



**Addis Ababa University**

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*Seek Wisdom, Elevate Your Intellect and Serve Humanity*



**THE INFLUENCE OF ADVERTISING  
ON CONSUMER BRAND PREFERENCE:  
THE CASE OF AUTOMOBILE IN ADDIS ABABA**

Thesis Submitted to Department of Marketing Management in Partial Fulfillment  
of the Requirements for the Degree of Master of Art in Marketing Management

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June, 2021

Addis Ababa, Ethiopia

**Influence of Advertisement on Consumer Brand preference:  
the case of Automobile in Addis Ababa**

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**Advisor: Temesgen Belayneh(PHD)**

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

Influence of Advertisement on Consumer Brand preference:  
the case of Automobile in Addis Ababa

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## **Statement of Certification**

This is to certify that **Degif Hailu** has carried out his research work on the topic entitled **Influence of Advertisement on Consumer Brand preference in the case of Automobile** is his original work and is suitable for submission for the award of Master's Degree in Marketing Management.

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**June, 2021**

## **Statement of Declaration**

I, Degif Hailu, declare that this Master research project entitled - **Influence of Advertisement on Consumer Brand preference in the case of Automobile in Addis Ababa** is submitted in partial fulfillment of the requirements for the degree of Master of Arts in Marketing Management at Addis Ababa University, School of Commerce. 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

Degif Hailu

**Student**

\_\_\_\_\_

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# Acronyms

<b>AIDA</b>	raises Awareness, stimulates Interest, and leads the customer to Desire and eventually Action
<b>AMA</b>	American Marketing Association
<b>ANOVA</b>	Analysis of Variance
<b>ATL</b>	Above The Line
<b>BTL</b>	Below The Line
<b>CBP</b>	Consumer Buying Preference
<b>DAGMAR</b>	Defining Advertising Goals for Measured Advertising Results
<b>MdF</b>	Media Factor
<b>MF</b>	Message Factor
<b>SF</b>	Source Factor
<b>SPSS</b>	Statistical Packages for Social Science
<b>TV</b>	Television
<b>TOMA</b>	Top of mind awareness
<b>VIF</b>	Variance Inflator Factor

## **ABSTRACT**

*The primary objective of this study was to analyze the influence of advertising on consumers' brand preference of automobile in Addis Ababa, Ethiopia. It followed an inferential research approach and the research design was descriptive. In order to collect primary data, a structured questionnaire was prepared and given to the owners of automobile using probability sampling technique random Sampling method. Out of the distributed 399 questionnaires, 384 were valid and SPSS software was used to process the primary data. The data were analyzed using descriptive statistics (frequency, percentage) and inferential statistics like correlation and multiple regressions. To measure the influence of advertising on consumers' brand preference, the media factor, the source factor, and the message factor of advertising were considered. From the findings of this study, it was found out that the media factor, the source factor, and the message factor of advertising have positive and significant influence of up to 39.8% on the consumers' brand preference. The result further indicated that the message factor has the highest positive and significant influence on consumers' brand preference. This implies that automobile dealers need to give more emphasis and due attention to all the three variables since they influence consumers' brand preference significantly, so that the company could increase its market share and stay in the market competitively.*

**Keywords:** *Media factor, Source factor, Message factor, Brand and Brand preference.*

# CHAPTER 1

## INTRODUCTION

### 1.1 Background of the study

In business the most prominent issue is to generate profit. In order to get profit, there must be a sale of product and services. To sale a product, there must be connection to the consumer. How do connection of business organization and customer will be created? Here, the importance of advertisement comes into the table for discussion.

Naturally, we hope that advertising will have an important influence on sales level. But in most circumstance it is only one of a whole host of important. It is the determinants of sales level such as product quality, price, customer service level, the competence of sales force, and so on. (Malcolm, 2002)

Advertising is a form of mass communication. It is paid for by a seller who wants to communicate about his product or service to his customers. The sponsor wants to persuade and induce the readers, viewers or listeners to take some action, viz., to buy the advertised product so that the advertiser can have profitable sales. (Shared by c. Bhardawaj)

Advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors (Bovee, 1992).

Advertising has the following advantages: Advertising reaches customers living far apart. Its public presentation shows to the buyer that the product is not contrary to social norms and the law. It allows doing multiple announcements and when the addressee gets the message, he/she can compare the product with other competitive firms. A wide-ranging promotional activity, run by the company, is some kind of evidence of company's popularity and success. Advertisement is very expressive - it allows a company to present its product clearly and effectively via text, sound and colour. On one hand, advertising helps to form a long-term sustainable image of the product. On the other hand, it stimulates sales. (Kotler 2010)

A brand is a perception that represents a company in the minds of consumers. It is what a firm promise to its customers. It represents the image of what a company is and the purpose of its existence. Usually a brand is identified by the company's logo, a tagline or a chime associated with its products in all its advertising. It provides a reason with which the consumers associate themselves with. A brand is trademark and cannot be used by other companies. It is developed over time and is like an umbrella under which the company offers several products and services and the user can identify the source of these offerings by the brand they carry. Each brand gives a certain message to the consumer and this message can be different for different consumers. (<https://www.mbaskool.com>)

Brand preference is one of the most commonly used metrics of brand performance and brand strength. It characterizes which brand/product/service is preferred under assumptions of equal price and availability. Brand preference can be considered an indicator of the effectiveness of the company's marketing strategies, customer loyalty, and heterogeneity of consumer choices. For example, if Britannia Pure Magic and Sunfeast Dark Fantasy (say, chocolate flavor in both cases) are equally priced at Rs. 20 (50gm packet) and are equally available and 70% of the consumers select Pure Magic over Dark fantasy, it signifies a preference towards the Pure Magic brand. The inherent idea is actually to be able to forecast the brand preference of a customer- would he choose Pure Magic or Dark Fantasy given his demographics and personality? While some consumers would swear by the taste of Pure Magic, some would say Dark Fantasy's attractive packaging influences their preference. (<https://www.mbaskool.com>)

Preference, in marketing, signifies desirability or selection of an alternative. Brand preference can be further seen as a consumer's predisposition towards a brand that varies according to the cognitive, affective and conative effects that the brand has had on the consumer. In simple words, it implies consumer's biasness towards a certain brand as a result of the consumer's rational, emotional or behavioral responses towards the brand proposition and marketing strategy. In fact, in a practical scenario, more often than not, brand preference indicates a desire to seek out a specific product or service even if it implies paying more or expending more effort to find it.

Understanding the pattern of consumer preferences can be critical for a brand's success. In order to drive preference towards a brand, marketers strategize to improve top of mind awareness

(TOMA) and to increase the probability that the brand is included in the consideration set. But most importantly, to be preferred over others, a brand must beat the competition in at least one of the dimensions that define the product category and be as good as others in other aspects. (<https://www.mbaskool.com>)

In this information age, consumers are encircled with many types of speeches and pictures in various media i.e. magazines, newspapers, billboards, websites, radio and television. The main problem of marketers is to get the right means which can create attraction of the subject. (Singh, 2012). Therefore, to profit in this modern age, the need of effective communication with consumers through strong advertisement strategies and through open discussions, social platforms and feedback is important. (Malik et al., 2014) The communication effectiveness depends on variables that are the source factor, the message factor and the media factor. In developing an effective advertising and promotional campaign, a company would need to select the right spokespeople that could deliver compelling messages through appropriate channels or media (Mulugeta and Abdulsukur, 2014). In addition, the advertising execution which is nature of the advertising appeal used to communicate the message to the target audience has an important influence (Yeshin, 1998).

Role of advertisement is to carry message to the far distances. It is also use to target the scatter mass audience. The role of advertising on sales volume is very important. It is proved to be very essential tool in enhancing the sales of brand. Advertisement is directly linked with the sales of the products (Abiodun, 2011). Through advertisements customer behavior shaped and they motivate to buy such products. Researchers found that repetition in the advertisement hit the mind of the customers which also help them to remember that product and purchase repeatedly (Pope, 2009).

Although the issue of making the purchase decisions under the influence of the advertisements has been addressed in the former literature, the issue of effective advertising communication in the Automobile sector considering advertising factors such as the source, the message and the media factors require additional study. The relationship among those factors and the consumers' brand preference specially, in the automobile sector was not sufficiently studied in other literature. The purpose of my research is to make complete the relation among the advertising

factors and consumers' brand preference in the automobile sector and to show the influence of advertisement on consumers' brand preference in the automobile.

## **1.2 Statement of the Problem:**

Advertisements serve as a means of information by delivering the necessary product attribute to consumer so as to get a message to identify the right brand to select. Consumers can acquire important information through the advertisement attractiveness which gives awareness and attention. (Arens, 1996).

According to Mittal, S. and Pachauri, K.K. (2013), advertising will not create consumers brand preference of the products if the information incorporated in the communication media is weak and irrelevant.

Shimp and Andrews (2013) explained that, for new companies, product advertisement can create awareness about the new product and motivate consumers to prefer in the market from other products. For existing one, advertisement makes customers aware of value of the product and makes them eager to buy again.

If the above tasks are successfully accomplished; advertisement will create major influence in success of any types of businesses. By nature, most of consumers prefer to buy the advertised product among others. Due to such condition, sale of the product and service of any company that most use advertisement will significantly increase. Once sales increase, company should require to keep the quality of product and services and then can make promotion with no cost of advertisement by word of mouth recommendation.

In many previous researches, different factors that affect consumers brand preference had been studied. For instance, Yang et al. (2007) used one factor which is social reference group and some others used two factors such as Singh et al. (2012) used that celebrity endorsement and type of advertising media, Hiwot Workneh(2018) used three factors that is source, message, and channel factors, and Gezachew (2012) also used that four factors such as features of advertisement, contents of advertising message, types of advertising media and reference group influence. As the above literatures written by different scholars indicates, studies which were conducted on the impact of advertisement on consumers' brand preference by taking two factors; however, some studies were conducted by taking four factors or variables. Each study used that only specific factors; they may not comprise all factors that exactly indicate the impact of

advertisement on consumers' brand preference. There was few study on influence of advertisement on consumers' brand preference in automobile in Addis Ababa.

The success of advertisement as a tools for the communication is known obviously, but companies are still in confusion of which factors of advertisement should be implemented and in what ways do these advertisements will help to change the consumer buying behavior. In our country especially in our city Addis Ababa there are various brands of automobile. However, the preference of the people mostly swings only by specific brand of automobile. It shows there is an influencing factor to prefer a specific brand in peoples' mind. The influencing factor is as mentioned by different writers is advertising factors (media, source, and message factors). The problem is which advertising factor is more influencing the preference of the people. Thus, the purpose of this research is to analyze the influence of advertising on the consumers' brand preference in the case of automobile in Addis Ababa aiming to answer the following research questions.

### **Research Questions:**

This research aimed to answer the following research questions.

Main question:

- What is the influence of advertising on consumer brand preference in automobile in Addis Ababa?

### **Sub questions**

- What is the influence of media factor on consumer brand preference in automobile?
- What is the influence of message factor on consumer brand preference in automobile?
- What is the influence of source factor on consumer brand preference in automobile?

### **1.3. Research Objectives**

The main objective of this study is to investigate the influence of advertisement on consumer brand preference in automobile Addis Ababa. This research will also cover the following specific objectives:

- To study the influence of media factors on consumer brand preference in automobile
- To identify the influence of source factors and preference in automobile
- To examine the influence of message factors on brand preference in automobile

## **Significance of the study:**

This particular research focuses on identifying the advertisement that most influence consumers brand preference in automobile. It explores the advertising factors which will influence brand preference in automobile. This research is aimed at contributing to the academic literature by revealing the influence of advertising in generating consumers' brand preference. Stakeholders like shareholders, management staffs, employees, customers, government institutions, and investors can be benefited from the outcome of this study by having the correct information and awareness about the influence of advertising on consumers' brand preference and the factors that influence consumers to respond to advertising.

### **1.4. Scope of the study**

This study aims to understand the influence of advertisement on consumer brand preference in automobile by determining the advertisement factor which has the most impact on generating consumers brand preference. To achieve this aim, the scope of this study was to identify different factors that are advertisement media, advertisement source factor and advertisement message appeal and their influence in consumer brand preference in automobile in Addis Ababa. This study will be helpful in getting an insight to the influence of advertisements and its impacts on changing the buying behaviors of consumers. In order to achieve a more focused study and in light of limited financial resource the scope of the study was limited to Addis Ababa city only.

### **1.5. Limitations of the study**

One of the limitations of this study is geographical the study is only done in the city Addis Ababa premises so it does not represent the whole population.

The other limitation is the research focuses only the views of customers of automobile products not the manufacturers.

The third limitation was due to resources prohibited to take the large sample size.

### **Definition of term**

- Advertisement-is a means of communication with the users of a product or service.
- Brand- is a name given to a product and/or service such that it takes on an identity by itself.
- Brand preference – selection of one brand from others.

## **1.6. Organization of the study**

The study consists of five chapters. Chapter one offers introduction (Background of the study, Statement of the problem, research questions, research objectives, significant of the study, Scope of the study, Limitation of the study, definition of terms and organization of the study). The second chapter offers literature review while the third chapter consists of methodologies that were used in the study. The fourth chapter offers findings and subsequent justifications in analysis while the fifth and last chapter offers conclusion, recommendations and suggested areas of further study.

## **CHAPTER 2**

### **REVIEW OF RELATED LITERATURE**

#### **Introduction**

This chapter aims to provide a review of related literature. In line with the objectives of this study, this chapter covers concepts related to advertising, types of advertising, importance of advertising, brand, and concept of brand preference. In addition to these the findings of previous research from different authors as well as the theoretical framework of this study is also included.

#### **2.1 Theoretical Review**

##### **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).

##### **2.1.1 The strong theory of advertising**

Advertising has often been associated with effective 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 behavior of a product that has not been tested previously. Further, repeat and continues buying over the long haul can be secured through the tangible influence of advertising. Based on the strong theory, advertising is credited with the strong 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.

### **2.1.2 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 behavior 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. The advertising role therefore is to breed brand familiarity and identification (Ehrenberg, 1997). Following on from the original ATR model, (Ehrenberg, 1974), various enhancement has 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 list.

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 it only perceives 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 strong 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 indifferent, 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 behaviour and can increase sales. The weak theory suggests that purchase behaviour 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.

