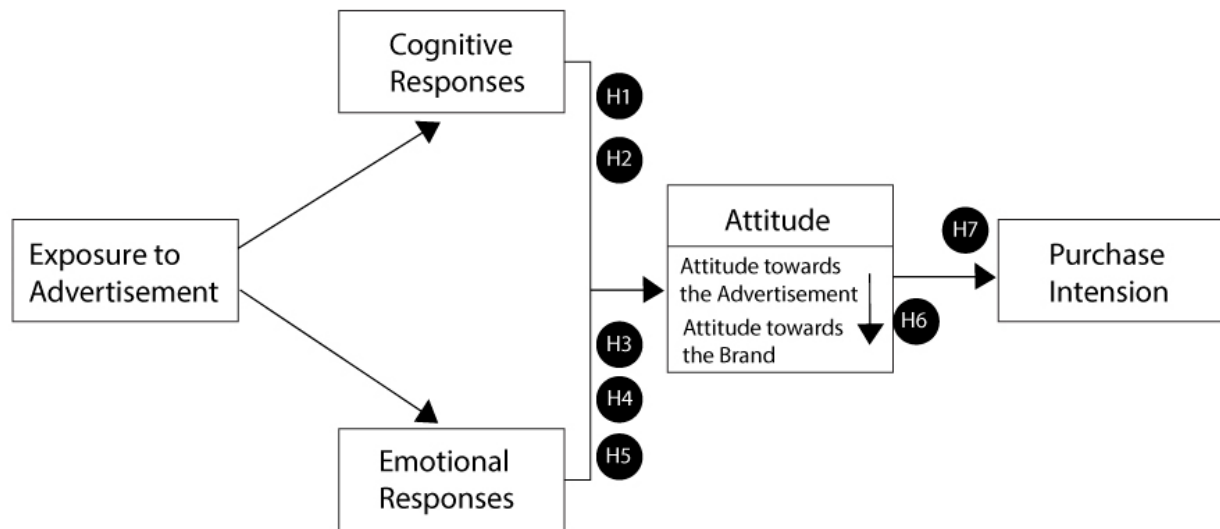


Figure 3: Framework of the study

As highlighted in this framework, advertising is an entry for consumers. The content of the advertisement is the input that has the role of triggering the receptor reaction mechanisms. Reaction mechanisms can be internal components of the black box, such as cognitive or emotional reactions. The knowledge of the effects of advertising therefore involves identifying those internal side effects that led to the emergence of such responses to advertising.

CHAPTER 3 - RESEARCH DESIGN AND METHODOLOGY

3.1 Research design

This study used a descriptive research design which is used to obtain information concerning the current status of a phenomenon and to describe “what exists” with respect to variables or conditions in a situation employing a quantitative approach applicable to phenomena that can be expressed in terms of quantity involving the generation of data in quantitative form which can be subjected to rigorous quantitative analysis in a formal and rigid fashion (Kothari, 2012).

3.2 Sampling design

The first step in developing the sample design is clearly defining the set of objects to be studied; Addis Ababa is taken as the geographic scope of the study. The target population of this study is those consumers of soft drinks who have seen Coca Cola advertisements.

A decision has been taken concerning a sampling unit before selecting sample. In this research, the sample units are classified on the basis of age group, gender, and education level of the respondents.

In determining the sample size, two factors were put into consideration. First; the larger the sample size, the more adequate, qualitative and precise will be the information about the population and second; above certain size, extra information is given by increasing the size. Given these factors, the researcher was of the opinion that a sample size need only be large enough to reasonably represent the population. In view of this, 25 participants were initially used for a pilot study to determine the willingness of the respondents in attending to the questionnaire and understanding of the questions included in the questionnaire. The outcome was 22 out of 25 were willing to respond which is 89% of the total participants.

In determining the sample size, the formula below as given in Asika (1991:59) was adapted at 95% confidence level.

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

Where

N_s = Sample size

Z = Constant value (1.96)

p = positive response

q = negative response

e² = Tolerable error

$$\text{Therefore, } N_s = \frac{(1.96)^2 \times 0.89 \times 0.11}{(0.05)^2} = 150$$

By using the above formula, the researcher selected 150 sample respondents.

A simple random sampling technique was used for the purpose of this study. Under this sampling technique, every item of the universe has an equal chance of inclusion in the sample.

3.3 Method of data collection

In this research, data was collected from both primary source and secondary sources.

The secondary data was collected from Coca Cola Company, government offices, books, research papers, journals and other published material.

The primary data was collected through a self-administered questionnaire prepared by the researcher. The questionnaire has two parts. The first part comprises questions to acquire the demographic profile of the respondents and the second part comprises questions to acquire the two types of responses, attitude and purchase intention. Two kinds of scaling were used. On the first part of the questionnaire, Nominal scale i.e. dichotomous and multiple choice questions were used to categorize demographics of the respondents. On the second part, the respondents completed ratings of five main measures: (a) their cognitive responses, (b) their emotional responses, (c) their attitude toward the ad, (d) their attitude toward the brand and (e) purchase intentions. A five point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) which was adopted from prior researches was used to measure responses for cognitive thoughts. The respondents rate the extent to which the ads make them feel various emotions (warmhearted, excited, and happy) on a series of 1 (not at all) to 5 (very much) point Likert scales. Given that all of Coca Cola ads are positively valenced, the study measured only positive emotions (i.e., warmth-type, excitement-type, and happiness feelings, Burke & Edell, 1989; Edell & Burke, 1987; Holbrook & Batra, 1987).

For attitude towards the ad, attitude towards the brand and purchase intention variables a series of 1 (strongly disagree) to 5 (strongly agree), 1 (not at all) to 5 (very much), and 1 (very negative) to 5 (very positive) point Likert scales were used.

The researcher have conducted pilot test to confirm the content validity and reliability by interviewing marketing managers from the Coca Cola Company to examine the wording of the measurement items, the consistency of the items with their underlying construct, and the ease of understanding by respondents and then asked 25 participants to complete the questionnaire. Accordingly some improvements were made to the questionnaire.

3.4 Data analysis

After fieldwork is done the raw data was edited to detect errors and omissions in responses and to cross check whether the questions were answered accurately and uniformly. The next phase was the process of assigning numerical values and converting the raw data into coded data so that the responses can be grouped into a specific number of categories.

Microsoft excel 2010 was employed to analyze and present the data through the statistical tools used in the study.

The demographical variables of the respondents were taken to find out frequency distribution of each variable. The tabulated data described the number of respondents in a particular category so that the total number of respondents falls in to different slabs. The demographical variables of consumers were then converted into tables, frequency distributions and percentages to give a condensed picture of the data.

For the remaining study variables; summary statistics, which includes the mean and standard deviation values were computed.

In the study, cross tabulation with chi square analysis was employed to determine the relationships between the two types of responses to advertising and attitude towards the ad, attitude towards the ad and the brand, and attitude towards the brand and purchase intentions.

