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# **Influence of advertisement on consumer purchase intention: The Case of Addis Ababa Beer Market**

**Addis Ababa University School of Graduate Studies  
Department of Marketing Management**

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**Addis Ababa, Ethiopia  
August, 2017**

# **Influence of Advertisement on Consumer Purchase Intention: The case of Addis Ababa Beer market**

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**Addis Ababa, Ethiopia  
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**Addis Ababa University**  
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**(Approval Sheet)**

Influence of Advertisement on Consumers Purchase Intention:  
The Case of Addis Ababa beer market

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## **Statement of Certification**

This is to certify that **Netsanet Beneberu** has carried out her research work on the topic entitled **Influence of Advertisement on Consumer Purchase Intention: The case of Addis Ababa beer market** is her original work and is suitable for submission for the award of Masters Degree in Marketing Management.

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**Advisor: Temesgen Belayneh (PhD)**  
**August,2017**

## **Statement of Declaration**

I, Netsanet Beneberu, declare that this Master research project entitled — **Influence of Advertisement on consumer purchase Intention: the case of Addis Ababa Beer Market** is submitted in partial fulfillment of the requirements for the degree of Master of Arts in Marketing Management at the School of Commerce, Addis Ababa University. This project contains no material that has been submitted previously, in whole or in part, for the award of any other academic degree or diploma. Except where otherwise indicated, this project is own work.

Declared by

**Netsanet Beneberu**  
**Student**

\_\_\_\_\_  
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**August, 2017**  
**Date**

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## **Abstract**

*Various literatures were used to discuss the concept of consumer purchase intention and to identify variables influencing purchase intention; message appeal, advertisement source factor and advertisement media are found to be the major predictor of purchase intention for this research.*

*The principal objective of this study was to investigate the influence of advertisement on consumer purchase intention in the case of Addis Ababa beer market. In particular to identify the major variables which affect consumer purchase intention, To determine if the influence differs as the profile of the consumer differs and to identify the variable which poses the strongest impact on consumers purchase intention. So as to address those objectives data were collected from consumers of beer who consume beer in hotels, restaurants and groceries from Lideta, Kirkos and Lefasilk Lafto subcities using multistage cluster sampling, for the data collection a structured questionnaire were used. For the data analysis both descriptive and inferential statistics were used using SPSS Version 20.*

*The finding of the study revealed Habesha beer advertisement is chosen as the most influential followed by St. George and Wallia beer advertisement. Among the advertisement factors identified to predict the dependent variable message appeal is found to be the most predictor of the purchase intention followed by the advertisement media, advertisement source factor (endorser) is insignificant predictor of purchase intention and the influence of advertisement among and between differing demographic groups is insignificant.*

**Key words:** *Advertisement, consumer purchase intention, message appeal, advertisement endorser and advertisement media*

## **CHAPTER ONE: INTRODUCTION**

This chapter deals with the introductory part of the study. Back ground of the study in the first part. It also defines the statement of problem that necessitates this research to be undertaken. The general and specific objectives, significance of the study and scope of the study are also presented. Lastly a brief highlight of organization of the research report is discussed.

### **1.1 Background of the study**

Advertising is a promotion mix tool that has deep seated roots in the formative period of recorded history. Archaeologists' in their curious efforts around the Mediterranean Sea have unearthed signs showcasing a variety of product offers. The Romans created awareness about impending gladiator fights by inscriptions on walls. In the era marking the golden age in Greece history, loud sounds of criers heralded the trade in cattle, arts and craft.

One of the early commercials goes like: 'For eyes that are shining, for cheeks like the dawn. For beauty that lasts after girlhood is gone. For prices in reason, the woman who knows will buy her cosmetics from Aesclyptos.' (Kotler et al, 1999)

In this modern times however, advertising is sophisticated promotion machinery run on immense expenditure. Advertising figures attest to this standpoint. In the EU, advertising budgets have chalked annual figures of more than \$75 billion (€ 84 billion).

Philip Kotler, Gary Armstrong, John Saunders and Veronica Wong (1999), in their book entitled Principles of Marketing, third edition, define advertising as any paid form of non-personal presentation and promotion of ideas, goods or services through mass media such as newspapers, magazines, television or radio by an identified sponsor. From these definitions, some common themes which buttress the distinct traits of advertising are its non-personal nature, the use of mass media and payment effected. These are fundamental to creating a distinction between advertising and the other promotion mix elements although it is not uncommon for the other promotion elements to exhibit some advertising characteristics. Of all marketing weapons, advertising is renowned for its lasting impact on viewers mind and its exposure is much broader.

Today's world is characterized by broadening dimensions of trade fuelled by liberalization, privatization, and globalization. Every business is trying to be the market leader. For this, they rely large on market positioning through advertising of their products. Advertising is one of the most powerful tools of sales promotion which help the sellers' in introducing new products, and also increases the sale of existing products by entering into new markets. Advertising communicates vital information regarding the firm, its product qualities and the place of availability of its products to the prospective as well as existing buyers thereby helping them to make proper purchase decisions (Anu &Aswathy ,2014).

To be successful in the market, each Producer/supplier works out various business strategies for these products. One such tactics of business, the advertising encourages consumers to try a new brand or a brand they have not tried before also, in response to advertising, consumers may buy more quantity of the product category, than they bought before. If these advertisements can create response among the consumers, then the producers can grab the market (Pongiannan & Jayakumar, 2014).

Effective communication through advertisement leads the consumers towards the purchasing of brands (Blech and Blech, 2001) Kotler , Keller and Koshy (2009) stated that ,advertising is the best known and most widely discussed form of promotion because of persuasiveness; it can create brand image instill preference among consumers.

Consumer buying behavior is mostly affected by some factors which include culture, family and brand image. On the other hand brand awareness also helps the customer to buy a certain product. Advertisement helps the company to create the awareness in their customers and ingredients the advertisements shape the perception of the customers either in the positive or in a negative way. People can perceive the quality of the products by gathering the information which they usually get through advertisements. The perception of the quality, awareness of the product and consumer opinion drives the consumer buying decision (Samar & Samreen, 2015).

Advertising is a marketing concept which aims to influence the buying behavior of customers. Whereas consumer behavior is the process and activity by which people select, purchase, evaluate and consume the product or service to satisfy the need or want. In olden times marketers used different signs and symbols to market their products and also to create awareness for the

customers. With the advancement and technology development now organizations focus to use print and electronic media excessively. Use of different marketing promotional strategies has been identified as an effective tool of creating awareness among the consumer population. Among them is popular celebrity attachment with the particular brand (Ali ,2015).

Advertising if used at the right time and in an effective way can lead to the creation of awareness about a product and service and very importantly, create and build a brand. This study will focus on identifying the influence of advertisements on the consumer decision making with special reference to beer products category.

## **1.2 Statement of the problem**

Decades back the Ethiopian brewing industry was characterized by very few actors of the market, many of them owned by the government and the competition to sell or win a market share was not as stiff as it is today because the sale of the products was somewhat focusing or concentrated on the regions and around the regions where the brewing companies are located, the other reason for lesser competition was the volume of beer production was too small as compared to the demand in the market as a result it was not that usual to see as many advertisements of beer products as we see this days. After the privatization of the government owned breweries which are bought by internationally experienced brewing companies and the emergence of new beer producing companies the structure and strategy of the industry is changing in many ways which include the way the companies communicate the customer in particular how they advertise their products.

Despite the fact that analyzing the impact of company's advertisement effort on consumer behavior is very important, there are very few studies illustrated the impact of advertisements on behavior of consumers (Hafi, 2014). On top of this in the process of the researchers effort to find related researches it is found out that there are many researches which shows the influence or impact of advertising source factor and/ or message appeal on consumer purchase behavior but I could not find a research work which shows the combined effect of advertisement source factor, message appeal and media on consumers purchase intention.

Advertising nowadays has a significant role on the sale of goods and services as it is all about influencing and inducing an urge to purchase the products and avail the services advertised. Business houses these days spend a big portion of their budget for advertising activities (Anu &Aswathy, 2014).

In the current era of information explosion and the world of media, advertisements play a major role in changing the behavior and attitude of consumers towards the products shown in the advertisements. The advertisements not only change the way of product is consumed by user but alter the attitude with which they look at the product. All over the world, advertisements have been used since ages for a wide variety of brands. For over the last two decades, a sharp increase in advertisements per brand can be witnessed. Advertisements have great influence in purchasing decision of customers for particular brands. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service that it may have lacked otherwise (Naveen Rai, 2013).

According to Pickton, D. and Broderick A. (2005) advertising can be summarized as a highly convincing promotional tool which works by: Persuading customers to buy, creating and refreshing brands, differentiating between products and generating and increasing sales revenue. Notable amongst these array of critics is Ehrenberg (1988; 1979), who posits that a consumer's pattern of brand purchasing behaviour is driven more by habit than by exposure to promotional messages.

According to the weak theory, advertising is capable of improving people's knowledge, and so is in agreement with the strong theory. In contrast, however, consumers are regarded as selective in determining which advertisements they observe and only perceive those which promote products that they either use or have some prior knowledge of. This means that they already have some awareness and insights of the characteristics of the advertised product. It follows that the amount of information actually communicated is limited. Advertising, Ehrenberg (1997) continues, is not potent enough to convert and convince people who hold reasonably strong beliefs that run counter to those portrayed in an advertisement. The time available (thirty seconds in television Advertising) is not enough to bring about conversion and, when combined with people's ability to switch off their cognitive involvement, there may be no effective communication. Advertising

is often employed as a defense, to retain customer and to increase product or brand usage. Advertising is used to reinforce existing attitude not necessarily to drastically change them.

Unlike the strong theory, this perspective accepts that when people say that they are immune to the influences of advertising they should be right. It also assumes that people are not apathetic, but capable of high levels of cognitive processing.

In summary, the strong theory suggests that advertising can be persuasive, can generate and secure long-run purchasing behavior and can increase sales. The weak theory suggests that purchase behavior is based on habit and that advertising can improve knowledge and reinforce existing attitudes. It views consumers as active problem solvers who do not rely on advertising to initiate and complete a buying decision.

A research conducted by Smith and Foxcroft to determine the influence of advertisement in alcohol consumption they found out that exposure to an advertisement affects alcohol consumption behavior which supports the argument of the strong theory this study was conducted on young people so it cannot be generalized to all age groups.

Gossa in his study to determine the impact of advertisement on brand preference of beer products in Adama city, he found out that advertisement has an impact on beer brand preference among the target population further he conclude that television advertisement is more influential than other media. Given the above facts Gossa's study has these limitations; its generalizability is less since it considered only Adama city, in the conceptual frame work it is shown that the study used media and advertisement source as a mediating variable but the research used only correlation and regression analysis which may impact the result and does not properly show the relationship between the variables.

In another study which is conducted in Ghana to determine the impact of advertisement in the use of bank and banking services, the authors found out that other factors like word of mouth , referencing by relatives , and availability of the bank in the surrounding influence their choice of banks and use of banking service than advertising which supports the weak theory of advertising .This study uses only 70 respondents of five banks across the country and the sampling technique used is snow ball which may affect the reliability and validity of the study .

To the best knowledge of the researcher there is no study undertaken to study the influence of advertising on purchase intention in the case of Addis Ababa beer market. Therefore this study tries to bridge the theoretical and methodological gaps identified in the above mentioned

researches, and to describe whether the case in Addis Ababa beer market supports the weak theory or the strong theory of advertising further more to explore which advertising factor impose more influence on the consumer purchase intention of beer market .

### **1.3 Basic Research Questions**

The research tries to answer the following basic questions:

- What is the influence of beer advertisement on generating consumer purchase intention?
- Which advertisement factor has a strong impact on generating consumers purchase intention of beer products?
- Does the influence of advertisement differ with consumers' profile?
- Which beer advertisement is most influential in generating purchase intention among consumers in Addis Ababa beer market?

### **1.4. Objectives of the Study**

#### **1.4.1 General Objectives**

The general objective of this study is to examine the influence of advertisements in consumer purchase intention with reference to beer market in Addis Ababa.

#### **1.4.2. Specific Objectives**

- To examine the influence of advertisement on generating consumers purchase intention on beer products.
- To identify the advertising factor that has strong impact on generating beer purchase intention among consumers.
- To determine whether the influence of advertising in generating purchase intention differ with customers profile.
- To identify which beer advertisement is most influential among consumers in Addis Ababa beer market.

### **1.5 Scope of the study**

This study aims to understand the influence of advertisement in generating consumers purchase intention by determining the advertisement factor which has the most impact on generating consumers purchase intention , and if the influence of advertisement varies or change with the consumer profile . To achieve this aim, the scope of this study was to identify different factors that is advertisement media, advertisement source factor and advertisement message appeal.

There are two types of beer in the market bottled beer and drought beer, and this research studied only bottled beer and the result and recommendation may not be applied to the drought beer. Because it is hard to define consumers who uses beer in their home, this study scope is limited to consumers who uses beer in Hotel, Bar & restaurant in Addis Ababa.

### **1.6 Significance of the study**

This study is aimed at contributing to the academic literature by revealing the degree of influence of advertising has in generating consumers' purchase intention. The result of the study will be of immense benefit to advertisers of beer product category as it will provide a guide on planning, production and placement of advertisements for the product.

### **1.7 Limitation of the study**

One of the major limitation of this study is it did not incorporate the views from the advertiser side; it includes only the views of consumers of beer products.

Besides the research is limited in Addis Ababa city and its residents also it focuses only in brewing industry and does not include any other industry which would increase the generalize ability of the research.

### **1.8 Organization of the study**

The study is organized in to five chapters. The First chapter contains back ground of the study, research question; general and specific objectives of the study, significance of the study, scope and limitation of the study are outlined.

The second chapter is dedicated to related review of literature having theoretical framework, empirical review and conceptual framework and hypotheses are presented.

The third chapter is concerned with the Methodology of the study, it described design of the research, the population is defined and sample size with appropriate sampling method decided. The statistical method that is used to analyze the data is also discussed.

Chapter four is concerned with presenting the results and discussion and finally Chapter five contains summary of findings, conclusion and recommendations.

## **CHAPTER TWO: REVIEW OF RELATED LITERATURE**

### **2.1 Advertising**

According to Agrawal (2012), advertising is stated as is a relatively low-cost method of conveying selling messages to numerous prospective customers; it can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. Advertising has become increasingly important to business enterprises both large and small and important factor in the campaigns to achieve such societal-oriented objectives. Advertising assumes real economic importance too (Belch &Belch, 2001).

According to David et al (2009), advertisement do have various objectives these include need recognition, identifying buyers, brand building, evaluations of alternatives , exposure, awareness, attitude change, profit, decision to purchase, and customer retention. Advertising plays a vital role in marketing consumers' purchasing decision. Some of them are, to introduce new product: one of the roles of advertising is to inform consumers about the existence of a new product in the market i.e. creation of awareness. What role advertising should play will be affected by the overall intentions of the advertising plan although it is generally agreed that advertising is better at achieving some things rather than others. It is considered, for example, to be capable of reaching large audiences and being effective and cost efficient at achieving high levels of awareness, creating brand differentiation, informing and reminding and, over the longer term, developing and maintaining brands. Some argue that once started, advertising should be a continuous activity.