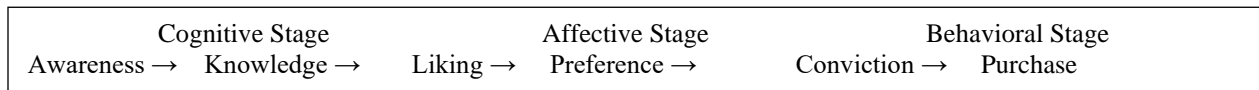
## **2.2 Theoretical models**

There are theories within external marketing communication and advertising that has been highly influential in both textbooks and in the professional advertising practice (Hackley, 2005). These theories all derive from what can be referred to as the old learning theory- a theory that can be related to the Pavlov's dogs experiment. Pavlov trained his dogs to associate the arrival of food with the ringing of a bell; a sound that alone would lead to the salivation response among the dogs. Just like the bell in Pavlov's dogs experiment, advertising was seen as a stimulus that would give rise to a response, just like the dog's salivation response. After further developments of the so-called learning theory it gave rise to a new more up to date approach toward advertising planning. (Mackay, 2005)

The new approach was set with different names depending on authors at that time:

- The linear information processing theories of communication and persuasion. (Hackley, 2005),
- Message models. (Smith & Taylor, 2002) and the
- Hierarchy of effects theory. (Mackay, 2005),

This new approach generally reflects the methods and assumptions of cognitive psychology. According to Kitchen (1994) advertising are aiming to progress customers through the cognitive, affective and behavioral stages before they buy the products. An example on a model that exemplifies these stages is the Lavidge and Steiners model (Kitchen1994, Barry & Howard 1990).



The hierarchy of effect approach is grounded on the base that to be effective and achieve the desired response, several steps has to be completed and passed. Any piece of persuasive communication must carry the audience through the series of stages that has been drawn. These stages are placed so that a customer has to climb them and one step cannot be reached until the previous is completed (Mackay, 2005).

Due to the development within the field of psychology at this time, this approach came to base the new theoretical models (ciadvertising.com, 2007, Vakratsas, 1999). These new models were developed to depict the stages that a customer may pass through in the buying process and three of these will discussed later in this chapter. However, as mentioned earlier in this chapter, models have been created to give more specific guidelines on how customers may respond to advertising.

These models are created to show what behavioral steps customers has to pass through when exposed to advertising and if the communicating organization can lead the customer through all these steps, the risk for noise in the communication process decreases even more (Mackay, 2005).

To have in mind when reading about these models are that advertising professionals still tries to find the ultimate model that can be applicable on the real market and its customers. Right now the models and theories are hard to apply into real life (Jobber, 2004). The existing behavioral advertising models will now be examined further and compared to each other. Due to the high amount of models that has been published on this area, this study will only investigate according to Professor Evans (University of Lincoln 2006) three most discussed ones. These models are from older publications and there are several models that have been published after these, but since this study aims to investigate the chosen models, the newer ones will not be discussed here.

### 2.2.1 AIDA

AIDA was created by Strong in 1925 and is a behavioral model that has as purpose to make sure that an advertisement raises awareness, stimulate interest, and leads the customer to desire and eventually action (Hackley, 2005).

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

With the AIDA model Strong suggests that for an advertisement to be effective it has to be one that:

1. Commands *Attention*
2. Leads to *Interest* in the product
3. And thence to *Desire* to own or use the product
4. And then finally leads to *Action* (Mackay, 2005)

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model indicates the advertising have toad unforgettable and acceptable messages that will do costumers initiated to take action in a positive way (Brierley, 2002). The model may be seen by many as the strongest advertising theory, but has along with the others been criticized by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. The advertising world has because of this lately turned into focus more on the two main behavioral responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioral phases (Brierley, 2002).

Another criticism that the model has met is that it represents only high-involvement purchases. According to AIDA customers always goes through this rational process when buying products, but many says that purchases more often are spontaneous (Hackley, 2005). In 1961 there were two new models published, the DAGMAR theory (Belch & Belch, 1995) and Lavidge and Steiner's hierarchy of effects model (Lavidge & Steiner, 1961).

### **2.2.2 DAGMAR**

DAGMAR was created by Russell Colley while he was preparing a report for the Association of National Advertisers. This report was entitled *Defining Advertising Goals for Measured Advertising Results*, shortened down to DAGMAR, and thereof the name, and was later in 1969 published as a book with the same title. It was created to encourage measurable objectives for each stage of the communication and does not deal purely with the message (Mackay2005). DAGMAR focuses on the levels of understanding that a customer must have for the organization and on how to measure the results of an advertising campaign (Belch & Belch, 1995).

The main conclusions on the DAGMAR theory were expressed in the following quotation:

“All commercial communications that weigh on the ultimate objective of a sale must carry a prospect through four levels of understanding”

1. The prospect must first be aware of the existence of a brand or organization
2. He must have a comprehension of what the product is and what it will do for him
3. He must arrive at a mental suspicion or conviction to buy the product
4. Finally he must stir himself to action. (Mackay, 2005, p.25-26)

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

The DAGMAR approach has had a huge influence on the how to set objectives in the advertising planning process and many planners use this model as their base. However, just as the other approaches within advertising, DAGMAR has been met with critique. One of the major criticisms towards DAGMAR is on its reliance on the ‘hierarchy-of-effects theory’, just as with AIDA. Customers do not always pass through the stages in a linear way. Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign (Belch & Belch, 1995).

### **2.2.3 Lavidge & Steiners Hierarchy-of-effects model**

This model was published during the same period as DAGMAR. The model was named the hierarchy-of-effects model which is the same name as some authors used on the foundation

theory, and will therefore go under the name, Lavidge & Steiners Hierarchy-of-effects model in this study.

According to this model, customers do not switch from being completely uninterested to become convinced to buy the product in one step. Lavidge and Steiners Hierarchy-of-effects model is created to show the process, or steps, that an advertiser assumes that customers pass through in the actual purchase process (Barry & Howard, 1990). The model is based on seven steps, which as with the other models must be completed in a linear way. The big difference between this model and the others is not only the steps, but also the view on how to pass them. Lavidge and Steiner (1961) write that the steps have to be completed in a linear way, but *a potential purchaser sometimes may move up several steps simultaneously* which is supported by Munoz (2002) who writes that normally ultimate customers do not switch directly from being interested to become convinced buyers.

Lavidge and Steiner identify the seven steps in the following order:

1. Close to purchasing, but still a long way from the cash register, are those who are merely aware of its existence.
2. Up a step are prospects who know what the product has to offer.
3. Still closer to purchasing are those who have favorable attitudes toward the product those who like the product.
4. Those whose favorable attitudes have developed to the point of preference over all other possibilities are up still another step.
5. Even closer to purchasing are customers who couple preference with a desire to buy and the conviction that the purchase would be wise.
6. Finally, of course, is the step which translates this attitude into actual purchase. (Lavidge & Steiner, 1961, p. 59)

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

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

Behind this model according to Belch & Belch (1998) the premises that advertising effects occur over time and advertising communication may not lead to immediate behavioral response or purchase, but rather, consumers must fulfill each step before he/she can move to the next stage in the hierarchy. (Belch and Belch 1998, p. 146)

As with the former models discussed, this model has also been criticized. The criticism on Lavidge & Steiners model is very similar to the one made on DAGMAR and AIDA. There is still no evidence on the fact that awareness of a products leads to purchase, and the steps are still unclear. Criticism has also been made on each individual step in the model. Critics do not think that the model explains how the customers will go from one step to another and to point out the steps without explaining them further is not seen as enough (Palda, 1966).

### **Criticism on the hierarchy of effects theory**

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

- 1. Not all buyers go through all stages,*
- 2. The stages do not necessarily occur in hierarchical sequence,*
- 3. Impulse purchases contract the process.* (Smith & Taylor, 2002, p. 97)

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

As seen earlier in this chapter the criticism on the models and theories are very similar. They have all been met with the criticism that customers do not always follow a straight line of steps when purchasing a product. Not all customers pass through all the steps before buying a product, some may stop at one stage, and some may go back several steps before later ongoing back for the product. Something that all of these models and theories are missing is the loop from the top to the end of the steps. A loop like this would show that a purchase is not always the end step, rather the beginning of an ongoing relationship with the customer (Smith & Taylor, 2002).

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

## **2.3 Concept of Advertising**

### **2.3.1 Definition of Advertising**

As the most dominant form of communication in customer marketing, advertising is often the first point of contact between service marketer and their customers, serving to build awareness, inform, persuade and remind. Advertising play a vital role in providing factual information about service and educating customers about product feature and capabilities. (Christopher I., 2007)

Advertising is often designed to add psychological value to product or brand. It pays a more important communications role in marketing consumer products than in marketing industrial products. Frequently purchased, low-cost products generally require heavy advertising support to remind consumers about the product. (Warren J., 2002)

Today, we all have strong concepts of what advertising is, and we also tend to have very strong opinions and prejudices about it. Advertising can have many ways of definition. It may be defined as a process of communication, a process of marketing, an economic and social process, and a process of public relations, as per the issue raised (Bov'ee and Arens, 1989).

According to Wijaya (2012), a recent definition of advertising contains new significant issue, such as media, audience, and goals. Advertising was also defined in some writings as a paid form of influential communication using mass and collaborative media to influence wide audiences so as to link known sponsor with buyers and provide necessary message for the product –goods and service. The above definition contains five basic features: the advertiser already paid, known the sponsor, distribute over wire audience of the possible consumers, need to notify and motivate or influence, and the message is carried out by various types of communication media.

According to Kotler and Keller (2012) Advertising is any paid form of non-personal demonstration and upgrade of ideas, goods, or services by a known promoter through print media (newspapers and magazines), broadcast media (radio and television), network media (telephone, cable, satellite, wireless), electronic media (audiotape, videotape, videodisk, CD-ROM, Web page), and display media (billboards, signs, posters).

## **2.3.2 Advertising Classification**

### **2.3.2.1 The Media of advertising**

According to Kotler and Armstrong (2008), advertising media is a means of transferring message of advertising to the potential audience that shall be are future customer. The importance of advertising makes most companies to invest the various ways of advertising to attract their customers to buy their product and service. Advertisers can create different impacts on media companies where the advertising message transfer in order to make motivated the mood and culture of consumer to buy their products. Therefore, the different influence of advertiser is common in advertising media.

#### **Electronic Media**

It is an advertising message transferring means by using electronic technology. This media contains television, radio, Internet, fax, CD-ROMs, DVD and other related form that uses electricity digital advertising message transferring. Print media and electronics media are stand in contrary. (Belch et al.2009).

**Television Advertising:** It has large impact in the advertising media as its development relatively recent to other media. Television advertising in terms of cost allocation rank the second from the press and recently it is outshining the other all media. Most published books express only the importance of commercial television medium (King, 1991). According to Belch et al, television is the perfect advertising medium. The capacity of television to show all aspect of visual images, sound, motion, and color create a favorable condition for advertisers to develop a special advertising application and request than other media.

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.

Audio and visual element can be combined to produce several types of television commercials, just as story can be told in many different ways. Emphasis can be placed on the story itself, on the problem to be solved, on the central character such as in a testimonial, or on special human emotion or story telling techniques such as satire, humor, fantasy, and so on. (Rajeeu B., 2005)

**Radio** commercials hold a marginal share among the main media categories, for example newspaper and television. However, it is still regarded as an important and useful medium in marketing and advertising in large cities and metropolitans. The broadcast of commercials on radio needs real feel orientation and voice is the single major determinant that draws the attention of listeners. Programs on sales and market news are the principal preferences of urban commuters for large metro radio stations (Parker, 1993).

According to Belch and Belch (2003), the followings are the major advantage of radio advertising in comparison with other advertising media these are cost and efficiency, selectivity, flexibility, mental imagery, and integrated marketing opportunities. It is inexpensive as it requires only the script and announcer in the station. And it is flexible ass it is ready to change and amend the message of the advertising idea until final time of it goes on air.

**Prints Media Advertising** – It contains Newspaper, Magazine, Brochures, and Fliers. In most cases products and services advertised in print media especially in newspapers or magazines. This advertising media has long time about two centuries. Also the print media should be attractive to reader and has to satisfy by large the needs of advertisers. (Button, Available at; <http://www.ehow.Com/info>)

**Outdoor advertising:** this has long time to serve as advertising taking a period of about 5,000 years ago. It is universally used advertising media specially in urban and sub urban area (Belch & Belch, 2003).As it is a common form of advertising it mostly uses various means and techniques to grasp the interest of the customers in outdoors.

The outdoor advertising is mostly known by the billboards, kiosks, and tradeshows. Out of those advertising the common largely used is billboard advertising as it has the capacity of holding the attention of the passers-by. In most cases, the kiosks serve to promote the product of the advertiser in addition to serve as outlet of the product. (Omcreddy, 2010)

According to E. Jerom McCarthy, 1993, the best media mostly depend on objective of promotion, the market target to reach, the availability of fund to advertise, and the media nature.

### **2.3.2.2 The advertising Message**

The success of the advertising is not by the budget allocated to run but also by the advertisement get response by consumer and communicate well. Advertising message designed well has significant value in the high cost advertising condition. (Kotler and Armstrong, 2012)

**Message Strategy** Kotler and Armstrong (2012) suggest in his writings, planning a strategy for message is a prominent stage in the formation of advertising message more effective. The advertising purpose of any company is to attract consumers to have attention on the company's product. Therefore, in developing an important strategy of message starts from identifying customer benefits. The company's broader positioning and customer value strategies is the source to develop the message strategy. Then the advertiser develops a creative concept that makes life for the message strategy. This also changed and become visual and phrase which lead those appeal to an advertising campaign. (Kotler and Armstrong, 2012)

By its nature, advertising appeal has three characteristics. They are meaningful, believable, and distinct. (Kotler and Armstrong, 2012)

### **Designing a Message**

After identifying the need of audience response, the company under advertising makes a message that must be effective. The effective message follows the AIDA model which consists of get attention, hold interest, arouse desire, and obtain action. Practically in some case, message lead consumer from awareness to purchase, but the AIDA model shows the attractive importance of a better message. Before making the message into action the marketing officer should define the message content what to say and the message structure how to say. (Kotler and Armstrong, 2012)

### **Message Content**

Kotler and Keller (2012) express about message appeal in a way that strategies which is creative can pave the way to transform message to a detailed communication issue by the marketers.

Communicators use negative appeals such as fear, guilt, and shame to get people to do things (brush their teeth, have an annual health checkup) or stop doing things (smoking, abusing alcohol, overeating). Fear appeals work best when they are not too strong, when source

credibility is high, and when the communication promises, in a believable and efficient way, to relieve the fear it arouses. Messages are most persuasive when moderately discrepant with audience beliefs. Stating only what the audience already believes at best just reinforces beliefs, and if the messages are too discrepant, audiences will counter argue and disbelieve them.

Communicators also use positive emotional appeals such as humor, love, pride, and joy. Motivational or “borrowed interest” devices, such as the presence of cute babies, frisky puppies, popular music, or provocative sex appeals are often employed to attract attention and raise involvement with an advertisement. These techniques are thought necessary in the tough new media environment characterized by low-involvement consumer processing and competing ad and programming clutter. Attention-getting tactics are often too effective. They may also detract from comprehension, wear out their welcome fast, and overshadow the product. Thus, one challenge is figuring out how to “break through the clutter” and deliver the intended message (Kotler and Keller, 2012) The marketer has to figure out an appeal or theme that will produce the desired response. There are three types of appeals: rational, emotional, and moral.