The Chi-square statistic is the primary statistic used for testing the statistical significance of the cross-tabulation table. Chi-square test examines whether or not the two variables are independent. If the variables are independent (has no relationship), then the results of the statistical test will be “non-significant” and we “are not able to reject the null hypothesis”, meaning that we believe there is no relationship between the variables. If the variables are

related, then the results of the statistical test will be “statistically significant” and we “are able to reject the null hypothesis”, meaning that we can state that there is some relationship between the variables. The formula is presented below;

$$X^2c = \frac{(fo - fe)^2}{fe}$$

Where,

X^2c = Chi square calculated

fo = Observed frequency

fe = Expected frequency

Consequently, a significant level of 5% was applied while the degree of freedom was ascertained by:

$$d.f = (m-1)(n-1)$$

Where,

$d.f$ = degree of freedom

m = number of rows

n = number of columns

CHAPTER 4 - DATA ANALYSIS AND SUMMARY OF RESULTS

4.1 Descriptive statistics of study variables

4.1.1 Demographic Characteristics of Respondents

A demographic profile can be used to determine when and where advertising should be placed so as to achieve maximum results. A tool for determining a demographic profile is the use of demographic partitions. Demographic partitions refer to the multitude of advanced segmentations of user groups. The segmentation structure is determined through the analysis of large data collections where the conclusions drawn are specific to an underlying set of initiatives. The main objective of market demographics is to understand the different segments of the population and also to get a clear idea of the needs and wants of the different segments in the society.

Consumer preference and their decisions are influenced by their demographic characteristics such as age, sex, and education status. Since, these characteristics are easily quantifiable; they enable marketers to describe accurately and specifically and to understand certain consumer characteristics. Keeping this consideration, an attempt was made to isolate the demographic characteristics of the respondents as below.

No.	Item		Frequency	Percent
1	Age of respondents	14 - 22 years	37	26%
		23 - 35 years	68	48%
		36 - 50 years	24	17%
		> 50 years	12	9%
		Total	141	100%
2	Gender of respondents	Male	82	58%
		Female	59	42%
		Total	141	100%
3	Educational status of respondents	Primary education	16	11%
		Diploma	37	26%
		Undergraduate degree	63	45%
		Graduate degree	25	18%
		Total	141	100%

Table 4.1.1: demographic classification of respondents

The analysis of data indicates that 26% of the respondents are in the age group of 14-22 years, 48% of the respondents are in the age group of 23-35 years, 17% of the respondents are in the age group of 36-50 years, and 9% of the respondents are in the age group of above 50 years. The analysis clearly projects that the sample is dominated by those respondents who are in the age group of 22-35 years.

The second category represents the gender distribution of respondents. Accordingly 58% of the respondents were males and the remaining 42% were females which show the male dominance of the sample.

The third category suggests that 11% of the respondents fall in the primary education section. 36% of respondents have their education up to diploma level, 63% of respondents have their education up to undergraduate level and 18% of the respondents are qualified up to graduate degree level. The analysis clearly highlights that the sample is dominated by those respondents who have educational qualification of undergraduate degree.

4.1.2 Cognitive and emotional responses

Exposure to various types of advertisement creates certain beliefs which may or may not mold the attitude and result in change of the behavior. Cognitive response approach is based upon the assumption that some kind of learning plays a role in determining attitude change. On the other hand, consumers can be persuaded by advertisements that appeal to their emotions and this has been found to be a powerful indicator of attitude and behavior. With this regard, descriptive statistics was used to examine frequency distribution, mean and standard deviation of responses and cross tabulation with chi square analysis was used to examine the relationship between the cognitive and emotional responses to advertisements and attitude towards the advertisement as presented below.

Table 4.1.2 presents the summary of frequency distribution of variables that are evaluated based on a 5-point likert scale.

Measurement items	Frequency				
Cognitive responses	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
The ads are informative	14	35	48	26	18
	10%	25%	34%	18%	13%

The ads are believable	13	27	63	28	10
	9%	19%	45%	20%	7%
Emotional responses	Not at all	Slightly	Neutral	Moderately	Extremely
The ads make feel warm hearted	12	16	45	44	24
	9%	11%	32%	31%	17%
The ads make feel excited	14	13	35	41	38
	10%	9%	25%	29%	27%
The ads make feel happy	13	13	21	44	50
	9%	9%	15%	31%	35%

Table 4.1.2: Frequency distribution of study variables

The study indicates that the majority of respondents replied neutral in the cognitive response type questions i.e. 34% in the case of the ads are informative and 45% in the case of the ads are believable. From the remaining respondents 10%, 25%, 18% and 13% replied strongly disagree, disagree, agree and strongly agree respectively to the question the ads are informative and 9%, 19%, 20% and 7% replied strongly disagree, disagree, agree and strongly agree respectively to the question the ads are believable.

Where as in the case emotional response type questions, the majority of the respondents replied that they have moderately or extremely felt the emotion types stated in the questions. As shown in the table above 31% and 17% of respondents for warm heartedness, 29% and 27% of respondents for excitement and 31% and 35% of respondents for happiness replied moderately and extremely.

Table 4.1.3 presents the summary of mean and standard deviation of variables that are evaluated based on a 5-point likert scale.

Measurement items	Mean	Std. deviation
Cognitive responses		
The ads are informative	2.99	1.16
The ads are believable	2.96	1.16
Overall cognitive responses	2.98	1.16
Emotional responses		
The ads make me feel warm hearted	3.37	1.14
The ads make me feel excited	3.54	1.25

The ads make me feel happy/cheerful	3.56	1.19
Overall emotional responses	3.49	1.19

Table 4.1.3: mean and standard deviation of study variables

Based on the descriptive data presented in the table above, emotional responses to the advertisements ($M=3.49$, $S.D.=1.19$) become more important in determining consumers' attitude towards the advertisements compared to the cognitive responses ($M=2.98$, $S.D.=1.16$) to the advertisement.

4.1.3 Attitude towards the ads, attitude towards the brand and purchase intention

Attitude toward the ad represents the receivers' feelings of favorability or unfavorability toward the ad. Advertisers are interested in consumers' reactions to the ad because they know that affective reactions are an important determinant of advertising effectiveness, since these reactions may be transferred to the brand itself forming attitude towards the brand which in turn influences purchase intention.

With this regard, descriptive statistics was used to examine frequency distribution of responses.

Table 4.1.4 presents the summary of frequency distribution of responses that are evaluated based on a 5-point likert scale.

Measurement items	Frequency				
	Not at all	Slightly	Neutral	Moderately	Extremely
I like the ads	12	14	15	63	37
	9%	10%	11%	45%	26%
The ads are well made	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
	6	11	22	62	40
	4%	8%	16%	44%	28%
My general evaluation of the ads	Very negative	Negative	Neutral	Positive	Very positive
	5	11	23	67	35
	4%	8%	16%	48%	25%
My evaluation of the Coca	8	9	26	72	26

Cola brand	6%	6%	18%	51%	18%
	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
If I need the product I would buy the product	8	12	30	65	26
	6%	9%	21%	46%	18%

Table 4.1.4: Frequency distribution of responses

The analysis of the data indicates that the majority of the respondents have favorable attitude towards the ads since 45% and 26% of respondents moderately and extremely liked the ads respectively. 44% and 28% of respondents replied agree and strongly agree when asked if the ads are well made and regarding the overall evaluation of the ads, 48% of respondents have positive responses and 25% of respondents have very positive responses.

When it comes to the evaluation of the brand, 51% of the respondents have a positive attitude and 18% of the respondents have a very positive attitude and when asked if they would buy this product when they need one, 46% of the respondents have agreed and 18% have strongly agreed.

4.2 Cross tabulation of study variable

4.2.1 Relationship between cognitive responses and attitude towards the advertisement

An attempt was made to assess the degree of relationship of cognitive responses to the advertisements with attitude towards the advertisements. For this purpose, cognitive type responses regarding the message arguments of the ads were cross tabulated with attitude of the respondents towards the ads and tested with chi square analysis. The information in this respect is presented in the tables below.

The first table illustrates the results of cross tabulation of the ads are informative responses with the attitude towards the ads.

