



Addis Ababa University
College of Business and Economics
School of Commerce
Department of Marketing Management

**THE EFFECT OF ADVERTISING ON CONSUMER PURCHASE
DECISION:THE CASE OF BABY DIAPER**

By:

FREHUN ADBIB

June,2019

Addis Ababa, Ethiopia



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**THE EFFECT OF ADVERTISING ON CONSUMER PURCHASE
DECISION:THE CASE OF BABY DIAPER**

**A Thesis Submitted to Addis Ababa University School of Commerce for the
partial fulfillment of Master of Arts in Marketing Management**

By

Frehun Adbib

Advisor

Dr. Mulugeta Gebremedhin

June, 2019

Addis Ababa, Ethiopia



Approval Sheet

Addis Ababa University

College of Business and Economics

School of Commerce

Department of Marketing Management Post Graduate Program

**THE EFFECT OF ADVERTISING ON CONSUMER PURCHASE DECISION:
THE CASE OF BABY DIAPER IN ADDIS ABABA**

By: Frehun Adbib

Approved by Board of Examiners

Department Head:

Signature: _____ Date: _____

Advisor: Mulugeta Gebremedhin (Ph.D.)

Signature: _____ Date: _____

Internal Examiner: Temesgen Belayneh (Ph. D)

Signature: _____ Date: _____

External Examiner: Aschalew (Ph.D.)

Signature _____ Date: _____

Letter of Certification

This is to certify that FrehunAdbib carried out this research on the topic entitled: **“The effect of Advertising on consumer purchase decision: The case of baby diaper in Addis Ababa”**.

This work is original in nature and is suitable for submission for the award of the Master of Arts Degree in Marketing Management.

Mulugeta G/Medhin(Ph.D.)
(Advisor)

DECLARATION

I hereby declare that this research paper entitled “**The Effect of Advertising on Consumer Purchase Decision; the case of baby diaper**” is my work and suitable for submission for the Award of Master of art in Marketing Management (MA) and that, to the best of my knowledge, neither contains materials previously published by another person nor materials which has been accepted for the award of any other degree of the university, except where due acknowledgment has been made in the text.

Declared by:

FrehunAdbib

Jun, 2019

Student

Signature

Date

Acknowledgment

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List of Abbreviations and Acronyms

ROI-RelevanceOriginalityImpact

AIDA- AttentionInterestDesireAction

SPSS –Software Package for Social Science

VIF – Variance Inflation Factor

AD-Advertisement

IMC-Integrated Marketing Communication

Abstract

Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information, or services etc. This paper tried to investigate the relationship between advertising (advertising media, advertising message, source credibility, source attractiveness and product personality congruence) and consumer purchase decision of baby diaper by tapping the responses of 380 respondents from four sub cities of Addis Ababa City Administration (Bole, Arada, Kirkos&Yeka). To achieve the objectives of the study, descriptive and explanatory research design were used. Data was collected through questionnaire from a sample of 380 purchasers of disposable baby diaper that were selected using convenient sampling method. The data collected from the questionnaire were analyzed using descriptive statistics (such as mean, standard deviation, percentage and frequency) and inferential statistics like correlation, and multiple regression analysis. The finding revealed that there are positive and significant relationships between advertising message, source credibility, advertising media and consumer purchase decision of baby diaper. The score of the coefficient correlation determination R^2 is 0.655, which implies that there is quite significant explanatory power and also 65.5% variation on the purchase decision of baby diaper is caused by advertising message, source credibility, advertising media, source attractiveness and product personality match. Eventually, this study recommends appropriate actions for companies in refining their advertising strategies as a means of overcoming the stiff competition that prevails in the market, therefore, they can increase their sales volume and market share.

Key Words:

Advertising, Purchase Decision

CHAPTER ONE

Introduction

This chapter introduced the research proposal of the study which includes the background of the study, statement of the problem, objectives, research hypothesis, significance, scope, definition of key terms, limitations of the study and organizations of the study. Accordingly, it begins with background of the study.

1.1 Background of the Study

Kotler and Keller (2012) state that Modern marketing calls for more than developing a good product, pricing it attractively, and making it accessible. Companies must also communicate with their present and potential stakeholders and the general public. For most marketers, therefore, the question is not whether to communicate but rather what to say, how and when to say it, to whom, and how often. Consumers can turn to hundreds of cable and satellite TV channels, thousands of magazines and newspapers, and millions of Internet pages. They are taking a more active role in deciding what communications they want to receive as well as how they want to communicate to others about the products and services they use.

Advertising is all about mass publicity of products. Advertising involves creating awareness of product's uses and their benefits to consumers. By doing this, it makes a product to be available to those who want it and this satisfies the needs of the advertiser; increasing sales. According to Cohen, advertising is a business activity that employs creative techniques to design persuasive communication in mass media that promote ideas, goods, and services in a manner consistent with the achievement of the advertiser's objective, the delivery of consumer satisfaction and the development of social and economic welfare. (Cohen, 1988)

In globalized world, advertising has a huge and important role in promoting the products and the services. With the rapid development in technology and influence of media, advertising has become an inevitable part of promotion mix. Through advertisement both electronic and print more audience can be reached and can have more impact on them, advertisements can be used to inform the new audiences, persuade them to buy the product and it can have huge influence on consumer decision making, advertisement can also be used as reminder to the existing customer about their connectivity to their products and have long lasting association with product or services and helps in brand building and creating brand loyalty.

Consumer behavior includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how to evaluate it after the purchase and the impact of such evaluation found to be, and how they dispose of it. In

other words, consumer behavior is behavior of individuals in regards to acquiring, using, and disposing of products, services, ideas or experiences (Loudon, 1988).

Advertising is a system of announcement with its lone aim to influence a spectators or listeners to purchase a product or take some action over the information or services communicated. There isn't a world yet where a company has gone on to become a well-known brand without having to invest on promotional campaigns. Advertising is a potent communication tool which plays a very important role in consumer decision making. Advertising is meant to convey a message to the prospective customer or the audience. Advertising acts as an advisor and the message is the factor of conversion meant to bring about the person towards the product and its purchase.

Advertising is the communication link between the seller and the buyer or the consumer. It does not simply provide information about products and services but is an active attempt at influencing people to action. In other words, advertising does not end with the flow of information from the seller to the buyer; it goes further to influence and persuades people to action. (Pollay, 1999)

Advertising bridges the gap between companies and consumers, providing a platform for brands to introduce new products. It also has an impact over the consumers' decision making. Here's how:

Cultural Factors—Brands take into account the cultural factors inherent to each market and situation. This makes them easy to adapt their marketing strategy to these factors. This will play a role in managing the perception, habits, behavior and expectations of consumers.

Social Classes—Advertisers target consumers from different social classes, specifically offering products that are suitable to their price range. A person from lower class is more inclined to the price of the product whereas the person from higher class is more attracted to elements such as quality, innovation, features, or even the "social benefit" that he can obtained from the product.

Trends—Due to social pressure, consumers are compelled follow the trend and buy the product which is widely popular. This also prompts in releasing an updated product or become a source for innovation. Example, **Facebook** has become a popular cultural trend making it a must have, especially among young generations.

Social Factors -This is one of the factors influencing consumer behavior significantly. They fall into three categories: reference groups, family and social roles and status.

A diaper is a kind of underwear that allows one to defecate or urinate in a discreet manner. Larkin and Patrick (2006) noted that diapers are primarily worn by children who are not yet potty trained or experience bedwetting. However, they can also be used by adults with incontinence or in certain circumstances where access to a toilet is unavailable. These can include the elderly, those with a physical or mental disability, and people working in extreme conditions such as astronauts. Disposable diapers were developed by Marion Donovan after World War II because of a cotton shortage. It wasn't long, however, before mothers realized the practical benefits of Donovan's 1950 diaper design: a rectangular plastic covering (initially from shower curtains) over layers of tissue paper (Juliet and Nikki, 2012).

Diapers are personal hygiene products engineered to absorb and contain urine and faeces of a baby. They are placed and fastened around baby's legs and bottom to form a leak proof seal, preventing contamination of baby's clothes. The history of diapers is a story of continuous design improvements and development of new materials. The main duty requirements of diapers are: The device should be comfortable for the baby, it should be easy to place and remove on the baby, it should have the capacity to absorb urine and semisolid stool, it should be capable of being wrapped without spilling contents on removal, it should be disposable and affordable and it should be of such inert materials that will not affect baby's delicate skin.

The study based on the hierarchy of effects model of advertising and intend to analyze the effects of advertising on consumers' purchase decision for disposable baby diaper in Addis Ababa, Ethiopia. The study aimed to determine relationship between advertising and consumers' purchase decision for disposable baby diaper. This calls for investigating advertisings of disposable baby diapers and its effects on consumer purchase decision.

1.2 Statement of the Problem

In the current world, advertising plays an effective role in promotion of goods and services. Advertising serves as a key tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising has become a universal practice in order to influence the buying decision of consumers in a highly competitive environment. The final aim of every advertisement is to instigate the actual behavior of the targeted audience, whether purchase intention or actual consumption. If an advertising strategy fails to achieve the same, the million dollars spent are not worth it.

Advertising is one of the most important and a basic ingredient in today's business environment. Without advertising neither the industry nor the consumer can survive. Industry cannot survive because; it will not have any tool to communicate to the consumers. Survival becomes difficult for consumers because, they will not have any information about the product, service or company. Hence, comparison and search for a better product is impossible.

Survey of available literatures indicated that advertisement has an effect on consumers purchase decision of baby products. For Instance, the study conducted in Dhaka City, Bangladesh revealed that persuasive television advertisements play a vigorous role on changing consumer's buying behaviors of baby products (Hossain, Rahman & Kumar, 2016). In addition, a study conducted in Malaysia 'on the effect of source credibility on consumers purchase intention', found out that source credibility has a significant impact on consumer purchase intention (Tee Xue Hui, 2017). Hence this study will try to see the effect of advertising on consumers' purchase decision in the context of Addis Ababa, Ethiopia. And more importantly in selected sub cities of Addis Ababa City Administration.

Most research suggests that a likable source in an advertisement creates increased attention to the ad and positive feelings towards the brand, which then translates in to purchase likelihood (Calcott&Philippe, 1996). Similarly, as the credibility of the source increases, consumers are more likely to be influenced by the message (Pretty and wegner; Pompitakpan, 2004).

There is considerable evidence that source likability and credibility exert positive effects on willingness to purchase through enhancing both attitude towards the ad and attitude towards the brand (Philips & Lee 2005; Arora et al.2006). Prior research further indicates, based on the elaboration likelihood theory (Pretty &Cacioppo, 1983), the source likability plays a more prominent role than credibility (likability) in low (high) involvement situations.

Given the above theoretical fact, therefore, this study would like to see how these source characteristics affect parents in their purchase decision of disposable baby diaper by analyzing issues, evidences and experiences of selected SubCitiesof Addis Ababa City Administration.

The researcher has gone through extensive and intensive review of existing literatures related to the topic on web sites, books, journals, published and unpublished materials. Unfortunately, enough material related to the topic was not found. This is not to mean this topic wasn't completely studied before but rather, under the scope of the researcher, an in-depth, detailed and sufficient study on the topic in the context of Addis Ababa have not been found. Hence, the researcher believed that this tittle is under researched; especially in the context of Ethiopia in general and the sub cities in Addis Ababa in particular. (Bole, Arada,Yeka and Kirkos are the sub cities in Addis Ababa which were covered under this study).

Although there are some researches on this area are conducted in other countries, very little is known on the case of disposable baby diapers in Ethiopia market. Therefore, this study analyzed the effect of advertising on consumers purchase decision of disposable diapers in the context of Addis Ababa, Ethiopia. Thus, this study will have a theoretical contribution in the area of

advertisement and its effect on consumer purchase decision in the context of Addis Ababa, Ethiopia.

Therefore, an investigation of consumers' feedback about their purchase decision is important to keep the current advertising practice at its best and to find out factors that affect consumers purchase decision for disposable baby diapers. Hence, the study tried to answer the following basic research objectives and questions.

1.3 Research Questions

The research exerted utmost effort to give answer for the below basic questions.

- To what extent do source attractiveness affect consumers' purchase decision for disposable baby diaper?
- How source credibility influence consumers' purchase decision for disposable baby diaper?
- How does product-personality match affect consumers' purchase decision for disposable baby diaper?
- To what extent advertising message affect consumers' purchase decision for disposable baby diaper?
- How do advertising media affect consumers' purchase decision for disposable baby diaper?

1.4 Objectives of the study

1.4.1 General objectives of the study:

The general objective of the study was to analyze the effect of advertising on consumers' purchase decision of baby diapers in Addis Ababa, Ethiopia.

1.4.2 Specific objectives:

- ✓ To explore the effect of source attractiveness on consumer purchase decision of disposable baby diaper in Addis Ababa, Ethiopia
- ✓ To figure out the effect of source credibility on consumers' purchase decision of disposable baby diaper in Addis Ababa, Ethiopia.
- ✓ To find out the effect of product- personality congruence on consumers' purchase decision for disposable baby diaper in Addis Ababa, Ethiopia.
- ✓ To examine the effect of advertising message on consumer purchase decision of disposable baby diaper in Addis Ababa, Ethiopia.
- ✓ To examine the effect of advertising media on consumer purchase decision of disposable baby diaper in Addis Ababa, Ethiopia.

1.5 Significance of the Study

Theoretical significance:

This study will have a practical significance to the advertising agencies if there is a willingness to use the data and the findings accordingly.

- To help marketers design feasible advertising strategy to increase the desired sales volume and market share.
- The study would determine the importance of understanding of consumer's purchase decision and their dynamic attitude before making decision regarding the advertising and the implication of the consumer's behavior on sales.
- To help the company alter or adjust their sales promotional schemes and it may allow companies to leverage their position in the market by striking the right balance between the promotion they offer and the promotion that customers prefer.
- To help construct suitable recommendations about advertising in attracting consumers.
- To give clue for those who wants to make further study on the topic. In fact, this study will help to know the effectiveness of advertising on consumer purchase decision of disposable diapers. And will pave a way for other researchers to conduct further survey on this area and serve as a reference material for students and marketing practitioners.

1.6 Scope of the Study

1.6.1 Target scope

Parents who have child were the focus in undertaking the research paper. But much emphasis has been placed on mothers and due to this in the data collection significant number of females have been approached. The reason for this is that they are the primary decision makers in the purchase of baby diapers and their decisions are usually different from the fathers purchase decisions.

The mothers discussed in this study are the first time mothers but also mothers who have older children. The reason why first time mothers could be more interesting is that they are entering a whole new world never experienced before and therefore they will most likely react differently than mothers who have experienced the motherhood role before. The first time mothers are also more vulnerable towards the outside society because they cannot rely on their own past experiences as second or third time mothers can. But it is worth mentioning that many second or third time mothers still feel the pressure from society but they have some experience with them and are therefore also an interesting group to investigate.

1.6.2 Geographical scope

The study focused only on consumers (parents) who resides in selected four sub cities of Addis Ababa City Administration, Ethiopia. Namely, Bole, Arada, Kirkos and Yeka Sub cities.

1.6.3 Time scope

The study is cross sectional as it is confined to a single time- period. And in the case of this study, the research will end in less than one -year-time period.

1.7 Definition of terms

Effect-A change or changed state occurring as a direct result of action by somebody or something else.

Purchase- the action of buying a product.

New mothers- first time mothers, those who give delivery for the first time

Baby –those under two years' old

Source: Source means the person who is involved in the communication of marketing message in either a direct or in an indirect manner.

Consumer-In the context of this study- are parents who purchase diaper for their babies.

1.8 Limitation of the Study

- One of the major limitations of this study is the sample coverage. The sampling technique used for this study is non probability convenience sampling. In Non-probability, units in the population have unequal or zero chances for being selected as a sample unit. When population elements are selected for inclusion in the sample based on the ease of access, it can be called convenience sampling. (C. R. Kothari). Convenience samples are sometimes called 'accidental samples' for the reason that elements may be drawn in to the sample simply because they just happen to be situated, spatially or administratively, near to where the researcher is conducting the data collection. Due to the fact that readily accessible elements within the target population will differ significantly from less accessible elements use of convenience sampling is likely to introduce a substantial degree of bias into sample estimates of population parameters. (Kothari)
- The absence of adequate studies and organized data especially empirical literatures, both qualitative and quantitative data regarding the study variables (especially in disposable diaper), which would be useful to lay a more relevant factual base for the study.
- Time & Finance were also among the constraints in undertaking this study.