**Rational appeals** related with internally by the audience’s interest himself. These appeals indicate only that products create the appropriate benefits which mostly expressed as quality of products, monetary value, aesthetic value and the activity it performs. **Emotional appeals** try to ignite emotion of negative or positive which initiate purchase. Advertiser shall prefer to use those appeals which vary from love, joy, and humor to fear and guilt.

Promoter of those messages state they will make more attention and increase the belief on the sponsor and the type of brand. The idea here show the consumers always first feel and then they think later as persuasion is naturally emotional. **Moral appeals** are directed to an audience’s sense of what is “right” and “proper.” They are often used to urge people to support social causes, such as a cleaner environment or aid to the disadvantaged. (Kotler and Keller, 2012)

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. In this section we will examine several common

types of message appeals, including comparative advertising, fear, and humor (Belch & Belch, 2009)

### **Comparative Advertising**

Comparative advertising is the practice of either directly or indirectly naming competitors in an ad or comparing one or more specific attributes. Comparative advertising may be particularly useful for new brands, since it allows a new market entrant to position it directly against the more established brands and to promote its distinctive advantages. Direct comparisons can help position a new brand in the evoked, or choice, set of brands the customer may be considering (Belch & Belch, 2009).

### **Fear Appeals**

Fear is an emotional response to a threat that expresses, or at least implies, some sort of danger. Ads sometimes use fear appeals to evoke this emotional response and arouse individuals to take steps to remove the threat. Some, like the antidrug ads used by the Partnership for a Drug-Free America, stress physical danger that can occur if behaviors are not altered. Others like those for deodorant, mouthwash, or dandruff shampoos threaten disapproval or social rejection (Belch & Belch, 2009).

### **Humor Appeals**

Humorous ads are often the best known and best remembered of all advertising messages. Humor is usually presented through Radio and TV commercials as these media lend themselves to the execution of humorous messages. However, humor is occasionally used in print ads as well. Advertisers use humor for many reasons. Humorous messages attract and hold consumers' attention. They enhance effectiveness by putting consumers in a positive mood, increasing their liking of the ad itself and their feeling toward the product or service. And humor can distract the receiver from counter arguing against the message (Belch & Belch, 2009)

### **Message Format**

Kotler and Armstrong (2012) suggest that the marketing communicator also needs a strong format for the message. In a print ad, the communicator has to decide on the headline, copy, illustration, and colors. To attract attention, advertisers can use novelty and contrast; eye-catching pictures and headlines; distinctive formats; message size and position; and color, shape, and movement. If the message is to be carried over the radio, the communicator has to choose

words, sounds, and voices. The “sound” of an ad promoting banking services should be different from one promoting an iPod. If the message is to be carried on television or in person, then all these elements plus body language must be planned. Presenters plan every detail facial expression, gestures, dress, posture, and hairstyles. If the message is carried on the product or its package, the communicator must watch texture, scent, color, size, and shape. For example, color alone can enhance message recognition for a brand. One study suggests that color increases brand recognition by up to 80 percent, think about Target (red), McDonald’s (yellow and red), John Deere (green and yellow), IBM (blue); or UPS (brown). Thus, in designing effective marketing communications, marketers must consider color and other seemingly unimportant details carefully.

### **Message Structure**

According to Kotler and Armstrong (2012); decision by marketers must be made to manage the issue of structure of message. The three message structure that need to be handled are to draw a conclusion or leave it to the audience, to present the strongest arguments first or last, and to present a one-sided argument (mentioning only the product’s strengths) or a two-sided argument (touting the product’s strengths while also admitting its shortcomings). In each message structure there is suggested research, when we come to the first, mostly the conclusion is left to the audience, regarding arguments presentation first strong argument is advisable, and the types of argument frequently one sided argument has more effectiveness in usual sales activity with the exception of audience education and when there is a negative connection to defeat by the communicator. Otherwise the two-sided is recommended.

In this spirit, Heinz ran the message “Heinz Ketchup is slow good,” and Listerine ran the message “Listerine tastes bad twice a day.” In such cases, two-sided messages can increase the advertiser’s reliability that will do buyers more reluctant to opponents’ attack created.

### **The Message Source**

#### **Source credibility theoretical background**

The component of source has versatile concept. Consumers get information from friends, relatives, and neighbors. The term source to mean the person involved in communicating a marketing message directly or indirectly. A direct source is a spokesperson that delivers message and/or demonstrates a product or service. An indirect source is, say, a model doesn’t actually

deliver a message but draw attention to and/or enhances the appearance of the advertisement (Belch and Belch, 2003 p.168)

In personal or nonperson communication, the message's impact also depends on how the target audience views the communicator. Messages delivered by highly credible sources are more persuasive. Thus, many food companies promote to doctors, dentists, and other health-care providers to motivate these professionals to recommend specific food products to their patients. And marketers hire celebrity endorsers, well-known athletes, actors, musicians, and even cartoon characters to deliver their messages. Sarah Jessica Parker speaks for Garnier and Keith Richards endorses Louis Vuitton. A host of NBA superstars lend their images to brands such as Nike, McDonald's, and Coca-Cola. But companies must be careful when selecting celebrities to represent their brands. Picking the wrong spokesperson can result in embarrassment and a tarnished image.

For example, the Kellogg Company dismissed Olympic swimmer Michael Phelps after he was caught on video smoking marijuana. And more than a dozen big brands faced embarrassment when golfer Tiger Woods' personal problems were publically exposed, tarnishing his previously pristine image. Gatorade, AT&T, and Accenture abruptly ended their associations with Woods; Nike, Gillette, EA Sports, and others stayed with the troubled golf superstar in hopes that the public would forgive his indiscretions. "Arranged marriages between brands and celebrities are inherently risky," notes one expert. "Ninety-nine percent of celebrities do a strong job for their brand partners," says another, "and 1 percent goes off the rails."(Kotler and Armstrong, 2012)

Many firms spent huge sums of money for a specific person to endorse their product or company. They also spend millions recruiting, selecting and training salespeople to represent the company and deliver sales presentations. They recognize that the characteristics of the source affect the sales and advertising message. (Belch and Belch 2003, p.168) marketers try to select individuals whose traits maximize message influence. The source may be knowledgeable, popular and/or physically attractive. Attractiveness and credibility are among the three key dimensions Herbert kelman's source attributes which influences the recipient's attitude or behavior through a different process.

### **2.3.2.3 Source Models**

What is important is the spokesperson's credibility. The three most often identified sources of

credibility are expertise, trustworthiness, and likability. Expertise is the specialized knowledge the communicator possesses to back the claim. Trustworthiness describes how objective and honest the source is perceived to be. Friends are trusted more than strangers or salespeople, and people who are not paid to endorse a product are viewed as more trustworthy than people who are paid. Likability describes the source's attractiveness. Qualities such as candor, humor, and naturalness make a source more likable. The most highly credible source would score high on all three-dimension expertise, trustworthiness, and likability. Pharmaceutical companies want doctors to testify about product benefits because doctors have high credibility (Kotler and Keller, 2012).

The source credibility model and the source attractiveness model are categorized under the generic name of source models since these two models basically inform and reflect research of social influence theory/source effective theory which argues that various characteristics of a perceived communication source may have a beneficial effect on message receptivity (Erdogan, 1999)

### **The source credibility model**

The source credibility model stated that the efficacy of the message as communicated by an endorser would depend on the endorser's expertise, trustworthiness, and attractiveness as perceived by the consumers (Hovland and Wiess, 1951; McGuire, 1969; Ohanian, 1991). The source credibility model is proposed by Hovland, Janis and Kelley (1953), contend that expertise and trustworthiness are the essential factors leading to the perceived credibility of a message. Expertise is defined as the degree of skill knowledge, opinion possessed by an expert; communicator is supposed to become a source of suitable declaration about the object, and trustworthiness is also mentioned as the extent of consumer's assurance in the communicator's purpose to exchange ideas of statements that the consumers think of mainly legal as cited by Roy et al., (2013).

### **Applying expertise**

Hoyer and MacInnis (2010) listed in their consumer behavior book, people mostly admit a message from someone who is supposed as a person who has knowledge and is considered as an expert for some specific matter other than those who has no experience about some topic. A sales person who has deep knowledge and express the product extensively will be considered as more

reliable than those who have formal knowledge of the product. This is happened because of the development of attitude and opinion through different internalization process that become individual belief system. Most of the time marketers are willing to deal with communicators who have high reliability. Various techniques are used by the company to take source expertise. In order to maximize perception of customers on expertise, sales person has to get training on product line. To ensure the expertise, marketers who have product of highly technical, recruit sales person who has specialized technical knowledge in different fields.

As per the study by Ohanian, (1990), the celebrity endorser who has perceived expertise contributes more to explain purpose of purchase than the attractiveness or trustworthiness of the celebrity. She points out in her study that celebrity spokespersons are most effective when they are knowledgeable, experienced, and qualified to talk about the product they are endorsing.

### **Applying trustworthiness**

The important attribute of dignity, believability and honesty controlled by endorser and perceived by the customers is source trustworthiness. It was found to be a significant forecaster of source credibility (Friedman et al.,1976). The listener's degree of confidence and level of acceptance of the speaker and the message will be seen by the trust paradigm in communication. (Ohanian, 1990) Someone who is supposed as trustworthy is more likely to be believed than someone who is not (Hoyer and Macinnis, 2010 p. 131). Many trustworthy public figures hesitate to endorse products because of the potential impact on their reputation and image. Therefore, finding celebrity with a trustworthy image is often difficult.

### **Applying Source Attractiveness**

The last but not the least element of source credibility is attractiveness. Attractiveness was related to three attributes namely, similarity, likeability and familiarity of the endorser. Similarity denoted the likeness that was supposed between the endorser and the consumer. Familiarity was also shows the knowledge about the source that the consumer gained through the repeated coverage about the celebrity. And likability is expressed as friendliness of the endorser as the consequence of the appearance physically have, personal behavior, and other personal character.

### **Applying Likability: Using Celebrities**

Now and then most of the consumers are in viewing different voice and image in different advertising media namely magazines, newspapers, and on billboards, websites, radio and

television. From the advertising flows each brand tries to catch some of the audience time to create awareness about the product wonderful components it has at hand. The major problem of marketers is to get a mechanism which takes the time of consumer attention on considering the message they pass on. Use of celebrity endorsers is mostly appropriate way of marketing strategy to attain the problem of finding means that holds the subject attention. (Singh, 2012)

Advertisers accept the importance of considering representative well known in different fields like TV and movies star, athletes, musicians, and other popular public figures. Most of the TV Advertisers recognize the value of using spokespeople who are admired TV and movie stars, athletes, musicians, and other popular public figures. It is estimated that nearly 20 percent of all TV commercials feature celebrities. The power of Celebrities is to attract attention in a difficult media environment to advertising messages. There is a constructive impact on consumers' feelings, attitudes, and purchase behavior by celebrity as per the marketers thinking. And there is believe of marketers about celebrity's capacity to improve the target audience's perceptions of the product in terms of image and/or performance. For instance, when potential buyers listen a message about a product performance from a well-known athlete he will be eager to use.

In most cases, advertisers prefer including a physically attractive person for their advertising to as model instead of using as active communicator. But suggestion by research shows that a positive impact can be generated in attractive communicators rather than less attractive models. The gender application is important to be considered depending a product under advertising.(Belch and Belch, 2003 p.177).

## **2.4 Objectives of Advertising**

### **1) Introduce a product**

The main thing that advertising is coming into the ground is to introduce the new product in the market. Entering to the market is taken place can be done by the existing brands or a new brand.

### **2) Introduce a brand**

Now a day in the market there are some new start-ups. The services are among the most which come to market. As service did not market each service product it is considered as a brand.

### **3) Create Awareness**

The main thing in advertising is to get attention people to have awareness about the products feature in the market. It is also supported by one of the advertising model of AIDA.

#### 4) Customers acquiring or switching brand

It is well known that all advertising has the intention of acquiring customers if possible more customers. This can be done by passing strong message so as to make customer brand switching.

#### 5) Value creation and differentiation

A good advertising with its content will make customer to differentiate the products of one competitor to others. One of the major things in advertising to Create value is advertising the promises and commitments that it will keep in addition to feature of products.

#### 6) Brand building

In order to build value of brand a regular advertising and submit a quality product and keep the promise is required. Some brands invest fund to build parent brand expecting that when one brand decline the other parent brand can be safe.

#### 7) Positioning the product – Product and brand recall

Product and brand recall is the main factor to purchase any product in the market. Therefore, the purpose of advertising is to bring the brand in correct position of customer mind.

#### 8) Increase sales

Whichever methods of advertising is applied, finally output and aim is to maximize sale of the product. This will happen successful when there is properly designed and proposed audience focused advertising is made.

#### 9) Increase profits

By advertising a product, value will be increased, product differentiation will be created and sales volume increased then it is obvious that the profit of such company will be increase. Advertising is not simple expense for the company rather it is the investment that will create positioning to demand high profit.

#### 10) Create Desire

As per the AIDA model of advertising, the necessity of advertising is to create a desire for the product which will make the customer initiated to get the product.

#### 11) Call to action

In the case of digital advertising, call is the main objective of digital marketers. Call to action can be performed using Email form, clicking on a link, watching a video.

## **2.5 What is Brand**

The definition of brand in various marketing literature is given from different perspective. Therefore, it is difficult to find a concise definition. The word Brand is derived from the old Norse word brand, which means “To burn” as brands were and still are a means by which owners of livestock mark their animal to identify them (Keller 2004).

According to American marketing association (AMA), the term brand is defined as a name, term, sign, symbol, or design in a separate form or in two of each or all planned to differentiate the goods and services of one seller to other competitors. According to Choudhury (2001) a brand is also defined basically as each satisfaction in total which is presented to customers who buy a particular brand. When we say satisfaction in total, its name, ingredients, price, packaging, distribution, and reputation in single term its performance. Brand strength can be expressed as the component of brand to get recognition and the quality of the product that will create a positive belief on customers to the brand. (Robert P., 2006)

Brand Equity was defined as the brand assets (or liabilities) linked to a brand’s name and symbol that add to (or subtract from) a product or service. These assets can be grouped into four dimensions: brand awareness, perceived quality, brand association, and brand loyalty.