Although there may be a decay effect of advertising (i.e. if stopped, previous advertising will have a diminishing effect over a period of time), it is argued that advertising needs to be continuous if a market presence and share of voice is to be maintained. Because of the competitive nature of the market place, advertising should be used to maintain competitive advantage or, at least, maintain the brand in customers' brand repertoires or consideration sets. That is to say, encourage customers to include or maintain the brand as a possible purchase along with others that they usually buy (David &Amanda, 2005).

A good way to understand the role of advertising in IMC is to go back to the Latin root of the word. Daniel Starch (1926), one of the pioneers in advertising theory and measurement, was perhaps the first to use the Latin root of advertising in defining it, back in the 1920s. Advertising's Latin root is *advertere*, which translates roughly as 'to turn towards', and this is the job of advertising. Advertising-like messages in IMC are meant to 'turn' the consumer's mind towards the advertised brand. It does this by raising awareness for the brand among the target audience, and by building positive attitudes towards the brand.

All marketing communication should help build brand awareness and contribute to a positive feeling for the brand. But when this is the primary communication objective, it is specifically advertising. Because brand awareness and brand attitude take time to build, advertising plays a more long-term strategic role in IMC. Over time, effective advertising will successfully seed the brand in memory as satisfying an appropriate need, and will associate the brand with positive attitudes that are linked to positive motivations to buy and use it when that needs occur.

Both brand awareness and brand attitude are important in positioning a brand, so it follows that a critical role for advertising in IMC is to effectively position a brand relative to its competition. Within an IMC program, it is the advertising-like messages that are critical to the process of building and maintaining a brand's equity.

In summary, advertising's role in IMC is to raise awareness for a brand, linking it to an appropriate category need. At the same time, advertising like messages will build positive brand associations in memory that lead to a positive attitude towards the brand. As a part of this, advertising will be optimally positioning the brand within its category, uniquely differentiating it from competitors on benefits important to the consumer, and what they believe (or can be persuaded to believe) the brand delivers. This, in its turn, will lead to strong brand equity (Larry,2008).

The major aim of advertising is to impact on buying behavior; however, this impact about brand is changed or strengthened frequently in people's memories. Memories about the brand consist of those associations that are related to brand name in consumer mind. Doing so advertiser creates those types of advertisements, which carry emotional bond with consumer. Therefore, that consumer is more likely to associate with advertisements of those brands, which have emotional and rational values and messages. Because emotional and rational appeals also

provide a strong brand cue and stimulate category-based processing. Advertisers use different appeals in advertisements which arouse the viewer's emotions which creates purchase intention for product. They use different psychological barriers, celebrities, models, create persuasive attractive environment which directly impacts on viewers mind and customer's purchase intention.

Advertisement tends to be highly informative and present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for rational brand preference. People get information from advertisement through attractiveness it holds, the attention it creates and the awareness it keeps (Arens, 2002). Effective communication through advertisement leads the consumer toward purchasing the brand (Belch & Belch 2005).

One key concern for the advertiser is whether the advertisement or commercial conveys the meaning intended. If the consumer or audience gets the message and understand it as the advertiser has it in mind, it is a great success for the advertiser. That understanding according to Clow & Back (2002) lead the person to preference and purchase the brand of beer so advertised.

## **2.2 Advertising and Consumer behavior**

According to George et al. (2001), consumer behavior is the "process and activities people engage in when searching for, selecting, purchasing, using, evaluating and disposing of products and services so as to satisfy their needs and desires". Sometimes the purchases are a long detailed process; that includes extensive information search, comparisons and evaluation.

Sometimes they are incidental and impulsive, a prominently displayed discount price or offers in a store may result in impulsive purchase. Marketers need to know the specific needs, consumers are attempting to satisfy and how that translates into purchase. They need to understand how they access information regarding various brands and how they differentiate between various brands.

Information search is one part of the decision making process, consumers search for information to make decisions, the source of information can be internal (past outcome stored in memory) or external (peers, advertising, marketing display media). The process of how an individual receives, selects, organizes and interprets information to create a meaningful picture of the world is known as perception. The perception process involves selective exposure, selective attention,

selective comprehension and selective retention. Thus the advertising campaign can certainly affect the perception process (Belch & Belch, 2001).

Consumer buying pattern is directly evolved from the consumer behavior and its attitude. Many things combine to build up the behavior of any individual. The first thing which influences the consumer behavior and shapes it is his culture. Culture builds the strong perceptions of the products in the mind of the customers (Hye-Shin Kim, 2008).

According to Rai, (2013), there are several national and international brands which people recognized and have strong perception in their minds. These perceptions are pinched in their mind because of their culture, life styles and surroundings. Also advertisements have very important role in shaping the consumer behavior. Advertisements are the source of motivation which forces them to buy a particular product. Advertisements are also a source of building trust. Consumer is induced significantly if he is looking for the quality and prices of the products. Purchase attitude can also be build up by product evaluation and brand recognition (Rai, 2013).

Consumers in all over the world are attracted towards the brand and products which are emotionally attached with their behaviors. Studies found that emotional attachments put a huge influence on the customers and their buying behavior as people tend to associate themselves with the brand (Samar & Samreen, 2015).

Advertisements shape the behaviors of the people through cognition. Cognition is the perception of a person towards the information communicated through advertisements. These cognitions are observed by the individual through his senses, perception, attention, memory, reasoning, language, etc. best way of attracting the customers is to understand the psychological cognitive aspects of the consumers (Samar & Samreen, 2015)

A firm's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The firm's goal is to get enough relevant market data to develop accurate profiles of buyers to find the common group for communications. This involves the study of consumer behaviour (Arens, 1996). Proctor et al. (1982) noted that the principal aim of

consumer behaviour analysis is to explain why consumers act in particular way under certain circumstances.

Consumer behaviour analysis helps to determine the direction that a consumer's behaviour is likely to take and to give preferred trends in product development, attributes of the alternative communication method etc. Consumer behaviour analysis views the consumer as another factor of production, a factor that producers cannot control and this factor interprets the product or service not only in physical terms, but also according to their social and psychological makeup. Incorporation of this knowledge in any firm's decision will ensure a greater satisfaction of the firm's objective (Akwasi Ampofo2014).

Most views have cropped up as to maintaining a sustained profit and it is when firms adapt to the new order of making consumers a part of their daily decision, other than just selling products to them, will firms achieve this target. Firms in achieving this state have a greater gain in advertising their products (Akwasi Ampofo2014).

### **2.3 Advertisement and factors influencing**

Advertisement is an attempt at creativity which influences the consumer's motive to buy a particular product and change or make the perception of the product in the mind of the consumers. Advertisement appeal act as a supplier to arouse the psychological motive of the consumer for buying. Advertisement involves rational and emotional appeals. In rational appeals the product can be emphasized mainly on its benefit which it can solve while on the other hand emotional appeal meet the consumer's psychological, emotional and social requirements (Gunja, 2012).

Rafique et al, (2012) argued that advertisement is a way to communicate with the audience. They believed that culture highly influence the buying behaviors of the people because every person has different wants and trends according to their life styles. Thus if we say that advertisement is like a magic than it will not be false because advertisement actually changes the needs and wants of the people and sometimes it creates the need among the people (Rafique, 2012). People are highly affected by the advertisements and organizations are trying to target the masses of the people. Organizations are using above the line and below the line techniques of the

advertisement which fit best with their products. Researchers have found that media advertisement are most popular advertisements and people like television ads, so it is a suitable medium to advertise products like cosmetics and FMCG.

A research conducted in India found that adolescents are highly attracted towards the TV commercial. Along with that teen girls also influenced by the TV commercials and they tend to buy the products which they saw in commercials. So it gives us idea that mass media has the great impact on the advertisements. Organizations are moving towards the creative content which attracts the teenage girls as well as boys to buy the products (Kotwal, 2008).

With the modern era there has been seen a remarkable boom in technology, with this technology advertisers now considering the number of mass media channels and means of communications which provide them the easy and fast access to the consumers. Other side of this technology advancement is that customers are now having plenty of information and they can get the thing which best suits to them. So it becomes very difficult for the advertiser to build the brand awareness and condition the mind of the customers to make final purchase decision, as customers are gaining more control over the products and information (Samar& sameer, 2015).

### **2.3.1The Effect of Demography on Purchase Intention**

One of the most important features which influence Purchase intention is demographic (age, gender and race). Young consumers in different ages have different behavior. A nineteen years old consumer may behave differently with a twenty five years old consumer. For example, some young consumers are more concerned on the labeled products than other young consumers (Nabil & Imed, 2010).

The effect of gender depends on some factors. For example, females are more concerned about those kinds of products that are directly related to house because as housewives, the quality of the products is more important for them compared to men. Thereby, label, brands and quality have effects on consumers' purchase intention (Ahasanul, Ali & Sabbir, 2006; Safiek, 2009).

The other factors that shape purchase intention among males and females are information and education. For example, a study shows that females are less experienced with online purchasing; therefore, they rely on other recommendations than males during decision making process (Chiao & Yang, 2010). Atmosphere and environment also influence on consumers' purchase

intention among males and females. An investigation shows that music in restaurants has more effect on females than males. (Stephanie Wilson, 2003). In addition, studies showed that men are more risk taking than women and they are more reliance on themselves to make purchase decision than women (Syed, 2003).

Different ethnic groups act differently to make purchase decision. For example, studies in the United States have shown that African-Americans in some cases have different purchase intentions than the whites (Americans). Some factors can have effects on different races such as media, advertisements, and televisions. The other example shows that 16% of married white women are more likely to do home purchase than married black women in the United States; but some other factors (socio-economic, environment, culture, income) could be combined with race to achieve better outcomes (Chiao & Yang, 2010).

## **2.4 Theories of Advertising**

Proponents of advertising have been vehement in describing advertising as a potent marketing communication tool. However, advertising has its ardent critics who have latched on every opportunity to portray it as a spent force. Prominent among these experts who have exhibited support for advertising and raise criticisms against advertising are (Jones 1991; Fill 2005).

### **2.4.1 The Strong Theory of Advertising**

Advertising has often been associated with efficacious ability to inform, remind, differentiate and favorably persuade customers to buy a product and engage in repeat purchases. It also plays an influential role in positively changing the knowledge, attitudes, beliefs or behavior of target audience (Jones 1991; Fill 2005). According to Jones (1991), exponents of this standpoint hold that advertising has some inherent persuasive powers that can ignite buying behaviour of a product that has not been tested previously. Further, repeat and continues buying over the long haul can be secured through the palpable influence of advertising. Based on the strong theory, advertising is credited with the potent force of building brand loyalty leading to a steady flow of sales revenue (Belch 2001). These positive shifts are achieved on the crest wave of manipulative and psychological techniques, which are deployed in customer minds for maximum advantage. Advertising also rides on the hierarchy of effects model, where sequential steps of buyer's decision making processes are stimulated by timely and suitable promotional messages.

According to Pickton, D. and Broderick A. (2005) advertising can be summarized as a highly convincing promotional tool which works by: Persuading customers to buy, creating and refreshing brands, differentiating between products and generating and increasing sales revenue.

#### **2.4.2 The Weak Theory of Advertising**

There is an upsurge in the number of experts who argue that the strong theory is a far cry from empirical realities. Notable amongst these array of critics is Ehrenberg (1988; 1979), who posits that a consumer's pattern of brand purchasing behaviour is driven more by habit than by exposure to promotional messages.

The framework espoused by Ehrenberg (1988; 1979) is the Awareness-Trial-Reinforcement (ATR) framework.

Awareness is required before any purchase is contemplated, although the elapsed period between awareness and action may vary in duration with some being very short or very long. In connection with the early adopters who have gotten the spark to try a product, a trial purchase constitutes the next phase. This may be stimulated by retail availability as much as by advertising, word-of-mouth recommendation or personal selling stimuli.

Reinforcement follows to maintain awareness and trigger reassurance to propel the customer to repeat the pattern of thinking and the buying behavior and to cement the brand in the repertoire for occasional purchase activity. Advertising's role therefore is to breed brand familiarity and identification (Ehrenberg, 1997). Following on from the original ATR model, (Ehrenberg, 1974), various enhancement have been suggested.

However, Ehrenberg (1974) added a further stage in 1997, referred to as the **nudge**. He argues that some consumers can 'be nudged into buying the brand more frequently (still as part of their split-loyalty repertoires) or to favor it more than the other brands in their consideration sets'. Advertising need not be any different from before; it just provides more reinforcement that stimulates particular habitual buyers into more frequent selections of the brand from their repertoire.

According to the weak theory, advertising is capable of improving people's knowledge, and so is in agreement with the strong theory. In contrast, however, consumers are regarded as selective in determining which advertisements they observe and only perceive those which promote products that they either use or have some prior knowledge of. This means that they already have some awareness and insights of the characteristics of the advertised product. It follows that the amount of information actually communicated is limited. Advertising, Ehrenberg (1997) continues, is not

potent enough to convert and convince people who hold reasonably strong beliefs that run counter to those portrayed in an advertisement. The time available (thirty seconds in television advertising) is not enough to bring about conversion and, when combined with people's ability to switch off their cognitive involvement, there may be no effective communication. Advertising is often employed as a defence, to retain customer and to increase product or brand usage. Advertising is used to reinforce existing attitude not necessarily to drastically change them.

Unlike the strong theory, this perspective accepts that when people say that they are immune to the influences of advertising they should be right. It also assumes that people are not apathetic, but capable of high levels of cognitive processing.

In summary, the strong theory suggests that advertising can be persuasive, can generate and secure long-run purchasing behavior and can increase sales. The weak theory suggests that purchase behavior is based on habit and that advertising can improve knowledge and reinforce existing attitudes. It views consumers as active problem solvers who do not rely on advertising to initiate and complete a buying decision.

## **2.5 Purchase Intentions**

Purchase intention is the willingness of a consumer to buy a particular product (Doods et al., 1991). Research on predictors of purchasing behavior has confirmed that consumers usually hold prior purchase intentions before they behave (Lin y Chen, 2006). Social psychology suggests that intentions should be the best predictor of individual behavior, because purchase intentions reflect the consumer's own expression of purchase probability, independently of other relevant factors that could affect consumer behavior and decisions (Young et al., 1998). Researchers have largely employed this variable as an antecedent of behavior because it simplifies the measurement of behavior, especially if we bear in mind the difficulties of observing the real purchasing process of each person (Chandon et al., 2005); nevertheless, any prediction of consumer behavior based on purchase intentions is far from perfect. Several investigations have noted discrepancies between intentions and behaviors (Newberry et al., 2003). Consumers in different countries give dissimilar priorities to the factors that affected their purchase intentions (Lee and Green, 1991). A more recent study by Chandon et al. (2005) measures consumer purchase intentions towards groceries, automobiles and laptops. Their conclusions provide evidence to suggest that the stronger the consumer purchase intention, the greater the probability of the consumer buying the products being evaluated.