1.9 Organization of the study

This study was organized into five chapters. The five chapters were comprised of the Introduction, Review of Related Literature, Research Design & Methodology, Result & Discussion and Summary, Conclusions & Recommendations.

The first chapter provided a general introduction of the study including background of the study, statement of the problem, basic research questions, objectives of the study, hypothesis, definition of terms, significance of the study, and delimitation/scope of the study

Chapter 2- Literature Review: this chapter dealt with the literature relevant to the topic. It contains an introduction, theoretical Review, empirical review and conceptual framework of the study.

Chapter3-Described the methodology that will be used to study the problem: the subjects/participants of the study; the sources of data; the data collection tools/instruments to be employed; the procedures of data collection; and the methods of data analysis.

Chapter 4- Comprised Data Presentation, Analysis and Discussion of Results

Chapter 5- Presents Summary, Conclusion of findings and recommendations of the study.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

Introduction

This chapter presents review of literature that forms the basis of this study. Moreover, it discusses different models under the topic study that affect the purchase decision of customers. The chapter builds on theoretical definitions and empirical reviews of past studies that have been done, which help to construct for the conceptual framework.

I Theoretical Review

Marketing communications are the means by which firms attempt to inform, persuade, and remind consumers—directly or indirectly—about the products and brands they sell. In a sense, marketing communications represent the voice of the company and its brands; they are a means by which the firm can establish a dialogue and build relationships with consumers. (Kotler and Keller, 2012)

Advertising is a non-personal paid form where ideas, concepts, products or services, and information, are promoted through media (visual, verbal, and text) by an identified sponsor to persuade or influence behavior. The non-personal component means that advertising involves mass media (e.g., TV, radio, magazines, newspapers) that can transmit a message to large groups of individuals, often at the same time and there is generally no opportunity for immediate feedback from the message recipient (except in direct-response advertising) (Kotler & Keller,

2012). Advertising is best-known and most widely discussed form of promotion and a way of communication to convince an audience for taking purchase decision about a product or service and delivering information to viewers (Niazi et al, 2012).

Marketers use advertising for its cost-effectiveness with large audience. It has been established that customers are more likely to consider buying and using certain brand of what they can remember the brand name and something about its attributes or benefits (Kotler and Armstrong, 2003; Belch & Belch 2009)

2.1 Concept of Advertising

2.1.1 Definitions

According to Belch et al. (2012) advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. This is particularly true for companies whose products and services are targeted at mass consumer markets. Aside from this, there are several reasons why advertising is such an important issue for many marketers. First, it can be a very cost-effective method for communicating with large audiences. Second, it can be used to create brand images and symbolic appeals for a company or brand.

Almost every one grows up in the world which is flooded with the mass media e.g. television, advertising, films, videos, billboards, magazines, movies, music, newspaper, and internet. Of all marketing weapons, advertising is renowned for its long lasting impact on viewer's mind, as its exposure is much broader. Advertising is a subset of promotion mix which is one of the 4P's in the marketing mix i.e. product, price, place and promotion. As a promotional strategy, advertising serves as a major tool in creating product awareness in the mind of a potential consumer to take eventual purchase decision. Advertising, sales promotion and public relations are mass-communication tools available to marketers. Advertising through all mediums influence audiences, but television is one of the strongest medium of advertising and due to its mass reach; it can influence not only the individual's attitude, behavior, life style, exposure and in the long run, even the culture of the country.

A company cannot make dream to be a well-known brand until they invest in their promotional activities, for which consumer market have been dominating through advertisements. As the primary mission of advertiser is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individual's interest in their products. They need to understand what makes potential customers behave the way they would like. It also appears that advertising may have the potential to contribute to brand choice among consumers. (Kumar et al,2013)

A modern definition of advertising includes other important factors, such as media, audience, and goals. Advertising was defined in as a paid form of persuasive communication that uses mass and interactive media to reach broad audiences in order to connect an identified sponsor with buyers (a target audience) and provide information about product (goods, service, and ideas). This definition has five basic factors: is usually paid by the advertiser, the sponsor is

identified, generally reaches a broad audience of potential consumers, seeks to inform and also persuade or influence consumers, and the message is conveyed through many different kinds of mass media and also now interactive types of media. (Wijaya,2012)

2.1.2 Historical Background of Advertising

The practice of advertisement is as old as mankind. According to Dunn et al. (1987), the urge to advertise has been a part of human daily activities, evidenced since ancient human civilization. One of the earliest ways of advertising was the use of signs and pictures. Early craftsmen used signs to advertise their wares and some traders like the Phoenicians embedded commercial messages on prominent rocks. They were among the forerunners of modern day advertising.

A significant event in the development of advertising was the invention of a system of casting moveable type by the German, Johannes Guterberg in 1338 Gerard et al. (1998). The outcome inspired communication methods for the entire world. William Catton, an early printer made advertising history in 1478 when he published a handbill, regarded as the first printed English advert. In the handbill there was the advertisement of his book called “Salisbury Pye”, handbook of ruler for the guideline of the clergy at Easter Nickels et al. (2000).

G. Bakshi et al. (2013) say that, in June 1836, French newspaper “La Presse” was the first to include paid advertising in its pages, allowing it to lower its price, extend its readership and increase its profitability. The formula was soon copied by all titles. According to Anderson et al. (1989) around 1840, Volney B. Palmer established the origins of the modern day advertising office in Philadelphia. In 1842 Palmer purchased large amounts of space with different size in various newspapers at a discounted rate then resold back the space at higher rates to advertisers. The actual ad, the copy, layout and artwork were still prepared by the company wishing to advertise; as a result, Palmer was a space broker. (Mewal,2015)

In the late 19th century the advertising agency of N.W. Ayer & Son was instituted. Ayer and Son offered to plan, create and carry out full package of advertisement for its customers. By 1900 the advertising agency had become the focal point of creative planning and advertising was firmly established as a profession. Around the same time, in France, Charles-Louis Havas diversified the services of his news agency, to include advertisement brokerage, making it the first French group to organize. At first, agencies were brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to assume responsibility for advertising content. N.W. Ayer opened in 1869, and was located in Philadelphia USA Brassington et al. (2001).

2.1.3 Advertisement in Ethiopia

According to a survey of culture and media Ellene et al. (2003), modern mass media was introduced in Ethiopia a century ago, during the reign of Menelik II who ruled from 1889- 1913. The first medium to be introduced was a weekly newspaper (La Se-mained'Ethiopie, 1890),

published in French by a Franciscan missionary living in Harar. In 1905 the name of the publication changed to Le Semeurd'Ethiopie.

The first Amharic newspaper, a four-page weekly newspaper named Aemero was published in 1902. The first issues were 24 hand written copies. Between 1912 and 1915 weekly newspapers like Melekete Selam, Yetor Wore ("War News") and many others emerged.

For the most part, these print media were controlled by the country's government. In 1965 Berhanena Selam Printing Press, a modern, institution run by the government was established. The printing press played a role in the publication of two national weekly newspapers, Addis Zemen (New Era), in Amharic (1941) and its English counterpart the Ethiopian Herald, in 1943. These two served as the main official press organs of the state and as the main source of information for literate people. In addition to the printing media, electronics media such as Ethiopian Radio and Ethiopian Television were established in 1935 and 1964 respectively. News agencies, often government-owned, were also introduced to the country during the previous century, including the Ethiopian News Agency (ENA), begun in 1942. Walta Information Service was a more recently established news agency EBA data (2015).

2.1.4 Models of Advertising

AIDA Model

AIDA was created by Strong in 1925 and is a behavioral model that has a 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. Finally leads to Action

The perception of advertising as a strong force originates from a long-held view (Barry, 1987) that advertising works via a 'hierarchy of effects'. This concept originated a century ago and envisages consumers moving through a series of stages from initial awareness of a product (A), through exposure to its advertising, to interest in the product (I), desire for the product (D), and finally action (A) in terms of purchase behavior (the AIDA model).

AIDA is criticized as unproven and too simplistic, yet it remains a central tenet of many marketing texts. It has maintained its dominance in spite of challenges launched over almost thirty years (Ehrenberg et al., 1997).

ROI Model

The three ingredients of effective advertising are Relevance, Originality and Impact.

Relevance

Keith Reinhard, chairman of DDB worldwide Communications Group, relevance according to him is when the ad and the marketing truly resonates with the target audience. The message needs to be emotionally relevant enough to interest and engage the potential customer.

Jackson and Messick (1965) describe the relevance as appropriateness. Besemer and O'Quinn (1986) describe the appropriateness as a solution to customer problems. Amabile (1983) describes relevance as usefulness. Wells (1989) and Thorson and Zhao (1997) describe the relevance as something close to personal interest. Therefore, it can be concluded that a creative Ad has to be different as well as useful or relevant to consumer.

According to DDB Needham Agency, Advertising is directed at convincing people to do something. Creativity in advertising requires empathy, a keen awareness of the audience: how they think and feel, what they value, and what makes them take notice. A creative idea has to speak to the right audience with the right sales message. No matter how much the creative people or the client or the account executive may like an idea, if it doesn't communicate the right message or the right product personality to the right audience, then it won't work.

Originality

An Original advertising idea is creative, novel, fresh, unexpected, and unusual. Any idea can seem creative if it has never been thought of it before, but the essence of a creative idea is that no one else has thought of it either. The original ideas are those that only one person thinks of. An unexpected idea can be one with a twist, an unexpected association, or catchy phrasing. A familiar phrase can become the raw material of a new idea if it is presented in some unusual or unexpected situation. A great idea is only great the first time around. When it gets copied and overused, it becomes a cliché.

Impact

According to Keith Reinhard, Impact is action-oriented marketing campaigns that produce real results. i.e. not only just moving consumers emotionally but also moving them to action.

A commercial with impact can break through the screen of indifference and focus the audience's attention on the message and the product. An ad with impact has the stopping power that comes from an intriguing idea-something you have never thought about before.

2.1.5 Factors of Advertising

2.1.5.1 Media Factors

Media for Advertisement Morden (1991) holds that the medias for advertisement can be classified into the following four categories: namely print; electronic or broadcast; outdoor and others media advertising.

Print Media Advertising: The print media consists of Newspapers, Magazines, Journals, Handbills and etc. No newspaper or, journal, today, can survive without advertisement revenue. Print media advertising, even today, is the most popular form; and revenue derived by mass media from advertising has, therefore, been progressively increasing year after year. Print media appeals only to the sense of sight, i.e. eyes.

Electronic or Broadcast Media Advertising:

Electronic or Broadcast Media consists of Radio, Television, Motion Pictures, Video and Internet. The radio is audio in nature, attracting only to the sense of sound (ears). Radio advertising is more effective in rural areas, as compared to urban regions. Television, as an advertising medium, is more attractive and effective because it is an audio-visual medium appealing to both the senses of sight sound (eyes and ears). Different methods, such as, spot announcements; sponsored programs and etc. are used for broadcasting advertising messages. However, broadcasting media are very expensive form of advertising. Advertising is also undertaken via movies, video and internet.

Outdoor Media: This includes Posters, Neon Signs, Transit, Point of Purchase (POP) and etc. Outdoor advertising can be a good supporting media to other forms of advertising. It is good forms of reminder advertising, especially, POP advertising.

Other Media: This includes Direct Mail, Handbills, Calendars, Diaries, Cinema Advertising and so on. These miscellaneous media can play an important supporting role to the major media such as television and newspapers.

2.1.5.2 Message Factors

No matter how big the budget, advertising can succeed only if advertisements gain attention and communicate well. Good advertising messages are especially important in today's costly and cluttered advertising environment. (Kotler and Armstrong, 2012)

Message Content

Message Appeals Kotler and Keller (2012) state that Creative strategies are the way marketers translate their messages into a specific communication. 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)

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.

Message Structure

According to Kotler and Armstrong (2012) Marketers must also decide how to handle three message structure issues. The first is whether to draw a conclusion or leave it to the audience. Research suggests that, in many cases, rather than drawing a conclusion, the advertiser is better off asking questions and letting buyers come to their own conclusions. The second message structure issue is whether to present the strongest arguments first or last. Presenting them first gets strong attention but may lead to an anticlimactic ending. The third message structure issue is whether 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). Usually, a one-sided argument is more effective in sales presentations, except when audiences are highly educated or likely to hear opposing claims or when the communicator has a negative association to overcome. 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 enhance an advertiser’s credibility and make buyers more resistant to competitor attacks.

2.1.5.3 Source Factors

Source Models

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)

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)

2.1.5.3.1 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 extent to which a communicator is perceived to be a source of valid assertions about the object or issue, and trustworthiness is referred to as the degree of consumer’s confidence in the communicator’s intent to communicate the assertions she or he considers most valid. as cited by (Rai et al.,2013).

Applying expertise

As Hoyer and MacInnis (2010) stated in their book of consumer behavior, we are more likely to accept a message from someone perceived as knowledgeable or as an expert about the topic than from someone who has no experience with it. A salesperson who demonstrates extensive product knowledge will be more credible than uninformed one. Because attitudes and opinions developed through an internalization process become part of the individual’s belief system, marketers want to use communicators with high credibility. Companies use a variety of techniques to convey source expertise. Sales personnel are trained in the product line, which increase customers’ perceptions of their expertise. Marketers of highly technical product recruit salesperson with specialized technical backgrounds in engineering, computer science, and other areas to ensure their expertise.

Spokespeople are often chosen because of their knowledge, experience, and expertise in a particular product or service area. Endorsements from individuals or groups recognized as

expertise, such as doctors or dentists, are also common in advertising (Belch and Belch 2003, p. 169).

The importance of using expert sources was shown in a study by (Ohanian, 1990), who found that the perceived expertise of celebrity endorser was more important in explaining purchase intentions than their attractiveness or trustworthiness. She suggests that celebrity spokespeople are most effective when they are knowledgeable, experienced, and qualified to talk about the product they are endorsing.

Applying trustworthiness

Source trustworthiness is the attribute of dignity, believability and honesty possessed by the endorser and observed by the customers. Trustworthiness was found to be an important forecaster of source credibility (Friedman et al., 1976).

The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message (Ohanian, 1990). While expertise is important, the target audience must also find the source believable. Someone perceived as trustworthy is more likely to be believed than someone who is not (Hoyer and Macinnis, 2010 p. 131). Finding celebrities or other figures with a trustworthy image is often difficult. Many trustworthy public figures hesitate to endorse products because of the potential impact on their reputation and image. Advertisers use various techniques to increase the perception that their sources are trustworthy. Marketer can also deal with the source-trustworthiness issue by using other IMC tools such as publicity. Information received from sources such as newscasters is often very influential because these individuals are perceived as unbiased and thus more credible, even though they are often presenting stories that stem from press releases.

2.1.5.3.2 Source Attractiveness Model

Attractiveness refers to the perceived attractiveness of the source. Source attractiveness in the context of message effectiveness (and communication) is said to depend on source's familiarity, likeability, similarity and overall attractiveness to the receivers (McGuire, 1985; Ohanian, 1990). Attractiveness is related to three attributes namely, similarity, likeability and familiarity of the endorser.

Applying Similarity

Represented the resemblance that is perceived between the endorser and the consumer.

Familiarity

Familiarity is the knowledge about the source that the consumer gained through the repeated coverage about the celebrity.

Likability

Likability is the affection for the source as a result of physical appearance, behavior, or other personal traits.

2.1.6 Objectives of Advertising

Advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behavior. They spend a lot of money to keep individuals (markets)

interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertisers' goal is to get enough relevant market data to develop accurate profiles of buyers-to-find the common group (and symbols) for communications this involves the study of consumers' behavior: the mental and emotional processes and the physical activities of people who purchase and use goods and services to satisfy particular needs and wants (Arens, 1996).

Advertising is related and begins with a base of creating awareness and strengthening a company's position or image. It is advertising that makes the companies known. The second role is to create favorable climate for salespeople. In some instances, customers will order directly from the advertising, so the final purpose of advertising is to generate sales (Dwyer and Tanner, 2002). In addition, they define mass media advertising as "non-personal, paid announcements by an identified sponsor to reach large audiences, create brand awareness, help position brands, and build brand images" (Dwyer and Tanner, 2002).

Advertisements tend to be highly informative and present the customer with a number of important product attributes or features that will lead to favorable attitudes and can be used as the basis for a rational brand preference. People get information from the advertisement through the attractiveness it holds, the attention it creates and the awareness it gives. (Arens, 1996)

An advertising objective (or goal) is a specific communications task and achievement level to be accomplished with a specific audience in a specific period of time. (Kotler and Keller ,2012) classify advertising objectives according to whether their aim is to inform, persuade, remind, or reinforce.