## **2.6 The concept of Brand preference**

If you focus only on the brands relationship with its customers, however, Kevin Keller has argued that a brand has equity if the knowledge that the customer has about the brand-in terms of greater familiarity with it, and more favourable strong, congruent, unique, and leverage able association with it-lead to greater consumer preference. (Rajeeu B., 2005)

In marketing literature, the word preference means the desirability or choice of an alternative. Preferences are above all behavioral tendencies (Zajonc and Markus, 1982). Brand preference is defined variously as the consumer’s predispositions toward a brand that varies depending on the salient beliefs that are activated at a given time; the consumer biasness toward a certain brand; the extent to which a consumer favors one brand over another. For this study a working definition for brand preference is offered: “the biased behavioral tendencies reflecting the consumer’s predisposition toward a brand”. (Ebrahim, 2011)

The term “Brand Preference” means the preference of the consumer for one brand of a product in relation to various other brands of the same product available in the market. The choice of the consumers is revealed by brand preference. Brand preference is the extent that respondents preferred and intended to stay with their service provider (Holbrook, 2001)

Rossiter and Bellman, (2005) suggest different levels of preferences and their corresponding states of loyalty. There is strong brand preference for single or multiple brands; the state at which consumers can be loyal to a certain brand. Moderate brand preference refers to the state of brand switching, where there is no inclination towards a certain brand and consumers are more likely to switch from one brand to another. Neutral preference refers to how consumers can be unaware of the brand or loyal to other brands. Negative brand preference occurs when consumers are not, and will not become, loyal. Each brand preference level represents a market segment; therefore, marketing managers design strategies, targeting consumers at each segment, based on the level of preference. Consumers’ moderate or neutral brand preferences can be stimulated to become strong. However, consumers with a negative brand preference cannot be loyal; rather, they can end up with a weak or moderate preference level.

According to Aaker (1996), for new or niche brands, recognition can be important. For well-known brands recall and top-of-mind are the most sensitive and meaningful. Brand knowledge and brand opinion can be used in part to enhance the measurement of brand recall. Consumer tastes and preferences for a product or brand might be built through one or more of the following distinct modes:

- Need association: the product or brand is linked to one need through repeated association.
- Mood association: the mood is attached to the product or brand through repeated association.
- Subconscious motivation: suggestive symbols are used to excite consumers' subconscious motives.
- Behavior modification: consumers are conditioned to buy the brand by manipulating cues and rewards.
- Cognitive processing: perceptual and cognitive barriers are penetrated to create favorable attitudes, and finally

- Model emulation: idealized social lifestyle models are presented for consumers to emulate (Katke, 2007).

## **2.7 Empirical Literature review**

Advertising is more than a tool for selling foods and services. It has one overriding task, to position a brand in the prospectus perception or perceptual space in relation to competitors, so as to create distinctiveness and preference. (Singh, 2012)

### **Influence of advertisement on Brand Preference**

According to a research conducted in Karachi, Pakistan in Cosmetics industry so as to determine the impact of advertising on buying behavior of the customers, his results tell that advertisements are useful in creating the awareness among the consumers. TVCs and billboards are widely used by the different marketing departments of the cosmetic companies which are targeting above the line through these medium. Their ads contain enough information to attract the consumers as well as create the awareness in the mind of the customers. First hypothesis was supposed to check the relationship between the advertisement and the consumer awareness. by Samar Fatima and (Samreen L, 2015)

According to a research conducted in Adama City, Ethiopia Beer Products to assess the Impact of Advertisement on Brand Preference, the result indicates that among advertising media, TV advertising has high degree of influence than other media do, because of its sight, sound, and motion effect. In contrary, among advertising media Internet advertising is the least accessible and preferred media due to its less exposure for audiences (consumers) to choose their beer brand type in the area under study. The result of correlation analysis revealed that all components of advertisement such as, advertising media, source of advertising and characteristics of advertising messages are well correlated with brand preference of beer. All advertising media except internet advertisement have positive and significant impact on consumer's brand preference such as, TV, Radio, Newspaper, Magazine and outdoor advertising but, internet advertising in the area under study has no significant impact on brand preference of beer. (Gosa Lema, 2015)

H1: Advertising media has positive influence on consumer's brand preference.

Michael (2012) had conducted a study on the Impact of Media on Consumers' Brand Preference" A Study on Carbonated Beverage Market with Reference to Coca-Cola. The finding shows that brand preference exists in the carbonated beverage Market and the media efforts affect consumer preferences and their brand choice. The research conducted by taking three main variables, namely Information, communication, and comprehension. This research revealed that the variable information has high influence in advertisement in consumers' brand preference. Here the variable information is measured by three dimensions; they are attractiveness, attention, and awareness. 56% of respondents are highly influenced by information of these three dimensions' in advertisement.

According to a research conducted in Addis Ababa in the case of Anchor milk to examine the Effect of Advertising on Brand preference, her study result indicates that among advertising media, TV advertising has high degree of influence than other media do, because of its sight, sound, and motion effect. All elements of source of advertising such as celebrity, experts, peer group and family have significant impact on consumer's brand preference. Moreover, experts have greater positive effect on the perception of the respondents. All elements of messages factors do have significant impact on consumers Anchor milk preference. (Bruktawit Amtataw, 2017):

H1: Advertising message factor has positive influence on consumer's brand preference.

According to a research conducted in Islamabad on different electronic products to examine the impact of advertisement on consumers' brand preference, his finding shows that People prefer brands product through advertisement. According to this study, advertisement creates brand awareness in the mind of people through medium of advertisement. Respondents chose Sony and Dawlance for TV and Refrigerator and Split AC as their favorite brands respectively. Samsung mobile are the people favorite brand. People prefer TV advertisement for acquire information of the brand and prefer brand name the advertisement. People also change the preference of electronic product by seeing celebrity in an advertisement. This also proves that customer's rely on celebrity aspect of the advertisement you remember most. (Bilal A., 2013)

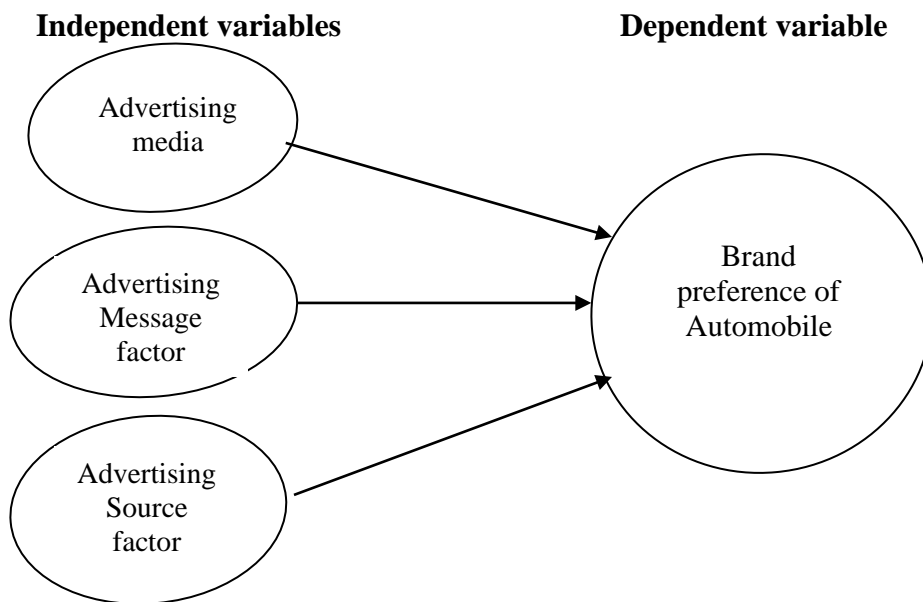
Strout R (2008) in his case material "Pepsi and Madonna" examines the use of entertainment personalities in advertising commercial products through the example of Pepsi's use of Madonna. It illustrates how companies try to tie the success of the artist to their product. The paper

demonstrates the need for clear evaluation of the celebrity endorser, their public image, and if the relationship between the artist and the product applies to the advertising rules. When Pepsi picked Madonna, the choice turned out to be too hot to handle. The \$5 million campaign featuring the extravagant vocalist had to be scrapped because of its links to Madonna's highly controversial "Like a Prayer" music video."

H1: Message Source factor has positive influence on consumer's brand preference.

## 2.8 Conceptual Framework

For this study the following conceptual frame work is developed to test the hypothesis. The three advertising factors which was under this study are namely the advertisement media, the message factor, and the source factor were used for measuring the influence of advertising on consumers' brand preference.



*Figure 1. Conceptual Framework*

**Source:** Adopted from (Samreen L, 2015 and Gosa Lema, 2015); (Bruktawit Amtataw, 2017 and Michael, 2012); (Bilal A., 2013 and Strout R, 2008)

## CHAPTER 3

### RESEARCH METHODOLOGY

In this chapter the research methodology which are used to carry out this thesis presented; the research approach, research design, population and sampling technique, data sources and types, data collection instruments and procedures in addition to method of data analysis. Finally, reliability and validity of the data collection instrument and ethical considerations are presented.

#### 3.1 Description of the study area

The study was conducted in Addis Ababa, Ethiopia. The researcher decided to conduct the study in Addis Ababa city because it is a place where the various automobile is found, thus it will be easier for the researcher to collect data from respondents who own automobile as well as consumers of automobile.

#### 3.2 Research Approach

Research approach is detail plans and the procedures undertaken for research that span the steps from broad assumptions to detailed methods of data collection, analysis, and interpretation (Carrie, 2007). The overall decision involves which approach should be used to study a topic, procedures of inquiry and specific research methods of data collection, analysis, and interpretation

There are two basic approaches to research, viz., *quantitative approach* and the *qualitative approach*. The quantitative one is a research procedure in the study considering quantitative data which is subject to quantitative analysis in a formal type. This approach can be further sub-classified into *inferential*, *experimental* and *simulation approaches* to research. *The inferential approach* has a purpose of forming a data base which uses to infer characteristics or relationship of population. This relationship will be studied by doing survey research on reasonable sample taken from the population in order to determine their characteristics, expecting that the population will have the same characteristics. *Experimental approach* is done by considering a research environment in much greater control and some variables in this case are taken to observe their effect on other variables *Simulation approach* is undertaken by doing artificial environment and from the constructed environment relevant information and data can be taken.

An observation of the dynamic behavior of a system (or its sub-system) under controlled conditions will be allowed by taking relevant information and data from constructed artificial environment.

*Qualitative approach* to research is mainly focus on subjective evaluation of attitudes, opinions and behavior. Research in such condition is a task of researcher's insights and impressions. The result of qualitative approach is either in non-quantitative form or in the form which are not subjected to rigorous quantitative analysis. The data collection technique for the qualitative approach is focus group interviews, projective techniques and depth interviews are used. (C.R. Cothari 1990)

In my study I used the inferential research approach which has a purpose of forming a data base which uses to infer characteristics or relationship of population. This relationship will be studied by doing survey research on reasonable sample taken from the population in order to determine their characteristics, expecting that the population will have the same characteristics.

### **3.3 Research Design**

Research design is the plan used to carry out the study within the guidelines of the research method, consistent with the research question and hypotheses (Bhattacharjee, 2012). According to Rahi (2017), research design approach classified as exploratory, descriptive and explanatory or causal research. Exploratory research is undertaken to explore an issue or a topic, to look for new insights, or to reach a greater understanding of an issue.

On the other hand, descriptive research includes different kinds of survey and fact findings enquiries. Its main interest of it is description of an issue as it exists before. The main characteristics of descriptive research there is no control by researcher on the variable under study the only right of him is to report the happening taken place. The methods of research utilized in descriptive research are survey methods of all kinds, including comparative and correlation methods.

In *analytical research*, on the other hand, the researcher has to use facts or information already available, and analyze these to make a critical evaluation of the material. According to Vogt (1999), as cited by Carrie (2007) when the focus is on cause-effect relationships, the study will be causal or explanatory research that explains which causes produce which effects. This type of

research helps to get fresh insight into a situation in order to build, elaborate, extend or test a theory.

In this study, I used the dependent variable of brand preference of automobile; the independent variables are advertisement media, advertisement source factor (Endorser), and advertisement message appeal. Among the research design, the appropriate research design for this study is descriptive and explanatory design as the main objective of the paper is to describe and explain the influence of advertisement on consumer brand preference in the case of automobile. It is descriptive as descriptive data was collected through detailed questionnaire and it is also explanatory as the research explained the relationship between the effect of advertising on consumers' brand preference.

### **3.4 Population and Sampling**

#### **3.4.1 Population of the study**

Target population is the entire group of people or objects to which the researcher wishes to generalize the study findings. It is the complete set of units of analysis that are under investigation, while element is the unit from which the necessary data is collected (Bhattacharjee, 2012). In this study the target population frame is owners of various brands automobile residents in Addis Ababa.

#### **3.4.2 Sampling Method**

There are two sampling methods in the study namely Probability sampling and non Probability sampling. According to Creswell, (2009), probabilistic 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 random 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.

#### **3.4.3 Sampling Technique**

Probable sampling representation technique random sampling was used, and complete the structured questionnaire on voluntary basis is used to determine the sampling technique of this

study. Random sampling is applied by dividing the total population into many subgroups. In this research the ten sub-city administration of Addis Ababa is considered as whole population in to geographically. In this research it is believed that owners of automobile live in all sub-cities. From the total ten sub-cities, five sub-cities were taken as sample systematically. From the total of ten sub-cities, the researcher took five sub-cities at random sampling because the numbers of sub-cities are very small. First the names of all ten sub-cities are written on identical slip of paper and folded each paper in similar ways. Then the folded papers are put on a bowl and mix them and drawn five slip without looking.

### 3.4.4 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).

Since the population I found from web page 515,384 is very large to cover all of them and in such case taking a sample that can reasonably represent the population is advisable than to include every member of the population of interest in a research study. My sampling design was based on under probable sampling representation technique-multi stage cluster sampling, and to complete the structured questionnaire on voluntary basis.(www.2merkato.com)

For this study, the sample size determination was undertaken by using the formula developed by Krejcie and Morgan (1970). Sample size from the customers is calculated as follows:

$$n = \frac{x^2 N p (1-p)}{d^2 * (N-1) + x^2 p (1-p)}$$

Where: n = required sample size.

$x^2$ = table value of chi - square for one degree of freedom at the desired confidence level (3.841 for 0.95 confidence interval).

N = the given population in this case 515,384

p= population proportion (assumed to be 0.5 since this would provide the maximum sample size.

d= the degree of accuracy set at 0.05.

$$n = \frac{3.841 * 515384 * 0.05(1-0.5)}{0.05^2 * (515384 - 1) + 3.841 * 0.5(1-0.5)}$$

$$n = 384$$

4% was added to accommodate possibilities of non-response and inappropriate responses, to the calculated sample size I found from the formula result. That is  $384 * 0.04 = 399.36$

The above sample size equation gives result of 399

### **3.5 Data source and types**

The study was based on primary data sources which were gathered through questionnaire which is structured. In this study the four given constructs have been measured by twenty-two questions using a five-point Likert scale adapted from the study conducted by Ha, et al. (2011). The adapted questionnaire (Annexure.1) sufficient reliability estimates measurement is done and the English version of the survey instrument was used in the study so that to avoid any misinterpretation and reliability loss that may encountered during translation process in to local language (i.e. Amharic).