Purchase intention is the implied promise to one's self to buy product again whenever one makes next trip to the market (Fandos & Flavian, 2006; Halim & Hameed, 2005). It has a substantial importance because the companies want to increase the sale of specific product for the purpose to maximize their profit. Purchase intention depicts the impression of customer retention. There are certain functions of the brand, which have a strong influence on the purchase intention of the customer's i.e. brand image, product quality, product knowledge, product involvement, product attributes and brand loyalty.

Intentions are type of judgments about how in the present context, a consumer will behave towards a particular brand. Intentions may be based on processing all relevant and available brand information. A close relationship between intentions and choice may not always occur; consumers may make choices without completely processing all brand information. Consumers may not even form overall evaluations/intentions either, but they may form attitudes toward the brand without making choices (Biehal et al. 1992).

One can distinguish intentions and choice when considering how Aad, a predisposition to respond in a favorable or unfavorable manner to a particular advertising stimulus during a particular exposure situation, affects brand choice. If, during the early stages, consumers use prior attitudes to eliminate brands, they may not form AB.s for those brands. This implies that the mediating role of AB will not operate. If a consumer uses a non-compensatory process to lead to a final choice without AB formation, Aad will not indirectly affect a consumers brand choice. If this occurs and Aad has any effect on brand choice, it will most likely be direct and not mediated by AB (Biehal et al. 1992).

## **2.6 Effects of Alternative Mass Media**

The various mass media that advertisers use to transmit their messages differ in many ways, including the number and type of people they reach, costs, information processing requirements, and qualitative factors.

### **Advertising Media**

According to Kotler and Armstrong (2008), advertising media is the vehicle through which advertising messages are delivered to their intended audiences. As advertising becomes more important for businesses, larger companies are able to spend more and more on sophisticated

ways to make us buy their products. Advertisers also exert direct and indirect influence on the media companies and their content in order to foster moods and cultures where consumers are more likely to buy their products. As a consequence, dumping down of content is not uncommon.

### **2.6.1 Electronic Media**

Electronic media means broadcast or storage media that take advantage of electronic technology. They may include television, radio, Internet, fax, CD-ROMs, DVD, and any other medium that requires electricity digital encoding of information. The term 'electronic media' is often used in contrast with print media (Belch et al.2007).

**Television Advertising:** Television advertising is a relatively recent development in the field of advertising media and its impact has been enormous. In terms of expenditure, television is second only to the press as a whole, and its growth in recent years has consistently exceeded that of all other media. The importance of the medium is reflected in the publication of books devoted solely to the subject of commercial television (King, 1991). According to Belch et al. (2007), television is the ideal advertising medium. Its ability to combine visual images, sound, motion, and color presents the advertiser with the opportunity to develop the most creative and imaginative appeals of any medium.

According to Keller (2008), Television is generally acknowledged as the most powerful advertising medium as it allows for sight, sound, and motion and reaches a broad spectrum of consumers. The wide reach of TV advertising translates to low cost per exposure. From a brand equity perspective, TV advertising has two particularly important strengths. First, TV advertising can be effective means of vividly demonstrating product attributes and persuasively explaining their corresponding consumer benefits. Second, TV advertising can be compelling means for dramatically portraying non-product-related user and usage imagery, brand personality, and so on.

**Radio Advertising:** Radio advertising is available on national networks and on local markets. Radio stations are designated either AM or FM. Radio advertising specifically has been considered important in the following regards namely cheapness, penetration, transmission times, human voice and that it does not enforce serious attention (Jefkins and Yadin 2000). Thus radio advertising is cost effective as it appeals to the mass market which results in cost

economies. The ability to reach multitudes of targeted audience makes this broadcast method economic and above all its application of the human voice has given it leverage over other passive and static media for advertising which include print, outdoor and other forms of direct mail advertising. O' Guinn, Allen and Semenik (2009) argue that radio advertising has the greatest reach and frequency as it can reach customers in their homes, vehicles, offices and even when they are outside their homes. They also realized that beyond being cheap this broadcast method has a high degree of audience selectivity which may be based on geography, demography and other socio-economic classification parameters. So as one type of advertising radio advertising has also impact on brand equity.

According to Belch and Belch (2003), as compared to other advertising medium, radio advertising has many advantages over other media, including cost and efficiency, selectivity, flexibility, mental imagery, and integrated marketing opportunities. Cost and efficiency is one of the main strengths of radio as an advertising medium is its low cost. Radio commercials are very inexpensive to produce. They require only a script of the commercial to be read by the radio announcer or a copy of a prerecorded message that can be broadcast by the station.

Radio has become a popular way to reach specific non-English-speaking ethnic markets. Radio is probably the most flexible of all the advertising media because it has a very short closing period, which means advertisers can change their message almost up to the time it goes on the air. Radio commercials can usually be produced and scheduled on very short notice (Belch and Belch, 2003).

### **Internet Advertising**

The Internet is used by online and offline companies to promote products or services. Paid search placements, also known as cost-per-click advertising, is where you bid a certain amount to present your link and text message to users of search engines like Google and Yahoo. Benefits of internet advertising are; relatively cost effective; advertising can target specific types of viewers by positioning an ad banner on related web sites. Messages can be timely because editing the content is often easy and instantaneous (Bergh et al., 1999).

**2.6.2 Outdoor advertising (Billboard):** Outdoor advertising includes all forms of advertising that provide out-of-doors exposure. These forms may be pictured, written or spoken (Agnew, 1985; Nelson & Sykes, 1953; Wilson, 1952). Prevalent forms of outdoor advertising include billboards,

street furniture, transit and alternative forms. Billboards are the predominant form of outdoor advertising and are further classified into bulletins, 8 sheet posters (smaller size), 30 sheet posters (larger size), wrapped 30 sheet posters, squared wrapped posters, spectaculars and wall murals based on size, shape, and placement. The term 'billboard advertising' relates to the usage of signs along the roadways and waysides for the purpose of advertising and promoting a range of products and services.

### **2.6.3 Clutter**

Another aspect of the media environment, which is important to advertisers, is the problem of **clutter**, which has been defined as the amount of advertising in a medium. However, for television, clutter is often viewed as including all the nonprogram material that appears in the broadcast environment—commercials, promotional messages for shows, public service announcements (PSAs), and the like. Clutter is of increasing concern to advertisers since there are so many messages in various media competing for the consumer's attention. Half of the average magazine's pages contain and in some publications the ratio of ads to editorial content is even higher. On average, around a quarter of a broadcast hour on TV is devoted to commercials, while most radio stations carry an average of 10 to 12 minutes of commercial time per hour.

The high level of advertising often annoys consumers and makes it difficult for ads to communicate effectively. Clutter has become a major concern among television advertisers as a result of increases in non program time and the trend toward shorter commercials. While the 30-second commercial replaced 60-second spots as the industry standard in the 1970s, many advertisers are now using 15-second spots. The advertising industry continues to express concern over the highly cluttered viewing environment on TV, as the amount of clutter increased as much as 30 percent during the 1990s. An industry-sponsored study found that commercial clutter on the television broadcast networks reached record levels during the 2001 season in some day parts such as early morning, daytime, and local news. The amount of non programming time ranged from just over 16 minutes per hour during prime time to nearly 21 minutes per hour in daytime. The study also found that clutter levels are even higher on many cable networks and during syndicated programs. The problem is even greater during popular shows, to which the networks add more commercials because they can charge more. And, of course, advertisers and their agencies perpetuate the problem by pressuring the networks to squeeze their ads into top-rated shows with the largest audiences.

Advertisers and agencies want the networks to commit to a minimum amount of program time and then manage the non program portion however they see fit. If the networks wanted to add more commercials, it would come out of their promos, PSAs, or program credit time. The problem is not likely to go away, however, and advertisers will continue to search for ways to break through the clutter, such as using humor, celebrity spokespeople, or novel, creative approaches.

## **2.7 Advertising Appeals**

One of the advertiser's most important creative strategy decisions involves the choice of an appropriate appeal. Some ads are designed to appeal to the rational, logical aspect of the consumer's decision-making process; others appeal to feelings in an attempt to evoke some emotional reaction. Many believe that effective advertising combines the practical reasons for purchasing a product with emotional values Blech & Blech (2003).

Advertising appeals aim to influence the way consumers view themselves and how buying certain products can prove to be beneficial to them. The message conveyed through advertising appeals influences the purchasing decisions of consumers. Different types of appeals in adverts can be seen in the media today. Kotler (1997). pointed out in his study that advertising appeal is the theme of advertisement. To make the audience receive a necessary message, advertisers have to put some driving power into the message, and the driving power is the appeal. Every advertising appeal represents an attraction, which arouses consumer's desires. Kotler (2003) divided advertising appeals into rational and emotional appeal. To meet the varying demands of their target consumers, advertisers commonly use rational appeal and emotional appeal in their advertising in an attempt to influence consumer behavior. By rational advertisement appeal, the product can be emphasized to highlight its functions and benefits to the consumer. On the other hand, Emotional Advertising appeal places stress on meeting consumers psychological, social or symbolic requirements where many purchase motives come from. Kotler (1997) defined rational appeal as rationally oriented purchase stimulated by directly giving explanations of a product's advantages. Rational appeal focuses on the benefits consumers may enjoy in an advertisement, it emphasizes that a product or service could achieve the function and benefits consumers desires. He further defined emotional appeal as the stimulation of consumers purchase intension by arousing positive or negative emotion. According to Kotler, positive emotional appeals covers, humor, love, happiness, sex, music, adventure, fear, romance, emotional and sensitive words.

Our study adopted two emotional appeals suggested by Kotler including fear appeals and humor appeals. Fear appeal is a factor that can have incredible influence on individuals. Fear is often used to good effect in advertising and marketing campaigns of beauty and health products including insurance. Advertising experts indicate that using moderating levels of fear in advertising can prove to be very effective. Humor appeal is an attempt that is used in around 30% of the advertisements. Humor can be an excellent tool to catch the viewer's attention and help in achieving instant recall which can work well for sale of product. It can be excellently used when it is related to some benefit that the consumer can derive without which the joke might over power the message. According to the marketing literature, rational appeals include one-sided appeals, two-sided appeals, and comparative appeals. Persuasive communication that presents only one point of view; also called one-sided appeal. Most mass media advertising messages are one-sided. A one-sided message is more appropriate for an audience that is favorably disposed toward the view being presented or is unlikely to be exposed to the other side. A religious fund-raising appeal is usually one-sided on the assumption that the targeted audience is favorably disposed toward the view being expounded and is unlikely to be receptive to other religious beliefs. With a more skeptical audience, a one-sided message is less effective than a two-sided message which presents both points of view and then arguments to counter the opposing view. A two-sided message for a service bureau might acknowledge that a competitor is located closer to the prospect and then assert that proximity is irrelevant if the service bureau is doing a good job. A two-sided appeal is more appropriate to an audience that is favorably disposed toward the opposing view or is likely to be exposed to strong arguments for the other side. An audience that favors another brand or point-of-view must be persuaded to abandon that view before a new view can be accepted. Two-sided messages work best with an educated audience that tends to make informed choices like industrial buyers. The order in which the views are presented in a two-sided appeal can affect the impact of each message depending upon the audience characteristics. Comparative advertising is an advertisement in which a particular product, or service, specifically mentions a competitor by name for the express purpose of showing why the competitor is inferior to the product naming it. Comparative advertising, also referred to as 'knocking copy', is loosely defined as advertising where "the advertised brand is explicitly compared with one or more competing brands and the comparison is oblivious to the audience.

### **2.7.1 Message Appeal's impact on purchase intention**

Several studies have examined and identified the role of positively and negatively framed appeals on the consumer's attitude towards online advertisement and the eventual consumers' purchase intention. Generally, the two kinds of message appeal comprises of rational and emotional message appeal. The rational appeals characteristically deal with factual information while the emotional appeals typically create positive emotions, in so doing cultivate brands personality and the decision to patronize. Similarly, given the imperativeness of message appeal on the intention to purchase, Kotler et al., pointed out that the message senders need to consider the kind of message that they send to target receivers in order to achieve the expected reaction. In the same vein, several researches have admitted that advertising and marketing message approaches can be categorized as informational or transformational. While the informational refers to adverts which appeal to the reasoning or sensibility of customers, transformational is adverts which appeal to the feelings or senses. Therefore, message appeal is the advertisement messages that show some type of value, encouragement, bargain, promise and reason and why buyers and customers need to pay attention to or purchase the product.

According to the definition given by Fishbein and Ajzen (1975), intention refers to a subjective probability for an individual to engage in certain behavior. The same concept extends to purchase intentions and consumers' willingness to come up with purchase behavior. Hsu (1990) proposed that purchase intention refers to certain transactional behaviors that occur after the consumers' make a general product evaluation and an emotional reaction reflecting their attitude towards an object. When consumers hold positive feelings for an advertisement and a product, their purchase intention will be strengthened. Dodds et al. (1991) even reported purchase intention as the possibility of consumers' willingness to purchase a specific product.

Advertising appeal refers to the direct or indirect delivery of certain benefits or incentives or the explanation why consumers should consider buying a product in an advertisement. Consumers are attracted and show interest due to the communication of advertising messages. Advertising messages aim at influencing consumer behavior, product attitudes, and even purchase intentions. Advertising appeal is classified into rational and emotional appeals (Chu, 1996; Belch and Belch, 1998). Gloden and Johnson (1983) proposed that rational appeal covers more product information and practical content thus, attracting consumers and creating better purchase intentions than emotional appeal. They believed that rational appeal works better in arousing

consumers' interests than emotional appeal. Coulson (1989) concluded that compared with emotional appeal, rational appeal stimulates and enhances consumers' purchase intentions more effectively.

## **2.8. Advertising source factor**

The Federal Trade Commission (FTC) defined spokes person as advertising with an endorser, taking the advantage of the endorser's identification with a product or service or endorser's cultural representation in an advertisement to establish the consumers' attitudes towards that product or service (Brown and Mowen, 1980). McCracken (1989) indicated that, an advertising spokesperson is an endorser who, through his/her own popularity, presents the benefits consumers can obtain if using a product or service. Such benefits can also be delivered through advertising activities. He revealed that consumers identify with the image of a product due to their identification with the image of the spokesperson at the same time they are dealing with the messages received from an advertisement. Advertising with a spokesperson comes from the idea that consumers' purchase behaviors arise when they identify with an opinion leader. Consumers feel empathic while watching such advertisements and eventually feel good about the product (Wu, 1990). According to Lin (2008), an advertising spokesperson refers to a person who reflects the opinions, trust, and personal experience concerning a certain product or service in an advertisement. By means of a spokesperson's identification with a product or cul-tural implication, consumers' attitude towards a product is established. A spokesperson takes advantage of his/her popularity to present the benefits to the consumers through advertising activities.