- Informative advertising aims to create brand awareness and knowledge of new products or new features of existing products.
- Persuasive advertising aims to create liking, preference, conviction, and purchase of a product or service. Some persuasive advertising uses comparative advertising, which makes an explicit Comparison of the attributes of two or more brands.
- Reminder advertising aims to stimulate repeat purchase of products and services.
- Reinforcement advertising aims to convince current purchasers that they made the right choice.

The advertising objective should emerge from a thorough analysis of the current marketing situation. If the product class is mature, the company is the market leader and if brand usage is low, the objective is to stimulate more usage. If the product class is new, the company is not the market leader, but the brand is superior to the leader, then the objective is to convince the market of the brand's superiority. (Kotler and Keller, 2012)

2.1.7 Measuring Effectiveness of Advertising

Advertising effectiveness has been researched by numerous methods, in the past mainly focusing on recognition, recall, opinion, brand-awareness, associations and ratings e.g. Lucas and Britt (1963). However, "effectiveness" has to ultimately be a measure of sales, and whether the money spent on the advert is returned by the consumer response Wells (1997). These other factors may

act as channels or barriers between the advert and purchase but sales have to be the primary criterion Dunn et al. (1987).

Measuring the effectiveness of advertising has become a hot issue for most companies, especially in the tight economic environment. That makes top management at many companies asking their marketing managers, “How do we know that we’re spending the right amount on advertising?” and “what return are we getting on our advertising investment?” (Kotler & Armstrong, 2013)

Advertisers should regularly evaluate two types of advertising results: the communication effect and the sales and profit effects. Measuring the communication effect of an advertising or advertising campaign tells whether the advertising and media are communicating the advertising message well. Individual advertisement can be tested before or after they are run. Before an advertisement is placed, the advertiser can show it to consumers, ask how they like it, and measure message recall or attitude changes resulting from it. After an advertisement is run, the advertiser can measure how the advertisement affected consumers recall or product awareness, knowledge, and preference. Pre- and post-evaluations of communication effect can be made for entire advertising campaigns as well. (Kotler & Armstrong, 2013)

2.2 Concept of Consumer Buying Behavior

2.2.1 Definition

Consumer behavior is a discipline, in the social sciences, which deals with why consumers buy, or do not buy, products or services. Consumer behavior is the study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon, Russell-Bennett and Prevedt, 2013). Why should managers, advertisers, or other marketing professionals study consumer behavior? Very simply, understanding consumer behavior makes good business sense. The marketing concept asserts that organizations need to satisfy the needs of consumers if they are to survive and thrive in today’s world. Marketers can only satisfy the needs to the extent that they understand the people, organizations, that will use the products and services they sell.

Studies have shown that a lot of elements can affect consumer behavior, whether to purchase or not to purchase a particular product or service. Most of life’s routine actions are dominated by product buying behavior and practices with places such as shopping centers, malls, entertainment parks, sightseeing centers and so on Blythe and Jim (1997). According to Morris et al. (1998), consumer behavior has two aspects: the final purchase activity which is visible to us and the decision process which may involve the interaction of a number of complex variables not visible to us. As a matter of fact, purchase behavior is the end result of a long process of consumer decision-making Duffy et al. (2005).

2.2.2 Process of Consumer Purchase Decision

Consumer purchase decision process consists of a series of processes or steps, beginning with a felt need or want arising from either internal or external services and terminating with a confirmation of the decision. The need may be an urgent or compelling one, demanding immediate satisfaction; or it may be one for which the satisfaction can be delayed or postponed. In any event a tension is created which sooner or later must be quit. In order to further understand the decision making process, the study has taken the consumer purchase decision making process model from SwamaBakshi (2010).

According SwamaBakshi (2010), the classic view of consumer behavior principle is the five stage of decision-making model, which is based on the idea that considers consumers as information-processing machine. The classical five stages of consumer decision-making process are (1) problem recognition, (2) information search, (3) alternatives evaluation, (4) product choice and (5) post-purchase evaluation Alba et al. (2000).

1-Problem Recognition: Problem recognition is the beginning level of consumer decision-making process. It occurs when consumers realize that there are some deviations between their actual state and ideal or desired state Howard et al. (2000).

2-Information Search: Information search is the stage where consumers search for more knowledge in order to solve the recognized problem. To help themselves make a decision, consumers will look for information from their internal and external environment. Information search process can be classified into two types. Firstly, the pre-purchase search process is the process where consumers look for the information to satisfy their needs or solve their problems, which begin after consumers realize their needs or problems. Secondly, an ongoing search is the process where consumers browse the information for their pleasure and to keep them up-to-date with new products or current situations of the products" market Hubert et al. (1985).

3-Alternative Evaluation: In this stage, consumers have to evaluate their available alternatives that they have obtained from the previous stage, information search. According to Hoyer et al. (2008), since there are a great number of brands in the market place, consumers will create their own evoke set which consists of brands that are already in their minds. The brands that are included in consumers" evoke sets will have more opportunities to be selected by them.

4- Product Choice: Consumers have to choose one alternative after evaluating their options from the previous stage. Choosing product can be either a simple and quick or a complex stage. Consumers" product choices can be affected by various sources of information during the process of decision-making Hollensen (2010).

5- Post Purchase Behavior and Disposal: Even though the buying decision has finished, consumers often still evaluate and assess their decisions because they want to feel more

confident about their choices and to ensure that the product can solve their problems or satisfy their needs Jan – Benedict et al. (1999). Aaker (1978) stated in his study that the quality of a product/ service is a main determinant in post- purchase evaluation.

2.2.3 Factors that Influence Consumers' Behavior

The many factors that affect acquisition, usage, and disposition decisions can be classified into four broad domains the psychological core, the process of making decisions, the consumer's culture, and consumer behavior outcomes. To make decisions that affect outcomes like buying new products, consumers must first engage in processes described in the psychological core. They need to be motivated, able, and have the opportunity to be exposed to, perceive, and attend to information. They need to think about this information, develop attitudes about it, and form memories.

The cultural environment also affects what motivates consumers, how they process information, and the kinds of decisions they make. Age, sex, social class, ethnicity, families, friends, and other factors affect consumer values and lifestyles and, in turn, influence the decisions that consumers make and how and why they make them (Hoyer &Macinnis, 2010).

Two broad factors influence the consumers' choice. The first is the individual consumer whose needs, perceptions of brand characteristics, and attitudes toward alternatives influence brand choice. In addition, the consumers' demographics, lifestyle, and personality characteristics influence brand choice.

The second factor that influence on consumer buying decision is the environment. The consumers' purchasing environment is represented by culture (the norms and values of society), by subcultures (a part of society with distinct norms and values in certain respects), and by face – to - face groups (friends, family members, and reference groups). Marketing organizations are also part of the consumers' environment since these organizations provide the offerings that satisfy consumer needs (Assael, 2001).

Internal influences come from inside the consumer. They are the personal thoughts and feelings, including perception, self-concepts, lifestyle, motivation, emotion, attitudes, and intentions. You could call these the psychological influences. These influences describe the ways consumers interact with the world around them, recognize their feelings, gather and analyze information, formulate thoughts and opinions, and take action. You can use consumer internal influences to better understand the why and how of specific behaviors. The following sections help you gain a better understanding of each of these influences (Laura, 2009).

Motivation and emotion

Motivation is the driving force within individuals that impels them to action. This driving force is produced by a state of tension, which exists as the result of an unfulfilled need. Individuals strive both consciously and subconsciously to reduce this tension through behavior that they

anticipate will fulfill their needs and thus relieve them of the stress they feel (Schiffman&Kanuk, 2004).

Lindquist and Sirgy (2003) stated that emotions are the affective responses that reflect the activation of deep-seated and value laden beliefs within the consumer.

Perception- is representative of how a consumer processes and interprets information. You could describe perception as the way that consumers see the world around them — the world that includes your products and services (Schiffman, 2004) cited in (Tamboli, 2008). Perceptions are unique and determine purchasing behavior in every consumer differently. According to the Webster's Revised Unabridged Dictionary (1913) cited in Durmaz&Diyarbakirlioglu (2011), perception is the quality, state, or capability, of being affected by something external; sensation; sensibility. Another definition is that is the process by which an organism attains awareness or understanding of its environment by organizing and interpreting sensory information. Perception means the adaption of reality.

Attitude - is that lasting general evaluation of something. It represents how consumers feel about products, services, and companies. Attitudes can tell you a lot about your consumers and how well you are accepted in the marketplace. Just remember that consumers easily screen information that conflicts with their own attitudes (Laura, 2009). Peter et al, (1999) Attitudes exert an influence on behavior aiming to satisfy motivation. Consumers attitude always have some kind of concept, consumers have attitudes towards various physical and social objects including products, brands, models, stores and people cited in (Tamboli, 2008).

Self-concept and lifestyle:Self-concepts explain why consumers wear certain fashions, purchase particular products, and drive specific cars. They determine a consumer's behavior, because they represent how a consumer sees herself and how she thinks other people see her. When you understand the roles of self-concepts, you can use them to better target your marketing message and advertising to reach potential customers (Laura, 2009).

Lifestyle is reflected by the outward appearance of both internal and external influences of consumers. When you look at all the factors to gain a greater grasp of the lifestyles of your consumers, you can target promotional plans to those consumers. You also can identify market opportunities (Laura, 2009) and (Yakup&Jablonsk, 2012).

External influences: Consumers are faced with many external influences, including an individual's culture, subculture, household structure, and groups that he associates with. Marketers and business owners call these external influences because the source of the influence comes from outside the person rather than from inside (which would be internal, or psychological, influences). You also could refer to them as sociocultural influences; because they evolve from the formal and informal relationships the individual has with other people (Laura, 2009).

Culture and subculture: Culture is a pattern of values, beliefs, attitudes, opinions, and learned behavior that are held in common and transmitted by the members of any given society. They in turn shape the individuals attitude toward products and buying decisions. Culture also meets many of the emotional needs of individuals, so they strive to protect the beliefs and values of their cultures. This protection is reflected in their behavior as consumers (Kotler& Keller, 2012).

Subculture represents a group of individuals within a culture that have unifying characteristics. A subculture is often representative of a particular nationality, religion, racial group, or geographic group. You can use these unifying characteristics to market directly to a subculture. You can target consumers more directly with your marketing and create messages that are more appealing and enticing when you understand the subcultures of consumers (Lindquist & Sirgy et al., 2003).

According to Furaiji, Łatuszyńska&Wawrzyniak (2012) groups represent two or more individuals who share a set of norms, values, or beliefs. Examples include peer groups, school groups, business groups, and clubs. Individuals identify with groups to the extent that they take on the values, attitudes, and behaviors of that group. You need to understand the groups that consumers belong to because groups carry significant weight when it comes to the influence they have on consumers. You can also benefit from identifying the opinion leaders within groups and informing them of the products you offer. By gaining their support, you market to the mass of a group by using the leader's endorsement.

Household structures - represents how many live in a home, what the ages of the occupants are, and what the household income is. Household structure is important to consumer behavior because the structure affects the consumption and purchasing patterns of the individuals within the home. Each member of the household structure also has a role in the decision-making process, and when you understand those roles, you can be more effective in helping those consumers make decisions on whether to purchase your product (Laura, 2009).

2.2.4 Consumer Decision Making Models

Nicosia's model: This model consists of four 'fields', beginning with the communication of information to affect the consumer's attitude (influenced by firm attributes and consumer attributes, notably consumer predispositions), followed by a search and evaluation process, a decision, and outcomes in terms of behaviour, consumption, storage, experience and feedback. Nicosia's formulation of the process to include an iterative, or repurchase cycle is important for conceptual framework development and very relevant to the services context.

However, a major limitation of the Nicosia model is that it is from the marketer's perspective rather than the consumer's, with consumer activities only very broadly defined. There has also been little empirical work to support the model, whereas there is much empirical work to suggest that relationships depicted in the model are not in fact valid (Tuck, 1976).

Howard and Sheth Model (1969): The Howard and Sheth (1969) model presented an advance at the time because of an enhanced level of specificity in terms of the relations between variables, for example, the model notes not only that attitude influences purchase, but also that intention is a moderating variable (Hunt & Pappas, 1972).

The model is also notable for including a wide range of inputs into the process in terms of marketing variables and social influences, which is an important step towards current input-process-output models.

The model depicted a flow of information that moved through four main components: 1) inputs (marketing and social stimuli), 2) perceptual constructs (attention and information search), 3) learning constructs (motives, choice criteria, brand comprehension, leading to an attitude, confidence, intention, and satisfaction), and 4) outputs (purchase, intention, attitude, brand comprehension and attention) (Howard & Sheth, 1969). A fifth element, exogenous variables (importance of the purchase; the consumer background, reference groups, personality traits; time available; and financial status), was included as an influence on the perceptual and learning constructs rather than being part of the information flow itself (Howard & Sheth, 1969).

Howard and Sheth (1969) model begins the consumer behaviour trend away from mathematical models to conceptual models. While its importance in the evolution of CDM models is clear, the Howard and Sheth model suffers from conceptual limitations. Evidence suggests that consumers do not always follow the entire path of the model, and the model is too complicated for routine purchases (Olshavsky & Granbois, 1979).

Furthermore, there are problems with the model's depiction of consumers moving from one step to another in linear fashion. The linear nature of the model is a major source of criticism as it is recognized that the elements of the buyer decision-making process do not necessarily occur in a set sequence (Brinberg & Lutz, 1986) and some may in fact occur concurrently (Phillips & Bradshaw, 1993).

2.3 Advertising and Consumer Purchase Decision

The advertising has a foremost and vital effect on purchasing behavior of consumers. If an advert is effective enough to impress, the viewer will be more willing to pay attention to it and is less likely to avoid the advert the next time it is shown Biel et al. (1990); therefore, it will get more exposure, because of the positive first impression. This awarded attention creates an opportunity to facilitate consumer involvement, increasing the ability to motivate and affect behavior Gary (1999). Furthermore, the increased repetition of viewing the ad, due to impression, enhances the salience of the advert in memory Ehrenberg (1974).

I. The Hierarchy of Effect Model

In the hierarchy of effect model, the consumer goes through a number of processes after being exposed to an advert. McGuire identifies the processes to be;

1. Consumer Attention (Awareness)
2. Message Comprehension(Knowledge)
3. Message Acceptance (Liking)
4. Selective Perception (Preference)
5. Selective Retention(Conviction)

Action (Purchase) (McGuire, 1969). Every advertiser is keen to consumer attention. Advertising must therefore be placed strategically to stimulate the mental efforts of a consumer. The theory depicts that; the physical properties of an advert is the primary requirement to get the customer's attention.

For broadcast -adverts, the motion and picture quality are essential. The size, columns, visibility and brightness are keen for billboards and print advertising (Sandage and Fryburger, 1967).

The time of exposure to adverts, and the consumer's prior product knowledge is a key factor for consumer motivation and comprehension. Here the adverts enable the consumer to be able to grasp the meaning of the advertising content.

Lavidge and Steiner 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, 1996). Behind this model is according to Belch & Belch (1998) the premises that advertising effects occur over time and advertising communication may not lead to immediate behavioral response or purchase, but rather, consumers must fulfil each step before (s)he can move to the next stage in the hierarchy (Belch and Belch 1998, p. 146).

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 in consideration.

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

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

Advertising is more than a tool for selling. It has one main task, to create a significant influence in the consumer mind or perceptual space in relation to competitors, so as to produce distinctiveness and preferences. To elaborate the above statement of problem scientifically, and to point out the importance of undertaking this research, moreover to define the variables it is necessary to present a brief review of previous researches undertaking in this relationship.

II. Empirical Literature

Several studies over the past years investigated what affects have been influencing the purchase decision of consumers toward product preference.

To formulate the problem scientifically, and to point out the importance of undertaking this study, it is essential to present a brief review of researches undertaking in this area. Although the review involved a large number of studies only a few studies which has direct and indirect bearing in the present study has been summarized. To mention some:

Empirical evidence on advertising and consumer behavior

Hafiz, Dr.Mudasar , Nabila, Wasim and Sara (2014) on their published research, ‘Impact of Effective Advertising on Consumer Buying Behavior: A Study of Mobile Phone Purchasers in Pakistan’ examines how much emotional responses are generated after watching effective ad that persuade consumer purchase behavior. Findings revealed that factors of emotional and environmental response have a significant impact on behavior of Pakistani consumers.

Kumar, Gangal& Singh (2011) on their study ' Advertising and consumer buying behavior: A study with special reference to Nestle ltd.', attempts to analyze the impact of Advertising on consumer buying behavior and results reveal that consumers are highly influenced by advertising in their preference for the brand.