I like the ads*The ads are informative cross tabulation								
	The ads give useful information							
			Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
	Not at all	Count	3	3	2	3	1	12

I like the ads		Expected count	1.19	1.39	1.49	6.26	3.67	
		% within I like the ads	25%	25%	17%	25%	8%	
	Slightly	Count	2	4	4	3	1	14
		Expected count	2.98	3.48	3.72	15.64	9.18	
		% within I like the ads	14%	29%	29%	21%	7%	
	Neutral	Count	0	5	5	3	2	15
		Expected count	4.09	4.77	5.11	21.45	12.60	
		% within I like the ads	0%	33%	33%	20%	13%	
	Moderately	Count	5	15	24	12	7	63
		Expected count	2.21	2.58	2.77	11.62	6.82	
		% within I like the ads	8%	24%	38%	19%	11%	
	Extremely	Count	4	8	13	5	7	37
		Expected count	1.53	1.79	1.91	8.04	4.72	
		% within I like the ads	11%	22%	35%	14%	19%	
	Total	Count	14	35	48	26	18	141
Expected count		14.00	35.00	48.00	26.00	18.00		
% within I like the ads		10%	25%	34%	18%	13%		
Critical chi square			degree of freedom			Sample chi square		
26.30			16			9.62		

Table 4.2.1: Relationship between cognitive responses and attitude towards the ad 1

The analysis of the data indicates that among the 12 respondents who don't like Coca Cola ads at all; 3 respondents fall in the strongly disagree, disagree and agree categories each to the claim that the ads are informative. Whereas 2 respondents fall in the neutral and 1 respondent in the strongly agree categories.

Among the 14 respondents who slightly like Coca Cola ads; 4 respondents disagreed to the claim that the ads are informative while from the remaining respondent 4, 2, 3 and 1 respondent fall in to the category neutral, strongly disagree, agree and strongly agree respectively.

Among the 15 respondents whose attitude to Coca Cola ads is neutral; 5 respondents disagreed to the claim that the ads are informative while from the remaining respondents 5, 3, and 2 respondents fall in to the category neutral, agree, strongly and agree respectively.

Among the 63 respondents who moderately like Coca Cola ads; 24 respondents were neutral to the claim that the ads are informative while from the remaining respondents 15, 12, 7 and 5 respondents fall in to the category disagree, agree, strongly agree and strongly disagree respectively.

Among the 37 respondents who extremely like Coca Cola ads 13 respondents were neutral to the claim that the ads are informative while from the remaining respondents 8, 7, 5 and 4 respondents fall in to the category disagree, strongly agree, agree and strongly disagree respectively.

To comprehend the relationship between the ads being informative and the attitude towards the ads, chi square test statistic is tested for the hypothesis;

H0₁: Consumer's perceptions of the ads as being informative have no positive impact on his/her attitude towards the ads.

H1: Consumer's perceptions of the ads as being informative have positive impact on his/her attitude towards the ads.

Since the sample chi square (9.62) is less than the critical chi square (26.30) at 5% level of significance and d.f. of 16, the null hypothesis is accepted and therefore deduced that consumer's perception of the ads as being informative has no positive impact his/her attitude towards the ads.

The second table illustrates the results of cross tabulation of the ads are believable responses with the attitude towards the ads.

I like the ads*The ads are believable cross tabulation								
	The ads are believable							
			Strongly disagree	disagree	Neutral	Agree	Strongly agree	Total
	Not at all	Count	3	1	6	1	1	12
		Expected count	1.11	1.29	1.38	5.81	3.41	
		% within I like the ads	25%	8%	50%	8%	8%	
	Slightly	Count	1	4	6	3	0	14
		Expected count	2.30	2.68	2.87	12.06	7.09	
		% within I like	7%	29%	43%	21%	0%	

I like the ads		the ads						
	Neutral	Count	1	4	7	3	0	15
		Expected count	5.36	6.26	6.70	28.15	16.53	
		% within I like the ads	7%	27%	47%	20%	0%	
	Moderately	Count	6	9	30	14	4	63
		Expected count	2.38	2.78	2.98	12.51	7.35	
		% within I like the ads	10%	14%	48%	22%	6%	
	Extremely	Count	2	9	14	7	5	37
		Expected count	0.85	0.99	1.06	4.47	2.62	
		% within I like the ads	5%	24%	38%	19%	14%	
	Total	Count	13	27	63	28	10	141
		Expected count	13.00	27.00	63.00	28.00	10.00	
		% within I like the ads	9%	19%	45%	20%	7%	
Critical chi square			degree of freedom			Sample chi square		
26.30			16			13.03		

Table 4.2.2: Relationship between cognitive responses and attitude towards the ad 2

The analysis of the data indicates that among the 12 respondents who don't like Coca Cola ads at all; 6 respondents are neutral to the claim that the ads are believable while from the remaining respondents 3 fall in to the category strongly disagree and 1 respondent fall in to the category disagree, agree and strongly agree each.

Among the 14 respondents who slightly like Coca Cola ads; 6 respondents are neutral to the claim that the ads are believable while from the remaining respondents 4 fall in to disagree, 3 in to agree and 1 fall into strongly agree categories.

Among the 15 respondents whose attitude towards Coca Cola ads is neutral; 7 respondents are neutral to the claim that the ads are believable while from the remaining respondents 4 fall in to the category disagree, 3 in to agree and 1 into strongly disagree categories.

Among the 63 respondents who moderately like Coca Cola ads 30 respondents are neutral to the claim that the ads are believable while from the remaining respondents 14, 9, 6 and 4 respondents fall in to the category agree, disagree, strongly disagree and strongly agree respectively.

Among the 37 respondents who extremely like Coca Cola ads 14 respondents are neutral to the claim that the ads are believable while from the remaining respondents 9, 7, 5 and 2 respondents fall in to the category disagree, agree, strongly agree and strongly disagree respectively.

To comprehend the relationship between the ads being believable and the attitude towards the ads, chi square test statistic is tested for the hypothesis;

H0₂: Consumer's perceptions of the ads being believable have no positive impact on his/her attitude towards the ads.

H2: Consumer's perceptions of the ads being believable have positive impact on his/her attitude towards the ads.

Since the sample chi square (13.03) is less than the critical chi square (26.30) at 5% level of significance and d.f. of 16, the null hypothesis is accepted and therefore deduced that consumer's perception of the ads as being believable has no positive impact his/her attitude towards the ads.

4.2.2 Relationship between emotional responses and attitude towards the advertisement

An attempt was made to assess the degree of relationship of emotional responses to the advertisements with attitude towards the advertisements. For this purpose, emotional type responses regarding how the ads make feel various emotions were cross tabulated with attitude of the respondents towards the ads and tested with chi square analysis. The information in this respect is presented in the tables below.

The first table illustrates the results of cross tabulation of the warmth type emotional responses with the attitude towards the ads.

I like the ads*The ads make me feel warm hearted cross tabulation								
I	The ads make me feel warm hearted							
			Not at all	Slightly	Neutral	Moderately	Extremely	Total
	Not at all	Count	4	0	2	3	3	12
		Expected count	1.02	1.19	1.28	5.36	3.15	
		% within I like the ads	33%	0%	17%	25%	25%	
	Slightly	Count	0	3	5	3	3	14

like the ads		Expected count	1.36	1.59	1.70	7.15	4.20	
		% within I like the ads	0%	21%	36%	21%	21%	
	Neutral	Count	4	3	6	2	0	15
		Expected count	3.83	4.47	4.79	20.11	11.81	
		% within I like the ads	27%	20%	40%	13%	0%	
	Moderately	Count	2	7	24	23	7	63
		Expected count	3.74	4.37	4.68	19.66	11.55	
		% within I like the ads	3%	11%	38%	37%	11%	
	Extremely	Count	2	3	8	13	11	37
		Expected count	2.04	2.38	2.55	10.72	6.30	
		% within I like the ads	5%	8%	22%	35%	30%	
	Total	Count	12	16	45	44	24	141
		Expected count	12.00	16.00	45.00	44.00	24.00	
		% within I like the ads	9%	11%	32%	31%	17%	
Critical chi square			degree of freedom			Sample chi square		
26.30			16			36.22		

Table 4.2.3: Relationship between emotional responses and attitude towards the ad 1

The analysis of the data indicates that among the 12 respondents who don't like Coca Cola ads at all; 4 respondents replied that the ads don't make them feel warmhearted at all while from the remaining respondents 3 fall in the extremely, 3 in the moderately and 2 in the neutral categories.