Freiden (1984) proposed four types of advertising spokespersons: celebrities, top corporate managers, experts and typical consumers. Wang et al. (2002) also indicated that top managers, celebrities, experts, and consumers are often seen in advertisements. Celebrities refer to public or famous figures. Companies usually expect consumers to become empathic through the high popularity or attraction of a celebrity and then feel good about the products being recommended (Lin, 2008). An expert is a person with a unique social status due to his/her profession, special training, or extraordinary experience that allows him/her to provide consumer opinions (Lin, 2008). An expert spokesperson has the advantage of his/her own professional field and authority. He/She may have the professional knowledge related to the products being recommended.

Knowledge comes from experience, learning and training. The invitation of an expert spokesperson aims at making consumers believe that the expert's identification with a product comes from professional and correct judgment.

Kamins et al. (1989) deemed celebrities to be more persuasive than non-celebrities in advertising. When negative messages become less important and appear earlier, customer trust and purchase intention increase. A spokesperson facilitates the consumers' positive attitude towards an advertisement. In past empirical studies regarding advertising spokespersons, it was found that advertising spokespersons were mainly celebrities and experts. Tsai (2001) classified advertising spokespersons into celebrities and consumers to explore the effect of the advertising spokesperson and appeal on advertising effectiveness. It was found that stars created the best effectiveness in advertising attitudes and purchase intentions. Peng (2000) conducted a study by combining cell phones or beverages with celebrities, experts, and consumers to examine advertising effectiveness. She revealed that celebrities have the effect of increasing opinions of attraction and reliability on advertising attitudes regarding products with high involvement. Regard to products with low involvement, spokespersons that are more attractive and professional influence advertising attitude.

**Source credibility model:** This strand of source effect models explains that the acceptance and favourable response to an advertising message depends on the perception the audience have about the expertise, trustworthiness and knowledge of the source. It is also about the communicator's positive characteristics that can influence the receiver's acceptance of a message, source credibility is the "extent to which the source is perceived as possessing expertise relevant to the communication topic and can be trusted to give an objective opinion on the subject". When the source (the endorser) in an advertisement has a very high level of expertise in the area being advertised, his ability to make valid assertion about the product increases. Expertise as one of the components of the source credibility model implies that the knowledge and experience of the endorser on the product being advertised affects the acceptability of the product. Where the endorser appears to have a considerable knowledge and experience about the product being advertised, this elicits a favorable attitude from consumers. Trustworthiness as another attribute of the Source Credibility Model against expertise means that a celebrity needs to possess the quality of trustworthiness in order for an advert to achieve desired results in

consumers. The import is that the targeted audience must find the endorser honest enough concerning what he says about the brand in order to be convinced (Adeyanju A. ,2013).

**Source Attractiveness Model:** This part of the source effect models means that the acceptance of an advertising message by the audience is based on familiarity, likeability and similarity. provides more insight about the meaning of the three major concepts that uphold the source attractiveness model by saying “familiarity is defined as knowledge of the celebrity through exposure in the media; likeability as affection for the celebrity as a result of the celebrity’s physical appearance and/or behaviour; and similarity as a supposed resemblance between the celebrity and the targeted audience”. - In fact, the physical attractiveness of a celebrity can be said to be the most emphasized in an advert, as it elicits greater social acceptance and produces a positive impression at the initial social contact. This explains why such attributes of physical attractiveness like

Beauty, physique and sex appeal are common in any advert featuring a celebrity endorsement (Adeyanju A.,2013)

### **2.8.1The impact of advertising spokesperson on purchase intention**

According to previous empirical research regarding the impact of advertising spokespersons on purchase intentions, celebrity and expert spokespersons are used most of the time. Wang (2002) classified spokespersons into celebrities, experts, and typical consumers to explore consumer involvement, product types, and the effect of communication through advertisement with a spokesperson. In his study, celebrities created the best effect according to advertising recall rates, advertising attitudes, attitude towards spokespersons, and purchase intention. In the study comparing celebrities, experts, and typical consumers, Lian (1990) pointed out that celebrities create a positive effect on advertising recall, advertising attitude, product attitude, purchase intention, and so on at an extraordinarily significant level compared with experts and typical consumers.

## **2.9 Empirical review**

### **2.9.1 Influence of Advertisements on Purchase of Products and Services**

According to a research conducted in Ghana on the banking sector so as to determine the extent of influence advertising has on the extent of patronage banking services, based on customer respondents view there is a minimal correlation between advertisements and patronage of the products and services of the banks. Contrary to the views of the customers, the bank managers and employees think that, the rate at which banks are advertising is satisfactory adding that, customers are inspired to do business with the banks based on the advertisement. Both the customers and the employees agree that sources of information; word of mouth recommendation and the presence of banks in the community serve as strong incentives to do business with a bank than media advertisements-Radio, Television, and Newspaper. (Shani & Alhassan ,2013)

According to a study conducted in Southwestern Nigeria, to examine the role played by advertising in influencing consumers' preference for Bournvita, which is one of the leading food drinks in the Food and Beverage industry in Nigeria. Results revealed that both male and female and different age groups were equally influenced by advertising in their preference for the brand. The need for high preference to advertising is therefore highlighted for companies that want to not only retain their market but take positive steps to increase their market share (Adeolu, 2005).

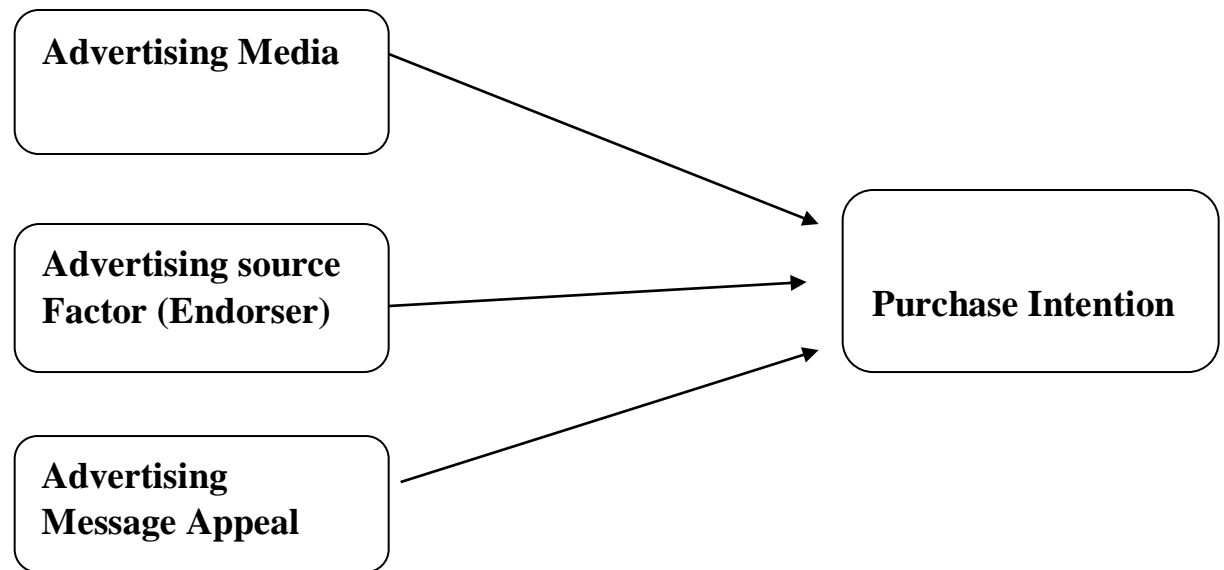
A research conducted in Adama city, Ethiopia so as to determine the factors influencing beer brand preference among the dwellers of Adama city found out that advertisement has influence on beer brand preference of consumers also among the advertising media Television is the most influential(Gossa,2016)

### **2.10 Conceptual Framework and Hypotheses**

As per the literature review made in this chapter the following conceptual frame work is developed by the researcher

**INDEPENDENT VARIABLE**

**Dependent Variable**



**Figure 2.1 Conceptual framework of the Research**

Source: adopted from (Gossa L., 2016, Long y. L, 2011,&Salem,Ms&Che.S.M,2016 )

**2.10.1 Hypotheses**

The hypotheses of this study developed based on the proposed conceptual framework are listed below.

H0: Advertising media has no positive influence on consumers' beer purchase intention.

H1: Advertising media has positive influence on consumers' beer purchase intention.

H0: Advertisement endorser has no positive influence on consumers' beer purchase intention

H2: Advertisement endorser has positive influence on consumers' beer purchase intention

H0: Advertisement message appeal has no positive influence on consumers' beer purchase intention.

H3: Advertisement message appeal has positive influence on consumers' beer purchase intention.

## **CHAPTER THREE: RESEARCH METHODOLOGY**

This chapter presents the research methodology which are used to carry out this thesis; the research approaches, research designs, sources of data, methods of data gathering and sampling techniques. In addition it describes how these methods would be implemented to find answers for the purpose of the research. Issues related to reliability and validity will also be proposed.

### **3.1 Research approach**

Research design can give a general road map or plan of the research by guiding the general methodology of the study. Creswell (2009) states that research designs are plans and procedures that span the decision from broad assumptions to specific methods of data collection and analysis the overall road map of the research is defined by its design.

There are factors that influence selection of specific design for a study like topic or nature of the problem, the researcher's personal experience and audience of the study.

Three types of research designs are popular in social science and behavioral studies. These are Qualitative, Quantitative and mixed research designs (Creswell, 2009).

Qualitative research design applies an exploration to understand a situation or an issue by questioning participants in their current setting. Data analysis involves making inductions from the observed setting. Here, data is collected by an open ended question that is analyzed by the interpretation of the researcher.

Quantitative research involves testing objective theories by examining the relationship among variables. These variables can be measured by instruments and statistical analyses will be applied to obtain findings. Here, testing theories deductively, building in protection against bias, controlling for alternative explanations and being able to generalize and replicate findings is given due attention.

The Mixed design applies both quantitative and qualitative methods in a study. This study employed a quantitative research design because in order to meet the specified objective a close ended questionnaire is used and variables are numerically tested for their relation by applying

statistical methods. In addition tests for reliability and validity is applied to avoid bias and increase the generalizability of the findings

### **3.2 Research Design**

There are three approaches of business research, namely exploratory, descriptive and explanatory (Zikmund, Babin, Carr, & Griffin, 2010). Exploratory research focuses on the discovery of ideas and insights by looking for new knowledge through exploration. Descriptive research attempts to describe situations or phenomena. While explanatory research attempts to explain the cause and effect relationship between variables.

In this study, the dependent variable is Purchase intention of beer products; the independent variables are advertisement media, advertisement source factor (Endorser), and advertisement message appeal.

The appropriate research approach for this study is descriptive and explanatory approach as the main objective of the paper is to describe and explain the influence of advertisement on purchase intention of beer products.

### **3.3 Source of Data**

The sources of data that this research employs are both primary and secondary data. Primary data are originated by the researcher for the specific purpose of addressing the problem at hand (Malhotra, 2005). There are number of ways to collect primary data like through questionnaires, interview, focus group discussions, etc. as deemed necessary per the research design undertaken. For this particular research primary data is obtained by structured questionnaires from respondents.

Secondary data are data that are collected for some purpose other than the problem at hand (Malhotra, 2005). Secondary data are usually collected from journals, existing reports, and statistics by government agencies and any other authorities or entities.

The secondary data for this study was collected from marketing journals, books and any other existing relevant materials.

### 3.4 Methods of Data Collection

Data was collected by close ended self-administered questionnaires from selected sub cities of Addis Ababa, qualifying question of whether the individual have exposed to beer advertisements was used to give the questionnaires for the targeted respondents.

In addition respondents were asked for his/her willingness to participate in the survey. Data collection was made for 10 consecutive days in the selected areas.

- **Research Instrument**

To collect primary data from respondent's the instrument that is applied is a structured questionnaire with predetermined questions. The questions are close ended that give respondents to rate their view of the influence of advertisement in their purchase intention by using Likert scale. A five point Likert scale is applied.

The questionnaire is constructed based on the empirical literature review in order to measure the influence of advertising on consumer purchase intention.

In order to ensure content validity, measurement items were mainly adopted from prior studies. The original questionnaire has developed in English and back translated to Amharic as most customers have an understanding of these two languages.

### 3.5 Population and Sampling

#### 3.5.1 Target Population

People, products, firms, markets that are of interest to the research are called population. To be precise, a population must be defined in terms of elements, units and time (Dillon, 1993). The elements that make up the population are called the sampling units. The target populations for this study are the residents of Addis Ababa who consume beer in hotel, bar, restaurant and grocery, from both gender and aged over 18. Therefore for this study

**Elements:** *Residents of Addis Ababa who consume beer and aged over 18 from both gender*

**Units:** *Hotel, Bar, Restaurant and grocery*

**Time:** *2017*

### **3.5.2 Sampling Frame**

The sampling frame refers to the list of all units of population from which the sample will be selected. The sampling frames for this research is infinite or undefined because there is no statistical data that list or even estimate the number of beer consumers in Addis Ababa and it is impossible to identify and list from this research perspective. Therefore the sampling frame of this research is customers of Hotels, Restaurants, Bars and grocery's located in Addis Ababa, who consume beer.

### **3.5.3. Sampling Method**

Because the sampling frame for this research is unknown and both Hotels, Restaurants, Bar and grocery's, are found in all ten sub cites, the proper method for this research is to use multistage sampling procedure. According to Creswell, (2009), probabilistic cluster sampling is ideal when it is impossible or impractical to complete a list of elements composing the population. Thus, the sampling technique for this study is probability sampling particularly multistage cluster sampling. The first reason behind the selection of probability sampling technique is that it gives each element in the population an equal probability of getting into the sample; and all choices are independent of one another. The other one is it gives each possible sample combination an equal probability of being selected.

#### **3.5.3.1 Sampling Procedure**

Multistage cluster sampling starts with dividing the total population in to many subgroups. In this research the sub-city administration of Addis Ababa to cluster the total population in to ten subgroups geographically. Cluster sampling try to secure heterogeneity within each subgroups and homogeneity between subgroups. In this research it is believed that beer consumers in all sub-cities show heterogeneous characteristics because respondents may live in one sub-city but may consume beer in other sub-cities. From the total ten sub-cities, only three sub-cities are taken as sample systematically.

From the total of ten sub-city clusters the researcher took a random sampling because the numbers of sub-cities or clusters are very small. First the names of all sub-cities are written on identical slip of paper and fold each paper in similar ways. Then the folded papers are put on a bowel and mix them and draw three slip without looking. Based on this probability sampling technique Lideta, Kirkos and N/Laft sub-cities are taken as a sample clusters.

Then again following the same procedure from each of the three sub cities one wereda is selected accordingly from Lideta wereda 10, from Nifas silk lafto wereda 3 and from Kirkos wereda 6 is selected for data collection. Then respondents found consuming beer (from 4:00pm -7:00 pm) in selected hotel, bar & restaurant and groceries found in selected wereda's are randomly selected to fill the questionnaire. The time is selected because most consumers drink beer in the afternoon and after work based on the observation of the researcher.