MewalNegash (2015) conducted a study on, ‘The Effect of Advertisement on Consumer Buying Behavior in case of Ethio Ceramics’, Information was gathered from a sample of 180 consumers. Advertisement was identified as the independent variable and consumers buying behavior as the dependent variable. Impressive, understandable, attention grabbing, memorable, creative and honest advertisements were considered as sub-variables of advertisement. The results were according to the expectation after theory examination, but understandable advertisement has insignificant contribution on consumers buying behavior. On the other hand, attention grabbing advertisement contributes the largest effect towards influencing consumers buying behavior.

Muhammad et al (2014) conducted a study on the impact of consumer perception and advertisement on consumer buying behavior. The study was conducted in Pakistan. 150 questionnaires were distributed to randomly sampled respondents. The study found out that advertisement had strong positive impact on consumer buying behavior. It was also found that quality advertisement and positive perception can really play virtual role in improving consumer

buying behavior. However, the state of advertising which had more effect to consumer buying behavior was not stated, a gap this intended to fill.

Empirical evidence on source factor

Tee Xue Hui (2017) studied on ‘The effect of Source credibility on consumers’ purchase intention in Malaysia online community’. The study was conducted in Malaysia. A questionnaire survey conducted with a sample of 120 university students who had experience within the online community. The respondents were required to complete the survey regarding source creditability received from the online and tertiary platform. Data was analysed by using Statistical Package for the Social Science (SPSS) software version 23 to conduct descriptive statistical analysis and regression analysis accordingly. The empirical result reviewed that source credibility has a significant impact on consumer purchase intention.

IzabelėŽvinytė (2017) on research paper entitled ‘The impact of endorser credibility on brand credibility found out that endorser credibility has a direct positive impact on brand credibility. It was found that endorser credibility – brand credibility relationship did not vary when involvement into the product category is present. Moreover, the research supported the positive impact of brand credibility on brand loyalty, in addition to, the existence of direct and indirect relationships between endorser credibility and brand loyalty.

Dr. Zhiying Jiang (2015), on his research, ‘The effect of advertising credibility: on consumers’ attitude and purchase intentions’, based on a sample of 100 respondents, acquired from an online survey, the study figured out that consumers trust a brand more, believe a brand is more authentic and are able to affirm themselves with a brand more easily when they are exposed to brand oriented ads. Moreover, it is shown that when the semantic memory of consumers is being triggered within ads the brand image consumers have about a brand is stimulated. This indicates that brand oriented advertisements are more effective in creating the perception of a trustworthy, authentic and affirmable brand.

Mazini, Rosidah, RozitaNaina, Halimahton (2014) on their published research, ‘Celebrity Entrepreneur Endorsement and Advertising Effectiveness’ The research hypothesizes that celebrity credibility (comprising of attractiveness, trustworthiness and expertise) and advertisement credibility will positively affect three traditional measures of advertising effectiveness –attitude toward the advertisement, attitude toward the brand and purchase intention. A self-administered questionnaire with a stimulus advertisement featuring Dato’ SitiNurhaliza as the endorser of her own skincare label, SimplySiti, was filled up by 542 female respondents. Data were analyzed using Structural Equation Modeling. The findings revealed that both, celebrity credibility and advertisement credibility had positive impact on attitude toward the advertisement and attitude toward the brand.

Empirical evidence on purchase decision

Samar Fatima, SamreenLodhi (2015) on the study, Impact of advertisement on Buying Behaviours of the consumers, with reference to cosmetic industry in Karachi City Pakistan, using a sample of 200 respondents mostly the young, with ran of correlation and regressions analysis it's found that advertisements are very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers. Both of these variables such as consumer awareness and consumer perceptions will motivate the consumer to buy a certain product, as there is a positive relationship present in between them.

BruktawitAmtataw (2017) studied on' The Effect of Advertising on Brand Preference: Case of Anchor Milk Addis Ababa' using a sample of 384 respondents with explanatory research design and deductive research approach, the finding revealed that there are positive and significant relationships between media used for advertising, source factor, message factor and brand preference of Anchor Milk.

FitsumMekonnen (2018) on research paper entitled 'The Effect of Advertising on Passenger airline preference. The study took place in Addis Ababa and the study used questionnaire survey. The study surveyed 390 respondents and the result revealed that the three advertising dimensions (media factor, message factor, and source factor) have positive and significant effect on airline passenger's airline preference.

Empirical evidence on media factor

Mwangi Francis Kihato (2013) evaluating the effect of promotional strategies on competitive advantage-A study on disposable baby diapers distributors in Nairobi,Kenya; the finding revealed that radio advertising affect the competitiveness of distributors moderately. Local radio attracts an audience that wants to keep up with local news, events and personalities. The study agreed that billboard advertising affect the competitiveness of baby diapers distributors because billboard advertising grabs the attention of potential customers like no other form of advertising can. Creative, colorful, and eye catching advertisements have more impact on brand awareness and strong name recognition.

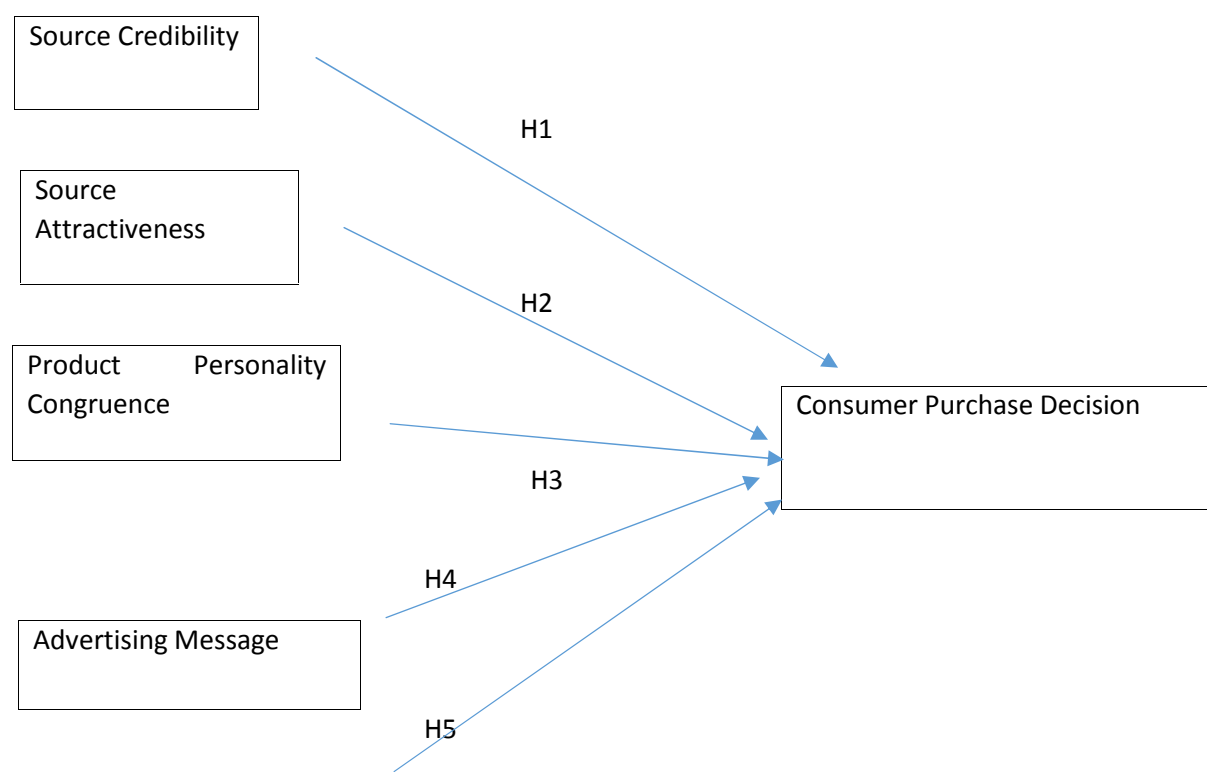
Md. Kamal Hossain, Mohammad Aatur Rahman, Subrata Kumar (2016) conducted a study on, 'The impact of persuasive television advertisements on changing buyers' buying behavior of baby products. The study took place in Dhaka city, Bangladesh and the study used questionnaire survey. The study surveyed 150 randomly selected baby product buyers from five places i.e. Jatrabari, Dhanmondi residential area, Mirpur 1, Gulshan 2, and Uttara model town (Sector 3). The results reveal that persuasive television advertisements play a vigorous role on changing consumer's buying behaviors of baby products.

2.4 Hypotheses of the study:

- The Source Credibility positively and significantly influences consumers' purchase decision of disposable baby diaper.

- Source Attractiveness has positive and significant effect on consumers’ purchase decision of disposable baby diaper.
- Product-Personality Congruence has positive and significant effect on consumers’ purchase decision of disposable baby diaper.
- Advertising message has positive impact on consumers’ purchase decision of disposable baby diaper.
- Advertising media has positive impact on consumers’ purchase decision of disposable baby diaper.

III. Conceptual Framework of the Study



Source: Adopted from different literatures-(Bruktawit Amtataw,2017), (Fitsum Mekonnen,2018),

The frame work shows that the independent variables such as source credibility, Source attractiveness, Product- Personality match, Advertising message and Advertising media. And consumer purchase decision as dependent variable.

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

The third chapter of this study presented methodology on how to deal with the research objectives. The methodology part tried to describe the methods through which the objectives of the study can be answered. Accordingly, it stated about the research approach, research design, population of the study, sampling procedures, data gathering methods and instruments, validity and reliability of the study, and finally ethical considerations are discussed.

3.1 Research Approach

Quantitative research approach was applied to the study. Quantitative research method examines the relationship between variables and tests the hypothesis. It places greater emphasis on the numerical data and statistical test to achieve conclusion that can be generalized (Saunders, 2012). In quantitative introductions, researchers sometimes advance a theory to test, and they will incorporate substantial reviews of the literature to identify research questions that need to be answered. In quantitative research, some historical precedent exists for viewing a theory as a

scientific prediction or explanation. In this definition, a theory is an interrelated set of constructs (or variables) formed into propositions, or hypotheses, that specify the relationship among variables (typically in terms of magnitude or direction). Therefore, the researcher preferred the quantitative research strategy because the study needs to address the effect of advertising on consumer purchase decision. This could be based on theories and reviews of literatures that could identify the research problems and would be able to give solutions.

Quantitative research approach was applied to the study. Quantitative approach of data gathering is concerned with the acquisition and interpretation of data that is presented in the form of discrete units. The data can be compared with other units by using statistical techniques (Gall et al., 1996).

Quantitative, because data gathering took place through survey. Survey is a research technique in which information is gathered from a sample of people using a questionnaire.

Since the population of this research is infinite, the survey approach has been applied to the study.

Survey research is a study where a sample of population is studied to determine its characteristics, and it is then inferred that the population has the same characteristics (Geoffrey 2005, P. 5). Survey enables to gather data at a particular point in time with the intention of describing the nature of existing conditions. It involves identifying standards against which existing conditions can be compared, as well determining the relationships that exist between specific events.

In general, due to the need for high response rate and low cost as a student researcher, the survey method is found to be economic and efficient one. By considering the aforementioned merits and the broad population as well as a single individual accomplishing the whole study, the survey approach is found to be practical to accomplish the objectives of the study.

Furthermore, the questionnaire has provided rich information for the interpretation of effect of advertising on consumer purchase decision of disposable baby diapers.

3.2 Research Design

This research paper has been undertaken with descriptive and explanatory research design. The rationality for choice of descriptive research design is concerned with narration of facts and characteristics of the given target population and the descriptive studies are used in order to describe and interpret the trend of events that exists. (Creswell, 2003). In addition, data analyzed using mean and standard deviation and other statistics.

According to Saunders et al. (2003), explanatory studies are studies with the emphasis to study a situation or problem in order to explain the cause and effect relationship between given variables (Saunders et al. (2003). To this end the data had been analyzed with multiple regression.

3.3 Population of The Study

People, products, firms, markets that is of interest to the research are called population. To be precise, a population must be defined in terms of elements, units and time (Dillon, 1993).

The target population for this study are parents (with special focus on mothers) who resides in selected Sub Cities of Addis Ababa City Administration (Infinite population). Namely Bole, Arada, Yeka&Kirkos. The elements that make up the population are called the sampling units. Sampling units are the target population elements available for selection during the sampling process. The Sampling units for this study are all purchasers of disposable baby diaper. The reason is that the researcher believed that the purchasers of disposable baby diapers knew or experienced the product due to some reasons, so that they have been exposed to the advertising of diaper.

3.4 Sampling Procedure

3.4.1 Sample Size

Sampling refers to the process of selecting a group(sample) from a defined population with the intent that the sample will accurately represent that population (Gall et al.,1996)

The sample size for this study will be determined with the use of Topman formula as presented below (Dillon, 1993).

$$n = \frac{Z^2 \cdot P \cdot Q}{(E)^2}$$

Where:

n = The sample size/ required sample size

Z = Degree of confidence (i.e. 1.96)

e= The level of precision (Sampling error that can be tolerated which is- 5%).

P=Probability of positive response (0.5)

Q=Probability of negative response (0.5)

$$n = (1.96)^2 \times 0.5 \times 0.5 / (0.05)^2$$

$$n = 3.8416 \times 0.5 \times 0.5 / 0.0025$$

$$n = 384.16 \approx 384 \text{ respondents}$$

Assumptions: A 95% confidence level, and **e** = ±5%

Therefore: nearly a total of 384 respondents will be selected to gather relevant data to complete the research work. To make the research more representative, the sample points include people who reside in the selected sub cities of Addis Ababa.

3.4.2 Sampling Techniques

Since the aim is to get actual information about the effect of advertising on consumer purchase decision of baby diapers in Addis Ababa, Ethiopia, the study focused on part of the target population mainly on mothers (though more emphasis placed on mothers, fathers have also been addressed) who resides in the selected sub cities of Addis Ababa. The researcher has used convenience sampling technique for the identification of respondents. When population elements

are selected for inclusion in the sample based on the ease of access, it can be called convenience sampling. (C. R. Kothari). Convenience samples are sometimes called ‘accidental samples’ for the reason that elements may be drawn in to the sample simply because they just happen to be situated, spatially or administratively, near to where the researcher is conducting the data collection. Quantitative data will be used on the bases of random selection to identify respondents for quantitative questionnaire. So that its major concern is to the relevance of the focus of the study and the representatives of the population. That is, the researcher will choose mothers that hold appropriate characteristics relevant to the research topic and the respondents will conveniently be selected. Therefore, in sample size selection, the major concentration will be on the quality of respondents or informants and their potential know how to provide rich and relevant information which is vital for the desired goal and, for the future analysis and interpretation of the study.

3.5 Data Collection Procedure and Instruments

3.5.1 Data Collection Procedure

The data collection method that have been used is summarized as follows; -

- ✓ The questionnaires were formulated
- ✓ The respondents were selected using convenience sampling
- ✓ The questionnaires were distributed to the consumers
- ✓ The data collected from questionnaires were coded for data analysis

3.5.2 Data Collection Instruments

Primary data have been used in the study. In order to build the research constructive and to make the reader comprehend its outcomes, secondary data have been used to contribute towards the formation of back ground information and empirical reviews.

The research was done using quantitative data. The quantitative data is collected through close ended questionnaire.

Questionnaire consisting different sections was developed to collect the primary data for the study and the questionnaire had two sections. The first section of the questionnaire was related to the demographics of the respondents. The second section of the questionnaire asked respondents about advertising effectiveness using five-points of Likert scales ranging from 5 (Strongly agree) to 1 (Strongly disagree).

The secondary data collected from internet sites and web pages of different organization, studies and report of institutions, professional Journals and articles relevant to the problem area, published materials directly or indirectly related to the problem area, and thesis's and report written by other researchers have been used.

3.6 Methods of Data Analysis

The survey questionnaire was coded and analyzed by using the statistical package for social science. Frequency counts and percentages was applied on all variables of the survey. Two statistical techniques were applied: (1) descriptive statistics and (2) Inferential statistics that include correlations, regression, and measures of ANOVA (Analysis of Variance).

Descriptive statistics The demographic profile of the respondents was analyzed using descriptive statistics with frequency and mean since mean is the most widely used and reported measure of central tendency (Marczyk, 2005). They were summarized and presented using tables.

Inferential statistics - The second part of questionnaire developed contains five point Likert scale questions under the five selected variables affecting consumer purchase decision of baby diaper. The relationship between the independent variables (advertising) and the dependent variable (consumer purchase decision) was analyzed using correlation and regression analysis.