Among the 14 respondents who slightly like Coca Cola ads; 5 respondents replied that they are neutral to the claim that the ads make them feel warmhearted while from the remaining respondents extremely, moderately and slightly categories have 3 respondents each.

Among the 15 respondents whose attitude towards Coca Cola ads is neutral; 6 respondents are neutral to the claim that the ads make them feel warmhearted while from the remaining respondents 3 fall in the slightly, 2 in the moderately and 2 in the not at all categories.

Among the 63 respondents who moderately like Coca Cola ads 24 respondents are neutral to the claim that the ads make them feel warmhearted while from the remaining

respondents 23 fall in the moderately, 7 in the extremely, 7 in the slightly and 2 in the not at all categories.

Among the 37 respondents who extremely like Coca Cola ads 13 respondents replied that the ads make them feel warmhearted moderately while from the remaining respondents 11 fall in the extremely, 8 in the neutral, 3 in the slightly and 2 in the not at all categories.

To comprehend the relationship between the statement that the Coca Cola ads make feel warmhearted and the attitude towards the ads, chi square test statistic is tested for the hypothesis;

H0₃: Consumer's feelings of the ads being warmhearted have no positive impact on his/her attitude towards the ads.

H3: Consumer's feelings of the ads being warmhearted have positive impact on his/her attitude towards the ads.

Since the sample chi square (36.22) is greater than the critical chi square (26.30) at 5% level of significance and d.f. of 16, the null hypothesis is rejected and therefore deduced that consumer's feeling of the ads being warmhearted has positive impact his/her attitude towards the ads.

The second table illustrates the results of cross tabulation of the excitement type emotional responses with the attitude towards the ads.

I like the ads*The ads make me feel excited cross tabulation								
	The ads make me feel excited							
			Not at all	Slightly	Neutral	Moderately	Extremel y	Tota l
I like the ad s	Not at all	Count	4	1	2	2	3	12
		Expected count	1.19	1.39	1.49	6.26	3.67	
		% within I like the ads	33%	8%	17%	17%	25%	
	Slightly	Count	0	3	5	4	2	14
		Expected count	1.11	1.29	1.38	5.81	3.41	
		% within I like the ads	0%	21%	36%	29%	14%	
	Neutral	Count	3	2	6	1	3	15
		Expected count	2.98	3.48	3.72	15.64	9.18	
		% within I like the ads	20%	13%	40%	7%	20%	
	Moderately	Count	4	4	19	25	11	63

		Expected count	3.49	4.07	4.36	18.32	10.76		
		% within I like the ads	6%	6%	30%	40%	17%		
	Extremely	Count	3	3	3	9	19	37	
		Expected count	3.23	3.77	4.04	16.98	9.97		
		% within I like the ads	8%	8%	8%	24%	51%		
	Total	Count	14	13	35	41	38	141	
		Expected count	14.00	13.00	35.00	41.00	38.00		
		% within I like the ads	10%	9%	25%	29%	27%		
	Critical chi square			degree of freedom			Sample chi square		
	26.30			16			38.26		

Table 4.2.4: Relationship between emotional responses and attitude towards the ad 2

The analysis of the data indicates that among the 12 respondents who don't like Coca Cola ads at all; 4 respondents replied that the ads don't make them feel excited at all while from the remaining respondents 3 fall in the extremely, 2 in the moderately, 2 in the neutral and 1 in the slightly categories.

Among the 14 respondents who slightly like Coca Cola ads; 5 respondents replied that they are neutral to the claim that the ads make them feel excited while from the remaining respondents 4 fall in the moderately, 3 in the slightly and 2 in the extremely categories.

Among the 15 respondents whose attitude towards Coca Cola ads is neutral; 6 respondents are neutral to the claim that the ads make them feel excited while from the remaining respondents 3 fall in the not at all and extremely, 2 in the slightly and 1 in the moderately categories.

Among the 63 respondents who moderately like Coca Cola ads; 26 respondents replied that the ads make them feel excited moderately while from the remaining respondents 19 fall in the neutral, 11 in the extremely, 4 in the slightly and not at all categories each.

Among the 37 respondents who extremely like Coca Cola ads 19 respondents replied that the ads make them feel excited extremely while from the remaining respondents 9 fall in the moderately, 3 in the neutral, slightly and not at all categories each.

To comprehend the relationship between the statement that the Coca Cola ads make feel excited and the attitude towards the ads, chi square test statistic is tested for the hypothesis;

H0₄: Consumer's feelings of the ads being exciting have no positive impact on his/her attitude towards the ads.

H₄: Consumer's feelings of the ads being exciting have positive impact on his/her attitude towards the ads.

Since the sample chi square (38.26) is greater than the critical chi square (26.30) at 5% level of significance and d.f. of 16, the null hypothesis is rejected and therefore deduced that consumer's feeling of the ads being exciting has positive impact his/her attitude towards the ads.

The third table illustrates the results of cross tabulation of the happy type emotional responses with the attitude towards the ads.

I like the ads*The ads make me feel happy cross tabulation								
I like the ads	The ads make me feel happy/Cheerful							
			Not at all	Slightly	Neutral	Moderately	Extremely	Total
	Not at all	Count	4	1	0	3	4	12
		Expected count	1.11	1.29	1.38	5.81	3.41	
		% within I like the ads	33%	8%	0%	25%	33%	
	Slightly	Count	1	2	5	4	2	14
		Expected count	1.11	1.29	1.38	5.81	3.41	
		% within I like the ads	7%	14%	36%	29%	14%	
	Neutral	Count	4	3	2	3	3	15
		Expected count	1.79	2.09	2.23	9.38	5.51	
		% within I like the ads	27%	20%	13%	20%	20%	
	Moderately	Count	2	6	11	25	19	63
		Expected count	3.74	4.37	4.68	19.66	11.55	
		% within I like the ads	3%	10%	17%	40%	30%	
	Extremely	Count	2	1	3	9	22	37
		Expected count	4.26	4.96	5.32	22.34	13.12	
		% within I like the ads	5%	3%	8%	24%	59%	

		like the ads						
	Total	Count	13	13	21	44	50	141
		Expected count	13.00	13.00	21.00	44.00	50.00	
		% within I like the ads	9%	9%	15%	31%	35%	
Critical chi square			degree of freedom			Sample chi square		
26.30			16			39.08		

Table 4.2.5: Relationship between emotional responses and attitude towards the ad 3

The analysis of the data indicates that among the 12 respondents who don't like Coca Cola ads at all; 4 respondents replied that the ads don't make them feel happy at all while from the remaining respondents 4 fall in the extremely, 3 in the moderately and 1 in the slightly categories.

Among the 14 respondents who slightly like Coca Cola ads; 5 respondents replied that they are neutral to the claim that the ads make them feel happy while from the remaining respondents 4 fall in the moderately category, 2 in the slightly and extremely categories each and 1 in the not at all category.

