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ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTEMENT OF MARKETING MANAGEMENT

The Role of Beer Advertising on Purchase Intention;
In the case of ledeta and kolfe keranyo sub city in
Addis Ababa

A Research Thesis in a Partial Fulfillment of the Requirement
for Degree of Master of Art in Marketing Management

PREPARED BY:
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ADDIS ABABA
ETHIOPIA
May, 2018

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Declaration

I, **Maneyazewal Dagne**, hereby declare that the thesis entitled “The Role of Beer Advertising on Purchase Intention; *In the case of ledeta and kolfe keranyo sub city in Addis Ababa*” is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Temesegen Belayeneh (PhD). Any other contributors or sources used for the study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree Program in this or any other institution.

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STATEMENT OF CERTIFICATION

This is to certify that **Maneyazewal Dagne** carried out this thesis on the topic entitled “The Role of Beer Advertising on Purchase Intention; *In the case of ledeta and kolfe keranyo sub city in Addis Ababa*. This work is original in nature and is suitable for submission for the award of Masters Degree in Marketing Management.

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(Thesis Advisor)

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Addis Ababa, Ethiopia

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ACRONYMS

AIDA - Awareness Interest Desire and Action

DAGMAR - Defining Advertising Goals for Measured Advertising Results

SPSS – Statistical Package for Social Science

ABSTRACT

This research paper studies the role of beer advertising on purchase intention; In the case of ledeta and kolfe keranyo sub city in Addis Ababa. In this research the researcher used quantitative approaches, to collect primary data through questionnaire. The study uses survey research to collect the questionnaire and convincing the beer consumer. The study was limited to the beer's consumers in two Addis Ababa sub city (Kole keranyo and Ledeta) and the sample consumers were selected based on purposive sampling technique. Thus, out of the total of sample size of 384, 68% which is 262 consumers or responds were from Kolfe Keraniyo sub city and the other 32% which is 123 respondents were from Lideta Sub City. According to the research findings, the beer advertising message and the media factors have significant role on consumer purchase intention. Further, the role of advertising on consumer purchase intention, majority of the respondent agreed on likeability of media, plan to use in the near future. Message gives Knowledge and the source is attractive and creates awareness while the source roles is insignificant in the study. The research findings also reveal that there is a positive and strong relationship between the two variables. However, the relationship between media factor stronger than the Message factor. Based on the research findings, the researcher suggests that due attention should be given on the convincing and believability of messages and measuring advertising efforts against the advertising objectives is important not only to evaluate the effectiveness but also to design the appropriate advertising strategy that meets the desired changes of consumer purchase intention.

Key Words: Source Factors, Message Factors, Media Factors and Purchase Intention.

CHAPTER ONE

INTRODUCTION

This chapter provides an insight to readers about the introduction parts of the study starting with the topics related to the background of the study, Statements of the problem that initiated the researcher to conduct this study, Research questions to be answered, Objectives of the study, Significance of the study and Scope of the study. Eventually, the definitions of terms and organization of the study is presented at the end of this chapter.

1. Background of the Study

Marketing communications is an essential factor in the process of creating a trust among the customers for an organization. It can be seen as the exchange of processes to create an overtime contextual effect on the relationship between the organization and its customers Frankelius, (1997).

“Advertising, mass media advertising to be more precise, has played a major role in business to consumer marketing, and enabled companies to meet communication and other marketing objectives”. Minh Hou Poh & Adam, (2007)

Marketing communications is one of the most important factors in an organizations success on the market. More and more organizations are moving forward to use marketing communication to reach its customers, and the competition is getting harder. Marketing communication can be used in several different ways and it is important to find the way that will gain the best result.

The purpose with marketing communications is to make the organization and its products well known for its customers along with keeping the customers conscious about the organization Engdahl 2006, Iyer, Sobermann & Villas-Boas, (2005).

In the world today, everyone at some degree is influenced by advertising and other forms of promotions. It could be advertising from newspapers, magazines, television, internet, digital screens, face book, twitter and bus stop. Hence for organizations to succeed, it is important that advertisers in both the public and private sector communicate effectively and efficiently to their target audience Belch and Belch, (2007).

Of all marketing weapons, advertising has leading impact on viewers mind, as its exposure is much more Katke, (2007). Advertisement evolves date back in the ancient times. Different societies used different types of symbols for the promotion of the products and services for attracting consumers. However, these pictures were used for a limited area for promotion. In modern time, advertisement has become important way to promote products and services and is used for communication purpose. No company can become a market leader unless they invest lots of their investment in promotional purposes Hussainy et al., (2008).