3.7 Reliability

Reliability concerns the extent to which a measurement of a phenomenon provides stable and consistent results (Carmines and Zeller, 1979). Reliability is also concerned with repeatability.

According to George and Mallery (as cited in Joseph & Rosemary, 2003) Cronbach’s alpha is a coefficient of reliability. It is commonly used as a measure of the internal consistence or reliability of a psychometric test score for a sample of examinees. Cronbach’s alpha reliability coefficient normally ranges between 0 and 1.

Table 3.1: Rule of Thumb of Cronbach’s Alpha

Cronbach’s Alpha	Description
>= .9	Excellent
>= .8 but < .9	Good
>= .7 but < .8	Acceptable
>= .6 but < .7	Questionable
>= .5 but < .6	Poor
<= .5	Unacceptable

Source: Zikmund, et al, 2010.

Reliability is concerned with the consistency of measures, thus, the level of an instrument’s reliability is dependent on its ability to produce the same score when used repeatedly (Bryman& Bell, 2003). This research used Cronbach’s alpha to test the reliability of the questionnaire on a small sample of respondents. Table 4.1 below shows the reliability of the constructs tested using Cronbach’s alpha.

Table 3.2 Composite Reliability Measure of advertising Dimensions

Construct	Cronbach’s alpha	Number of items
Advertising Media	0.821	5
Source Credibility	0.767	4
Source Attractiveness	0.760	4
Product-Personality Congruence	0.758	4

Advertising Message	0.800	6
Purchase Decision	0.767	6

The Cronbach’s alpha value for all the constructs shows higher internal consistency since their value is higher than 0.7.

Reliability Statistics	
Cronbach's Alpha	N of Items
.808	29

3.8 Validity

According to Kothari (2004) Content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. It can also be determined by using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is no numerical way to express it. Based on this definition the content validity was verified by the advisor of this research and looked into the appropriateness of the questions and the scales of measurement prior to final administration, in order to make sure that the questionnaire are in alignment with the research objective.

3.9 Research Ethics

The study took in to account all ethical considerations in doing the research work. Confidentiality, right to privacy, research participants were informed of all aspects of the research task and participants have been assured of safety from physical or psychological harm.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION OF RESULTS

4.1 Introduction

The previous chapter discussed the methodology followed within this research study. The chapter included research design, variables, population, sample size, the instrument used and its reliability and validity; the process of data collection, capturing and analysis, the calculation of Cronbach’s Alpha coefficient and ethical considerations.

In this chapter, the collected data from users of baby diaper are summarized and analyzed in order to realize the ultimate objective of the study. The purpose of this study is to investigate the effect of advertising on consumer purchase decision in the case of baby diaper. In terms of organization, this chapter is put into four subparts. Following the first subpart, which deals with the descriptive analysis, comes the second subpart that discusses the correlation analysis between the variables of the topic under study. The third subpart is one that presents the regression analysis. Bringing the information collected from the data analyzed, the last subpart discusses the results reached upon.

Response Rate of Respondents

A total of 410 sets of questionnaires were distributed to the potential respondents and a total of 380 usable questionnaires were collected, that is a 93% response rate. SPSS version 23 was used for the analysis.

The analysis had the objective of measuring effect of advertising on consumer purchase decision of baby diaper. The hypothesis that advertising measurement dimensions have a significant effect on consumer purchase decision has been tested. In order to proceed with the analysis, the reliability and validity of the construct was tested.

4.2. Demographic Profile of Respondents

To observe what demographic trend the sample population has, the questionnaire begins with demographic characteristics of respondents. Accordingly, the following variables about the respondents were summarized and described in table 4.2.

In the following table the respondents’ demographic profile is presented with their respective frequency of occurrence and percentage.

Table 4.1 Frequency and Percentage of Background Variables

Background variable	Group	Frequency	Percent
Gender	Male	142	37.4
	Female	238	62.6
Age	18- 30	183	48.2
	31 – 40	155	40.8
	41 – 50	38	10.0
	Over 50	4	1.1
Educational level	Primary	12	3.2
	Secondary	19	5.0
	Diploma	65	17.1
	Degree	225	59.2
	Master Degree and above	59	15.5
Occupation	Businessperson	60	15.8
	Student	12	3.2
	Employee	308	81.1
Rely on AD to make purchase decision(ROAPP)	Yes	189	49.7
	No	55	14.5
	Sometimes	136	35.8

Source: Primary data, 2019

Gender

A total of 380 participants involved in this study of which the majority (62.6%) were female and the remaining 37.4% were male.

Age

Almost half of the total participants (48.2%) were in the age range of 18-30 years old. 40.8% of participants were in the age range of 31-40 years old. The remaining minorities, 10% and 1.1% of participants were in the age range of 41-50 and more than 50 years old respectively.

Education

Regarding educational level of participants, relatively the majority, 59.2%, were having educational qualification of degree level. 17.1% were having educational level of college diploma. 15.5% were having educational level of master’s degree and above. Whereas the remaining minorities, 5% and 3.2%, were having educational level of secondary and primary education level respectively. And all of the respondents were able to read and write.

Occupation

As far as occupation of participants is concerned, majority of the total participants, 81.1% were employee. 15.8% of participants were businesspeople and 3.2% were student.

Reliability on Advertising for purchase Decision

Participants were asked whether they rely on advertisement to make purchase decision or not. Almost half of the total participants said “yes”, 14.5% said “no” and 35.8% said “sometimes”.

4.3Descriptive Analysis of Advertising Variables and Consumer Purchase Decision of Baby Diaper

In order to compare the advertising variables effect on purchase decision, descriptive statistics mean and standard deviation have been used. The mean indicates to what extent the sample group averagely agrees or disagrees with the different statements. Mean value shows the average of all customers’ responses on each dimension, the higher the mean the more the respondents agree with the statement while the lower the mean the more the respondents disagree with the statement. While standard deviation shows how diverse the responses of customers are for a given construct (SPSS, version 23). For instance, high standard deviation shows that the data is wide spread meaning customers gave variety of opinion and low standard deviation means customers have close opinion.

The respondents indicate the determining factors for their purchase decision by choosing the provided scale questions that scale the agreement toward each related factor from 1(Strongly disagree) to 5(Strongly agree).

4.3.1 Analysis of Advertising Media

Table 4.2 Mean and standard deviation for Advertising Media

	N	Mean	Std. Deviation
Television advertising significantly contributes to my purchase Decision of baby diaper	380	4.0079	1.19694

Radio advertising significantly contributes to my purchase decision of baby diaper	380	3.4395	1.17988
Newspaper advertising significantly contributes to my purchase decision of baby diaper	380	2.7316	1.06345
Magazine Advertising significantly contributes to my purchase decision of baby diaper	380	2.7000	1.10145
Outdoor advertising significantly contributes to my purchase decision of baby diaper	380	3.1500	1.02018
Advertising Media	380	3.2058	.85105

Source: primary data, 2019

Interpretation:

According to the above table, consumer purchase decision advertising media with 3.2 values from the descriptive statistics indicate that parents(mothers) perceptions of the purchase decision advertising media is agreed, because the mean value is greater than the neutral value of 3 in a 5 Point-Likert scale.

Television Ads scored the highest with mean value of 4.0079 meaning buyers of baby diaper are highly influenced by Advertisement on television for making purchase decision. Radio and outdoor advertisement also scored well with mean values of 3.43& 3.15 respectively. All items of media used for advertising, except magazines and newspaper advertising, scored mean value greater than the neutral value of 3 in a 5 Point-Likert scale. This implies parents are highly influenced by media used for advertisement. From the above table we can conclude that most of the respondents rely less on newspapers and magazines to make purchase decision.

4.3.2 Analysis of Source Credibility

Table 4.3Mean and standard deviation for Source Credibility

	N	Mean	Std. Deviation
Advertising undertaken by an expert spokesperson has effect on my purchase decision	380	3.5000	1.07379
Advertising undertaken by trusted/credible spokesperson has effect on my purchase decision	380	3.7711	1.06193
Peer groups and family influence have effect on my purchase decision of baby diapers.	380	3.1263	1.12531
Advertising undertaken by believable spokesperson influence my purchase decision.	380	3.5974	.90013
Source Credibility	380	3.4287	.79556

Source: primary data,2019

Advertisement by experts scored mean value of 3.5, meaning purchasers of baby diaper are highly influenced when Advertisement are undertaken by trained experts. Advertising undertaken by trusted spokespersons and peer groups and family influence also scored well with mean values of 3.771 and 3.12 respectively. All item of source credibility scored above the cut of point 3.00, with the highest mean value of 3.77 which is for advertising undertaken by trusted spokesperson. This implies that source credibility influence purchase of baby diaper.

4.3.3 Analysis of Source Attractiveness

Table 4.4 Mean and standard deviation for Source Attractiveness

	N	Mean	Std. Deviation
Advertising undertaken by likable communicator has effect on my purchase decision of baby diapers	380	2.3500	1.11176
Advertising undertaken by familiar advertiser has effect on my purchase decision of baby diapers	380	2.3684	1.34970
Advertising made by renowned celebrity has effect on my purchase decision.	380	1.6763	.77082
Advertising undertaken by a communicator who has similarity with my life style influence my purchase decision	380	1.7553	.78280
Source Attractiveness	380	2.0375	.79208

Source: primary data, 2019

As can be observed from table 4.4- the mean values for items under source attractiveness scored less than the neutral value of 3 in 5 point- Likert- scale. From the above result it can be concluded that celebrity, familiarity, similarity and likability of the spokesperson, as per this specific study, do not influence parents towards purchase decision of baby diaper. And respondents have shown common stance on this construct i.e. disagreement.

4.3.4 Analysis of Product-Personality Congruence

Table 4.5 Mean and standard deviation for Product Personality Analysis

	N	Mean	Std. Deviation
Advertising undertaken by an endorser whose personality match with the product being advertised affect my purchase decision for baby diapers	380	3.5921	1.18675
Advertisers do have clear understanding and knowhow about the product they advertise	380	2.7995	1.40406
I don't mind the product-personality match as long as the endorser is famous	380	2.8842	1.29837
Advertisers do not have financial motive when it comes to baby products	380	2.8547	1.23818

Product personality match	380	3.0224	.97756
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Source: primary data,2019

The cumulative mean value for this construct as shown in the table is 3.0224 which is above the neutral value of 3 in 5 point Likert-scale.

4.3.5 Analysis of Advertising Message

Table 4.6Mean and standard deviation for Advertising message

	N	Mean	Std. Deviation
Emotional appeal (Humor or fear appeal) in an ad influence my purchase decision.	380	3.2711	1.27186
During advertising using background music (Jingle) contributes to my purchase decision of baby diapers.	380	2.9816	1.07854
Developing stories and documentaries in advertising have effect on my purchase decision of baby diapers.	380	3.1632	1.05506
Rational Appeal in advertising Influence my purchase decision.	380	3.4211	1.02300
Advertising about quality of the product influence my purchase decision for baby diapers.	380	3.9053	.93818
Credibility of the company have effect on my purchase decision of baby diapers	380	3.8053	.89647
Advertising message	380	3.4946	.74330

Source: primary data, 2019

Advertising message scored on aggregate mean value of 3.49. All the items under this construct except jingle, scored above the cut point 3 where Quality of the advertising message, Credibility of the company, & Rational appeal in an AD have a mean value of 3.90,3.80 and 3.42 respectively. This implies quality of the advertising, credibility of the company and rational appeal in a baby diaper ad do influence parents to make purchase decision.

4.3.6 Analysis of consumer purchase Decision of Baby Diaper

Table 4.7Mean and standard deviation for consumer purchase decision

	N	Mean	Std. Deviation
Creative advertising on baby diaper affect my purchase decision	380	3.6500	1.11413
Relevance of the ad influence my purchase decision	380	2.7316	1.06345
Originality of the advertising campaign on baby diaper affect my purchase decision.	380	3.7368	.86211
Novelty of baby diaper Ad affect my purchase decision	380	3.4395	.88911

Originality and Relevance of the ad do impact my purchase decision of baby diaper	380	3.6842	.85661
The ad creates wrong, irrelevant or totally different picture of the product that it is in reality.	380	2.7263	.89787
Purchase Decision	380	3.3280	.55664

Source: primary data, 2019

An advertising campaign that is of original and creative help customers to be aware of the product and make purchase decision with mean value of 3.73 & 3.65 respectively. Combination of both original and relevant AD also instigate parents to make purchase decision with mean value of 3.68.

In general, as summarized on the table 4.8below, the calculated mean score of advertising message was 3.21 with a standard deviation of 0.85. The calculated mean score was greater than the neutral value of 3 in a 5 Point-Likert scale. This implies that the level of advertising media was high or above average. Similarly, the calculated mean score of Source credibility, advertising message and purchase decision was greater than neutral value of 3 which again implies that the level of source credibility, advertising message and purchase decision was high or above average in the current study. The calculated mean score of product personality match was a little bit higher to the neutral value of 3 indicating that the level of this variable was average. However, the calculated mean score of source attractiveness was less than neutral value of 3 which implies that the level of this variable was low or below average.

Table 4.8 Calculated Mean and Standard Deviation of Advertising variables

Variables	N	Mean	Std. Deviation
Advertising Media	380	3.2058	.85105
Source Credibility	380	3.4287	.79556
Source Attractiveness	380	2.0375	.79208
Product Personality Match	380	3.0224	.97756
Advertising Message	380	3.4946	.74330
Purchase Decision	380	3.3280	.55664

Source: Own survey result, 2019

4.4Inferential Statistics

4.4.1 Correlation Analysis

Correlation analysis estimates the extent of the relationship between any pair of variables (Riemann,Filzmoser, Garrett, & Dutter, 2008). The correlation coefficient is a measure of this relationship and depends on the variability of each of the two variables. Because of covariance, correlation coefficient can take a number with + or – sign (Riemann et.al, 2008). One of the widely used methods to calculate a correlation coefficient is the Pearson product moment correlation. This method results in a number between –1 and +1 that expresses how closely the two variables are related, ±1 shows a perfect 1:1 relationship (positive or negative) and 0 indicates that no systematic relationship exists between the two variables (Riemann et.al, 2008).

Table 4.9 Correlation Matrix

	Purchase Decision	Advertisi ng Media	Source Credibili ty	Source Attractiven ess	Product - Persona lity Match	Advertisi ng message
Purchase Decision	1	.417**	.538**	.033	.032	.726**
Advertising Media		1	.225**	.023	.009	.120*
Source Credibility			1	-.003	.058	.517**
Source Attractiveness				1	-.020	.006
Product- Personality Match					1	.060
Advertisin g message						1

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

* . Correlation is significant at the 0.05 level (2-tailed).

Source: Own survey result, 2019

In relation to the magnitude of correlation coefficient, Cohen (1988) stated that a correlation coefficient between 0.10 to 0.29 can be considered as small or weak, from 0.30 to 0.49 medium and from 0.50 to 1.00 large or strong.

Table 4.9 shows correlation between dependent and independent variables. Accordingly, as indicated in the table, there was a statistically significant positive correlation between purchasing decision and advertising media, source credibility and advertising message. The correlation between purchasing decision and advertising message was strong, $r = 0.726$, $p < 0.01$. Similarly, there was strong correlation between purchasing decision and source credibility, $r = 0.538$, $p < 0.01$. The correlation between purchasing decision and advertising media was moderate, $r = 0.417$, $p < 0.01$. This implies that as one variable increase, the other variable also increases and vice-versa. However, there was no statistically significant correlation between purchasing decision and source attractiveness as well as purchasing decision and product personality match.

Table 4.9 also shows correlation among independent variables. There was a statistically strong positive correlation between source credibility and advertising message, $r = 0.517$, $p < 0.01$. There was a weak correlation between advertising media and source credibility, $r = 0.225$, $p < 0.01$. Similarly, there was a weak correlation between advertising media and advertising message, $r = 0.120$, $p < 0.05$. However, there was no statistically significant correlation among the rest independent variables.

Assumptions Testing in Multiple Regressions

The basic assumptions should be satisfied in order to maintain data validity and robustness of the regressed result of the research under the multiple regression models. Hence, this study has conducted the assumption tests such as, Multicollinearity, linearity and normality.

Multicollinearity

Multicollinearity occurs when two or more independent variables that are highly correlated with each other are included in the independent variables list. The Variance Inflation Factor (VIF) measures the impact of collinearity among the variables in a regression model. The Variance Inflation Factor (VIF) for all the variables is greater than 10 which show there is no multicollinearity between the independent variables.