Among the 15 respondents whose attitude towards Coca Cola ads is neutral; 4 respondents replied that the ads don't make them feel happy at all while from the remaining respondents 3 fall in the moderately, slightly and extremely categories each and 2 in the neutral category.

Among the 63 respondents who moderately like Coca Cola ads; 25 respondents replied that the ads make them feel happy moderately while from the remaining respondents 19 fall in the extremely, 11 in the neutral, 6 in the slightly and 2 in the not at all categories.

Among the 37 respondents who extremely like Coca Cola ads 22 respondents replied that the ads make them feel happy extremely while from the remaining respondents 9 fall in the moderately, 3 in the neutral, 2 in the not at all and 1 in the slightly categories.

To comprehend the relationship between the statement that the Coca Cola ads make feel happy and the attitude towards the ads, chi square test statistic is tested for the hypothesis;

H0s: Consumer's feelings of the ads being happy have no positive impact on his/her attitude towards the ads.

H5: Consumer's feelings of the ads being happy have positive impact on his/her attitude towards the ads.

Since the sample chi square (39.09) is greater than the critical chi square (26.30) at 5% level of significance and d.f. of 16, the null hypothesis is rejected and therefore deduced that consumer's feeling of the ads being happy has positive impact his/her attitude towards the ads.

4.2.3 Relationship between attitude towards the advertisement and attitude towards the brand and attitude towards the brand and purchase intention

Cross tabulation with chi square analysis was used to examine the relationship between attitude towards the ads and attitude towards the brand and attitude towards the brand and purchase intention as presented below.

The first table illustrates the results of cross tabulation of attitude towards the ads responses with the attitude towards the brand.

My evaluation of the Coca Cola brand*I like the ads cross tabulation								
I like the ads								
My evaluation of the Coca Cola brand			Not at all	Slightly	Neutral	Moderately	Extremely	Total
	Very negative	Count	5	1	1	1	0	8
		Expected count	0.68	0.77	2.21	6.13	2.21	
		% within My evaluation of the Coca Cola brand	63%	13%	13%	13%	0%	
	Negative	Count	3	4	1	1	0	9
		Expected count	0.79	0.89	2.58	7.15	2.58	
		% within My evaluation of the Coca Cola brand	33%	44%	11%	11%	0%	
	Neutral	Count	3	6	3	10	4	26
		Expected count	0.85	0.96	2.77	7.66	2.77	
		% within My evaluation of the Coca Cola brand	12%	23%	12%	38%	15%	
	Positive	Count	1	3	8	45	15	72
		Expected count	3.57	4.02	11.62	32.17	11.62	
		% within My evaluation of the Coca Cola brand	1%	4%	11%	63%	21%	
	Very positive	Count	0	0	2	6	18	26
		Expected count	2.10	2.36	6.82	18.89	6.82	

		% within My evaluation of the Coca Cola brand	0%	0%	8%	23%	69%	
	Total	Count	12	14	15	63	37	141
		Expected count	12.00	14.00	15.00	63.00	37.00	
		% within My evaluation of the Coca Cola brand	9%	10%	11%	45%	26%	
Critical chi square			degree of freedom			Sample chi square		
26.30			16			98.27		

Table 4.2.6: Relationship between attitude towards the ads and attitude towards the brand

The analysis of the data indicates that among the 8 respondents whose attitude towards the Coca Cola brand is very negative; 5 respondents replied that they don't like the ads at all while from the remaining respondents 1 fall in the slightly, moderately and neutral categories each.

Among the 9 respondents whose attitude towards the Coca Cola brand is negative; 4 respondents replied that they like the ads slightly while from the remaining respondents 3 fall in the not at all category, 1 in the neutral and moderately categories each.

Among the 26 respondents whose attitude towards Coca Cola brand is neutral; 10 respondents like the ads moderately while from the remaining respondents 15 fall in the slightly category, 4 in the extremely category, and 3 in the slightly and not at all categories each.

Among the 72 respondents whose attitude towards Coca Cola brand is positive; 45 respondents like the ads moderately while from the remaining respondents 15 fall in the extremely, 8 in the neutral, 3 in the slightly and 1 in the not at all categories.

Among the 26 respondents whose attitude towards Coca Cola brand is very positive; 18 respondents like the ads extremely while from the remaining respondents 6 fall in the moderately and 2 in the neutral categories.

To comprehend the relationship between attitude towards the ads and attitude towards the brand, chi square test statistic is tested for the hypothesis;

H0: Consumer's attitude towards the ad has no positive impact on his/her attitude towards the brand.

H6: Consumer's attitude towards the ad has positive impact on his/her attitude towards the brand.

Since the sample chi square (98.27) is greater than the critical chi square (26.30) at 5% level of significance and d.f. of 16, the null hypothesis is rejected and therefore deduced that consumer's attitude towards the ad has positive impact on his/her attitude towards the brand.

The second table illustrates the results of cross tabulation of attitude towards the brand responses with responses of purchase intention.

If I need the product, I would buy the products of this brand*My evaluation of the Coca Cola brand cross tabulation								
	My evaluation of the Coca Cola brand							
			Very negative	Negative	Neutral	Positive	Very Positive	Total
If I need the product, I would buy the products of this brand	Strongly disagree	Count	6	1	1	0	0	8
		Expected count	0.45	0.68	1.70	3.69	1.48	
		% within I would buy the products of this brand	75%	13%	13%	0%	0%	
	Disagree	Count	1	6	1	4	0	12
		Expected count	0.51	0.77	1.91	4.15	1.66	
		% within I would buy the products of this brand	8%	50%	8%	33%	0%	
	Neutral	Count	1	1	16	11	1	30
		Expected count	1.48	2.21	5.53	11.99	4.79	
		% within I would buy the products of this brand	3%	3%	53%	37%	3%	
	Agree	Count	0	1	5	53	6	65
		Expected count	4.09	6.13	15.32	33.19	13.28	
		% within I would buy the products of this brand	0%	2%	8%	82%	9%	
	Strongly agree	Count	0	0	3	4	19	26
		Expected count	1.48	2.21	5.53	11.99	4.79	
		% within I would buy the products of this brand	0%	0%	12%	15%	73%	
	Total	Count	8	9	26	72	26	141

		Expected count	8.00	9.00	26.00	72.00	26.00	
		% within I would buy the products of this brand	6%	6%	18%	51%	18%	
Critical chi square			degree of freedom			Sample chi square		
26.30			16			216.29		

Table 4.2.7: Relationship between attitude towards the brand and purchase intention

The analysis of the data indicates that among the 8 respondents who strongly disagreed to the statement that they would buy Coca Cola brand if they need the product; 6 respondents replied that their attitude towards the brand is very negative while from the remaining respondents 1 fall in the negative and neutral categories each.

Among the 12 respondents who disagreed to the statement that they would buy Coca Cola brand if they need the product; 6 respondents replied that their attitude towards the brand is negative while from the remaining respondents 4 fall in the positive category, and 1 in the neutral and very negative categories each.

Among the 30 respondents who are neutral to the statement that they would buy Coca Cola brand if they need the product; 16 respondents have neutral attitude towards the brand while from the remaining respondents 11 fall in the positive category, and 1 respondent in the very negative, negative and very positive categories each.

Among the 65 respondents who agreed to the statement that they would buy Coca Cola brand if they need the product; 53 respondents replied that their attitude towards the brand is positive while from the remaining respondents 6 fall in the very positive, 5 in the neutral and 1 in the negative categories.

Among the 26 respondents who strongly agreed to the statement that they would buy Coca Cola brand if they need the product; 19 respondents replied that their attitude towards the brand is very positive while from the remaining respondents 4 fall in the positive and 3 in the neutral categories.