### **3.6 Data Collection procedure**

For collection of data, I used Simple Random Sampling technique. Collection of primary data was undertaken by using structured questioner. From selected sub cities of Addis Ababa, data was collected by close ended self-administered questionnaires, qualifying question of whether the individual have exposed to automobile 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.

A structured questionnaire with predetermined questions is the instrument that is applied to collect primary data from respondents. The questions are close ended that give respondents to rate their view of the influence of advertisement in their brand preference 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 effect of advertising on consumer brand preference. 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. As per the sampling technique

mentioned above, the questionnaires of 399 were evenly distributed to the five sub city namely; Gulele, Arada, Kirkos, Nifas silk Lafto, and Bole and collected accordingly.

### **3.7 Ethical consideration**

Ethics in research of business is considered as the set of behavioral principles and norms starting from the first phase where the research topic is selected on the study. This ethical code of conduct application reflects behavior of the entire participant in the research project namely the researcher and the participants. (Sekaran, 2003). Churchill (1995) show the difference among the ethical and legal considerations. Ethics are more proactive and comprehensive than law; some actions can be legal but not ethical. The moral principles, social responsibility, anticipation of harm and preserving people from harmful actions all underline the ethics.

Accordingly, the ethical principles for this study were considered at every phase along with the participated parties in each phase. Before starting the research – this is the phase of writing the proposal which concerns the researcher’s plan to follow the scientific practices to answer the research questions. It also involves drawing estimates about the research cost and time limitations, novelty and benefits of the topic, and availability of information (Hair *et al.*, 2003). Accordingly, the researcher spent time preparing for the research and reviewing the literature using the available databases provided.

### **3.8 Validity & Reliability**

#### **3.8.1 Validity**

Validity, often called construct validity, refers to the degree in which the test is truly measuring what it is supposed to measure. It states how good a test is for a particular situation (Bhattacharjee, 2012). If a test has poor validity, then it does not measure the content and competencies it ought to.

An assessment of how well a set of scale items matches with the relevant content domain of the construct that is trying to measure defines the validity of the content. In order to ensure the content validity of this research, representative sample of respondents were taken. Moreover, the appropriateness of the questions was verified by the advisor of this research. On the other hand, important inputs were found from the pilot test response and adjustments were made accordingly in order to provide accurate and relevant questions.

### 3.8.2 Reliability

Reliability is the degree to which the measure of a construct is consistent or dependable. In other words, using this scale to measure the same construct multiple times, the probability of getting pretty much the same result every time is high, assuming the underlying phenomenon is not changing (Bhattacharjee, 2012). Reliability states how trustworthy a score on that test will be but not accuracy.

With regards to consistency of the measures of the instrument, 399 copies of questionnaires were distributed for the survey, 284 questionnaires were completed and returned in order to ensure reliability of the responses. The most common measure of internal consistency used by researchers is a statistic called Cronbach's coefficient Alpha (the Greek letter  $\alpha$ ), which is a reliability measure designed by Lee Cronbach in 1951. This is the most frequently used reliability test to measure internal consistency when using Likert scale (Bhattacharjee, 2012). According to Hair, et al., (2010), if  $\alpha$  is greater than 0.7, it means that it has a high reliability and if  $\alpha$  is smaller than 0.3, then it implies that there is low reliability.

The overall reliability of the instruments was measured and the Cronbach's  $\alpha$  was 0.872, which is above the acceptable value of 0.7. Based on the results presented in Table 1, it can be concluded that all the scales used in this research were reliable, and could thus be used to measure the variables under the study.

*Table 1. Overall reliability*

Measurement	Number of Items	Cronbach's $\alpha$
<i>Media factor</i>	5	0.695
<i>Source factor</i>	4	0.551
<i>Message factor</i>	7	0.767
<i>Consumers' Brand preference</i>	6	0.755
Reliability of all items	<b>22</b>	<b>0.872</b>

Source: SPSS data output

### **3.9 Data analysis**

The primary method of analysis for this study was focused on the information gathered from the respondents. The data was analysed using statistical methods. The data gathered from the respondents was put in the SPSS to analyze the various factors and dependability of the variables. (Robert, 2006)

Descriptive statistic was 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 was 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 modelling, is appropriate statistical technique when examining the relationship between a single dependent variable and several independent or predictor variables.

Binary logistic regression was used to identify factors associated with the customer brand preference. The Bivariable analysis was conducted and variables with p Model selection were done using a backward regression method. Multi-collinearity was tested to check whether two or more predictors in the model are correlated and provide redundant information about the response. Binary and multivariable logistic regressions were done to see the relationship (associations) of the dependent variable with multiple factors. Variables with a p-value of less than 0.2 was entered into the multivariable logistic analysis model and in the multivariable analysis, the degree of association between independent and dependent variables was assessed using an odds ratio along with a 95% confidence interval was used. Finally, variables with a p-value of less than 0.05 will be considered statistically significant.

## **CHAPTER 4**

### **DATA PRESENTATION AND ANALYSIS**

This chapter deals with the demographic analysis of the respondents, the reliability of the data, the descriptive statistics of the variables, the correlation analysis, the assumption and hypothesis testing, the regression analysis, as well as the interpretation of results. Finally, discussion of results is presented in order to address the research objective. The data collected from respondents were analysed and interpreted using SPSS version 24.

#### **4.1 Descriptive Statistics**

In the first place, available data properly has been coded and seriously checked the next step was calculating descriptive statistics. The purpose of descriptive statistics is to organize, summarize, describe and present data through numerical calculations, graphs or tables. According to (Nicholas, 2006), descriptive statistics only makes statements about the sample. The three main types of descriptive statistics are frequencies, measures of central tendency (also called averages), and measures of variability.

Based on chapter 3 sample calculation, the total number of samples for which a questionnaire was distributed for 399 customers. Out of these, a total of 390(97.74%) questionnaires were returned. However, 6 questionnaires were found to be incomplete and inappropriately filled. Therefore, the analysis was conducted on 384 (96.24%) of the questionnaires.

The questionnaires used consist of three sections in this research. Demographic characteristics of customers consist of the first section which was used to capture the general information. The second section shows the rank of automobile advertising that most influence brand preference by respondent. The third main section consisted of 22 indicator questions headed by five constructs that were aimed to address the effect of advertising. The independent variables are the media factor, the source factor and the message factor and the dependent variable is consumers' brand preference.

##### **4.1.1 Demographic Analysis of Respondents**

In this sub-section, descriptive statistics is presented to characterize the sample in a way that makes the analysis more meaningful for readers. Demographic analysis is about the background

information of respondents such as gender, age, education level, work status, monthly income, and marital status.

As shown in Table 2, male respondents constituted the largest share of the gender composition representing 60.2% of the total respondents while 39.8% were female.

*Table 2. Demographic Analysis of Respondents (Gender)*

<b>Gender</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	1	231	60.2	60.2	60.2
	2	153	39.8	39.8	100.0
	Total	384	100.0	100.0	

Source: SPSS data output

In terms of age range, the largest number of respondents was in the age range between 31 and 45 years, which accounted for 52.9% of the respondents. The second largest number of respondents was in the age range between 18 and 30 years of age which accounted for 30.7% of the respondents. The remaining 14.8% and 1.6% of respondents were between 46 and 60 years of age and above 60 years of age respectively.

*Table 3. Demographic Analysis of Respondents (Age)*

<b>Age</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	18-30	118	30.7	30.7	30.7
	31-45	203	52.9	52.9	83.6
	46-60	57	14.8	14.8	98.4
	>60	6	1.6	1.6	100.0
	Total	384	100.0	100.0	

Source: SPSS data output

Majority of the respondents had a first degree consisting of 53.6%, the second largest respondents have masters and above which consist 31.8%, and the remaining 9.4% and 5.2% of the respondents are diploma holder and high school respectively.

*Table 4. Demographic Analysis of Respondents (Education)*

<b>Education</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	7-8	5	1.3	1.3	1.3
	High school	15	3.9	3.9	5.2
	Diploma	36	9.4	9.4	14.6
	Degree	206	53.6	53.6	68.2
	Masters & above	122	31.8	31.8	100.0
	Total	384	100.0	100.0	

Source: SPSS data output

Concerning the occupation of respondents, the largest number of respondents were employees in different status, which consists of 82.6% of the total number, while 9.6% were self-employed, the remaining 6.3% and 1.6% were part-time worker and students.

*Table 5. Demographic Analysis of Respondents (Current Working Status)*

<b>Current Working Status</b>					
		<b>Frequency</b>	<b>Percent</b>	<b>Valid Percent</b>	<b>Cumulative Percent</b>
Valid	Student	6	1.6	1.6	1.6
	Part-time Employed	24	6.3	6.3	7.8
	Employed non-management	251	65.4	65.4	73.2
	Junior Manager	50	13.0	13.0	86.2
	Senior Manager	16	4.2	4.2	90.4
	Self Employed	37	9.6	9.6	100.0
	Total	384	100.0	100.0	

Source: SPSS data output

Regarding the monthly income of respondents, the largest number of respondents has monthly income of more than birr 10,000.00, which consists of 66.4% of the total number, while 25.3% of respondents have monthly income between birr 5,001.00 and birr 10,000.00, and the remaining 8.3% have monthly income of less than birr 5,000.00.

Table 6. Demographic Analysis of Respondents (Monthly Income)

Monthly Income					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 5,000 birr	32	8.3	8.3	8.3
	Between 5,001-10,000 birr	97	25.3	25.3	33.6
	Above 10,000 birr	255	66.4	66.4	100.0
	Total	384	100.0	100.0	

Source: SPSS data output

Regarding the marital status of respondent; married respondents constituted the largest share 58.3% of the total respondents while 41.7% were female.

Table 7. Demographic Analysis of Respondents (Marital status)

Marital status					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	224	58.3	58.3	58.3
	Single	160	41.7	41.7	100.0
	Total	384	100.0	100.0	

Source: SPSS data output

Regarding the question asking which automobile advertising most influence on brand preference rank by respondent; Toyota first 192, 50% Nissan 72, 18.75% Mercedes 54, 14.06% Hyundai 42, 10.94% Ford 18, 4.69% Mazda 6, 1.56% of the respondents.

Table 8. Automobile advertising most influenced ranked by respondents.

Rank					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Toyota1 <sup>st</sup>	192	50.00	50.00	50.00
	Nissan1 <sup>st</sup>	72	18.75	18.75	68.75
	Mercedes1 <sup>st</sup>	54	14.06	14.06	82.81
	Hyundai1 <sup>st</sup>	42	10.94	10.94	93.75
	Ford1 <sup>st</sup>	18	4.69	4.69	98.44
	Mazda1 <sup>st</sup>	6	1.56	1.56	100.00
	<b>Total</b>	<b>384</b>	<b>100.00</b>	<b>100.00</b>	<b>100.00</b>

Source: SPSS data output

#### 4.1.2 Descriptive Statistics of Variables

In this sub-section, descriptive statistics in the form of mean and standard deviation are presented to illustrate the level of agreement of the responses. Mean is the most common single number used to describe the average behavior of a data set. The variability of the observed response was shown by the standard deviation. In addition to finding the average value of a set of data, identifying how much the data is spread from the average value is computed by deviations from the mean (Nicholas, 2006). The higher the value of the mean, the more agreement there is between the responses and the statement.

In order to analyze the influence of advertising on *consumers' brand preference* of automobile in Addis Ababa, a total of 22 questions were formulated and were grouped into four dimensions based on the independent variables: *the source factor, the message factor, and the media factor* and the dependent variable: *the consumers' brand preference*. For this purpose, customers were asked to rate the level of agreement on a five-points Likert's summative scaling method, which is a one-dimensional scaling method developed by Gardner Murphy and Rensis Likert in 1938 (Bhattacharjee, 2012). The items were rated by judges on a 1 to 5 rating scale, where 1 stood for a strong disagreement, 2 stood for a disagreement, 3 for neutral (neither agreement nor disagreement), 4 for agreement and 5 stood for a strong agreement for each question under the four attributes.

As indicated in TABLE 9, the overall mean scores of both dependent and independent variables ranged from 3.65 to 3.93. The source factor had the highest mean score of 3.93, whereas the dependent variable brand preference factor had the least mean score value of 3.65.

Table 9. Descriptive statistics of variables (Survey result using SPSS 2016)

Measurement	N	Mean	Standard Deviation
<i>Media factor</i>	384	3.77	0.609
<i>Source factor</i>	384	3.93	0.592
<i>Message factor</i>	384	3.79	0.643
<i>Consumers' Brand preference</i>	384	3.65	0.655
Valid N(list wise)	<b>384</b>		

Source: SPSS data output

#### 4.1.2.1 Descriptive Statistics of Media Factor

The mean and the standard deviation scores have been computed for all the five sub-constructs of *media factor* dimension. These sub-constructs are stated as:1) Television Advertisement significantly contributes to my brand preference, 2) Radio Advertisement significantly contributes to my brand preference, 3) Newspaper Advertisement significantly contributes to my brand preference, 4) Magazines Advertisement significantly contributes to my brand preference, 5) Outdoor Advertisement significantly contributes to my brand preference. The result is presented in Table 10.

Table 10. Media factor descriptive statistics (Survey result using SPSS 2016)

	Measurement	N	Mean	Standard Deviation
1	Television Advertisement significantly contributes to my brand preference.	384	4.27	0.849
2	Radio Advertisement significantly contributes to my brand preference.	384	3.93	0.851
3	Newspaper Advertisement significantly contributes to my brand preference.	384	3.58	0.941
4	Magazines Advertisement significantly contributes to my brand preference.	384	3.60	0.951
5	Outdoor Advertisement significantly contributes to my brand preference.	384	3.47	0.936
6	Media factor	384	3.77	0.609
	Valid N(list wise)	384		

Source: SPSS data output

As indicated in Table 10, the mean scores of media factor attribute for all the five items ranged from 4.27 to 3.47, which indicates that the attractiveness of the TV media program content in which advertising received the highest mean score of 4.27, whereas the influence of outdoor media that is using for advertising received the least mean score value of 3.47. The overall mean score of the media factor attribute was calculated to be 3.77, which is above average.

#### 4.1.2.2 Descriptive Statistics of the Source Factor

The mean and the standard deviation scores have been computed for all the four sub-constructs of the source factor dimension. These sub-constructs are stated as: 1) Advertising undertaken by trained experts has effect on my brand preference, 2) Advertising undertaken by celebrities influence my brand preference, 3) Peer groups and family influence have effect on my brand preference, 4) An advertisement endorsed by a trust worthy person influences my brand preference. The result is presented in Table 11.