The variables (advertising media, source credibility, source attractiveness, product- personality match and advertising message) have shown significant relationship with each other which was not too high (see table 4.9). In addition, the assumption of multicollinearity can also be assessed using SPSS as part of multiple regression procedure. In the collinearity statistics section, Tolerance and VIF values are given. Tolerance is an indicator of how much of the variability of the specified independent is not explained by the other independent variables in the model and is calculated using the formula $(1 - R^2)$ for each variable. If this value is small (less than 0.10) it indicates that the multiple correlation with other variables is high, suggesting the possibility of multicollinearity (Pallat, 2007). In the present study the tolerance value for each independent variable was not less than 0.10, therefore, this also suggests that the assumption of multicollinearity was not violated (see table 4.10). The other value given is the VIF (Variance inflation factor), which is just the inverse of the Tolerance value. VIF values above 10 would indicate multicollinearity (Pallat, 2007). Again in the present study the VIF value was less than

10 for all independent variables (see table 4.10). This also indict that the assumption of multi co-linearity was not violated.

Table 4.10Collinearity Statistics Test of Independent Variables

Variable	Collinearity Statistics	
	Tolerance	VIF
Advertising Media	.949	1.054
Source Credibility	.705	1.419
Source Attractiveness	.999	1.001
Product-personality Match	.995	1.005
Advertising Message	.731	1.367

Source: Own survey result, 2019

Normality and Linearity

This assumption can be checked by inspecting the Normal Probability Plot (P-P) of the Regression Standardized Residual and the Scatterplot shown as part of the analysis. If points lie in a reasonably straight diagonal line from bottom left to top right in the Normal P-P plot, no major deviation from normality can be suggested (Pallat, 2007). In the present study, we can easily inspect from the Normal P-P plot that points line in a reasonably straight diagonal line from bottom left to top right for all dependent variables (see figure2). This suggests that the assumption of normality was not violated.

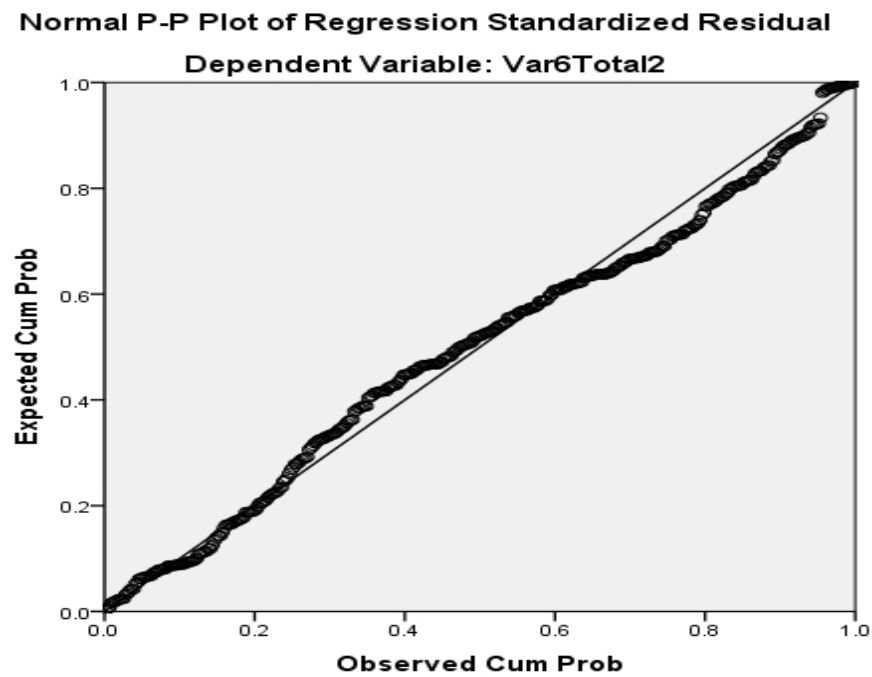


Figure 1

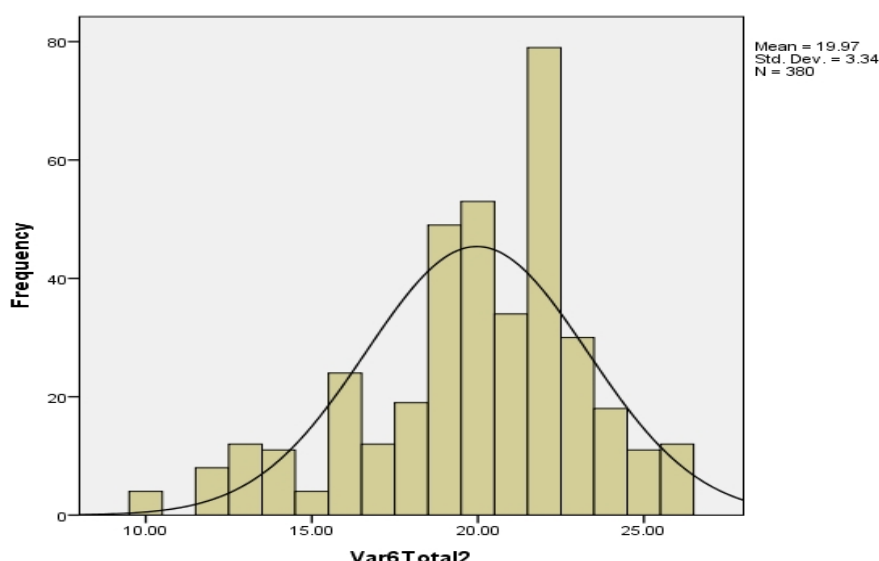


Figure 2 depicted that the scores are normally distributed

In the Normal Probability Plot it will be hoped that points will linear reasonably straight diagonal line from bottom left to top right. This would suggest no major deviations from normality. The study applied Normal P-PP lot of regression Standardized Residual (See Figure1) to test linearity. Since the points were symmetrically distributed around adding on aline, linearity pattern was observed. Hence, the straight line relationship between the residuals and the predicted dependent variable scores depicted that linearity was achieved.

Table 4.11 below describes the level of skewness and kurtosis for the six constructs. The general rule –of-thumb for test of normality varies depending on the nature of the study. The common one mostly suggested mentioned in literature for both kurtosis and skewness to be between -2 and +2 (George & Mallery,2010). However, as indicated below, skewness and kurtosis measures for this study are well within that range between -1 and +1 values. Therefore, the data for this study is normally distributed.

Table 4.11 Normality Measurement Table

Constructs	Skewness	Kurtosis
Advertising Media	-.596	.359
Source Credibility	-.246	-.422
Source Attractiveness	.863	.860
Product Personality	-.007	-.924
Advertising Message	-.274	-.477
Purchase Decision	-.494	.139

Source: own survey result, 2019

Homoscedasticity - "homogeneity of variance" assumption or homoscedasticity. It states that the variances of the same variable, selected from independent samples, will be equal. In regression analysis, this assumption states that the variances of the Y s, for each X , will be equal. The standard suggestion for examining the assumption of homoscedasticity in regression analysis is to plot the predicted Y values against the residual values. If points are concentrated around 0 in the scatterplot, it indicates that the assumption of homoscedasticity is satisfied (Pallat, 2007).The

scatterplot shows that the points are concentrated around 0 which shows that no violation of homoscedasticity (see figure 4).

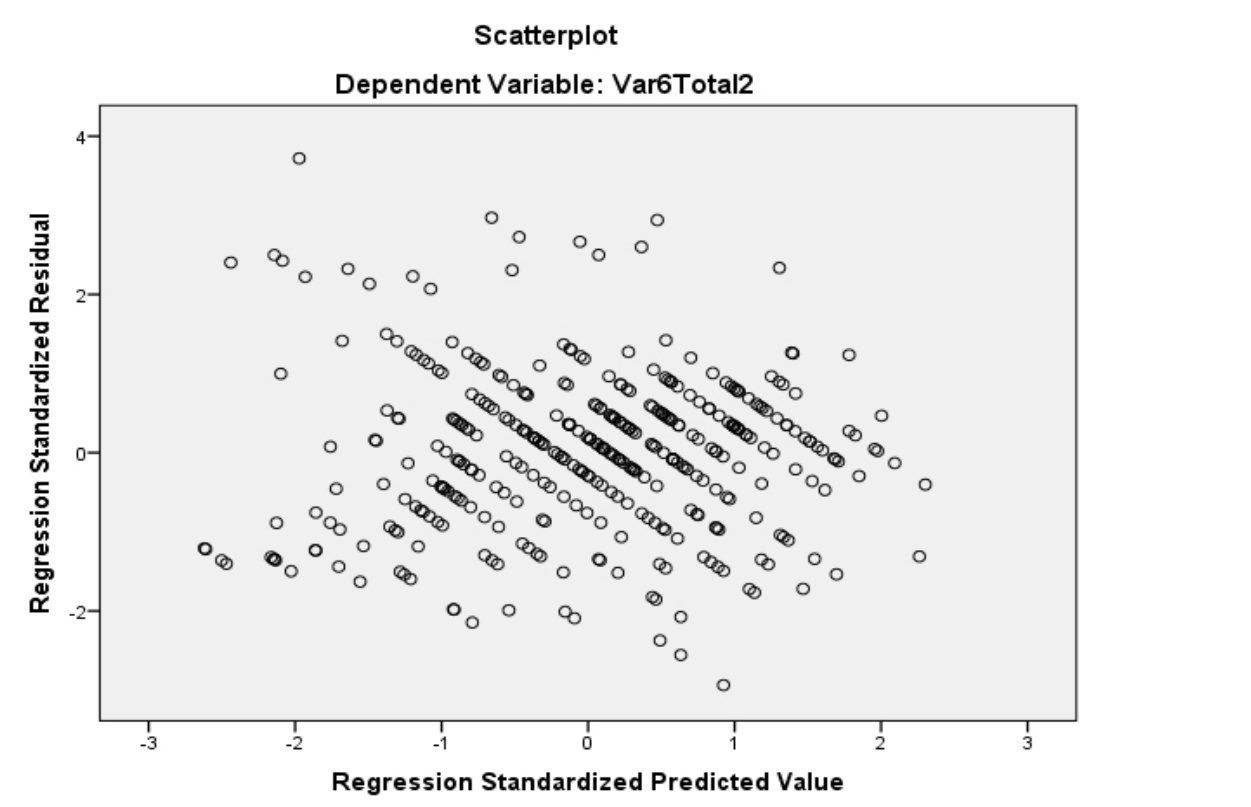


Figure 4, Scatterplot of Retention

Independence of residuals and Outliers

In the Scatterplot of the standardized residuals, the residuals were roughly rectangular with most of the scores concentrated in the center, along the line 0. This also suggests no violation of the assumption of independence of residuals (Pallat, 2007). Outliers can also be detected from the Scatter plot. From this Scatter plot we can find that there were no major outliers.

ANOVA

Table 4.12 ANOVA
Goodness of Fit – ANOVA Result

Model	Sum of Squares	Df	Mean Square	F	Sig.
Regression	2770.817	5	554.163	142.268	.000 ^b
Residual	1456.804	374	3.895		
Total	4227.621	379			

Source: Own survey result, 2019

ANOVA tells us whether the model, overall, is acceptable from a statistical perspective i.e. whether the independent variables are in a significantly good degree of prediction of the outcome variable (SPSS, version 23). As can be seen from the above table, the variables of Advertising (independent variables) significantly predict the dependent variable (Purchase decision) with $F=142.268$ and significance $=0.00$. F-test is used to find out overall probability of the relationship between the dependent variable and all the independent variables occurring by chance (SPSS, version 23). The F-test result of the study is 142.268 with a significance of 0.000

meaning that the probability of these results occurring by chance is less than 0.05 i.e. the variation that is explained by the model is not simply by chance.

While the ANOVA table is a useful test of the model’s ability to explain any variation in the dependent variable, it does not directly address the strength of that relationship (SPSS, version 23).

4.4.2 Multiple Regression Analysis

Multiple regression analysis was employed to examine the effect of advertising on consumer purchase decision. Multiple regression analysis was chosen as it helps to predict the linear relationship of a dependent variable and one or more independent variables.

According to Andy Field (2009), multiple linear regression uses to estimate the effect of more than one independent variables over dependent variable or it estimates the coefficient of determination on the predicted one explained by the predictors. Multiple linear regressions also use to compare which independent variable has more effect than other independent variables.

Table 4.13 Regression coefficient analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	4.398	.715		6.154	.000
Advertising Media	.243	.024	.309	9.927	.000
Source Credibility	.161	.038	.153	4.235	.000
Source Attractiveness	.024	.032	.022	.737	.462
Product-personality Match	.014	.026	.016	.525	.600
Advertising Message	.457	.027	.611	17.210	.000

a. Dependent Variable:

Source: primary data, 2019

The study used Multiple Linear Regressions procedure after testing the assumptions of Multicollinearity, Outliers, normality, linearity, homoscedasticity, independence of residuals and ANOVA. The result shows that the tolerance value for each independent variable was not less than 0.10 and the VIF (Variance inflation factor), which was less than 10 for all independent variables. This indicates that the assumption of multicollinearity was not violated

Similarly, in order to examine the assumption of homoscedasticity, the scatterplot was used and the result indicated that the points are concentrated around 0; this shows that no violation of

homoscedasticity. In addition, Independence of Residuals in the Scatterplot was roughly rectangular with most of the scores concentrated in the center, along the line 0. This tells us that no violation of the assumption of independence of residual and no major outliers also detected from the Scatter plot. It was also observed that the normal P-P plot points make a reasonably diagonal straight line from bottom left to top right for all dependent variables; this suggests that normality was not violated.

In order to assess the influence of predictor variables on purchasing decision, multiple linear regression analysis was computed. Table 4.13 shows that, three predictor variables, i.e. advertising media, source credibility and advertising message made a statistically significant influence/prediction in predicting the dependent variable, Purchase Decision.

In order to evaluate the contribution or influence of each independent variable to the dependent variable, we can see the Beta value. In the table above, the Beta value for predictor variable, advertising message was 0.611 which implies that this predictor variable made the first strong positive and statistically significant influence in explaining or predicting the dependent variable purchasing decision, when the variance explained by all other variables in the model is controlled for.

In addition, advertising media made a statistically significant positive prediction to the dependent variable with Beta value of 0.309. This implies that advertising media made the second strong influence in predicting the criterion variable, purchasing decision. Furthermore, source credibility made the third strong positive influence/contribution in predicting the dependent variable, with Beta value of 0.153. However, predictor variables source attractiveness and product-personality match didn't make a statistically significant influence/contribution in predicting the dependent variable, purchasing decision, $p > 0.05$.

From the above regression, an increase in media used for advertisement dimension by one unit would result in an increase in diaper purchase decision by 0.309 unit of value. As advertising message increases by one unit, purchase decision will increase by 0.611 units. Also one-unit increase in source credibility would result in an increase of purchase decision by 0.153unit.

The above table 4.13shows, which among the independent variables influence most the purchase decision of parents. Looking at the Beta under Standardized Coefficients, the effect of advertising message on purchase decision of baby diaper (0.611) is greater than the other independent variables. Moreover, among the independent variables product-personality match was not statically significant to influence the dependent variable, since Sig. (0.600> 0.05). According to Andy Field (2005), when a statistic is significant, it simply means that you are very sure that the statistic is reliable. It doesn't mean the finding is important or that it has any decision-making utility. On the other hand, when a statistic is insignificant, it only means the probability is high that the difference or relationship happened by chance and p is greater than the critical alpha level. In other words, product-personality match is not significant contributing predictor in the purchase decision of disposable baby diaper.

4.4.3 Model Summary

Correlation R and R2

Multiple R is the correlation between the observed values of Y and the values of Y predicted by the multiple regression model. Therefore, large values of the multiple R represent a large correlation between the predicted and observed values of the outcome. A multiple R of 1 represents a situation in which the model perfectly predicts the observed data. Coefficient of determination: the proportion of variance in one variable explained by a second variable. It is the Pearson correlation coefficient squared (R2). Adjusted R2 is a measure of the loss of predictive power or shrinkage in regression. The adjusted R tells us how much variance in the outcome would be accounted for if the model had been derived from the population from which the sample was taken (Field, 2009).

Table 4.14-Model Summary Analysis

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.810 ^a	.655	.651	1.97363

a. Predictors: (Constant), Advertising message, source attractiveness, product-personality match, advertising media, source credibility

Source: own survey result, 2019(SPSS Version 23)

The above result shows that influence of independent variables on dependent variable. The adjusted value of R square was 0.651, which indicated that Advertising message, Source credibility, Advertising media, source attractiveness and product-personality match influence purchase decision by 65.1% which means these variables has major contribution on consumer purchase decision of disposable baby diaper and the remaining 34.9 % are other factors that can affect purchase decision.