To comprehend the relationship between attitude towards the Coca Cola brand and purchase intention, chi square test statistic is tested for the hypothesis;

H₀: Consumer's attitude towards the brand has no positive impact on his/her purchase intention.

H₇: Consumer's attitude towards the brand has positive impact on his/her purchase intention.

Since the sample chi square (216.29) is greater than the critical chi square (26.30) at 5% level of significance and d.f. of 16, the null hypothesis is rejected and therefore deduced that consumer's attitude towards the brand has positive impact on purchase intention.

4.3 Summary of results

The results of this study show that majority of the respondents were neutral when asked if the ads message argument is informative (34%) or believable (45%) and appeal to their rationality using objective information describing the brand's attributes or benefits. Whereas, the majority of respondents replied moderately or extremely when asked if the advertisements appeal to their emotions. Furthermore, the overall mean depicted that emotional responses to the advertisements ($M=3.49$, $S.D.=1.19$) become more important in determining consumers' attitude towards the advertisements compared to the cognitive responses ($M=2.98$, $S.D.=1.16$) to the advertisement.

The results also showed that consumer's cognitive responses to the advertisements i.e. perception of the ads as being informative or believable have no positive impact their attitude towards the ads while their emotional responses to the advertisements i.e. feeling of the ads as being warm hearted, exciting or happy have a positive impact their attitude towards the ads.

Thoughts or feelings generated from advertisements are intended to transfer attitude towards the advertisements themselves and towards the product or the brand and facilitate buying behavior. The analysis of the data indicated that majority of the respondents have a favorable attitude towards the advertisements and the brand. The analysis also depicted that most of the respondents would buy the brand if they need the products.

Alongside this, the study have found that attitude towards the ads positively and significantly affects attitude towards the brand and attitude towards the brand positively and significantly affects purchase intention of consumers.

CHAPTER 5 - CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The above findings suggest that studying how consumers process advertising should help in understanding the impact of advertising on attitude and purchasing behavior. While a vast amount of research has been done, and is ongoing, to try to better understand what strategic and executional factors in other marketing activities influence consumer behavior, relatively little research has been devoted to understanding the consumer related factors that may influence advertising success. As per the findings of the study, the following conclusions are made.

- Two types of responses to advertising stimuli were identified. The first one is cognitive response in which the receiver responds to ad stimuli designed to appeal to the rationality of the receiver by using objective information describing a brand's attributes or benefits and the second one is emotional response in which the receiver responds to ad stimuli designed to appeal to the receiver's emotions by using emotion eliciting strategies.
- The study depicted that emotional responses to the advertisements are more important in determining consumers' attitude towards the advertisements compared to the cognitive responses. Advertisements with emotional appeal are therefore have been found to be better liked by consumers and can be used to influence consumers' decision.
- Thoughts or feelings generated from advertisements are intended to transfer attitude towards the advertisements themselves and towards the product or the brand and facilitate buying behavior. According to the study, consumers' attitudes towards an advertisement affect their subsequent brand attitude positively since the effects of advertisement likeability increase the chances of acceptability of the advertisement claims about the respective brand. As a result, consumers' brand attitude becomes more favorable.
- The study found that attitude towards the brand positively and significantly affects purchase intention of consumers. Thus, if an advertisement is successful in building favorable brand attitude, it will develop favorable brand knowledge, positive brand and favorable behavioral reaction of consumers towards the respective brand in the form of greater purchase intention.

5.2 Recommendation

Based on the findings and conclusions of the study, the researcher forwards the following recommendations.

Firstly, the findings indicate that the Coca Cola Company is benefiting substantially from its advertisements that mostly elicit pleasant emotional feelings, not only in terms of greater ad liking, but also in terms of more favorable brand attitudes which transfers to purchase intention. This indicates that the company can capitalize on this situation by increasing its investment on developing more creative and innovative advertisements focusing on non-message elements such as music, characters, symbols, and slogans than actual message content that is stored in the consumer's mind without any active cognitive processing and becomes salient when the consumer enters the actual purchase situation.

Secondly, though the findings clearly depicted that the Coca Cola advertisements are mainly designed to appeal to receivers' emotions by means of emotion eliciting strategies, the company should also consider designing a strategy to appeal to the rationality of the audience by using objective information in its advertisings to capture those segments preferring the same. This can be achieved through the use of different specialized advertising campaigns.

Thirdly, the advertising success of the Coca Cola Company should be exemplary to other companies. It is therefore recommended that firms understand the importance of advertising and the communication process so as to establish their advertising objectives in line with receivers' response. Additionally, it is suggested that companies employ the service of professionals for the purpose of proper planning and execution of advertisements and carefully select the appropriate media mix to deliver the message to their target audiences. Furthermore, the element of feedback is important to ensure that the target audience has received the message accurately.

5.3 Implication for further studies

It is to be noted that responses to advertising can be mediated or filtered by factors that are not covered in this study such as motivation and ability to process information, which can alter or change the individual's response to advertising. Consumers' level of involvement with the advertised product is also another factor that was not explained in this study. This shows that the research has rooms for improvements and further studies can be held in line with these standpoints.

Further research could also be conducted to a different segment of consumers or expanded to a larger sampling size or geographical area so that the result may be reflective of the actual buying behavior of consumers.

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APPENDIX 1

QUESTIONNAIRE

ADDIS ABABA UNIVERSITY COLLEGE OF BUSINESS AND ECONOMICS MBA PROGRAM

Introduction

Hello. My name is Khalid and I am currently undertaking a survey to assess the effect of advertising on consumer purchase behavior taking the case of Coca Cola advertisements as a partial fulfillment of the requirement for the award of MBA degree. Accordingly, I request your kind assistance in completing the attached questionnaire to the best of your knowledge. The information you provide will be treated with a strict confidence and is for academic purpose only.

Your assistance and co-operation is highly appreciated.

Section one - Demographic profile

Please complete the following demographic information by ticking (✓) on the alternative which is the most applicable to your case.

1. Age

(i) 14-22 years (ii) 23-35 years (iii) 36-50 years (iv) >50 years

2. Gender

i) Male ii) Female

3. Educational status

(i) Primary education (ii) Diploma (iii) Undergraduate degree (iv) Graduate degree

Section two – Responses and attitude

1) How do you perceive Coca Cola advertisements?

a) The ads are informative

(i) Strongly disagree (ii) Slightly disagree (iii) Neutral (iv) Agree
(v) Strongly agree

b) The ads are believable

(i) Strongly disagree (ii) Slightly disagree (iii) Neutral (iv) Agree
(v) Strongly agree

2) Please rate the extent to which Coca Cola ads make you feel various emotions in order of your preference where 1 stands for not at all, 2 for slightly, 3 for neutral, 4 for moderately and 5 for extremely.