*Table 11. Source factor descriptive statistics (Survey result using SPSS 2016)*

	<b>Measurement</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Advertising undertaken by trained experts has effect on my brand preference.	384	3.99	0.901
2	Advertising undertaken by celebrities influence my brand preference.	384	3.99	0.888
3	Peer groups and family influence have effect on my brand preference.	384	3.81	0.848
4	An advertisement endorsed by a trust worthy person influences my brand preference.	384	3.92	0.985
5	Source factor	384	3.93	0.592
	Valid N(list wise)	384		

Source: SPSS data output

As shown in Table 11, the mean scores of the source factor attribute for all the four items ranged from 3.81 to 3.99. The sub-construct of the endorsement of trained expert and celebrities' advertisement being fit with the brand received the highest mean score of 3.99; whereas the peer group and family of the advertisement received the least mean score value of 3.81. The overall mean score of the source factor attributes was calculated to be 3.93, which is above average.

#### 4.1.2.3 Descriptive Statistics of Message Factor

The mean and the standard deviation scores have been computed for all the seven sub-constructs of the message factor dimension. These sub-constructs are stated as: 1) Background music during advertising using contributes to my brand preference, 2) On my brand preference, developing stories and documentaries in advertising have effect, 3) My brand preference is influenced by advertising made about quality of the product, 4) My brand preference is effected by credibility of advertiser and the company, 5) Fulfilling both the company and the consumer interest in the advertisement message has effect on my brand preference, 6) My brand preference is effected by the frequency of advertisement, and 7) Advertising tells me which brands have the features I am looking for. The result is presented in Table 12.

*Table 12. Message Factor descriptive statistics (Survey result using SPSS 2016)*

	<b>Measurement</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Background music during advertising using contributes to my brand preference,	384	3.40	1.075
2	On my brand preference, developing stories and documentaries in advertising have effect,	384	3.87	0.816
3	My brand preference is influenced by advertising made about quality of the product,	384	3.99	1.080
4	My brand preference is effected by credibility of advertiser and the company,	384	3.86	0.932
5	Fulfilling both the company and the consumer interest in the advertisement message has effect on my brand preference.	384	3.76	0.987
6	My brand preference is effected by the frequency of advertisement	384	3.75	1.077
7	Advertising tells me which brands have the features I am looking for.	384	3.88	0.978
8	Message factor	384	3.79	0.643
	Valid N(list wise)	384		

Source: SPSS data output

As shown in Table 12, the mean scores of the message factor attribute for all the seven sub-constructs ranged from 3.40 to 3.99, which indicates that the quality of the product message of the automobile advertisement received the highest mean score of 3.99, whereas the use of background music in message of the automobile advertisement received the least mean score value of 3.40. The overall mean score value of the message factor attribute was calculated to be 3.79, which is above average.

#### 4.1.2.4 Descriptive Statistics of Consumers' Brand Preference

The mean and the standard deviation scores have been computed for all the six-constructs of consumers' brand preference dimension. These sub-constructs are stated as: 1) I prefer Automobile because I am influenced by the source person, 2) I prefer Automobile because I am influenced by the advertising message, 3) I prefer Automobile because I am influenced by the medium in which Automobile advertising, 4) My purchase intention to buy automobile is influenced by the price of automobile, 5) My purchase intention to buy automobile is influenced by the quality of automobile, and 6) My purchase intention to buy automobile is influenced by what I heard from people about automobile. The result is presented in Table below.

*Table 13. Consumers' brand preference descriptive statistics (Survey result using SPSS 2016)*

	<b>Measurement</b>	<b>N</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	I prefer Automobile because I am influenced by the source person.	384	3.60	0.939
2	I prefer Automobile because I am influenced by the advertising message.	384	3.47	0.980
3	I prefer Automobile because I am influenced by the medium in which Automobile advertising.	384	3.27	0.993
4	My purchase intention to buy automobile is influenced by the price of automobile	384	3.71	1.030
5	My purchase intention to buy automobile is influenced by the quality of automobile	384	4.12	0.840
6	My purchase intention to buy automobile is influenced by what I heard from people about automobile	384	3.75	1.062
7	Brand preference	384	3.65	0.655
	Valid N(list wise)	384		

Source: SPSS data output

As shown in TABLE 13, the mean scores of consumers' buying preference attributes for all the six items ranged from 3.27 to 4.12, which indicates that the consumers' brand preference of automobile being due to the influence from the quality in the advertisement received the highest mean score 4.12, whereas the consumers' brand preference of automobile being due to the medium that advertising received the least mean score value of 3.27. The overall mean score of consumers' buying preference attribute was calculated to be 3.65, which is above average.

## **4.2 Inferential Statistics**

Inferential statistics are produced by complex mathematical calculations, and allow researchers to infer trends and make assumptions and predictions about a population based on a study sample (Bhattacharjee, 2012). They differ from descriptive statistics as they are designed to test hypotheses explicitly.

### **4.2.1 Correlation Analysis**

Correlation analysis examines how two variables are related to each other. The strength of the relationship between the two variables is denoted by a number between -1 and +1 (Robert, 2006). The sign of the correlation being either positive or negative provides information about the type of the relation. The strengths of relationships between variables could be interpreted by the guideline on the correlation coefficient ( $r$ ) suggested in (Bhattacharjee, 2012). The guideline interprets values of correlation coefficient ( $r$ ) between 0.1 and 0.29 as a weak relationship between variables; between 0.3 and 0.49 as a moderate relationship between variables, and above 0.5 as strong relationship between variables. Depending on this assumption, all basic constructs were included into the correlation analysis and a bivariate two tailed correlation analysis was performed as shown in Table

The results of correlation analysis in TABLE 14 show that all of the three independent variables were positively and significantly correlated with the dependent variable, which is consumers' brand preference at 99% confidence level ( $P < 0.01$ ). The strong correlation to the consumers' brand preference is shown by the message factor at a value of  $r$  equal to 0.605, while the media factor and the source factor are positively but moderately correlated with the consumers' brand preference at values of  $r$  equal to 0.387 and 0.404 respectively.

Table 14. Correlation Matrix (Survey result using SPSS 2016)

		<b>Correlations</b>			
		Media factor	Source factor	Message factor	Brand preference
Media factor	Pearson Correlation	1	.592**	.442**	.387**
	Sig. (2-tailed)		.000	.000	.000
	N	384	384	384	384
Source factor	Pearson Correlation	.592**	1	.473**	.404**
	Sig. (2-tailed)	.000		.000	.000
	N	384	384	384	384
Message factor	Pearson Correlation	.442**	.473**	1	.605**
	Sig. (2-tailed)	.000	.000		.000
	N	384	384	384	384
Brand preference	Pearson Correlation	.387**	.404**	.605**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	384	384	384	384

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

Source: SPSS data output

#### 4.2.2 Assumption Testing for Regression Analysis

Meeting the assumptions of regression analysis is necessary to confirm that the obtained data truly represents the sample in order to get the best results (Hair et al., 2006). Three assumptions namely normality, linearity and multicollinearity were used in this research as discussed below.

##### 4.2.2.1 Normality Assumption

Normality refers to the shape of a normal distribution variable. The normal distribution is one of the most important concepts in statistics since nearly all statistical tests require normally a distributed data. The data should be tested before running the regression analysis as multiple regressions require that the independent variables in the analysis to be normally distributed (Hair et al., 2006). It basically describes how large samples of data look like when they are plotted. Histograms are graphical methods of testing residuals that are either normality distributed or not. If the residuals are normally distributed, the histogram will have bell-shaped, centered and unimodal (Robert, 2006). As it is shown in Appendix 2, the distribution of residuals is a normal curve which simply means that it is not heavily peaked. The distribution is also unimodal since there is only one peak, which confirms that the data is normally distributed.

Normal probability plots were also used to test the normality assumption. According to (Hair et al., 2006), residuals that are normally distributed around its mean and normal distribution would follow a straight line. If a distribution is normal, the residual line will follow the diagonal closely. As shown in Appendix 3, the residuals appeared to have a reasonably normal distribution, which confirms the normality of the data.

One can infer if the normality assumption has been met by checking the skewness and kurtosis values perspective. According to Robert (2006), the symmetry of a distribution is measured by skewness. It shows how much a distribution differs from the normal, either to the left or to the right. The skewness value can be either positive, negative or zero, and a perfect normal distribution would have a skewness value of zero because the mean equals the median. However, the extent to which observations cluster around a central point is measured by kurtosis. It measures whether the dataset is heavy-tailed or light-tailed compared to a normal distribution. The value of Skewness and Kurtosis and their respective standard errors were computed and are presented in TABLE 14. Since the skewness and kurtosis values fall in the range of +/- 1, the data is assumed to be normally distributed.

It can be seen from the above discussion that the figures and the table confirmed the normality assumption of the data, which implies that the conclusion made on the population parameters from the sample statistics is valid.

*Table 15. Skewness and Kurtosis measures (Survey result using SPSS 2016)*

	N statistic	Skewness		Kurtosis	
		Statistic	Standard Error	Statistic	Standard Error
Media factor	384	-0.967	0.125	2.086	0.248
Source factor	384	-1.012	0.125	1.471	0.248
Message factor	384	-1.389	0.125	2.951	0.248
Consumers' brand preference	384	-1.054	0.125	1.447	0.248
Valid N(list wise)	384				

Source: SPSS data output

#### **4.2.2.2 Linearity Assumption**

Linear models predict values falling in a straight line by having a constant unit change of the dependent variable for a constant unit change of the independent variable (Hair et al., 2006). In

other words, the linearity of the relationship between the dependent and independent variables represented the degree to which the change in the dependent variable is associated with the independent variable. The scatter plot of standardized residuals versus the fitted values for the regression models was visually inspected.

#### 4.2.2.3 Multicollinearity Assumption

Multicollinearity refers to the state of high correlation among the independent variables. When independent variables are multicollinear, there is an overlap of power which results in contradiction (Hair et al., 2006). In this research, multicollinearity was checked using the tolerance and Variance Inflation Factor (VIF) values. The VIF calculates the influence of correlations among independent variables on the precision of regression estimates and the value should be less than 10. Tolerance is an indicator of how much of the variability of the specified independent variable is not explained by the other independent variables in the model and for each variable it is calculated using the formula  $(1 - R^2)$  according to (Hair et al., 2006). If the tolerance value is less than 0.1, it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity.

*Table 16. Multicollinearity test using Consumers' Brand Preference as a dependent variable (Survey result using SPSS 2018)*

Model	Collinearity Statistics	
	Tolerance	VIF
Constant		
Media Factor	.615	1.625
Source Factor	.594	1.684
Message Factor	.739	1.359

Source: SPSS data output

The results of multicollinearity test in the Table 16 shows that, the tolerance level of all independent variables is less than 0.1 and the VIF value of all the independent variables is also less than 10. This result confirms the absence of multicollinearity.

## 4.3 Regression Analysis

### 4.3.1 Multiple Regressions

Regression is a technique that can be used to investigate the effect of one or more predictor variables on an outcome variable. Multiple regressions, which are sometimes called multivariate regressions. It uses of more than one independent variables to predict the value of one dependent variable. (Bhattacharjee, 2012) It is used to investigate the influence of independent variables on the dependent variable and to identify the relatively significant influence.

In this research, multiple regressions were conducted in order to identify by how much the independent variables namely the media factor, the source factor, and the message factor explain the dependent variable, which is the consumers' brand preference. R-squared was used to measure the percentage of variance in the dependent variable explained by the independent variables of the media factor, the source factor, and the message factor.

The multiple regression equation is:  $Y = A + B_1X_1 + B_2X_2 + \dots + B_nX_n$

Where Y = the predicted independent variable

A = constant

B = unstandardized regression coefficient

X = value of the predicted coefficient

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

$$CBP = A + B_1MdF + B_2SF + B_3MF$$

$$Y = -0.827 + 0.106MdF + 0.114SF + 0.522MF$$

Where: CBP is Consumers' Brand Preference

MdF is Media Factor

SF is Source Factor

MF is Message Factor

The model summary in TABLE 17 shows an R-squared value of 0.391, which means that 39.1% of the consumers' brand preference variable was explained by the variation of the three independent variables. On the other hand, 60.9% of the dependent consumers' brand preference variable could not be explained by these three dimensions, and that there must be other variables that have an influence on the outcome like quality and price.

Table 17. Model Summary (Survey result using SPSS 2018)

Model	R	R-squared	Adjusted R-squared	Standard error of the estimate
1	.625a	.391	.386	.513

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

b. Dependent Variable: Consumer Brand Preference

Source: SPSS data output

To test the hypothesis of no linear relationship between the predictor and dependent variables, Analysis of Variance (ANOVA) is used. According to Robert (2006), if the f-statistics is high and the significance level less than 0.05 then the hypothesis of no linear relationship between the independent and dependent variable is rejected. TABLE 18 (ANOVA) presents the F statistics to test how well the regression model fits the data. Thus in this research F-statistics with 81.16 and significance value of 0.000, the regression model fits the data. In conclusion all the independent variables are linked to the dependent variable.

Table 18. ANOVA (Survey result using SPSS 2018)

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	64.122	3	21.374	81.166	.000b
Residual	100.067	380	.263		
Total	164.189	383			

a. Dependent Variable: Consumer Brand Preference

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

Source: SPSS data output

As shown in TABLE 19, the independent variables media factor, source factor, and message factor that contribute to the variance of the dependent variable consumers' brand preference are explained by the standardized beta coefficient. The larger the beta coefficient an independent variable has brings the more support to the independent variable as the more important determinant in predicting the dependent variable. In other words, keeping the other variables as constant, a unit increase on the media factor will bring a 0.099 increase on the consumers' brand preference, a one-unit increase in the source factor will bring a 0.103 increase in the consumers' brand preference, and a one-unit increase in the message factor will bring a 0.513 increase on the

consumers' brand preference of automobile in Addis Ababa. Therefore, that message factor is the most important factor to have positive and significant effect on consumer brand preference.

*Table 19. Coefficient Matrix (Survey result using SPSS 2016)*

	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Stand Error	Beta		
(Constant)	.827	.202		4.090	.000
Media factor	.106	.055	.099	1.933	.054
Source factor	.114	.058	.103	1.991	.047
Message factor	.522	.048	.513	10.987	.000

Source: SPSS data output

#### 4.4 Hypothesis Testing and Interpretation of Results

*Table 20. Results of the hypothesis testing and their reasons (Survey result using SPSS 2018)*

Hypotheses	Result	Reason
H1: Media factors have a positive and a significant effect on the consumers' brand preference.	H1: Supported	$\beta = 0.099$ , $P < 0.05$
H1: Source factors have a positive and a significant effect on the consumers' brand preference.	H1: Supported	$\beta = 0.103$ , $P < 0.05$
H1: Message factors have a positive and a significant effect on the consumers' brand preference.	H1: Supported	$\beta = 0.513$ , $P < 0.05$

H1: Media factors have a positive and a significant influence on the consumers' brand preference.

The result of multiple regression analysis of the TABLE 18 indicates that channel factors have a significant effect on the consumers' buying preference with a p value of 0.054. Moreover, the value of beta ( $\beta$ ) being equal to 0.099 indicates the positive influence of channel factors on the consumers' brand preference. This implies that a one percent increase in channel factors results in a 9.9% increase on consumers' brand preference. Therefore, the above proposed hypothesis is accepted.