Advertising does not work in isolation of the mass media. It is so closely connected with the mass media that advertising can hardly achieve its objectives without utilizing the mass media. Indeed, some definitions of advertising from different scholars show the close relationship between advertising and the mass media. For instance Wright et. al. (1999:9) establishes the close connection between advertising and the mass media when they define advertising as “controlled, identifiable information and persuasion by means of mass communication media.”

Media act as communication channels for companies. The particular medium, whether it’s TV, radio, newspapers, magazines or the Internet, enables the advertisers to communicate with the consumers Percy et al., (2001, p. 151-163). It was not until the end of the 19th century that companies started to realize the impact advertising could potentially have on consumers. This realization spurred an advertising revolution as companies started to systematically sell advertisements in media Barthelemy et al., (2001, p. 4-6).

Media and the way companies advertise have evolved countless times since the end of the 19th century Mackay, (2005, p. 92). However, one can summarize the evolution in three main steps; Print media can be seen as the first revolution of advertising, radio and TV as the second and the digital revolution, fueled by the Internet as the third Chunawalla & Sethia, (2008 p. 179-180).

1.1. Background of Advertising and Brewing Industry in Ethiopian

Advertising in Ethiopia is believed to have begun during the reign of Emperor Menelik II. According to Henok and Yemane (2010), at the time, advertisements used to be announced in major squares and streets shouting information about wars using the “Negarit”, a traditional war drum. This historical development of advertising in Ethiopia is closely linked to development of society at large in the country Shimelis, (2012).

However, media consumer advertising started to develop during the reign of Emperor Haile Selassie I Henok and Yemane, 2010; Shimelis, (2012). Advertisement also evolved with the establishment of the Ethiopian Printing Press and the first press advertisement for washing soap appeared in the first Ethiopian newspaper, *Aimroon* on August 2, 1914. Advertisements appeared in *Addis Zemen*, an Amharic newspaper, at the end of the 1950s and start of the 1960s Shimelis (2012).

Established in 1964, Ethiopian Television started service in October 1965 Henok and Yemane, (2010); Shimelis, (2012). Four years later, the Ministry of Information and Tourism founded the Advertising and Distribution Agency in a bid to promote the advertising industry thereby promoting trade and this trend continued into the early 1970s (Ibid). Lion Advertising and Public Relations Organization, opened in 1973 by advertising pioneer Wubshet Werkalemahu, was among the few advertising agencies operating in the country at the time Shimelis (2012). The agencies engaged in the advertising business as well as the activity itself vanished with the fall of the monarchy and the coming to power of the “*Derg*”, a military junta, in 1974 Henok and Yemane, (2010). The years from the mid-1970s to the early 1990s are characterized by severe restriction on any forms of advertising and this is demonstrated by the fact that with the exception of a few government censored advertisements, consumer service advertising ceased to exist all in all (Ibid).

However, following the fall of the “*Derg*” regime and the coming to power of the EPRDF in 1991 the advertising sector revived when market opportunities flourished with imported consumer goods and industry deregulation Kenaw, (2005).

However, as noted by Daniel (2007) cited in Shimelis (2012), advertising in Ethiopia was not without challenges. The companies that produce advertisements for their products and services have been increasing with the growth of trade competition. Accordingly, product advertising, including alcoholic beverages in the media becomes prevalent, without developing socially responsible practices Henok and Yemane, (2010).

They further argue that:

The main determinants of progress were lack of distinct government authority fully responsible for advertising, absence of a comprehensive advertising regulation and underdevelopment of the sector itself. For example, over the years, the authority dealing with advertising changed several

times; from the Ministry of Information to a private marketing company and back to the same ministry. However, it could be boldly argued, that since the mid 1990s, no clear forms of advertising regulation seemed to exist in Ethiopia. Perhaps not surprisingly, this in turn has resulted in the various media taking liberties with advertising. (P. 217)

Currently there is an Advertisement Proclamation No. 759/2012 in the country aiming at regulating the advertising business. In relation to this point Fitsum, (2016) contend that there are laws and rules that are meant to regulate the kind of products and the time frame they could be readily advertised over the media and which ones may not be accepted by the public media at all especially on the electronic ones. However, it has become common phenomena to see and watch different beer commercials both in print and electronic media stations in the country. The popularity of television commercials has increased in Ethiopia since recent years. Different brand beers are among the commercial products being advertised on different television channels. Henok and Yemane (2010) assert that television is the main media for alcohol advertising, followed by radio, newspapers and magazines. They added that local beer brands are the most widely advertised.