### 3.5.3.2 Sample Size

Determining sample size is very complex as it depends on other factors such as margins for errors, degree of certainty and statistical technique. Sample size is therefore directly proportional to the desired confidence level of the estimate ( $z$ ) and to the variability of the phenomenon being investigated, and it is inversely proportional to the error that the researcher is prepared to accept according to (Corbetta, 2003) as cited by (Kassahun,2014). When the size of population is unknown and previous researches are unavailable to determine the variability of an estimate over all possible samples, thus the sample size is calculated for the list favorable case  $p = q = 0.5$  (Corbetta, 2003) as cited by (Kassahun,2014). Indeed, as the variability is measured by  $\sqrt{pq}$ , it is easy to see that this index assumes its highest value when  $p = q = 0.50$ .

Since the total population is unknown and previous studies are not available, with the study title here in Ethiopia, to determine the estimate of  $p$  and  $q$ . this study used the recommendation by Corbetta (2003) in determining the standard deviation, 95% confidence interval and 5% sampling error in calculating the sample size.

**The sample size for this study was determined with the use of Top man formula as presented below (Dillon, 1993).**

$$n = z^2 \frac{pq}{e^2}$$

**Where:**

**n = required sample size**

**Z = Degree of confidence (i.e. 1.96)<sup>2</sup>**

**P = Probability of positive response (0.5)**

**Q=Probabilityofnegativeresponse(0.5)**

**E = Tolerable error (0.05)<sup>2</sup>**

**n = (1.96)2 x 0.5 x 0.5(0.05)2**

**n= 3.8416 x 0.5 x 0.50.0025**

**n = 384.16  $\approx$ 385 Respondent**

### **3.6 Method of Data analysis**

Descriptive statistic is used to describe the data collected in research studies and to accurately characterize the variables under observation within a specific sample and frequently used to summarize a study sample. Inferential statistics namely correlation and regression is used, correlation analysis studies the joint variation of two or more variables for determining the amount of correlation between two or more variables, multiple regression was used to examine the inter relationships of the dependent variable and the independent . According to Hair et al. (2010) multiple regression analysis is a form of general linear modeling, is appropriate statistical technique when examining the relationship between a single dependent variable and several independent or predictor variables. Furthermore, it shows how much unique variance in the dependent variable is explained by each independent variable. SPSS version 20.0 software has been used for analysis. Many researchers use SPSS as a data analysis technique (Robert, 2006)

### **3.8 Validity and Reliability**

#### **3.8.1 Validity**

The content-validity refers to “the degree to which a measure’s items represent a proper sample of the theoretical content domain of a construct. For the items to have content-validity, they also need to be face-valid, which refers to “the degree that respondents or users judge that the items of an assessment instrument are appropriate to the target construct and assessment objectives (Ebrahim, 2013)

Accordingly for this study the questionnaire were sent to my advisor and the comments were received, reviewed and correction were made. Furthermore, the questionnaire were evaluated and commented by other people who believed to be knowledgeable in the area.

### 3.8.2 Reliability

Reliability refers to the internal consistency exhibited by the manifest indicators of each construct used in the research. Barclay and his colleagues (1994) recommend that a measurement of the internal consistency of the construct Cronbach's alpha should be taken into consideration, with a minimum criterion of approximately 0.70 (Hair et al. 1998). Thus, Cronbach's Alpha was calculated for all factors. Almost all constructs were produced the Cronbach's alpha that were between 7.05 and 7.73. As a result, all constructs were accepted as being reliable for the research.

<b>Constructs</b>	<b>Number of items</b>	<b>Cronbach's alpha</b>
Advertisement media	4	7.05
Advertisement source factor	4	7.24
Advertisement message appeal	4	7.73
Purchase intention	6	7.18
TOTAL	18	8.27

**Source: own survey, 2017**

### 3.9 Ethical consideration

In order to keep the confidentiality of the data given by respondents, the respondents are not required to write their name and assured that their responses will be treated in strict confidentiality. The purpose of the study is disclosed in the introductory part of the questionnaire. The researcher tried to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires was distributed only to voluntary participants

## Chapter Four: Data Presentation, Analysis and interpretation

The purpose of this study is to investigate the influence of advertising on purchase intention of consumers in particular to beer products .This chapter presents the data collected ,analysis using descriptive statistics (frequencies ,percentages, chi square and cross tabs ) and inferential statistics mainly Pearson correlation and multiple regression with their interpretation, all the data presentations are supported by tables, charts. The data collection took ten consecutive days 400 hundred questions were distributed and only three hundred seventy were collected out of which 24 questionnaires were discarded due to many missing information.

### 4.1 General information on respondents

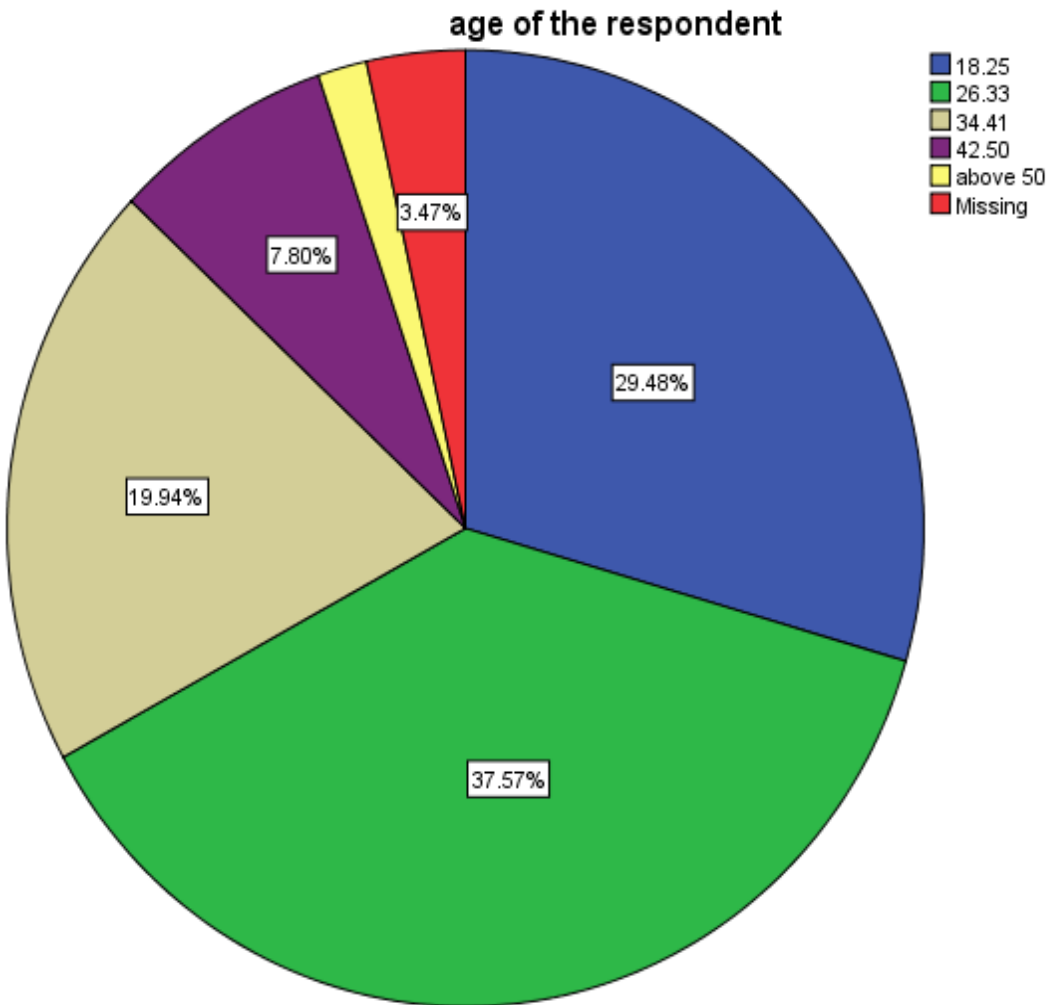
The demographic feature of the main survey explain that 267(77.2%) of the respondents are male and 78(22.5%) are female from this we can infer that most of the respondents are male, this can be explained by the culture of the society which discourages female to have a beer out of their home.

**Table 4.1 Gender of respondents**

	Frequency	Valid Percent	Cumulative Percent
Male	267	77.2	77.2
Female	78	22.5	99.7
Valid	5.00	.3	100.0
Total	346	100.0	

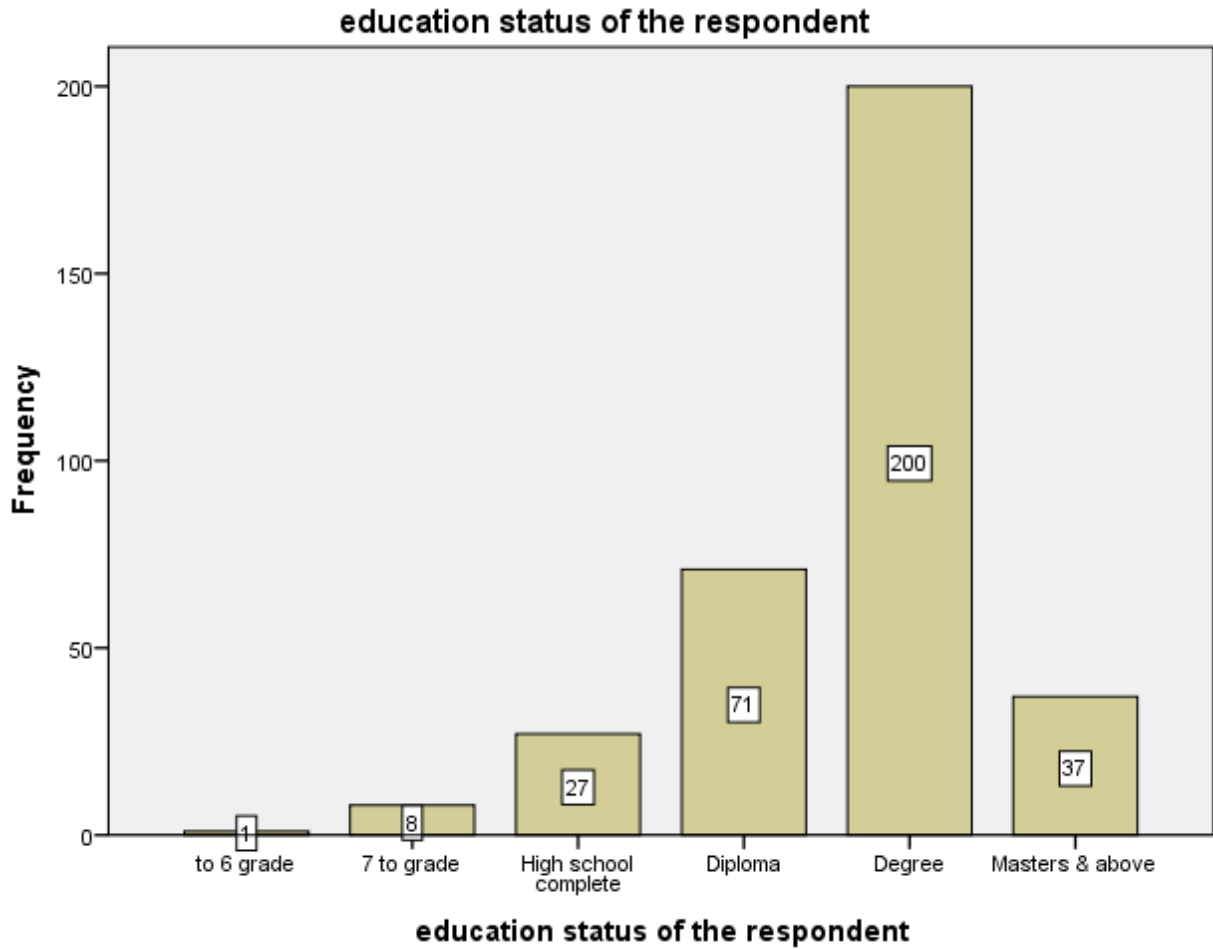
**Source own survey, 2017**

The classification of the sample based on age seems to be quite appropriate, because the test, and consumption pattern of people of different age groups vary from moderately to significant from one another (Kassahun,2014).The age distribution of respondents is indicated by the pie chart below, 102(29.48%) are aged 18to25, 130(37.57%) are in the age group of 26 to 33 those who are aged from 34 o 40 accounts for 69(19.94%) of the total sample and those who aged 42to 50 and above 50 accounts for 7.8 and 1.7 of the total sample respectively .Accordingly majority of the respondents which is more than 67% of the total sample are aged between 18 to 33.



**Figure 4.1 Age of Respondents**

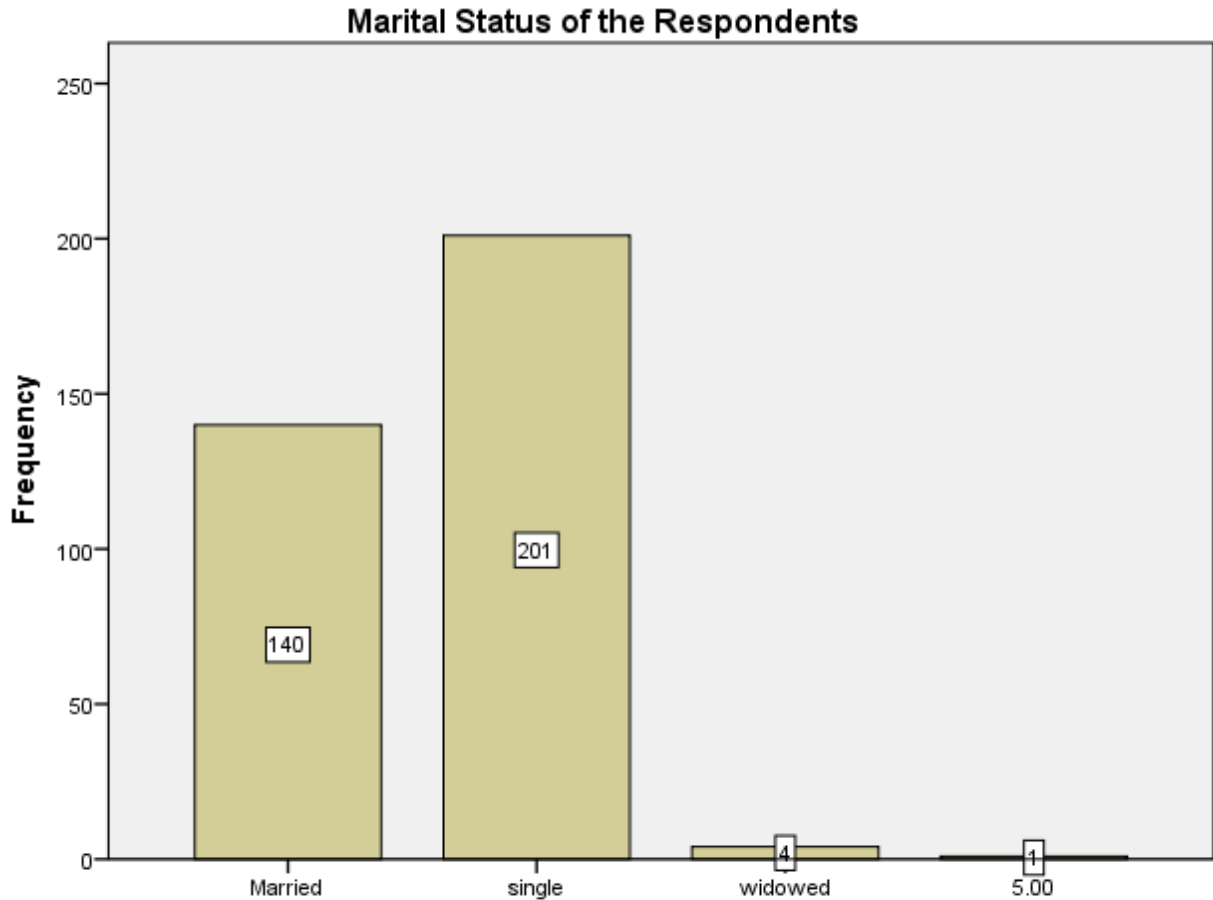
Education plays important role in influencing human action, the impulse and motives that sustain and regulate all mental activity and behavior of individual (Bytqi, 2008). The bar chart below shows the education background of the respondents consequently 1(.3%) and 8(2.3%) of the respondents have an education background below high school, 27(7.8%) of them are high school complete and 71(20.5%) and 200(57.8%) of them are diploma and college degree holders respectively the rest 37(10.7%) are masters and above .these data indicates majority of the respondents that is more than 78% of them are diploma and degree holders from this it can be inferred that majority of the respondents have the potential to understand the questionnaire .