Emotions	1	2	3	4	5
Warm-hearted (Sentimental/Emotional Moves me/Touches me)					
Excited (Energetic/ Enthusiastic/ Upbeat/ Stimulated)					
Happy (Cheerful/ Joyful/ In a good mood/ Delighted)					

3) What is your attitude towards Coca Cola ads?

a) *I like the ads*

(i) Not at all (ii) Slightly (iii) Neutral (iv) Moderately (v) Extremely

b) *The ads are well made*

(i) Strongly disagree (ii) Slightly disagree (iii) Neutral (iv) Agree
(v) Strongly agree

c) *My general evaluation of the ads is*

(i) Very Negative (ii) Negative (iii) Neutral (iv) Positive (v) Very Positive

4) What is your attitude towards the Coca Cola brand?

a) *My evaluation of the Coca Cola brand is*

(i) Very Negative (ii) Negative (iii) Neutral (iv) Positive (v) Very Positive

b) *If I need the product, I would buy the products of this brand*

(i) Strongly disagree (ii) Slightly disagree (iii) Neutral (iv) Agree
(v) Strongly agree

Thank you

APPENDIX 2

CHI SQUARE ANALYSIS

H0 ₁	Consumer's perceptions of the ads as being informative have no positive impact on his/her attitude towards the ads.			
H1	Consumer's perceptions of the ads as being informative have positive impact on his/her attitude towards the ads.			
Rows		5		
Columns		5		
alpha		0.05		
d.f		(Rows - 1)*(Columns -1)	16	
chi square statistic		=CHISQ.INV.RT(probability (0.05), d.f. (16))	26.2962276	
Sample chi square				
	Cell	Frequency Observed (fo)	Frequency Expected (fe)	$\Sigma(fo-fe)^2/fe$
	Strongly disagree Not at all	3	1.191489362	2.74506079
	Strongly disagree Slightly	2	1.390070922	0.26762194
	Strongly disagree Neutral	0	1.489361702	1.4893617
	Strongly disagree Moderately	5	6.255319149	0.25191779
	Strongly disagree Extremely	4	3.673758865	0.02897122
	Disagree Not at all	3	2.978723404	0.00015198
	Disagree Slightly	4	3.475177305	0.07925894
	Disagree Neutral	5	3.723404255	0.43768997
	Disagree Moderately	15	15.63829787	0.02605297
	Disagree Extremely	8	9.184397163	0.15273693
	Neutral Not at all	2	4.085106383	1.06427305
	Neutral Slightly	4	4.765957447	0.1231003
	Neutral Neutral	5	5.106382979	0.00221631
	Neutral Moderately	24	21.44680851	0.30395137
	Neutral Extremely	13	12.59574468	0.01297441
	Agree Not at all	3	2.212765957	0.28007365
	Agree Slightly	3	2.581560284	0.06782402
	Agree Neutral	3	2.765957447	0.0198036
	Agree Moderately	12	11.61702128	0.01262567
	Agree Extremely	5	6.822695035	0.4869362
	Strongly agree Not at all	1	1.531914894	0.18469267
	Strongly agree Slightly	1	1.787234043	0.34675785
	Strongly agree Neutral	2	1.914893617	0.00378251
	Strongly agree Moderately	7	8.042553191	0.13514578
	Strongly agree Extremely	7	4.723404255	1.09727813
sample chi square				9.620259761
Do not reject H0 ₁				

H0 ₂	Consumer's perceptions of the ads as being believable have no positive impact on his/her attitude towards the ads.			
H2	Consumer's perceptions of the ads as being believable have positive impact on his/her attitude towards the ads.			
Rows		5		
Columns		5		
alpha		0.05		
d.f		(Rows - 1)*(Columns - 1)		16
chi square statistic		=CHISQ.INV.RT(probability (0.05), d.f. (16))		26.2962276
Sample chi square				
	Cell	Frequency Observed (fo)	Frequency Expected (fe)	Σ(fo-fe)^2/fe
	Strongly disagree Not at all	3	1.106382979	3.240998363
	Strongly disagree Slightly	1	1.290780142	0.065505417
	Strongly disagree Neutral	1	1.382978723	0.106055646
	Strongly disagree Moderately	6	5.808510638	0.006312836
	Strongly disagree Extremely	2	3.411347518	0.58390469
	Disagree Not at all	1	2.29787234	0.733057526
	Disagree Slightly	4	2.680851064	0.649105032
	Disagree Neutral	4	2.872340426	0.442710796
	Disagree Moderately	9	12.06382979	0.778115502
	Disagree Extremely	9	7.085106383	0.517538815
	Neutral Not at all	6	5.361702128	0.075987842
	Neutral Slightly	6	6.255319149	0.01042119
	Neutral Neutral	7	6.70212766	0.013238771
	Neutral Moderately	30	28.14893617	0.121725286
	Neutral Extremely	14	16.53191489	0.387770749
	Agree Not at all	1	2.382978723	0.802621581
	Agree Slightly	3	2.780141844	0.017386742
	Agree Neutral	3	2.978723404	0.000151976
	Agree Moderately	14	12.5106383	0.177304965
	Agree Extremely	7	7.34751773	0.016436649
	Strongly agree Not at all	1	0.85106383	0.02606383
	Strongly agree Slightly	0	0.992907801	0.992907801
	Strongly agree Neutral	0	1.063829787	1.063829787
	Strongly agree Moderately	4	4.468085106	0.049037487
	Strongly agree Extremely	5	2.624113475	2.151140502
sample chi square				13.02932978
Do not reject H0 ₂				

H0 ₃	Consumer's feelings of the ads being warmhearted have no positive impact on his/her attitude towards the ads.			
H3	Consumer's feelings of the ads being warmhearted have positive impact on his/her attitude towards the ads.			
Rows		5		
Columns		5		
alpha		0.05		
d.f		(Rows - 1)*(Coulmns -1)		16
chi square statistic		=CHISQ.INV.RT(probability (0.05), d.f. (16))		26.2962276
Sample chi square				
	Cell	Frequency Observed (fo)	Frequency Expected (fe)	$\Sigma(fo-fe)^2/fe$
	Not at all Not at all	4	1.021276596	8.687943262
	Not at all Slightly	0	1.191489362	1.191489362
	Not at all Neutral	4	1.276595745	5.809929078
	Not at all Moderately	2	5.361702128	2.107733874
	Not at all Extremely	2	3.14893617	0.41920644
	Slightly Not at all	0	1.361702128	1.361702128
	Slightly Slightly	3	1.588652482	1.253831054
	Slightly Neutral	3	1.70212766	0.98962766
	Slightly Moderately	7	7.14893617	0.003102837
	Slightly Extremely	3	4.19858156	0.342162641
	Neutral Not at all	2	3.829787234	0.874231678
	Neutral Slightly	5	4.468085106	0.063323202
	Neutral Neutral	6	4.787234043	0.307234043
	Neutral Moderately	24	20.10638298	0.754002026
	Neutral Extremely	8	11.80851064	1.228330458
	Moderately Not at all	3	3.744680851	0.148089942
	Moderately Slightly	3	4.368794326	0.428859261
	Moderately Neutral	2	4.680851064	1.535396518
	Moderately Moderately	23	19.65957447	0.567583126
	Moderately Extremely	13	11.54609929	0.183077178
	Extremely Not at all	3	2.042553191	0.448803191
	Extremely Slightly	3	2.382978723	0.159764438
	Extremely Neutral	0	2.553191489	2.553191489
	Extremely Moderately	7	10.72340426	1.2928487
	Extremely Extremely	11	6.29787234	3.510710178
sample chi square				36.2221738
Reject H0 ₃				