4.5 Discussion of Results

In the correlation statistics finding, there was a statistically significant positive correlation between purchasing decision and advertising media, source credibility and advertising message. The correlation between purchasing decision and advertising message was strong, $r = 0.726$, $p < 0.01$. Similarly, there was strong correlation between purchasing decision and source credibility, $r = 0.538$, $p < 0.01$. The correlation between purchasing decision and advertising media was moderate, $r = 0.417$, $p < 0.01$. This implies that as one variable increase, the other variable also increases and vice-versa. However, there was no statistically significant correlation between purchasing decision and source attractiveness as well as purchasing decision and product personality match. This indicates that if advertising agencies or diaper manufacturers work hard on the advertising message, source credibility and advertising media purchases decision of consumers will be improved.

The study used Multiple Linear Regressions procedure after testing the assumptions of Multicollinearity, Outliers, normality, linearity, homoscedasticity and independence of residuals. The result shows that the tolerance value for each independent variable was not less than 0.10

and the VIF (Variance inflation factor), which was less than 10 for all independent variables. This indicates that the assumption of multicollinearity was not violated

Similarly, in order to examine the assumption of homoscedasticity, the scatterplot was used and the result indicated that the points are concentrated around 0; this shows that no violation of homoscedasticity. In addition, Independence of Residuals in the Scatterplot was roughly rectangular with most of the scores concentrated in the center, along the line 0. This tells us that no violation of the assumption of independence of residual and no major outliers also detected from the Scatter plot. It was also observed that the normal P-P plot points make a reasonably diagonal straight line from bottom left to top right for all dependent variables; this suggests that normality was not violated. At this point using this multiple regression coefficient results, the proposed hypotheses for this study were tested as follows.

H1: The Source Credibility positively and significantly influence consumers' purchase decision of disposable baby diaper.

According to the above regression result, significant value for source credibility is 0.000 which indicates that source credibility significantly affects baby diaper purchase decision of customers. Hence the hypothesis H1 source credibility affects purchase decision was accepted.

So the empirical finding of this study is consistent with the study of Brown, Broderick and Lee (2007) where source credibility is said to directly affect the consumers' purchase intention in the context of interactive marketing. The result also corresponds to the result of other researchers that the source credibility was proved to have an association with consumer purchase decisions (Wathen and Burkell, 2002; Senecal and Nantel, 2004; Cheung, Lee and Rabjohn, 2008; Heriyati and Siek, 2011; Fan and Miao, 2012).

Huang et al. (2011) reported strong relationship with ($r = 0.715$ and $p < 0.01$). V. Prabakaran (2012) found positive relationship between advertisement being honest/trustworthy (calculated value $44 > \text{table value } 36.4$) and consumers buying behavior. K. P. Saemundsson (2012) reported moderate relationship ($r = 0.513$ and $p < 0.001$). (cited from Mewal Negash, 2018). In view of this, the result fulfils the first research objective.

H2: Source Attractiveness have positive and significant effect on consumers' purchase decision of disposable baby diaper.

In this research it was hypothesized that “there was positive and statistically significant relationship between source attractiveness and purchase decision of baby diaper in Addis Ababa, Ethiopia”. However, according to the above regression result, significant value for source attractiveness is 0.462 which indicates that source attractiveness is insignificant in affecting purchase decision in selected sub cities of Addis Ababa, Ethiopia. Thus the hypothesis H2 source attractiveness affects purchase decision is rejected and the null hypothesis was accepted.

The researcher here has learnt that over shadowing and over exposure effect of celebrities could be the cause to have reached to this result. In addition, baby products usually worth high

cognition and higher level of information processing and as a result audiences give little attention towards the peripheral cues.

H3: Product-Personality Congruence has positive and significant effect on consumers' purchase decision of disposable baby diaper.

According to the above regression result, significant value for product personality match is 0.600 which indicates that product-personality match is insignificant in affecting purchase decision thus the hypothesis H3 product personality match affects purchase decision was rejected and the null hypothesis was accepted.

H4: Advertising message has positive impact on consumers' purchase decision of disposable baby diaper.

According to the table, significant value for advertising message is 0.000 ($\beta = 0.611$), which indicates that advertising message of the product has significant effect on purchase decision. Therefore, H4 is supported, which indicates that advertising message has direct association with purchase decision when parents want to purchase a baby diaper. This means, if customers are provided with detailed and sufficient information, purchase decision will be higher and they will have high intention to buy.

In a related literature, BruktawitAmtataw (2017), on her paper entitled 'Effect of advertising on brand preference of Anchor Milk' reported strong relationship between advertising message and brand preference with ($r = 0.795$ and $p < 0.01$). This study also shows similar results with the previous literatures.

H5:Advertising media has positive impact on consumers' purchase decision of disposable baby diaper.

The result of multiple regressions, as presented in table above, revealed that advertising media has a positive and significant effect on consumer purchase decision of baby diaper with a beta value ($\beta = 0.309$), at 99% confidence level ($p < 0.01$). This implies that, if advertising media increases by 1 unit, consumer purchase decision of baby diaper increase by 0.309. Therefore, the researcher accepted that, media source has a positive and significant effect on consumer purchase decision of disposable baby diaper and as a result the null hypothesis was rejected.

So the empirical finding of this study is consistent with the study of Fitsum Mekonnen (2018) where advertising media is said to directly affect the consumers' purchase decision. In view of this, the result fulfils the last research objective.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

Introduction

This chapter deals with summary of major finding, conclusions and recommendations. The main purpose of the study was to evaluate the effects of advertising on consumer purchase decision of baby diaper. To achieve the objective of the study, relevant literature was reviewed and quantitative data were collected through questionnaire filled by parents. The data collected through questionnaire were presented, analyzed, interpreted and discussed using statistical package for social science (SPSS 23.0) version. Thus, based on the analysis the following findings were written, conclusions drawn, and recommendations forwarded for the advertising agencies and producers of baby diapers.

5.1 Summary of Findings

Advertising is a form of communication intended to convince an audience (viewers, readers or listeners) to purchase or take some action upon products, information, or services etc. This paper tried to investigate the relationship between advertising (advertising media, advertising message, source credibility, source attractiveness and product personality congruence) and consumer purchase decision of baby diaper by tapping the responses of 380 respondents from four sub cities of Addis Ababa City Administration (Bole, Arada, Kirkos & Yeka). To achieve the objectives of the study, descriptive and explanatory research design were used. Data was collected through questionnaire from a sample of 380 purchasers of disposable baby diaper that were selected using convenient sampling method. The data collected from the questionnaire were analyzed using descriptive statistics (such as mean, standard deviation, percentage and frequency) and inferential statistics like correlation, and multiple regression analysis. The finding revealed that there are positive and significant relationships between advertising message, source credibility, advertising media and consumer purchase decision of baby diaper. The score of the coefficient correlation determination adjusted R² is 0.651, which implies that there is quite significant explanatory power and also 65.1% variation on the purchase decision of baby diaper is caused by advertising message, source credibility, advertising media, source attractiveness and product personality match.

5.2 Conclusions

- The finding of this study indicated that most of the consumers agreed with the Advertising message with the cumulative mean values and standard deviation (3.494 and .743), source credibility scored with (3.428 and .795), Advertising media scored with (3.205 and 0.851) and consumer purchase decision has scored (3.328 and 0.556) consecutively. The finding of the study also revealed that consumers are interested to be informed about the quality of the product and its benefit through advertising. The result indicates that among advertising media, TV advertising has high degree of influence than other media do, because of its sight, sound, and motion effect. All elements of source credibility of advertising such as experts, trusted/credible endorsers, peer group and family have significant impact on consumer's purchase decision. Similarly, all elements of advertising message except, jingle in an ad, do have significant impact on consumers purchase decision of baby diaper.
- The purpose of this study was to analyze the effect of advertising on purchase decisions of baby diapers and the factors that make parents to respond to the advertising in the context of Addis Ababa, Ethiopia. From the study, the researcher has found out that all the advertising dimensions have positive effects on purchase decision of baby diaper. The results of this study however indicated that only three of the advertising variables have positive and significant effect on consumer purchase decision of baby diaper. And Advertising message is the most important factor to have a positive and significant effect on consumer purchase of baby diaper. Product-personality congruence in contrast is the least important factor and has

very weak significance and minimal effect on purchase decision of baby diaper in the context of Addis Ababa, Ethiopia.

- Of all the dimensions, this research found three variables which had direct effects on purchase decision of disposable baby diaper, namely advertising media, advertising message, and source credibility.
- The Correlation result showed that there is positive and strong relationship between message factor and purchase decision (0.726** and $P < 0.01$), source credibility and purchase decision (0.538** and $P < 0.01$), and advertising media and purchase decision (0.417** and $P < 0.01$). The finding further indicates that the highest association is found between advertising message and purchase decision (0.726** and $P < 0.01$) and weak relationship exists between product -personality match, source attractiveness and purchase decision (0.32** and $P < 0.01$).
- The multiple regression result showed the advertising dimensions (Advertising Message, Source Credibility & Advertising Media) have a positive and significant relationship with that of purchase decision. The finding further indicates that the highest relationship is found between Advertising message and purchase decision and the lowest relationship found between source attractiveness and product personality match and purchase decision of baby diaper. In addition, the advertising dimension (Advertising Message, Source Credibility & Advertising Media) and purchase decision of baby diaper have positive and statistically significant relationship in the context of Addis Ababa, Ethiopia.
- In overall, the results revealed that all independent variables accounted for 65.1% of the variance in consumer purchase decision of baby diaper (Adjusted $R^2 = 0.651$). Thus, 65.1% of the variation in consumer purchase decision of baby diaper can be explained by the five dimensions and other unexplored factors may limit consumer purchase decision of baby diaper which accounts for about 34.9%.

5.3 Recommendations

Having analyzed, discussed and interpreted the data collected in this study, the researcher forwarded the following recommendations. Advertising companies could be more productive, effective and competitive if the following recommendations are employed.

- ✓ It can be seen from the study that, advertising does have effect on the purchase decision of baby diaper and it is a must for diaper producers or manufacturers to continue advertising on their products if they require maximum sales.
- ✓ To consider and give due attention to all the five predictors of advertisement when taking action to influence more consumers but most attention should be given to advertising message, advertising media and source credibility. As the multiple regression result of this study indicated, effect of those factors influencing consumers' purchase decision is more than the remaining two advertising features. Thus by doing so, companies can attract more consumers in addition to the existing consumers.

- ✓ As per the results of the study, most of the consumers got attached by television and radio advertisement. Newspaper and magazine advertisements didn't get enough attention by consumers. This may be a result of lack of enough information and ineffectiveness of the advertisements messages through these medias regarding the products. In the current digitalized world where by newspaper and magazine accessibility is growing, much has to be done in order to ripe the maximum benefit from these media outlets.
- ✓ To fully benefit from advertising, the producers of baby diaper should give attention to advertising tools so as to be able to manage effectively and make sure the intended purpose is met.
- ✓ Diaper Manufacturers/producers' communication ways should be integrated with the existing marketing communication tools and align with the existing advertising strategy. Advertisement effectiveness is the joint responsibility of the advertiser and the advertising agency. Regular and consistent up-to-date training on the product information should be given to the advertising agencies so that they will have the current knowledge and skills to handle the adverts and to make the adverts more attention grabbing, creative, original, relevant, honest and impactful.

Baby diaper manufacturers should deliver the advertising message through mass media not only with the aim of informing a target audience about the benefits offered by a new product or innovation but also persuasive messages that emphasize the merits of their services, and that promote brand recall and brand identity. The adverts theme should be more persuasive, since there are more competitors on the ground more efforts should be made to make sure that the purchasers well aware of the advertising and are satisfied with their products/services.

5.4 Recommendations for Future Research

- This study has yielded significant results and produced substantial contributions to the existing body of knowledge; however, there are also significant limitations which require further research to be conducted. The study analyses respondents only from four sub-cities due to lack of financial capacity and time. Thus, the researcher suggests that further studies can examine purchase decision of baby diaper considering the whole population in Ethiopia, which would provide a wider basis of analysis and identify more influential factors and investigate the effect of advertising on purchase decision.
- The study focused only on the effect of advertising on consumer purchase decision of baby diaper with views of mothers especially which/what type of advertising have more effect on their purchase decision. So, future researchers can include the effect in terms of revenue generated, sales and coverage.

Finally, other researchers have to do more studies on these advertisement features which increase AD effectiveness in order to see how these features look like in different organizations in the country and to understand more on the contribution of these factors towards motivating consumers purchase decision.

As far as the samples are concerned, possible enlargement of the sample of the study in other sub cities would be highly desirable. In this regard, similar studies at other companies that used advertisements widely would seem appropriate. Based on the regression analysis, product personality match & source attractiveness were not statistically significant predictor on affecting consumers purchase decision, thus other researchers could work on this statistical phenomenon with different research techniques and approaches.

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APPENDICES

APPENDIX A: THE QUESTIONNAIRE (ENGLISH VERSION)

RESEARCH QUESTIONNAIRES

(English Questionnaire)

Addis Ababa University School of Graduate Studies, School of Commerce

Questionnaire on "The Effect of Advertising on Consumer Purchase Decision: The Case of Baby Diapers"

Dear Respondent,

The questionnaire is designed to seek information on the effect of Advertising on Consumer Purchase Decision: the case of Baby Diaper in Addis Ababa, in Partial Fulfillment for the award of Master of Arts in Marketing Management.

The overall objective of this questionnaire is to gather first-hand information on the aforementioned issue. The information gathered will be accessed only by the student researcher and will be kept strictly confidential and please don't write your name. Your contribution to this research is very greatly appreciated. Thank you in advance for your cooperation.

Part 1: Demographic Information

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

1. Gender

Male

☐

Female

☐

2. Ages

18-30

☐

31-40

☐

41-50

☐

Over 50

☐

3. Educational Qualification

Primary

☐

Secondary

☐

Diploma

☐

Degree

☐

Masters Degree and above

☐

4. Occupation

Businessperson☐

Student☐

Employee☐

5. I rely on advertisement to make purchase decision

Yes☐

No☐

Sometimes☐

6. What is your reason in the choice of disposable baby diaper?

Easy availability☐

Advertisement☐

Quality of the product☐

Price☐

Part II: Specific Information

This part of the questionnaire collects information to your perceptions on disposable baby diapers. Below are statements that are designed to collect data on how you perceive the advertising of baby diapers. Please indicate the level of your agreement or disagreement on the statements by putting tick () mark on the space below the options provided.

S.No	Variables	Strongly Disagree(1)	Disagree(2)	No Option(3)	Agreed(4)	Strongly agreed(5)
	Advertising Media					

1	Television Advertising significantly contributes to my purchase decision of baby diapers.					
2	Radio Advertising significantly contributes to my purchase decision of baby diapers.					
3	Newspaper Advertising significantly contributes to my purchase decision of baby diapers.					
4	Magazines Advertising significantly contributes to my purchase decision of baby diapers.					
5	Outdoor Advertisement significantly contributes to my purchase decision of baby diapers.					
	Source Credibility	1	2	3	4	5
6	Advertising undertaken by an expert /knowledgeable spokesperson has effect on my purchase decision of baby diapers.					
7	Advertising undertaken by trusted/credible spokesperson influence my purchase decision of baby diapers.					
8	Peer groups and family influence have effect on my purchase decision of baby diapers.					
9	Advertising undertaken by believable spokesperson influence my purchase decision of baby diapers.					
	Source Attractiveness	1	2	3	4	5
10	Advertising undertaken by likable communicator has effect on my purchase decision of baby diapers					

11	Advertising undertaken by familiar advertiser has effect on my purchase decision of baby diapers					
12	Advertising made by renowned celebrity has effect on my purchase decision.					
13	Advertising undertaken by a person who has similarity to my life style/spice of life/ influence my purchase decision for baby diapers.					
	Product- Personality Match	1	2	3	4	5
14	Advertising undertaken by an endorser whose personality match with the product being advertised affect my purchase decision for baby diapers					
15	Advertisers do have clear understanding and knowhow about the product they advertise					
16	Advertisers do not have financial motive when it comes to baby products					
17	I don't mind the product-personality match as long as the endorser is famous.					
	Advertising Message	1	2	3	4	5
18	Emotional appeal (Humor or fear appeal) in an ad influence my purchase decision.					