**Figure 4.2 Education Status of Respondents**

**Source Owns Survey, 2017**

The respondents marital status distribution looks the following 140(40.5%) are married, 201(58.1%) are single and the rest 4(1.2%) and 1(.3%) are widowed and divorced respectively the data tells that majority of the respondents which is 201(58.1%) are single.

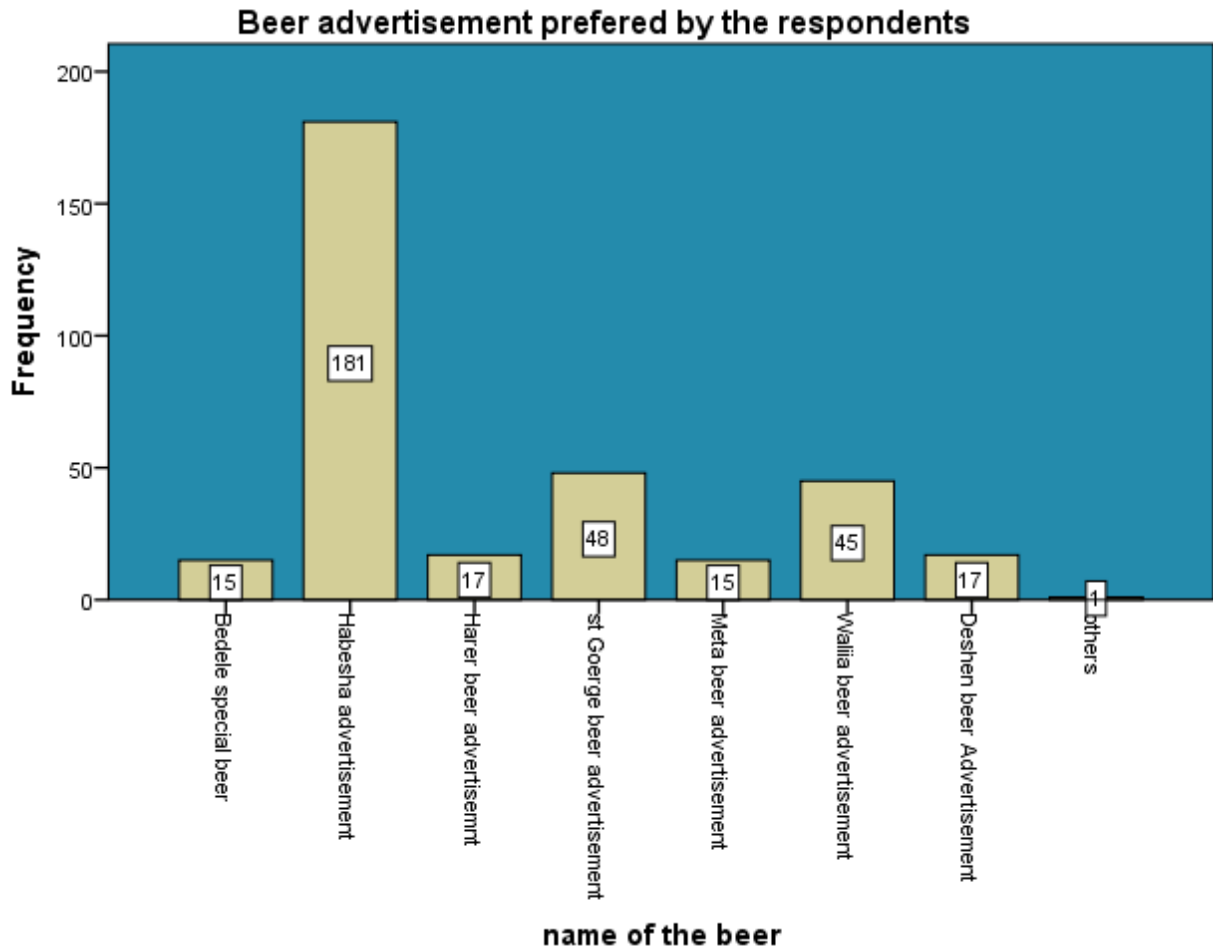


Source: Owns' survey, 2017

**Figure 4.3 Marital Status of Respondents**

In the survey the respondents were asked to rank the beer advertisement that most influence their purchase intention of the given beer consequently, 181(52.3%) of the respondents state that Habesha beer advertisements influences them most than any of the beer advertisement ,I have asked some of the respondents their justification and they replied the advertisements of Habesha beer are very attractive in their execution on top they have raised national and cultural issues they have also said the advertisements create curiosity among the audience.48(13.9% ) said St. Goerge beer advertisement influences them most ,45(13.0%) of them said Walia beer advertisements influences them most ,17(4.9%) of them said Harar and Dashen beer advertisements influences them most ,15(4.3%) of the respondents said Meta and Bedele beer advertisements influences them most. The researcher has tried to check if there is an influence difference among age groups and between gender see APPENDEX() The result of the cross tab

and the chi square test does not show any significant difference among age groups and between gender.



**Figure 4.4 Beer Advertisements which influence most as ranked by Respondents**  
**Source: Own survey, 2017**

## 4.2 Factors Influencing Beer Purchase Intention

Three indicators of beer purchase intention are identified for this study; advertisement media, Advertisement source factor or endorser and advertising message appeal. Each variable has incorporated its own sub statement which believes to have a capacity to explain the broader concept.

Based on previous researches media has an impact in purchase intention or among different media of advertisement some media pose a relatively higher influence accordingly the result of

this study revealed that television advertisement is more influential as compared to radio and outdoor advertisements (66.2% of the respondents agree that Tv advertisement influences them most, 40.5% of the respondents agree that outdoor advertisement influences them most and 28.3% of the respondents agree that Radio advertisement influences them most).

The second predictor variable advertisement source factor or endorser indicates that from all the characteristics or forms of endorser trust worthiness of endorser influences the purchase intention more which supported the source credibility model consequently respondents replied the following as per the influence of endorser on their purchase intention 49.7% of the respondents agree and strongly agree that trust worthiness of the endorser influences their purchase intention,46% of them agree and strongly agree that handsome or beautiful endorser influences them more,35.1% of them replied by agree and strongly agree that celebrity endorsement influences them more and finally only 22.5% of them said that they agree and disagree that expert endorsement influences them more. From this it can be understood that among the forms of endorsement trust worthiness of the endorser is highest influential.

Many researches proves that message appeal which is weather the advertisement uses the rational or emotional appeal has an impact in influencing the purchase intention of the consumer the result of the study indicates that advertisement message which uses background music influences most, 68.8% of the respondents agree and strongly agree with this statement,67.4% of them agree and strongly agree with the statement said that advertisement message with the intention of emphasizing the quality of the beer influences them most ,55.2% of them agree and strongly agree that an advertisement message that emphasizes the food value influences their purchase intention more and 52.3% of them agree and strongly agree with the statement that said a beer advertisement which uses humor influence their purchase intention more.

The response for questions which are designed to identify the factors that influence purchase intention and to check the relative influence of those factors in purchase intention explains that availability of the beer has the highest influences on purchase intention 81.8% of the respondents replied that availability of the given beer influences them most, 65.3% of them agree and strongly agree with the statement which said prior knowledge about the given beer influence them most,48.9% of the respondents agree and strongly agree with the statement which said the information they heard from other people influences their purchase intention most,45.1% of the

respondents said beer advertisement influences their purchase intention most, and those who replied agree and disagree with the statement which said quality of the beer influences my purchase intention most accounts 40.4%, and price is found to be the least influential factor on purchase intention those who replied agree and strongly agree for the statement which said price of the beer influence their beer purchase intention accounts 33.3%.

### **4.3 Correlation Matrix- Pearson Correlation**

According to MOOI and Sarstedt (2011), the calculated value of the correlation coefficient ranges from  $-1$  to  $1$  where  $-1$  indicates a perfect relationship and  $1$  indicates a perfectly positive relationship. A correlation coefficient of  $0$  indicates that there is no correlation. Table 4 shows the Pearson correlations for the dependent and independent variable. The value of correlation between the dependent and independent variables is positively correlated.

### **4.4. Multiple Regression**

Multiple regression is a statistical method through which one can analyze the relationship between a dependent variable or criterion variable with the set of independent or prediction variable (Dillon, 1993). As a statistical tool multiple regression is frequently used to achieve best prediction equation for a set of variables given both dependent and the predictors, control for conducting factors to evaluate the contribution of specific variables or set of variables and find structural relationship and provide explanation for multiple relationship (Robert, 2006).

There are three types of multiple regression model: standard, hierarchical and statistical. The standard regression models take all studied independent variables at once and assess independent variables in terms of unique variance account for (Dillon, 1993). The disadvantage of this model however is that the dependent variable might be considered an important even if it is strongly related with dependent variable, if its unique contribution in explaining the dependent variable is small (Chirchil, 1995). Hierarchical and statistical methods differ in determining the sequence of or order of data entry of the independent variable into the regression equation (Robert, 2006). In the hierarchical method order of data entry is manually detected by logical or theoretical consideration and allows the researcher more flexibility in determining the order of entry of independent variables. In contrast the statistical method used when the researcher is unsure about the relative predictable power of the independent variable under study (Robert, 2006). Thus for this study first standard regression method was used to determine the overall

predication equation and then statistical method of regression used to identify the unique contribution of each independent variable under study

#### 4.4.1 Testing the Assumption for Multiple Regression

##### 4.4.1. 1 Normality Assumption

Screening data for assessing the normalization of variables is a critical step in multivariate analysis (Hair, 2010). Normality refers to the shape of a normal distribution of the metric variable (Robert, 2006). Even though there are many testes for normality all having their advantage and disadvantages, in this study a statistical test skewness and kurtosis are used to assess normality of the data. Skewness refers to the symmetry of distribution and kurtosis refers to the peakness of distribution (Ebrahim,2013). For variables with normal distribution the values of skewness and kurtosis are zero, and any value other than zero indicates deviation from normality (Hair, 2010). According to Hair (2010) the most commonly acceptable criteria value for (kurtosis/skewness) distribution is  $\pm 2.58$ . For this study kurtosis and skewness of variables are calculated for items as shown below they fall within acceptable range.

**Table 4.2. Descriptive Statistics : Skewness and Kurtosis Table**

	N	Mean	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
MeanMedia	346	3.1431	-.412	.131	.208	.261
MeanEndorser	346	3.1125	.256	.131	2.379	.261
MeanAppeal	346	3.6040	-.680	.131	.411	.261
MeanIntenion	346	3.3781	.506	.131	7.578	.261
Valid N (listwise)	346					

**Source: own survey,2017**

##### 4.4.1.2 Homoscedasticity Assumptions

Is the test of equal variance between pairs of variables (Robert, 2006). In order to ensure the fulfillment of this relationship between independent variable and dependent variable, the variance of dependent variable values must be equal at each value of independent variables (Hair, 2010).

The scatter plots for dependent variable purchase intention show the responses are concentrated in a specific area with few outliers which indicates the errors are constant throughout the observation (see Appendix..)

#### 4.2.1.3 Multicollinearity Assumptions

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is “overlap” or sharing of predictive power (Dillon, 1993). This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable (Robert, 2006). This is because when the predictor variables are highly correlated, they share essentially the same information. Thus, together, they may explain a great deal of the dependent variable, but may not individually contribute significantly to the model (Robert, 2006). Thus, the impact of multicollinearity is to reduce any individual independent variable’s predictive power by the extent to which it is associated with the other independent variables. That is, none of the predictor variables may contribute uniquely and significantly to the prediction model after the others are included.

The multicollinearity in this study was checked using the Tolerance and VIF value. As it is showed in the table all independent variables have a Tolerance value greater than 0.1 and a VIF value less than 10. The VIF, which stands for variance inflation factor, is computed as “1/tolerance,” and it is suggested that predictor variables whose VIF values are greater than 10 may merit further investigation (Robert, 2006).

**Table 4.3. Result for Multicollinearity Test**

Model	Coefficients <sup>a</sup>							
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	1.781	.205		8.680	.000		
	MeanMedia	.162	.059	.163	2.750	.006	.706	1.417
	MeanEndorser	.054	.048	.066	1.129	.260	.722	1.386
	MeanAppeal	.255	.060	.251	4.277	.000	.719	1.391

a. Dependent Variable: Mean Intention

Source :Own survey 2017

**Table 4. 4. Correlations Matrix**

		MeanMedia	MeanEndorser	MeanAppeal	MeanIntenion
MeanMedia	Pearson Correlation	1			
	Sig. (2-tailed)				
	N	346			
MeanEndorser	Pearson Correlation	.459**	1		
	Sig. (2-tailed)	.000			
	N	346	346		
MeanAppeal	Pearson Correlation	.462**	.443**	1	
	Sig. (2-tailed)	.000	.000		
	N	346	346	346	
MeanIntenion	Pearson Correlation	.309**	.252**	.355**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	346	346	346	346

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

#### 4.4 Multiple Regression Analysis Results

In order to indicate how well a set of independent variables are able to predict the dependent variable and to analyze the conceptual framework, in this study three independent were entered to the multiple regression equation and one dependent variable. This section reports the result of multiple regressions. Linear regression estimates the coefficient of the linear equation, involving one or more independent variables that best predict the value of the dependent variable (Robert, 2006). The multiple regression equation is:

$$Y' = A + B_1X_1 + B_2X_2 + \dots + B_nX_n$$

*where Y'=the predicted dependent variable*

*A=constant*

*B=Unstandardized regression cofficent*

*X=Value of the predicted cofficent*

Thus, in this study the following multiple equations were used to predict the level of preference from the three independent variables:

$$PI = A + B1M + B2E + B3AP$$

$$PI = 1.781 + 0.162M + 0.054E + 0.255AP$$

Where *PI* = Purchase intention

*M* = Advertising media

*E* = Advertising endorser

*AP* = ADVERTISING MESSAGE APPEAL

**Table 4.5 . Model summary purchase intention dimension**

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.395 <sup>a</sup>	.156	.148		.75203

a. Predictors: (Constant), Mean Appeal, Mean Endorser, Mean Media

b. Dependent Variable: Mean Intention

**Source : Own survey 2017**

The model in the above table 4.5 shows how much of the variance in the measurement of brand preference is explained by the model. Based on this, model coefficient of determination or  $R^2$  obtained indicates that 15.6% of the variation in the measure function (purchase intention) can be explained by advertising media, advertising endorser and advertising message appeal. The remaining 84.4% of variations on beer purchase intention are explained by other variables out of this model or variables which are not incorporated in this study.