H2: Source factors have a positive and significant influence on the consumers' brand preference.

The result of multiple regression analysis of the TABLE 18 indicates that source factors have a significant effect on the consumers' brand preference with a p value of 0.047. In addition, the value of beta ( $\beta$ ) being equal to 0.103 reveals that there is a positive influence of the source factor on the consumers' brand preference. This implies that a one percent increase in the source factor results in a 10.3% increase on the consumers' buying preference. Therefore, the proposed hypothesis is accepted.

H3: Message factors have a positive and significant influence on the consumers' brand preference.

The result of multiple regression analysis of the TABLE 18 indicates that the message factor has a significant effect on the consumers' buying preference with a p value of 0.000. Furthermore, the value of beta ( $\beta$ ) being equal to 0.513 shows the positive influence of message factors on the consumers' brand preference. This implies that a one percent increase in the message factors results in a 51.3% increase on the consumers' brand preference. This makes message factors the strongest predictors of consumers' brand preference. Therefore, the above proposed hypothesis is accepted.

#### **4.5 Discussion of Results**

Considering the data analysis on the survey, the demographic composition of the respondents was that 39.8% of the respondents were female and the remaining 60.2% were male. The higher percentage of male respondents could show that there are more male consumers of automobile than female consumers. On the other hand, the majority of the respondents were between the age ranges of years 18 to 30 and 31 to 45 years, which accounted for 30.7% and 52.9% of the respondents respectively. Respondents who were 46 to 60 years and above the age of 60 constituted a small proportion of 14.8% and 1.6% respectively. This indicates that the age group within 31 to 45 years are the main consumers of automobile focused in this research.

The other variable was the education level of respondents, where the highest percentage of respondents, around 53.6% was at first degree level. The second highest percentage of respondents was second degree and above levels that constituted of 31.8% of respondents. The remaining 9.4% respondents were diploma holders. The fewest 5.2% was at a high school level and others. As majority of respondents were above the diploma level, 88.8% of the respondents

were employed in different sectors, 9.6% of the respondents were self-employed, while only 1.6% were students. This indicates that the majority of automobile consumers are the employed category and having a diploma level, a first-degree level, and second degree and above levels of education. Regarding income of respondent, the most are birr 10,000.00 and above constituting 66.4% and the least is less than birr 5,000.00 accounting of 8.3% of the total respondent 384.

The final demographic variable was used to assess which automobile advertising most influence on brand preference. As rank given by respondent; Toyota first 192, 50%; Nissan first 72, 18.75%; Mercedes first 54, 14.06%; Hyundai first 42, 10.94%; Ford first 18, 4.69%; Mazda first 6, 1.56% of the respondents. This indicates that the automobile advertising made by Toyota brand the main preference of consumers of automobile focused in this research.

Based on the analysis of the responses, it was found out that the source factor has the highest mean score with 3.93 followed by the message factor and the media factor with mean values of 3.79 and 3.77 respectively. This indicated that most of the respondents mentioned the source factor was a major advertising aspect that influenced them to prefer automobile and to choose the brand as their best preference followed by influences from the message factor and the media factor respectively.

The correlation result revealed that there is a positive and a significant relationship between the media factor and the consumers' brand preference, between the source factor and the consumers' brand preference, and between the message factor and the consumers' brand preference. Moreover, the result further indicated that the highest relationship was found between the message factor and the consumers' brand preference.

As per the results of the regression analysis, all the independent variables, namely the media factor, the source factor, and the message factor have positive and significant influence on the consumers' brand preference. This finding is supported by other literature Gossa L., (2015), which indicated that advertisements have strong, positive and significant relationship with the consumers' brand preference.

The findings in this research indicate that the media factor has a positive and significant influence on the consumers' brand preference. This finding is supported by literatures written by others which have shown that consumers' brand preference is effect of different means of media

on the. Samar F. & Samreen L. (2015) and Gossa L., (2015) research indicates that banner and skyscraper advertisements that are designed in big pictures and copy heavy layouts have a significant influence of consumers.

The result of this study indicates that the source factor has a positive and a significant influence on the consumers' brand preference. This finding is highlighted by Bilal A., (2013) and Strout R., (2018), who performed a research on assessing the effectiveness of communication factors and behavioural changes of audiences as a result of advertising. As indicated, the source that carries the message has a significant effect on creating awareness, impacting preference of the services and increasing the effectiveness of the advertising efforts.

Moreover, the result of this research indicates that the message factor has a positive and significant influence on the customers' brand preference. It is known from other research works that the quality of the message has significant influence on the effectiveness of the advertisement Biruktawit A., (2018) and Michael (2012). Furthermore, in this research, the how much the message factor influenced the customers' brand preference of automobile is indicated. This could be used to shape the message in the advertisement to create awareness and to be preferred.

Overall, the results revealed that the independent variables used in this research accounted for 39.1% of the variance in the consumers' brand preference ( $R^2 = 0.391$ ). Thus, 39.1% of the variation in the consumers' brand preference could be attributed to the influence of advertising. Other variables could explain the variation in consumers' brand preference that accounts for about 60.9%. The result of this research further indicated that message factor is the most important factor to have positive and significant influence on consumer brand preference.

## CHAPTER 5

### SUMMARY, CONCLUSION AND RECOMMENDATION

This chapter summarizes what has been discussed in the earlier chapters and gives a conclusion based on the results from the research. Based on the research findings, recommendations and directions for future researches are presented.

#### 5.1 Summary of Major Findings

The main objective of this research is to analyze the influence of advertising on the brand preference of automobile consumers in Addis Ababa. Although many studies have been done on advertising in general and on the relation of advertising with other marketing elements, comparatively fewer studies have explored the communication factors of advertising mainly the media factor, the source factor, and the message factor, and analyzed their effect on the brand preference of consumers in automobile. This research aimed to determine and investigate the influence of source factors, message factors and channel factors on the consumers' brand preference of automobile in Addis Ababa.

Primary data was gathered by using structured questionnaire. A total of 399 structured questionnaires were distributed to owners of automobile through simple random sampling techniques. Quantitative descriptions were applied on the data gathered to analyze the information obtained. By undertaking a detailed analysis of the situation, the following findings were obtained.

The finding of this study indicates that most of owners of automobile were agreed with the media factor with the cumulative of a mean values and standard deviation (3.77 and 0.609), source factor scored with (3.93 and 0.592), message factor scored with (3.79 and 0.643) and brand preference has scored (3.65 and 0.655) consecutively.

The correlation result show that there is positive and significant relationship between media factor and brand preference (0.387\*\* and  $P < 0.01$ ), source factor and brand preference (0.464\*\* and  $P < 0.01$ ), and message factor and brand preference (0.605\*\* and  $P < 0.01$ ). The finding further indicates that the highest relationship is found between message factor and brand preference (0.605\*\* and  $P < 0.01$ ) and the lowest relationship exists between media factor and brand preference (0.387\*\* and  $P < 0.01$ ).

Overall, the results revealed that the independent variables used in this research accounted for 39.1% of the variance in the consumers' brand preference ( $R^2 = 0.391$ ). Thus, 39.1% of the variation in the consumers' brand preference could be attributed to the effect of advertising. Other variables could explain the variation in consumers' brand preference that accounts for about 60.9%. The result of this research further indicated that message factor is the most important factor to have positive and significant effect on consumer buying preference.

As per the results of the regression analysis, all the independent variables, namely the media factor, the source factor, and the message factor have positive and significant influence on the consumers' brand preference. Hence, from the findings of this study the researcher found out that all of the advertising factors have positive and significant influence on the consumers' brand preference.

## **5.2 Conclusions**

The main objective of this research is to analyze the influence of advertising on the brand preference of automobile consumers in Addis Ababa. Following the findings of the study, several conclusions could be made. Among the personal characteristics, respondent customers are high education levels which were 85% of them are above degree, are employed and non management were 65%, are high monthly income which were 66% of them above birr 10,000.00, 60% of the respondent male, and 58% of them are married.

The findings in this research indicate that the media factor has a positive and significant effect on the consumers' brand preference. This finding is supported by literatures written by others which have shown that consumers' brand preference is effect of different means of media on the. Samar F. & Samreen L. (2015) and Gossa L., (2015) research indicates that banner and skyscraper advertisements that are designed in big pictures and copy heavy layouts have a significant influence of consumers.

The result of this study indicates that the source factor has a positive and a significant effect on the consumers' brand preference. This finding is highlighted by Bilal A., (2013) and Strout R., (2018), who performed a research on assessing the effectiveness of communication factors and behavioural changes of audiences as a result of advertising. As indicated, the source that carries

the message has a significant effect on creating awareness, impacting preference of the services and increasing the effectiveness of the advertising efforts.

Moreover, the result of this research indicates that the message factor has a positive and significant effect on the customers' brand preference. It is known from other research works that the quality of the message has significant effect on the effectiveness of the advertisement Biruktawit A., (2018) and Michael (2012). Furthermore, in this research, the how much the message factor influenced the customers' brand preference of automobile is indicated. This could be used to shape the message in the advertisement to create awareness and to be preferred.

The correlation result revealed that there is a positive and a significant relationship between the media factor and the consumers' brand preference, between the source factor and the consumers' brand preference, and between the message factor and the consumers' brand preference. Moreover, the result further indicated that the highest relationship was found between the message factor and the consumers' brand preference.

As per the results of the regression analysis, all the independent variables, namely the media factor, the source factor, and the message factor have positive and significant influence on the consumers' brand preference. This finding is supported by other literature Gossa L., (2015), which indicated that advertisements have strong, positive and significant relationship with the consumers' brand preference.

### **5.3 Recommendations**

On the basis of the findings, the following recommendations are made.

- Automobile dealers need to consider all the variables since these variables are the main factors that influence consumers' brand preference decision and could determine the company's market share. The company needs to work more on identifying the right factors that fits the product and should be aware so that the factors does not make indisposed to the product.
- Significant relationship between the message factors and the consumer brand preference has been observed in this research. Therefore, Automobile dealers continue their effort on the attractiveness of the visual message of the advertisement and aim to make the verbal message more attractive and try to make suitable for media that most customers prefer.

- Also, we found out that, though advertising does influence brand preference, other factors like income and others' recommendation do play a role in brand preference. Hence, it needs to get attention of Automobile dealers.

#### **5.4 Limitations and Future Directions**

The following untapped areas were identified for future research. First, this research is limited to consumers of automobile and geographically located in Addis Ababa, Ethiopia. Careful attention should be made while generalizing from these findings to other cities in Ethiopia or to other countries. Second, the influence of advertising has been researched from the side of customers only. Analyzing the influence of advertising from the point of view of the company could be an area for future research. Third, the research only focused on the automobile brand and did not consider the influence of advertising on other product that could be manufactured. Any interested researchers could study the influence of advertising on other areas of business other than the one used in this study, which is the manufacturing sector.

Despite of the above limitations, the researcher believes that this study is an important area for a country like Ethiopia especially Addis Ababa, where a large number of automobile owner found and for those who want to study on other areas of business to show the influence of advertising.

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# APPENDIX 1A - ENGLISH RESEARCH QUESTIONNAIRES

## 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 consumers' brand preference in the case of imported automobile. 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 (✓) your answer on the space provided.

#### Part I-General Information

1. Gender

Male  Female

2. Age

18 –30  31 – 45  46 -60  61 and above

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

5. Monthly Income

Below 5,000 birr  Between 5,001-10,000 birr  Above 10,000 birr

6. Your Current Working Status

Student  Part-time Employed  Employed

Junior Manager  Senior Manager  Self Employed

**Part II-** Please rank the automobile advertisement that most influence your purchase reference.

Name of Automobile	Rank
Ford	
Honda	
Hyundai	
Mazda	
Mercedes	
Nissan	
Suzuki	
Toyota	
Volvo	
Other (specify)	

### Part III: Specific Information

Please indicate your level of agreement (whether you agree or disagree) with each statement using the scale below as a guide: put (√) on your selection. 1= Strongly Disagree 2= Disagree 3= Neutral 4= Agree 5= Strongly Agree

Questions		Rating				
		Strongly Disagree(1)	Disagree(2)	Neutral(3)	Agree(4)	Strongly Agree(5)
<b>A. Media factor</b>						
1	Television Advertisement significantly contributes to my brand preference.					
2	Radio Advertisement significantly contributes to my brand preference.					
3	Newspaper Advertisement significantly contributes to my brand preference.					
4	Magazines Advertisement significantly contributes to my brand preference.					
5	Outdoor Advertisement significantly contributes to my brand preference.					