19	During advertising using background music(Jingle) contributes to my purchase decision of baby diapers.					
20	Developing stories and documentaries in advertising have effect on my purchase decision of baby diapers.					
21	Rational Appeal in advertising Influence my purchase decision.					
22	Advertising about quality of the product influence my purchase decision for baby diapers.					
23	Credibility of the company have effect on my purchase decision of baby diapers.					
	Purchase Decision	1	2	3	4	5
24	Creative advertising on baby diaper affect my purchase decision					
25	Relevance of the ad influence my purchase decision					
26	Originality of the advertising campaign on baby diaper affect my purchase decision.					
27	Novelty of baby diaper Ad affect my purchase decision					
28	Originality and Relevance of the ad do impact my purchase decision of baby diaper					
29	The ad creates wrong, irrelevant or totally different picture of the product that it is in reality.					

Thank You Very Much for Your Co-operation!

APPENDIX B : THE QUESTIONNAIRE (AMHARIC VERSION)

የምርምር መጠይቅ

(የአማርኛ መጠይቅ)

አዲስ አበባ ዩኒቨርሲቲ የድህረ ምረቃ ትምህርት ቤት፣ የንግድ ሥራ ኮሌጅ

“በደንበኞች የግንደው ሳኔላይማስተዋወቅ ያለው ተፅእኖ፣ የሕፃናት ዳይፐርጉዳይን በተመለከተ”

ውድምላሽ ሰጪ፣

ይህ መጠይቅ የተዘጋጀው በደንበኞች የግንደው ሳኔላይማስተዋወቅ ያለው ተፅእኖ፣

በአዲስ አበባ ከተማውስጥ የሕፃናት ዳይፐርጉዳይን በተመለከተ መረጃዎችን ለማግኘት ሲሆን፤

ዓላማው ምርመራ ሂደቱን ማሳሰብና የማስተርስ ዲግሪ ከፊልማሚያን ትያሚውልነው።

የዚህ መጠይቅ አጠቃላይ ዓላማው ከዚህ በላይ የተጠቀሰውን ጉዳይ አስመልክቶ ከባለጉዳዩ መረጃዎችን ለማግኘት ነው፡

:

የተሰበሰቡት መረጃዎች ምርምሩን በሚያደርገው ተማራብቻ የሚታይ እና በሚስጥር የሚያዝሉ ሆኖ እርስዎም ስምዎን መፃፍ አይኖርብዎትም።

ለዚህ ምርምር እርስዎ የሚያደርጉት ትብብር ከእኛ ዘንድ ከፍተኛ ምስጋና የሚቸረው ነው።

ለምታደርጉልን ቀናት ብብር ከወዲሁ እና መሰግናለን።

ክፍል 1: የሥነ ሕዝብ መረጃዎች

ይህንን የመጠይቁን ክፍል ምላሽ በሚሰጡበት ጊዜ በተዘጋጀው ክፍት ሳጥን ውስጥ የጭረት ምልክት እንዲያደርጉ በአክብሮት እንጠይቃለን።

1. ፆታ
- ወንድ

☐

ሴት

☐
2. ዕድሜ
- 18-30

☐
- 31-40

☐
- 41-50

☐
- ከ50 በላይ

☐
3. የትምህርት ደረጃ
- የመጀመሪያ ደረጃ

☐
- ሁለተኛ ደረጃ

☐
- ዲፕሎማ

☐
- ዲግሪ

☐
- ማስተርስ ዲግሪ እና ከዚያ በላይ

☐
4. ሥራ
- ነጋዴ

☐
- ተማሪ

☐
- ተቀጣሪ

☐
5. የግዢው ሳኔላይስ መድረስ በንግድ ማስታወቂያው ላይ እመረከብለሁ።
- አዎ

☐
- አይደለም

☐
- አንድ አንዴ

☐
6. ጥቅም ከሰጠብኋል የሚወገድ የሕፃናት ዳይፐርም ርጫውን የሚወስነው ምክንያት ምንድን ነው?
- በቀላሉ የመገኘት ሁኔታ

☐
- ማስታወቂያ

☐
- የምርቱ ጥራት

☐
- ዋጋ

☐

ክፍል 2፡ ተለይተው የሚገለፁ መረጃዎች

ይህ የመጠይቁ ክፍል ደግሞ እርስዎ አገልግሎት ከሰጡብኋል የሚወገድ የሕፃናት ዳይፐር ፕሮግራም ላይ ያለዎትን ግንዛቤ ከተመለከተ መረጃዎችን ለመሰብሰብ ነው።

ከዚህ በታች በሕፃናት ዳይፐር ፕሮግራም ማስታወቂያ ላይ እርስዎ ያለዎት አመለካከት እንዴት እንደሆነ የሚገልጽ መረጃዎች ለመሰብሰብ ታልመው የተዘጋጁ መግለጫዎች ሰፍረዋል።

ስለሆነ ምክቀረቡት አማራጮች ትይዩ በተዘጋጀው ክፍት ቦታ ላይ ስምዎን ትወይም ተቃውሞዎን ለመግለጽ የጭረት ምልክት በማድረግ ምላሽ እንዲሰጡ በአክብሮት እንጠይቃለን።

ተ/ቁ	ተለዋዋጭ ሁኔታዎች	በጽኑ እቃ ወማ ለሁ (1)	አልስማማም (2)	ገለልተኛ አስተ ያየት (3)	እስማማለሁ (4)	በጣም እስማማ ለሁ (5)
	ማስታወቂያው የሚቀርብበት ሚዲያ					
1.	በቴሌቭዥን የሚሰራ ጨው ማስታወቂያ የሕፃ					

	ናትዳይፕሮችንለመግዛትበማሳልፈውውሳኔ ላይየጉላከትተዋፅኦአለው፡፡					
2.	በራዲዮየሚተላለፍማስታወቂያየሕፃናትዳይፕሮችንለመግዛትበማሳልፈውውሳኔላይየጉላከትተዋፅኦአለው፡፡					
3.	በጋዜጣየሚተላለፍማስታወቂያየሕፃናትዳይፕሮችንለመግዛትበሚያሳልፈውውሳኔላይየጉላከትተዋፅኦአለው፡፡					
4.	በመጽሔትየሚተላለፍማስታወቂያየሕፃናትዳይፕሮችንለመግዛትበማሳልፈውውሳኔላይየጉላከትተዋፅኦአለው፡፡					
5.	በየመንገዱየሚተላለፍማስታወቂያየሕፃናትዳይፕሮችንለመግዛትበማሳልፈውውሳኔላይየጉላከትተዋፅኦአለው፡፡					
	የመረጃውምንጭ	1	2	3	4	5
6.	በኤክስፐርት/አውቀትባለውቃልአቀባይየሚቀርብማስታወቂያየሕፃናትዳይፕሮችንለመግዛትበማሳልፈውውሳኔላይየጉላከትተዋፅኦአለው፡፡					
7.	በታመነቃልአቀባይየሚቀርብማስታወቂያየሕፃናትዳይፕሮችንለመግዛትበማሳልፈውውሳኔላይየጉላከትተዋፅኦአለው፡፡					
8.	በባልንጀሮቹእናቤተሰቦቹአማካኝነትየሚሰጥመግለጫበእኔየሕፃናትዳይፕሮችግዢውሳኔላይተፅእኖአለው፡፡					
9.	ተዓማኒነትባለውአስተዋዋቂየሚከናወንአድቨርታይዚንግበእኔየሕፃናትዳይፕሮችግዢውሳኔላይተፅእኖአለው፡፡					
	የመረጃውምንጩሳቢነት	1	2	3	4	5
10.	ተወዳጅበሆነየኮምኒኬሽንባለሙያየሚቀርብማስተዋወቂያበእኔየሕፃናትዳይፕሮችግዢውሳኔላይተፅእኖአለው፡፡					
11.	በታወቀአስተዋዋቂተዘጋጅቶየሚቀርብማስታወቂያበእኔየሕፃናትዳይፕሮችግዢውሳኔላይተፅእኖአለው፡፡					
12.	እጅግዝነኛበሆነየማስታወቂያባለሙያተዘጋጅቶየሚቀርብማስታወቂያበእኔየሕፃናትዳይፕሮችግዢውሳኔላይተፅእኖአለው፡፡					

13.	ከእኔየሕይወትዘይቤጋርተመሳሳይነትባለው ግለሰብተዘጋጅቶየሚቀርብማስታወቂያበእኔ የሕፃናትዳይፐርችግዢውሳኔላይተፅእኖአለው።					
	የምርቱ - ስብዕናተዛማጅነት	1	2	3	4	5
14.	ምርቱንከተጠቀመበኋላተመራጭነቱንበተመለከተምስክርነቱንየሚሰጥእናከእኔየሕይወትዘይቤጋርተቀራራቢነትያለውግለሰብአማካኝነትየሚቀርብማስታወቂያበእኔየሕፃናትዳይፐርችግዢውሳኔላይተፅእኖአለው።					
15.	አስተዋዋቂዎችስለሚያስተዋውቁትምርትበተመለከተግልፅግንዛቤእናእውቀትአላቸው።					
16.	አስተዋዋቂዎችየሕፃናትምርቶችንበተመለከተበገንዘብጥቅምፍላጎትየሚነዱአይደሉም።					
17.	ስለምርቱምስክርነቱንየሚሰጠውግለሰብዝነኛእስከሆነድረስየምርቱእናስብዕናመጣጣምብዙምግድአይሰጠኝም።					
	የማስተዋወቂያውመልዕክት	1	2	3	4	5
18.	ሥነ-ልቦናዊቅቡልነት (አስቂኛወይምአስፈሪይዘት) በማስተዋወቂያመልዕክቱውስጥካለበእኔየግዢውሳኔላይተፅእኖይኖረዋል።					
19.	በማስታወቂያውወቅትየባክግራውንድወይምማጀቢያሙዚቃ (ጂንግል) ካለበእኔየሕፃናትዳይፐርችግዢውሳኔላይአስተዋፅኦይኖረዋል።					
20.	ታሪኮችእናዘጋቢፊልሞችበማስታወቂያመልክከቀረቡበእኔየሕፃናትዳይፐርችግዢውሳኔላይአስተዋፅኦይኖረዋል።					
21.	በማስታወቂያውስጥበሚዛናዊምክንያታዊነትላይየተመረኮዘቅቡልነትያለውመልዕክትከቀረበበእኔየሕፃናትዳይፐርችግዢውሳኔላይአስተዋፅኦይኖረዋል።					
22.	ስለምርቱየጥራትደረጃአስመልክቶየሚቀርብማስተዋወቂያበእኔየሕፃናትዳይፐርችግዢውሳኔላይአስተዋፅኦይኖረዋል።					
23.	የኩባንያውተዓማኒነትበእኔየሕፃናትዳይፐርችግዢውሳኔላይአስተዋፅኦይኖረዋል።					
	የግዢውሳኔ	1	2	3	4	5
24.	በሕፃናትዳይፐርላይየሚቀርብየፈጠራክህሎትየታከለበትማስተዋወቂያበእኔየግዢውሳኔላይአስ					

	ተዋፅኦይኖረዋል።					
25.	የማስተዋወቂያው አግባብነት/ተዛማጅነት በእኔ ግዢው ሳኔ ላይ ተፅእኖ ይኖረዋል።					
26.	በሕፃናት ዳይፐርላይዮቀረበው ማስታወቂያ መልዕክት ወጥነት በእኔ የግዢው ሳኔ ላይ ተፅእኖ ይኖረዋል።					
27.	በሕፃናት ዳይፐርላይዮቀረበው ማስታወቂያ አዲስነት በእኔ የግዢው ሳኔ ላይ ተፅእኖ ይኖረዋል።					
28.	የማስታወቂያው ወጥነት እና አግባብነት ያለው መሆን በእኔ የሕፃናት ዳይፐርላይዮ አስተዋፅኦ ይኖረዋል።					
29.	ማስታወቂያው በተሳሳተ፣ ተዛማጅነት በሌለው መልኩ ወይም ከምርቱ ተጨባጭ እውነታ አንጻር ሙሉ በሙሉ በተለየ መልኩ የቀረበ ነው።					

ላደረጉልን ቀናት ብብር እጅግ በጣም አመሰግናለሁ!

Reliability Statistics

Cronbach's Alpha	N of Items
.767	6

Reliability Statistics

Cronbach's Alpha	N of Items
.758	4

Reliability Statistics

Cronbach's Alpha	N of Items
.760	4

Reliability Statistics

Cronbach's Alpha	N of Items
.821	5

Reliability Statistics	
Cronbach's Alpha	N of Items
.808	29

APPENDIX D (Frequency Table)

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	142	37.4	37.4	37.4
	Female	238	62.6	62.6	100.0
	Total	380	100.0	100.0	

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18- 30	183	48.2	48.2	48.2
	31 -40	155	40.8	40.8	88.9
	41 -50	38	10.0	10.0	98.9
	Over 50	4	1.1	1.1	100.0
	Total	380	100.0	100.0	

EDUQ					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary	12	3.2	3.2	3.2
	Secondary	19	5.0	5.0	8.2
	Diploma	65	17.1	17.1	25.3
	Degree	225	59.2	59.2	84.5
	Master Degree and above	59	15.5	15.5	100.0
	Total	380	100.0	100.0	

Occupn

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Businessperson	60	15.8	15.8	15.8
	Student	12	3.2	3.2	18.9
	Employee	308	81.1	81.1	100.0
	Total	380	100.0	100.0	

Rely on Advertisment

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	189	49.7	49.7	49.7
	No	55	14.5	14.5	64.2
	Sometimes	132	34.7	34.7	98.9
	5.00	4	1.1	1.1	100.0
	Total	380	100.0	100.0	

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Advertising Media	380	1.00	5.00	3.2058	.85105	-.596	.125	.359	.250
Source Credibilty	380	1.75	5.00	3.4987	.79208	-.246	.125	-.422	.250
Source attractiveness	380	1.00	4.50	2.0375	.79556	-.863	.125	.860	.250

Product Personality Match	380	1.00	5.00	3.0224	.97756	-.007	.125	-.924	.250
Advertising Message	380	1.50	5.00	3.4246	.74330	-.274	.125	-.477	.250
Purchase Decision	380	1.67	4.67	3.2675	.56767	-.494	.125	.139	.250
Valid N (listwise)	380								

APENDIX E (Correlations)

		Correlations					
		Purchase decision	Advertising Media	Source Credibility	Source Attractiveness	Product personaltt	Advertising Message
Purchase Decision	Pearson Correlation	1	.417**	.538**	.033	.032	.726**
	Sig. (2-tailed)		.000	.000	.523	.540	.000
	N	380	380	380	380	380	380
Advertising Media	Pearson Correlation	.417**	1	.225**	.023	.009	.120*
	Sig. (2-tailed)	.000		.000	.650	.865	.019
	N	380	380	380	380	380	380
Source Credibility	Pearson Correlation	.538**	.225**	1	-.003	.058	.517**
	Sig. (2-tailed)	.000	.000		.953	.261	.000
	N	380	380	380	380	380	380
Source Attractiveness	Pearson Correlation	.033	.023	-.003	1	-.020	.006
	Sig. (2-tailed)	.523	.650	.953		.695	.914
	N	380	380	380	380	380	380
Product perso	Pearson Correlation	.032	.009	.058	-.020	1	.060
	Sig. (2-tailed)	.540	.865	.261	.695		.247
	N	380	380	380	380	380	380
Advertising message	Pearson Correlation	.726**	.120*	.517**	.006	.060	1
	Sig. (2-tailed)	.000	.019	.000	.914	.247	
	N	380	380	380	380	380	380

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

* . Correlation is significant at the 0.05 level (2-tailed).

APPENDIX F (Regression)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.398	.715		6.154	.000		
Advertising media	.243	.024	.309	9.927	.000	.949	1.054
Source Credibility	.161	.038	.153	4.235	.000	.705	1.419
Source Attractiveness	.024	.032	.022	.737	.462	.999	1.001
Product Personality match	-.014	.026	-.016	-.525	.600	.995	1.005
Advertising Message	.457	.027	.611	17.210	.000	.731	1.367

a. Dependent Variable: Purchase decision

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2770.817	5	554.163	142.268	.000 ^b
	Residual	1456.804	374	3.895		
	Total	4227.621	379			

a. Dependent Variable: Purchase Decision

b.predictors

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.810 ^a	.655	.651	1.97363	1.972

a. Predictors: (Constant), Var5Total, Var3Total, Var4Total, Var1Total, Var2Total

b. Dependent Variable: Var6Total3