**Table 4.6 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	35.695	3	11.898	21.039	.000 <sup>b</sup>
	Residual	193.416	342	.566		
	Total	229.111	345			

a. Dependent Variable: MeanIntention

b. Predictors: (Constant), MeanAppeal, MeanEndorser, MeanMedia

**Source: Own survey 2017**

To test the hypothesis of no linear relationship between the predictor and dependent variables, i.e.,  $R\text{-square} = 0$ , the Analysis of Variance (ANOVA) is used. Table 6 presents the F statistics to test how well the regression model fits the data. If the f-statistics is big and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent variable and dependent variable is rejected. Thus in this study F-statistics with 21.039 and significance value of 0.00 the regression model fits the data. Thus all the independent variables advertising media, advertisement endorser and message appeal are linked to the dependent variable Purchase intention.

**Table 4.7 Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.781	.205		8.680	.000
MeanMedia	.162	.059	.163	2.750	.006
MeanEndorser	.054	.048	.066	1.129	.260
MeanAppeal	.255	.060	.251	4.277	.000

a. Dependent Variable: MeanIntention

**SOURCE : Own survey 2017**

Among the three independent variables, multiple regression analysis revealed that Advertising media and mean appeal were found a significant predictor of consumer beer purchase intention by the p-value ( $p < 0.05$ ), while the influence of advertisement endorser ( $p = 0.260$ ) which is  $> 0.05$  on beer brand purchase intention was not found significant.

The nature of relationship was positive for advertisement media ( $\beta = 0.163$ ) Advertisement endo ( $\beta = 0.066$ ) and for message appeal ( $\beta = 0.251$ ).

To determine the relative importance of significant predictors table 4.8 is constructed using the stepwise linear regression model. As the depicted in tables among variables those have a significance relationship with beer purchase intention. Advertisement appeal has the highest standardized regression coefficient and the lowest significance ( $\beta = 0.355$ ,  $p = 0.000$ ), which means

Advertising appeal is the most important predictor of consumer beer purchase intention followed by advertisement media ( $\beta=0.184$ ,  $p=0.001$ ).

**Table 4. 8: Relative importance of significance variables**

Model		variablesCoefficients <sup>a</sup>						
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	2.077	.189		10.974	.000		
	MeanAppeal	.361	.051	.355	7.043	.000	1.000	1.000
2	(Constant)	1.812	.203		8.915	.000		
	MeanAppeal	.275	.057	.270	4.816	.000	.786	1.272
	MeanMedia	.183	.056	.184	3.284	.001	.786	1.272

a. Dependent Variable: MeanIntention

**Source:Own survey,2017**

#### **4.5 Beer Purchase Intention Factors Based on Profile of Respondents**

To answer the question if beer purchase intention factors show a discrepancy across profile of respondents, it is necessary to examine if respondents purchase intention differ with their demographics. One way analysis of variance was conducted to test the demographic variables. Accordingly as it can be read from Table 4.9 All the values of F-ratio are greater than 0.01 therefore it can be said there is insignificant difference among respondents with different demographic characteristics with regard to their purchase intention.

**Table 4.9. Purchase Intention factors Based on Demographic groups**

**ANOVA**

		Sum of Squares	df	Mean Square	F	Sig.
MeanMedia	Between Groups	.656	2	.328	.489	.613
	Within Groups	230.012	343	.671		
	Total	230.668	345			
MeanEndorser	Between Groups	1.848	2	.924	.947	.389
	Within Groups	334.573	343	.975		
	Total	336.421	345			
MeanAppeal	Between Groups	2.946	2	1.473	2.311	.101
	Within Groups	218.559	343	.637		
	Total	221.504	345			
MeanIntenion	Between Groups	1.292	2	.646	.972	.379
	Within Groups	227.819	343	.664		
	Total	229.111	345			

**4.6 Hypothesis Testing**

In this section hypothesis proposed in previous chapter will be tested.

H1. Advertising media has a positive influence on consumers’ beer purchase intention.

The variable advertising media on regression coefficients table show beta value of .162 and sig value of .006. Therefore we can conclude that media has a positive influence on beer brand preference as a result H1 is supported.

H2 Advertisement endorser has a positive influence on consumers’ beer purchase intention.

The variable advertisement endorser on regression coefficients table show beta value of .054 and sig value of .260 Therefore we can conclude that endorser has no significant influence on beer purchase intention as a result H2 is rejected.

H3 Advertisement message appeal has a positive influence on consumers’ beer purchase intention.

The variable advertising message appeal on regression coefficients table show beta value of .255 and sig value of (.000). Therefore we can conclude that message appeal has a positive influence on beer purchase intention as a result H3 is supported.

#### **4.7 Discussion of Findings**

Based on the data analysis among the media identified to transmit advertisement message television is found to be the most influential media followed by outdoor advertisement and radio the least influential this finding is supported by the finding of Keller 2008 which states that Television is generally acknowledged as the most powerful advertising medium as it allows for sight, sound, and motion and reaches a broad spectrum of consumers. The wide reach of TV advertising translates to low cost per exposure. From a brand equity perspective, TV advertising has two particularly important strengths. First, TV advertising can be effective means of vividly demonstrating product attributes and persuasively explaining their corresponding consumer benefits. Second, TV advertising can be compelling means for dramatically portraying non-product-related user and usage imagery, brand personality, and so on.

Advertising with a spokesperson comes from the idea that consumers' purchase behaviors arise when they identify with an opinion leader. Consumers feel empathic while watching such advertisements and eventually feel good about the product (Wu, 1990). According to Lin (2008), an advertising spokesperson refers to a person who reflects the opinions, trust, and personal experience concerning a certain product or service in an advertisement. By means of a spokesperson's identification with a product or cultural implication, consumers' attitude towards a product is established. A spokesperson takes advantage of his/her popularity to present the benefits to the consumers through advertising activities, in this research the finding revealed that an endorser with trust worthy characters are most influential followed by beautiful models and celebrities and expert endorsement is the least influential, which supports the finding of Kamins et al. (1989) celebrities to be more persuasive than non-celebrities in advertising.

According to Lin, 2008 Companies usually expect consumers to become empathic through the high popularity or attraction of a celebrity and then feel good about the products being recommended, this is what we are seeing practically in most of advertisement of our country. On top of this a research conducted by Peng(2000)found out that in low involvement products like beer spokesperson that are more attractive and professional influence purchase intention.

One of the advertiser's most important creative strategy decisions involves the choice of an appropriate appeal (blech and blech 2003). Kotler (1997) defined rational appeal as rationally oriented purchase stimulated by directly giving explanations of a product's advantages. Rational appeal focuses on the benefits consumers may enjoy in an advertisement, it emphasizes that a product or service could achieve the function and benefits consumers desires. He further defined emotional appeal as the stimulation of consumers purchase intension by arousing positive or negative emotion. According to Kotler, positive emotional appeals covers, humor, love, happiness, sex, music, adventure, fear, romance, emotional and sensitive words

Among the listed message appeals respondents prefer and influenced by a message that uses music followed by advertisement appeal which stress quality of the beer and surprisingly advertisement which tells about the benefit or the food value of the beer influence their audience more than those advertisement message which uses Humor to transmit their message. This finding is also support by the finding of Coulson (1998) which concluded that rational appeal works better in arousing consumers interests, stimulating and enhancing their purchase intention than emotional appeal.

In order to check whether they have an influence on purchase intention and to identify their relative influence these factors have been put on the questionnaire; Advertisement, availability of the given beer, information from people about the beer, quality, price and prior knowledge about the given beer. As a result availability of the beer is the factor which influences purchase intention most followed by prior knowledge of people about the particular beer the third influential factor is what they heard about the beer from others this finding indicates that informal information plays a significant role in influencing purchase intention. Advertising is the fourth influential factor which poses an influence on people to drink a beer as well as quality is also not that influential factor and price is the least influential this can be because most of the beer brands sold in Addis Ababa have a comparable price and the price difference is not that significant. This finding supports the argument of the weak theory of advertising which suggests that purchase behavior is based on habit and that advertising can improve knowledge and reinforce existing attitudes. Which views consumers as active problem solvers who do not rely on advertising to initiate and complete a buying decision.

As to the hypothesis H1 and H3 are accepted and H2 is rejected since the p value for the variable advertising endorser is greater than .005 which implies the relationship of advertising endorser with purchase intention is insignificant. According to the analysis made so as to see the relative importance of the three variables (media, endorser and appeal ) message appeal is found to be relatively the most important followed by advertising media.

Based on the analysis done so as to check whether the influence of advertising differ with differing demographic characteristics of the respondents The study revealed that the influence of advertising remains almost the same among and between the different demography groups

## **Chapter five: Conclusions and Recommendations**

This chapter presents the conclusions drawn from the analysis; recommendations forwarded based on the major findings of the study and future research area.

### **5.1 conclusions**

The very aim of this study is to investigate the influence of advertisement on purchase intention. For this end the following research questions were set;

- What is the influence of beer advertisement on generating consumer purchase intention?
- Which advertisement factor has a strong impact on generating consumers purchase intention of beer products?
- Does the influence of advertisement differ with consumers' profile?
- Which beer advertisement is most influential in generating purchase intention among consumers in Addis Ababa beer market?

To find answer to the questions quantitative research method is used and multistage cluster sampling is used to select the sample respondents, the data collected from the sample respondents is analyzed using a quantitative analysis method particularly descriptive(frequencies and percentages) and inferential statistics(correlation and multiple linear regression) were applied using SPSS software version 20.

The result of the study reveals that beer advertising has a moderate effect on purchase intention based on both descriptive and inferential statistics results of beer, the descriptive result shows among six identified factors which believes to have an influence on purchase intention the result of advertising takes fourth place, based on the inferential statistics among the variables identified to show the influence of advertising one does not have a significance relationship with advertising .Thus it can be conclude that the overall influence of advertising is moderate cause results show that people use their prior information, availability of the beer, and information about the particular beer to form their purchase intention other than advertising as it has been indicated in the weak theory of advertising and supported by the research from Ghana.

Among the advertising factors which are identified to predict the influence of advertising on purchase intention advertising appeal is discovered to be the most important predictor of

purchase intention with standardized coefficient ( $\beta = .355$ ), advertising media the second predictor with standardized coefficient ( $\beta = .184$ ) and advertising endorser found to be insignificant predictor. So it can be concluded message appeal has the strongest influence on purchase intention.

For the third question which asks whether the influence of beer advertisement differs with varying demographic groups the F value of the ANOVA table indicates there is no influence difference between different demographic groups. This is against the findings of (Abdolrazagh M. & Inda S. 2012) which found out that demographic character difference results in purchase intention difference.

The descriptive analysis result discloses that among the beer advertisements transmitted using different media Habesha beer advertisement picked by the respondents as the most influential, the St. George beer advertisement ranked second, Walia beer advertisement ranked third, Harar beer advertisement and Dashen beer advertisement both ranked fourth and meta beer and Bedele special beer advertising ranked last.

## **5.2 Recommendations**

Based on the conclusions drawn the following recommendations are forwarded to breweries and advertising agencies

- Breweries are better to know their audience and what influences them most before airing any advertisement for this end it is recommended to do some kind of research to point out the effectiveness and failure points in different advertisement campaigns
- As to the result of the study it is not always successful to use humor so breweries should dictate the advertising agencies on what appeal to emphasize than to leave them by themselves
- Moreover using celebrities by itself does not make effective also what is said and the media used to transmit the advertisement also matter. Thus both breweries and the advertising agencies are advised to consider these factors before preparing or deciding on the appeal of advertisement message and executing it.
- If in case the breweries are using consumer segmentation, they need to make sure that the advertisement is designed in way to influence that group.

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## Appendices

### APPENDIX A: English Questionnaire Addis Ababa University School of Commerce Department of Marketing Management

#### Questionnaire

Dear Participant

This questionnaire is designed to conduct a research for partial fulfillment of the requirements of MA in marketing management. The purpose of this study is to learn the influence of advertisement on customers purchase intention: the case of beer market. Thus, you are kindly requested to take your precious time and cooperate in filling this questionnaire at your convenience.

Your honest and accurate responses will make this study more valuable. Your responses are solely meant for academic purpose and kept confidential.

Thank you in advance for your cooperation.

**General instruction:-** please select the appropriate choice with a tick mark (✓) or write your answer on the space provided.