H04	Consumer's feelings of the ads being exciting have no positive impact on his/her attitude towards the ads.			
H4	Consumer's feelings of the ads being exciting have positive impact on his/her attitude towards the ads.			
Rows		5		
Columns		5		
alpha		0.05		
d.f		(Rows - 1)*(Coulmns -1)		16
chi square statistic		=CHISQ.INV.RT(probability (0.05), d.f. (16))		26.2962276
Sample chi square				
	Cell	Frequency Observed (fo)	Frequency Expected (fe)	$\Sigma(fo-fe)^2/fe$
	Not at all Not at all	4	1.191489362	6.62006079
	Not at all Slightly	0	1.390070922	1.390070922
	Not at all Neutral	3	1.489361702	1.532218845
	Not at all Moderately	4	6.255319149	0.813142278
	Not at all Extremely	3	3.673758865	0.123565815
	Slightly Not at all	1	1.106382979	0.010229133
	Slightly Slightly	3	1.290780142	2.263307614
	Slightly Neutral	2	1.382978723	0.275286416
	Slightly Moderately	4	5.808510638	0.563089393
	Slightly Extremely	3	3.411347518	0.049601156
	Neutral Not at all	2	2.978723404	0.321580547
	Neutral Slightly	5	3.475177305	0.669054856
	Neutral Neutral	6	3.723404255	1.391975684
	Neutral Moderately	19	15.63829787	0.722651614
	Neutral Extremely	3	9.184397163	4.164319943
	Moderately Not at all	2	3.489361702	0.635703166
	Moderately Slightly	4	4.070921986	0.001235575
	Moderately Neutral	1	4.361702128	2.59097042
	Moderately Moderately	25	18.31914894	2.436454395
	Moderately Extremely	9	10.75886525	0.287540265
	Extremely Not at all	3	3.234042553	0.01693729
	Extremely Slightly	2	3.773049645	0.833200021
	Extremely Neutral	3	4.042553191	0.268868981
	Extremely Moderately	11	16.9787234	2.10528982
	Extremely Extremely	19	9.971631206	8.174333908
sample chi square				38.2606888
Reject H04				

H0 ₅	Consumer's feelings of the ads being happy have no positive impact on his/her attitude towards the ads.			
H5	Consumer's feelings of the ads being happy have positive impact on his/her attitude towards the ads.			
Rows		5		
Columns		5		
alpha		0.05		
d.f		(Rows - 1)*(Coulmns -1)		16
chi square statistic		=CHISQ.INV.RT(probability (0.05), d.f. (16))		26.2962276
Sample chi square				
	Cell	Frequency Observed (fo)	Frequency Expected (fe)	$\Sigma(fo-fe)^2/fe$
	Not at all Not at all	4	1.106382979	7.56792144
	Not at all Slightly	1	1.290780142	0.065505417
	Not at all Neutral	4	1.382978723	4.952209493
	Not at all Moderately	2	5.808510638	2.497155327
	Not at all Extremely	2	3.411347518	0.58390469
	Slightly Not at all	1	1.106382979	0.010229133
	Slightly Slightly	2	1.290780142	0.389681241
	Slightly Neutral	3	1.382978723	1.890671031
	Slightly Moderately	6	5.808510638	0.006312836
	Slightly Extremely	1	3.411347518	1.704486811
	Neutral Not at all	0	1.787234043	1.787234043
	Neutral Slightly	5	2.085106383	4.074902301
	Neutral Neutral	2	2.234042553	0.024518744
	Neutral Moderately	11	9.382978723	0.278670333
	Neutral Extremely	3	5.510638298	1.143842931
	Moderately Not at all	3	3.744680851	0.148089942
	Moderately Slightly	4	4.368794326	0.031131989
	Moderately Neutral	3	4.680851064	0.603578337
	Moderately Moderately	25	19.65957447	1.450700009
	Moderately Extremely	9	11.54609929	0.561455556
	Extremely Not at all	4	4.255319149	0.015319149
	Extremely Slightly	2	4.964539007	1.770253293
	Extremely Neutral	3	5.319148936	1.011148936
	Extremely Moderately	19	22.34042553	0.499473151
	Extremely Extremely	22	13.12056738	6.009216025
sample chi square				39.0776122
Reject H0 ₅				

H0 ₆	Consumer's attitude towards the ad has no positive impact on his/her attitude towards the brand.			
H6	Consumer's attitude towards the ad has positive impact on his/her attitude towards the brand.			
Rows		5		
Columns		5		
alpha		0.05		
d.f		(Rows - 1)*(Coulmns -1)	16	
chi square statistic		=CHISQ.INV.RT(probability (0.05), d.f. (16))	26.2962276	
Sample chi square				
	Cell	Frequency Observed (fo)	Frequency Expected (fe)	Σ(fo-fe)^2/fe
	Not at all Very negative	5	0.680851064	27.39960106
	Not at all Negative	3	0.765957447	6.515957447
	Not at all Neutral	3	2.212765957	0.28007365
	Not at all Positive	1	6.127659574	4.290854019
	Not at all Very positive	0	2.212765957	2.212765957
	Slightly Very negative	1	0.794326241	0.053254813
	Slightly Negative	4	0.893617021	10.79837893
	Slightly Neutral	6	2.581560284	4.526615229
	Slightly Positive	3	7.14893617	2.407864742
	Slightly Very positive	0	2.581560284	2.581560284
	Neutral Very negative	1	0.85106383	0.02606383
	Neutral Negative	1	0.957446809	0.001891253
	Neutral Neutral	3	2.765957447	0.019803601
	Neutral Positive	8	7.659574468	0.015130024
	Neutral Very positive	2	2.765957447	0.212111293
	Moderately Very negative	1	3.574468085	1.85422999
	Moderately Negative	1	4.021276596	2.269953844
	Moderately Neutral	10	11.61702128	0.225079885
	Moderately Positive	45	32.17021277	5.116641337
	Moderately Very positive	6	11.61702128	2.715922375
	Extremely Very negative	0	2.09929078	2.09929078
	Extremely Negative	0	2.361702128	2.361702128
	Extremely Neutral	4	6.822695035	1.167809381
	Extremely Positive	15	18.89361702	0.802400805
	Extremely Very positive	18	6.822695035	18.31126052
sample chi square				98.2662172
Reject H0 ₆				

H0 ₇	Consumer's attitude towards the brand has no positive impact on his/her purchase intention.			
H7	Consumer's attitude towards the brand has positive impact on his/her purchase intention.			
Rows		5		
Columns		5		
alpha		0.05		
d.f		(Rows - 1)*(Coulumns -1)	16	
chi square statistic		=CHISQ.INV.RT(probability (0.05), d.f. (16))	26.2962276	
Sample chi square				
	Cell	Frequency Observed (fo)	Frequency Expected (fe)	$\Sigma(fo-fe)^2/fe$
	Very negative Strongly disagree	6	0.453900709	67.76640071
	Very negative Disagree	1	0.680851064	0.149601064
	Very negative Neutral	1	1.70212766	0.28962766
	Very negative Agree	0	3.687943262	3.687943262
	Very negative Strongly agree	0	1.475177305	1.475177305
	Negative Strongly disagree	1	0.510638298	0.468971631
	Negative Disagree	6	0.765957447	35.76595745
	Negative Neutral	1	1.914893617	0.437115839
	Negative Agree	1	4.14893617	2.389961811
	Negative Strongly agree	0	1.659574468	1.659574468
	Neutral Strongly disagree	1	1.475177305	0.15306192
	Neutral Disagree	1	2.212765957	0.664689034
	Neutral Neutral	16	5.531914894	19.80883797
	Neutral Agree	5	11.9858156	4.071614419
	Neutral Strongly agree	3	4.794326241	0.671545176
	Positive Strongly disagree	0	4.085106383	4.085106383
	Positive Disagree	4	6.127659574	0.738770686
	Positive Neutral	11	15.31914894	1.217760047
	Positive Agree	53	33.19148936	11.82161757
	Positive Strongly agree	4	13.27659574	6.48172395
	Very Positive Strongly disagree	0	1.475177305	1.475177305
	Very Positive Disagree	0	2.212765957	2.212765957
	Very Positive Neutral	1	5.531914894	3.712684124
	Very Positive Agree	6	11.9858156	2.989365899
	Very Positive Strongly agree	19	4.794326241	42.09166352
sample chi square				216.286715
Reject H0 ₇				