<b>B. Source Factor</b>		<b>Strongly Disagree(1)</b>	<b>Disagree(2)</b>	<b>Neutral(3)</b>	<b>Agree(4)</b>	<b>Strongly Agree(5)</b>
6	Advertising undertaken by trained experts has influence on my brand preference.					
7	Advertising undertaken by celebrities influence my brand preference.					
8	Peer groups and family influence have influence on my brand preference.					
9	An advertisement endorsed by a trust worthy person influences my brand preference.					
<b>C. Message Factor</b>		<b>Strongly Disagree(1)</b>	<b>Disagree(2)</b>	<b>Neutral(3)</b>	<b>Agree(4)</b>	<b>Strongly Agree(5)</b>
10	During advertising using background music contributes to my brand preference.					
11	Developing stories and documentaries in advertising have influence on my brand preference.					
12	Advertising about quality of the product influence my brand preference.					
13	Credibility of advertiser and the company have influence on my brand preference.					
14	Fulfilling both the company and the consumer interest in the advertisement message has influence on my brand preference.					
15	The frequency of advertisement has influence on my brand preference.					
16	Advertising tells me which brands have the features I am looking for.					
<b>D. Brand preference</b>		<b>Strongly Disagree(1)</b>	<b>Disagree(2)</b>	<b>Neutral(3)</b>	<b>Agree(4)</b>	<b>Strongly Agree(5)</b>
17	I prefer Automobile because I am influenced by the source person.					
18	I prefer Automobile because I am influenced by the advertising message.					
19	I prefer Automobile because I am influenced by the medium in which Automobile chose for advertising.					
20	My purchase intention to buy automobile is influenced by the price of automobile					
21	My purchase intention to buy automobile is influenced by the quality of automobile					
22	My purchase intention to buy automobile is influenced by what I heard from people about automobile					

**APPENDIX 1B - AMEHARIC RESEARCH QUESTIONNAIRES**  
**አዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት**

**የገበያ አመራር የትምህርት ክፍል**

**መጠይቅ:**

**ውድ ምላሽ ሰጪ:**

ይህ መጠይቅ የአዲስ አበባ ነዋሪዎች የመኪና ምርጫ ፍላጎት ላይ ማስታወቂያ ያለውን ተጽዕኖ ለማወቅ ለሚደረግ ጥናት የተዘጋጀ ነው። መጠይቁ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የገበያ አመራር የትምህርት ክፍል የ2ኛ ዲግሪ ማሟያ ጥናት የሚውል ነው። በመሆኑም እርስዎ ውድ ጊዜዎን ሰጥተው ይህን መጠይቅ በመሙላት ትብብር እንዲያደርጉ በአክብሮት ይጠየቃሉ።

የእርስዎ ቅን እና ትክክለኛ ምላሽ ይህንን ጥናት ከፍተኛ ዋጋ እንዲኖረው ያደርጋል። በዚህ መጠይቅ የሚሰበሰበው መረጃ ከላይ እንደጠቀስኩት ለጥናቱ አላማ ብቻ የሚውልና በጥብቅ ሚስጢር የሚጠበቅ ነው። ስለ ትብብርዎ በቅድሚያ አመሰግናለሁ።

**ክፍል አንድ - የምላሽ ሰጪ ጠቅላላ መረጃ**

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

1. ጾታ :- ወንድ □ ሴት □
2. እድሜ :- 18 —30 □ 31 — 45 □ 46 - 60 □ 61 እና በላይ □
3. የትምህርት ደረጃ:- ከ1-6 ክፍል □፣ 7-8 ክፍል □፣ 2ኛ ደረጃ ያጠናቀቁ □፣ ዲፕሎማ □፣ ዲግሪ □፣ 2ኛ ዲግሪ □ ዶክተሬት ዲግሪ □
4. የጋብቻ ሁኔታ:- ያገባ □፣ ያላገባ □፣ ፈት □፣ በሞት የተለየ/ች □፣
5. ወርሃዊ ደመወዝ:- እስከ ብር 5,000 □፣ ከብር 5,001 እስከ 10,000 □፣ ከብር 10,000 በላይ □
6. ወቅታዊ የስራ ሁኔታ:- ተማሪ □፣ የትርፍ ጊዜ ቅጥር □፣ ሙሉ ጊዜ ቅጥር □፣ ዝቅተኛ ሥራ መሪ □፣ ከፍተኛ ሥራ መሪ □፣ የራስ ቅጥር □፣

**ክፍል ሁለት**

ከዚህ በታች ከተጠቀሱት የመኪና ማስታወቂያዎች ውስጥ የእርስዎን የመኪና ምርጫ ላይ ትልቅ ተጽዕኖ የሚያሳድረው የየትኛው የመኪና ማስታወቂያ ነው። መልሱን በክፍት ቦታው ላይ ከ 1-6 ደረጃ በመስጠት ያስቀምጡ።

የመኪናስም	ደረጃ
ሀዩንዳይ	
ሆንዳ	
መርቸዲሰ	
ማዝዳ	
ሱዙኪ	
ቶዮታ	
ኒሣን	
ፎርድ	
ሌላ(ይጥቀሱ)	

**ክፍል ሶስት፡ የምላሽ ሰጪ ዝርዝር መረጃዎች**

ከዚህ በታች በሳጥን ውስጥ የተቀመጡት አረፍተ ነገሮች ማስታወቂያ ለመኪና ምርጫ የሚያሳድረውን ተጽዕኖ የሚገልፁ ሲሆን እባክዎን በትክክል ሃሳቦን የሚገልፀው ሳጥን ቁጥር ውስጥ "□" ምልክት በማድረግ ይግለፁ።

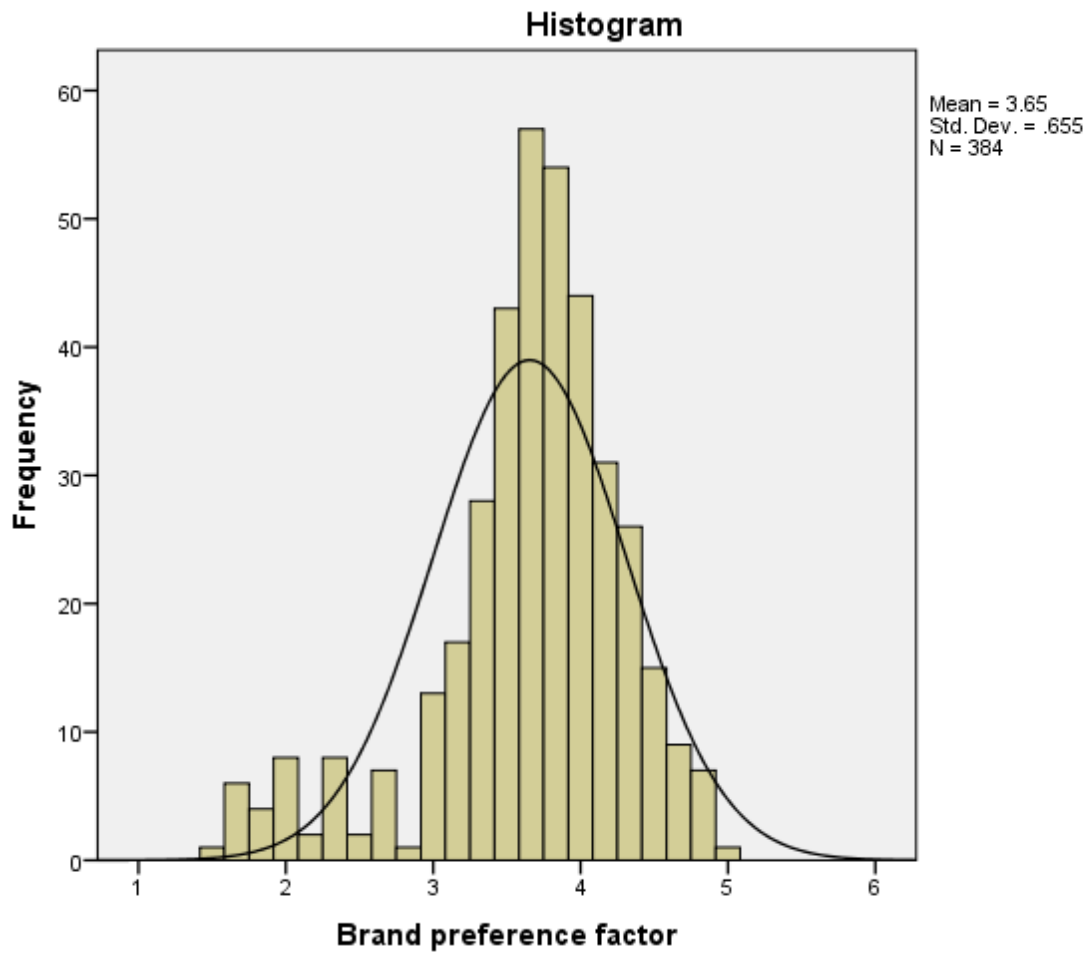
1=በጣም አልስማማም፣ 2 = አልስማማም፣ 3 = ገለልተኛ ወይም አይገልጽኝም፣ 4 = እስማማለሁ እና 5 = በጣም እስማማለሁ።

ሀ. ማስታወቂያው የሚተላለፍበት ሚዲያ		በጣም እስማማለሁ	እስማማለሁ(4)	ገለልተኛ (3)	አልስማማም (2)	በጣም አልስማማም (1)
1	የቴሌቪዥን ማስታወቂያዎች ለመኪና ብራንድ ምርጫዬ ጉልህ አስተዋጽኦ አድርገውልኛል					
2	የሬድዮ ማስታወቂያዎች ለመኪና ብራንድ ምርጫዬ ጉልህ አስተዋጽኦ አድርገውልኛል					
3	የጋዜጣ ማስታወቂያዎች ለመኪና ብራንድ ምርጫዬ ጉልህ አስተዋጽኦ አድርገውልኛል					
4	የመጽሔት ማስታወቂያዎች ለመኪና ብራንድ ምርጫዬ ጉልህ አስተዋጽኦ አድርገውልኛል					

5	የመንገድ ላይ ማስታወቂያዎች ለመኪና ብራንድ ምርጫዬ ጉልህ አስተዋጽኦ አድርገውልኛል					
<b>ለ. ማስታወቂያውን የሚሰራው ግለሰብ ሙያዊ ማንነት</b>		በጣም እስማማለሁ	እስማማለሁ(4)	ገለልተኛ (3)	አልስማማም (2)	በጣም አልስማማም (1)
6	ማስታወቂያ በሰለጠኑ ሊቅ ሰዎች ሲሰራ ለብራንድ ምርጫዬ አስተዋጽኦ አለው።					
7	በታዋቂ ሰዎች የሚሰራ ማስታወቂያ ለብራንድ ምርጫዬ አስተዋጽኦ አለው።					
8	ጓደኞቼ እና ቤተሰቦቼ ለመረጥኩት ብራንድ አስተዋጽኦ አድርገዋል።					
9	ማስታወቂያውን የሰራው ሰው ታማኝነት ለብራንድ ምርጫዬ አስተዋጽኦ አድርጓል።					
<b>ሐ. የመልዕክቱ ይዘት</b>		በጣም እስማማለሁ	እስማማለሁ(4)	ገለልተኛ (3)	አልስማማም (2)	በጣም አልስማማም (1)
10	ማስታወቂያ ላይ ሙዚቃ መጠቀም ለብራንድ ምርጫዬ እገዛ አድርጎልኛል					
11	በማስታወቂያ ውስጥ ታሪክ እና ዘጋቢ ነገሮች ለብራንድ ምርጫዬ ጉልህ ድርሻ አላቸው					
12	ስለ እቃው ጥራት ማስተዋወቅ ለብራንድ ምርጫ ድርሻ አለው					
13	የአምራቹ እና የማስታወቂያው ድርጅት ታማኝነት ጉልህ ድርሻ አላቸው					
14	የተጠቃሚውን እና የድርጅቱን ፍላጎት ማስታወቂያ ውስጥ ማንጸባረቅ ለብራንድ ምርጫዬ እገዛ አድርጎልኛል።					
15	የማስታወቂያው ድግግሞሽ ለብራንድ ምርጫዬ አስተዋጽኦ አድርጎልኛል					
16	ማስታወቂያ የምፈልገውን አገልግሎት ከየትኛው ብራንድ እንደማገኝ ይነግረኛል					

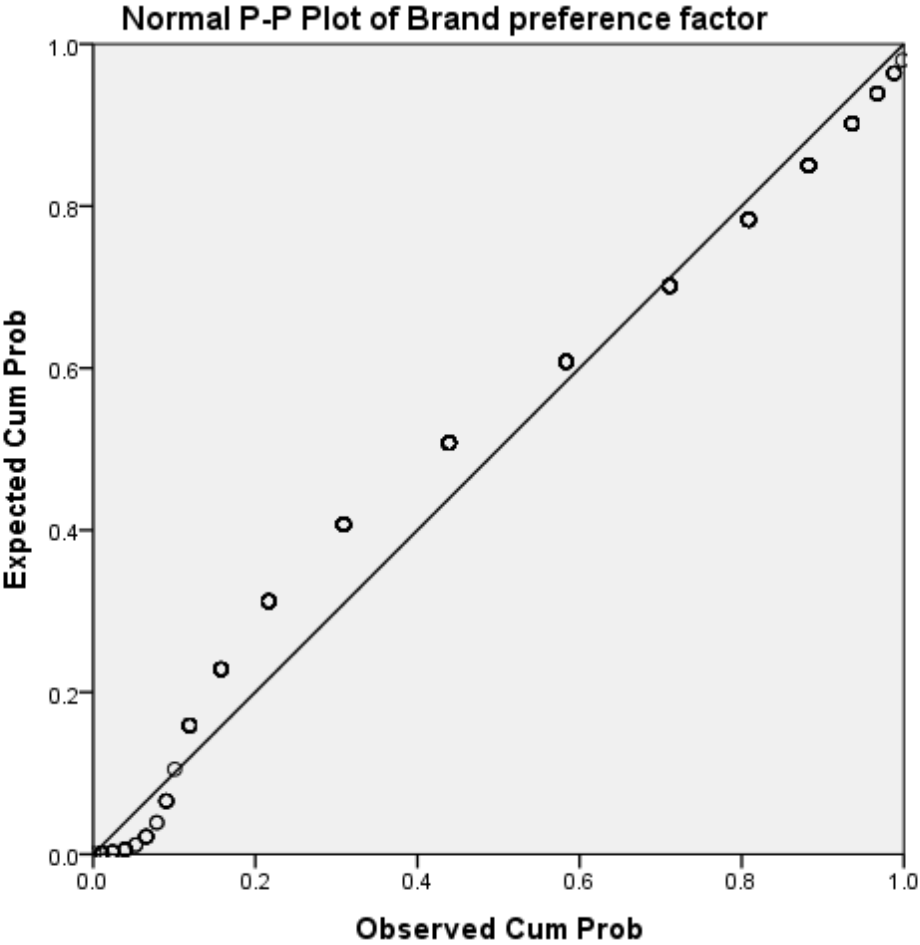
<b>መ. ብራንድ ምርጫ</b>		<b>በጣም እስማማለሁ</b>	<b>እስማማለሁ(4)</b>	<b>ገለልተኛ (3)</b>	<b>አልስማማም (2)</b>	<b>በጣም አልስማማም (1)</b>
17	የመኪና ብራንድ ምርጫ ላይ ትልቁን ተጽዕኖ የሚያሳድረው ማስታወቂያውን የሚሰራው ግለሰብ ሙያ ወይም ማንነት ነው					
18	የመኪና ብራንድ ምርጫ ላይ ትልቁን ተጽዕኖ የሚያሳድረው የማስታወቂያው መልዕክት ይዘት ነው					
19	የመኪና ብራንድ ምርጫ ላይ ትልቁን ተጽዕኖ የሚያሳድረው ማስታወቂያው የሚተላለፍበት ሚዲያ ነው					
20	የመኪና ብራንድ ምርጫ ላይ ትልቁን ተጽዕኖ የሚያሳድረው የመኪናው ዋጋ ነው					
21	የመኪና ብራንድ ምርጫ ላይ ትልቁን ተጽዕኖ የሚያሳድረው የመኪናው ጥራት ነው					
22	የመኪና ብራንድ ምርጫ ላይ ትልቁን ተጽዕኖ የሚያሳድረው ከሰዎች ስለመኪናው የሰማሁት መረጃ ነው					

## APPENDIX 2: Histogram for Normality Test of the Data



Source: SPSS data output

**APPENDIX 3: Normal P- P Plot to Test Normality of the Data**



Source: SPSS data output

Reliability Statistics	
Cronbach's Alpha	N of Items
.695	5

Reliability Statistics	
Cronbach's Alpha	N of Items
.767	7

Reliability Statistics	
Cronbach's Alpha	N of Items
.872	22

Reliability Statistics	
Cronbach's Alpha	N of Items
.551	4

Reliability Statistics	
Cronbach's Alpha	N of Items
.755	6

Source: SPSS data output