#### Part I-General Information

1. Gender

Male

Female

2. Age

3. Education

1 to 6<sup>th</sup> grade

7 to 8<sup>th</sup> grade

High school complete

Diploma

Degree

Masters &Above

4. Marital status

Married

single

widowed

divorce

**Part II please rank the beer advertisement that most influence your purchase intention**

Name of the beer	Rank
Bedele special beer advertisement	
Habesha beer advertisement	
Harer beer advertisemnt	
St. Goerge beer advertisement	
Meta beer advertisement	
Walia beer advertisement	
Others	

**Part III**

**Key: SA=strongly agree A= Agree N=Neutral D=Disagree SD=Strongly disagree**

<b>A. Media factor</b>						
		<b>SA</b>	<b>A</b>	<b>N</b>	<b>D</b>	<b>SD</b>
1	An advertisement aired in media where so many advertisements are aired influences my purchase intention					
2	An advertisement aired in television influences my purchase intention more than an advertisement aired in other media					
3	An advertisement aired in Radio influences my purchase intention more than an advertisement aired in other media					
4	An advertisement transmitted in a banner and billboard influences my purchase intention more than an advertisement aired in other media					
<b>B. Source factor (Endorser)</b>						
1	An advertisement endorsed by a celebrity influences my purchase intention more					
2	An advertisement endorsed by an expert influences my purchase intention more					
3	An advertisement endorsed by a beautiful or					

	handsome model influences my purchase intention more					
4	An advertisement endorsed by a trust worthy person influences my purchase intention more					
<b>C. Message appeal</b>						
1	An advertisement which uses a music to transmit the message influence me more					
2	An advertisement which uses a humor to transmit the message influence me more					
3	An advertisement message which emphasizes the benefit (FOOD VALUE of the beer influence me more					
4	An advertisement message which emphasizes the quality of the beer influence me more					
<b>D.Purchase Intention</b>						
1	My purchase intention to drink a beer is influenced by beer advertisements					
2	My purchase intention to drink a beer is influenced by the price of the beer					
3	My purchase intention to drink a beer is influenced by my prior information or knowledge about the beer					
4	My purchase intention to drink a beer is influenced by the availability of the beer					
5	My purchase intention to drink a beer is influenced by the quality of the beer					
6	My purchase intention to drink a beer is influenced by what I heard from people about the beer					

**APPENDEX B: Amharic Questionnaire**

**አዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት**

**የገበያ አመራር የትምህርት ክፍል**

**የአዲስ አበባ ነዋሪዎች ቢራን የመጠጣት ፍላጎት ላይ ማስታወቂያ ያለውን ተጽዕኖ ለማወቅ ለሚደረግ ጥናት የተዘጋጀ መጠይቅ**

ውድ ምላሽ ሰጪ፡

ይህ መጠይቅ ማስታወቂያ ቢራ የመጠጣት ፍላጎት ላይ ያለውን ተጽዕኖ ለማወቅ የተዘጋጀ ነው። መጠይቁ በአበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የገበያ አመራር የትምህርት ክፍል የ2ኛ ዲግሪ ማሟያ ጥናት የሚውል ነው። መጠይቁ በሶስት ክፍሎች የተዋቀረ ሲሆን በቢዛ 15 ደቂቃ ብቻ የሚወስድ ነው። በዚህ መጠይቅ የሚሰበሰበው መረጃ ከላይ እንደጠቀስኩት ለጥናቱ አለማ ብቻ የሚውልና በጥብቅ ሚስጢር የሚጠበቅ ነው። ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

ክፍል አንድ - የምላሽ ሰጪ ጠቅላላ መረጃ

እባክዎ ምላሹ ነው ብለው በሚያምኑት ሰንጠረዥ ውስጥ ይህን "✓" ምልክት ያስቀምጡ።

1. ጾታ :- ወንድ  ፣ ሴት
2. እድሜ :-
3. የትምህርት ደረጃ:- መደበኛ ትምህርት የሌለው ፣ ከ1-6 ክፍል ፣ 7-8 ክፍል ፣ 2ኛ ደረጃ ያጠናቀቅኩ  ፣ ዲፕሎማ  ፣ ዲግሪ  ፣ 2ኛ ዲግሪ/ ዶክትሬት ዲግሪ
4. የጋብቻ ሁኔታ:- ያገባ  ፣ ያላገባ  ፣ ፈት  ፣ በሞት የተለየ/ች  ፣

ክፍል ሁለት

ከዚህ በታች ከተጠቀሱት የቢራ ማስታወቂያዎች ውስጥ የእርስዎን የቢራ የመጠጣት ተነሳሽነት ላይ ትልቅ ተጽዕኖ የሚሰጥዎት የተገኘው ቢራ ማስታወቂያ ነው። መልሱን በክፍት ቦታው ላይ ከ 1-6 ደረጃ በመስጠት ያስቀምጡ።

የቢራ ስም	
የሀበሻ ቢራ ማስታወቂያ	
የሐረር ቢራ ማስታወቂያ	
የሜታ ቢራ ማስታወቂያ	
የበደሌ ስፔሻል ቢራ ማስታወቂያ	
የዋልያ ቢራ ማስታወቂያ	
የጊዮርጊስ ቢራ ማስታወቂያ	
የዳሽን ቢራ ማስታወቂያ	
ለሌሎች	

ክፍል ሶስት፡ ከዚህ በታች በሳፕን ውስጥ የተቀመጡት አረፍተ ነገሮች ማስታወቂያ ቢራ እንዲጠጡ ወይም እንዲገዙ የሚያሳድረውን ተጽዕኖ የሚገልፁ ሲሆን እባክዎን በትክክል ሃሳቦን የሚገልፀው ሳፕን ቁጥር ውስጥ " X " ምልክት በማድረግ ይግለፁ፡፡ 1=በጣም አልስማማም ፣ 2= አልስማማም ፣ 3= ገለልተኛወይም አይገልጽኝም ፣ 4= እስማማለሁ እና 5= በጣም እስማማለሁ፡፡

ሀ.ሚዲያ መገናኛ ብዙሀን		በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	አልስማማም	በጣም አልስማማም
1	በጣም ማስታወቂያ በበዛበት መገናኛ ብዙሀን ወይም MEDIA የሚተላለፍ ማስታወቂያ የበለጠ ቢራ ለመግዛት የሚኖረኝ ፍላጎቴ ላይ ተጽዕኖ ያሳድራል፣ ፣	5	4	3	2	1
2	በቲቪ የሚተላለፍ ማስታወቂያ በሌላ መገናኛ ብዙሀን ከሚተላለፍ ማስታወቂያ የበለጠ የመግዛት ፍላጎቴ ላይ ተጽዕኖ ያሳድራል፣	5	4	3	2	1
3	በሬዲዮ የሚተላለፍ ማስታወቂያ በሌላ መገናኛ ብዙሀን ከሚተላለፍ ማስታወቂያ የበለጠ የመግዛት ፍላጎቴ ላይ ተጽዕኖ ያሳድራል፣	5	4	3	2	1
4	የውጪ ላይ ማስታወቂያ ማለትም በቢል ቦርድ፣ባነር የሚተላለፍ ማስታወቂያ በሌላ መገናኛ ብዙሀን ከሚተላለፍ ማስታወቂያ የበለጠ የመግዛት ፍላጎቴ ላይ ተጽዕኖ ያሳድራል፣ ፣	5	4	3	2	1
<b>ለ. የማስታወቂያው የሚሰራው ግለሰብ ሙያ ውይም ማንነት</b>						
1	ማስታወቂያው የተሰራው በተዋቂ ሰው ከሆነ በመግዛት ፍላጎቴ ላይ የበለጠ ተጽዕኖ ይኖረዋል ፣	5	4	3	2	1

2	ማስታወቂያው የተሰራው በባለሙያ ሰው ከሆነ በመግዛት ፍላጎቱን ላይ የበለጠ ተጽዕኖ ይኖረዋል ፤	5	4	3	2	1
3	ማስታወቂያው የተሰራው በሚያምር ወይም በምታምር ሰው ከሆነ በመግዛት ፍላጎቱ ላይ የበለጠ ተጽዕኖ ይኖረዋል ፤	5	4	3	2	1
4	ማስታወቂያው የሰራው ሰው ታማኝነት የመግዛት ፍላጎቱን ላይ የበለጠ ተጽዕኖ ይኖረዋል ፤	5	4	3	2	1
<b>ሐ.የመልዕክቱ ይዘት</b>						
1	የማስታወቂያው መልዕክት ይዘት በሙዚቃ የሚተላለፍ ከሆነ የመግዛት ፍላጎቱ ላይ የበለጠ ተጽዕኖ ይኖረዋል ፤	5	4	3	2	1
2	የማስታወቂያው መልዕክት ይዘት በቀልድ የሚተላለፍ ከሆነ የመግዛት ፍላጎቱ ላይ የበለጠ ተጽዕኖ ይኖረዋል ፤	5	4	3	2	1
3	የማስታወቂያው መልዕክት ስለ ቢራው ጥቅም ማለትም ስለቢራው የምግብ ይዘት ከሆነ የመግዛት ፍላጎቱ ላይ የበለጠ ተጽዕኖ ይኖረዋል ፤	5	4	3	2	1
4	የማስታወቂያው መልዕክት ስለ ቢራው አጠማመቅ ጥራት	5	4	3	2	1

	ከሆነ የመግዛት ፍላጎት ላይ የበለጠ ተጽዕኖ ይኖረዋል ፤					
	መ. ቢ.ራ የመግዛት ወይም የመጠጣት ፍላጎት	በጣም እስማማለሁ	እስማማለሁ	ገለልተኛ	እልስማማም	በጣም እልስማማም
1	አንድን ቢ ራ የመግዛት ፍላጎት ላይ ትልቁን ተጽዕኖ የሚያሳድረው ማስታወቂያ ነው	5	4	3	2	1
2	አንድን ቢ ራ የመግዛት ፍላጎት ላይ ትልቁን ተጽዕኖ የሚያሳድረው የቢራው ዋ ጋ ነው	5	4	3	2	1
3	አንድን ቢ ራ የመግዛት ፍላጎት ላይ ትልቁን ተጽዕኖ የሚያሳድረው ቀድሞ ስለቢራው ያለኝ ዕውቀት ነው	5	4	3	2	1
4	አንድን ቢ ራ የመግዛት ፍላጎት ላይ ትልቁን ተጽዕኖ የሚያሳድረው የቢራው ጥራት ነው	5	4	3	2	1
5	አንድን ቢ ራ የመግዛት ፍላጎት ላይ ትልቁን ተጽዕኖ የሚያሳድረው የቢራው እንደልብ መገኘት ነው	5	4	3	2	1
6	አንድን ቢ ራ የመግዛት ፍላጎት ላይ ትልቁን ተጽዕኖ የሚያሳድረው ከሰዎች ስለ ቢራው የሰማሁት መረጃ ነው	5	4	3	2	1

## APPENDEX C: Frequency Tables

**An advertisement aired in media where so many advertisements are aired influences my purchase intention**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Disagree	44	12.7	12.7	12.7
Disagree	82	23.7	23.7	36.4
Neutral	49	14.2	14.2	50.6
Agree	101	29.2	29.2	79.8
strongly agree	70	20.2	20.2	100.0
Total	346	100.0	100.0	

**An advertisement aired in television influences my purchase intention more than an advertisement aired in other media**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Disagree	24	6.9	6.9	6.9
Disagree	48	13.9	13.9	20.8
Neutral	45	13.0	13.0	33.8
Agree	111	32.1	32.1	65.9
strongly agree	118	34.1	34.1	100.0
Total	346	100.0	100.0	

**An advertisement aired in Radio influences my purchase intention more than an advertisement aired in other media**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly Disagree	44	12.7	12.7	12.7
Disagree	137	39.6	39.6	52.3
Neutral	67	19.4	19.4	71.7
Agree	78	22.5	22.5	94.2
strongly agree	20	5.8	5.8	100.0
Total	346	100.0	100.0	

**An advertisement transmitted in a banner and billboard influences my purchase intention more than an advertisement aired in other media**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	39	11.3	11.3	11.3
dis agree	101	29.2	29.2	40.5
Undecided	76	22.0	22.0	62.4
agree	98	28.3	28.3	90.8
strongly agree	32	9.2	9.2	100.0
Total	346	100.0	100.0	

**An advertisement endorsed by a celebrity influences my purchase intention more**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	46	13.3	13.3	13.3
dis agree	76	22.0	22.0	35.3
Undecided	63	18.2	18.2	53.5
agree	99	28.6	28.6	82.1
strongly agree	62	17.9	17.9	100.0
Total	346	100.0	100.0	

**An advertisement endorsed by an expert influences my purchase intention more**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	57	16.5	16.5	16.5
dis agree	115	33.2	33.2	49.7
Undecided	95	27.5	27.5	77.2
agree	52	15.0	15.0	92.2
strongly agree	26	7.5	7.5	99.7
25.00	1	.3	.3	100.0
Total	346	100.0	100.0	

**an advertisement endorsed by a beautiful or handsome model influences my purchase intention more**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	43	12.4	12.4	12.4
dis agree	76	22.0	22.0	34.4
Undecided	66	19.1	19.1	53.5
agree	93	26.9	26.9	80.3
strongly agree	66	19.1	19.1	99.4
11.00	1	.3	.3	99.7
22.00	1	.3	.3	100.0
Total	346	100.0	100.0	

**An advertisement endorsed by a trust worthy person influences my purchase intention more**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	39	11.3	11.3	11.3
dis agree	51	14.7	14.8	26.1
Undecided	83	24.0	24.1	50.1
agree	101	29.2	29.3	79.4
strongly agree	71	20.5	20.6	100.0
Total	345	99.7	100.0	
Missing 999.00	1	.3		
Total	346	100.0		

**An advertisement which uses a humor to transmit the message influence me more**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	26	7.5	7.5	7.5
dis agree	72	20.8	20.8	28.3
Undecided	67	19.4	19.4	47.7
agree	124	35.8	35.8	83.5
strongly agree	57	16.5	16.5	100.0
Total	346	100.0	100.0	

**An advertisement which uses a music to transmit the**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	18	5.2	5.2	5.2
dis agree	42	12.1	12.1	17.3
Undecided	48	13.9	13.9	31.2
agree	106	30.6	30.6	61.8
strongly agree	132	38.2	38.2	100.0
Total	346	100.0	100.0	

**An advertisement message which emphasizes the benefit (FOOD VALUE of the beer influence me more**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	22	6.4	6.4	6.4
dis agree	52	15.0	15.0	21.4
Undecided	81	23.4	23.4	44.8
agree	127	36.7	36.7	81.5
strongly agree	64	18.5	18.5	100.0
Total	346	100.0	100.0	

**An advertisement message which emphasizes the quality of the beer influence me more**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	14	4.0	4.0	4.0
dis agree	36	10.4	10.4	14.5
Undecided	63	18.2	18.2	32.7
agree	131	37.9	37.9	70.5
strongly agree	102	29.5	29.5	100.0
Total	346	100.0	100.0	

**my purchase intention to drink a beer is influenced by the beer advertisement**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	49	14.2	14.2	14.2
dis agree	86	24.9	24.9	39.0
Undecided	55	15.9	15.9	54.9
agree	99	28.6	28.6	83.5
strongly agree	57	16.5	16.5	100.0
Total	346	100.0	100.0	

**My purchase intention to drink a beer is influenced by my prior information or knowledge about the beer**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	26	7.5	7.5	7.5
dis agree	40	11.6	11.6	19.1
Undecided	53	15.3	15.4	34.5
agree	143	41.3	41.4	75.9
strongly agree	83	24.0	24.1	100.0
Total	345	99.7	100.0	
Missing 999.00	1	.3		
Total	346	100.0		

**My purchase intention to drink a beer is influenced by the availability of the beer**

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid strongly disagree	14	4.0	4.0	4.0
dis agree	16	4.6	4.6	8.7
Undecided	32	9.2	9.2	17.9
agree	104	30.1	30.1	48.0
strongly agree	179	51.7	51.7	99.7
43.00	1	.3	.3	100.0
Total	346	100.0	100.0	

**My purchase intention to drink a beer is influenced by the quality of the beer**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	46	13.3	13.3	13.3
dis agree	89	25.7	25.7	39.0
Undecided	71	20.5	20.5	59.5
agree	89	25.7	25.7	85.3
strongly agree	51	14.7	14.7	100.0
Total	346	100.0	100.0	

**My purchase intention to drink a beer is influenced by what I heard from people about the beer**

	Frequency	Percent	Valid Percent	Cumulative Percent
strongly disagree	34	9.8	9.8	9.8
dis agree	69	19.9	19.9	29.8
Undecided	73	21.1	21.1	50.9
agree	110	31.8	31.8	82.7
strongly agree	59	17.1	17.1	99.7
21.00	1	.3	.3	100.0
Total	346	100.0	100.0	

**APPENDIX D: Scatter plot to show**