The other point worth mentioning here is that now a day's many beer brands are being identified with charity, with shows of special interest even to children, with sponsorship of major and very popular sporting events and programs Fitsum, (2016). He further states that beer commercials are occurring constantly on various media.

Shimelis (2012) claims that even if, more recently, some beer advertisers restrict underage drinking in their campaign. In addition to that, he asserts that, relatively high amount of beer commercials depicted with most popular programs of teenagers. More alcohol advertisements portrayed drinking as an overall positive experience. In Ethiopia, growth in beer consumption has been a surprisingly 24 percent per year according to Access Capital estimates, roughly double the average annual growth rate in real GDP. This is propelled by economic recovery, expanding population, rising disposable income, improvement in beer quality and improving distribution systems. A gradual shift is taking place away from home brewed beer or other traditional drinks towards commercially produced brews, reflecting aggressive advertising campaigns by major brewers, rising urbanization and the growing prevalence of drinking society activity. (Access Capital: 2010)

Ethiopia's beer industry has seen much activity in recent years, from a level of just 1.0 million hectoliters in 2003/2004; beer production has risen to nearly 3.1 billion hectoliters by 2008/2009, giving an estimated average growth of around 24 percent per year (Access Capital: 2010).

Looking ahead, beer demand is without doubt expected to continue its rapid growth, in line with population levels, favorable demographics, continued economic growth, and a gradual convergence of national consumption levels towards those of neighboring countries. According to Access Capital projection (2010), beer consumption in Ethiopia will rise by around 15 percent per year in the coming years, a volume growth that can comfortably support several new beer producing factories in the next five year period even after accounting for the expansion plans of existing firms. The major breweries currently operating in the Ethiopian beer industry are: BGI Ethiopia, Dashen, Meta, Harar, Bedele, Walya, Habesha, Raya, Zebidar etc.

This study will be important for the beer factories to know "The Role of Beer Advertising on Purchase Intention; in the case of ledeta and kolfe keranyo sub city in Addis Ababa". Given the rapid newly developments and establishments of beer factories in Ethiopia, "The Role of Beer Advertising on Purchase Intention" will take a closer look in the study. The purpose of the present study is to gain a deeper understanding on the title "the role of beer advertising on purchase intention; in the case of ledeta and kolfe keranyo sub city in Addis Ababa".

1.2. Statements of the Problem

Now days, it is important for companies to go ahead and understand what consumers perceive about their products. In this new marketing era, consumers are the leaders of the market and co-creators. Because of this, their perception towards an industry's product very much affects their purchase intention. A company which is aware of the factors that consumers perceive to be important for their purchase decision becomes the market giant and profitable because of its consumer focused insight.

Consumers buying decision is very complex. Usually purchasing intention is related with consumers' behavior, perception and their attitude. Consumer purchase intention is an important key point for consumers during considering and evaluating of certain product Keller, (2001). Ghosh (1990) stated that purchase intention is an effective tool use in predicting purchasing process. Once the consumers decide to purchase the product in certain store, they will be driven by their intention. However, purchase intention might be altered by the affecting of different intrinsic and extrinsic factors Zeithaml, (1988). In addition, consumers will be interrupted by

internal impulse and external environment during purchasing process. Their behavior will be driven by the physiological motivation that stimulates their response which brings them to the retail store to fulfill their need Kim and Jin, (2001).

There was very limited research regarding beer products in Addis Ababa. This study were intended to closed the gap in the literature, which was aimed to examine the role of beer advertising on purchase intention; in the case of Ledeta and Kolfe Keranyo sub city in Addis Ababa. This research was focused on the factors that were perceived to be important the role of beer advertising on purchase intention; in the case of ledeta and kolfe keranyo sub city in Addis Ababa. Factors examined were the role of beer advertising source, message and media factors.

Even though growth in Ethiopian beer market had still growing faster, in recent years the competitiveness in the industry has enormously increased. How breweries industries compute each other in Addis Ababa beer market remains a challenge as well as a good chance for them to get better position in to the beer market. Having more information on customer's needs, wants and behavior will help business to choose their target market(s) and tailored marketing programs. Interest in consumer brand choice had grown among marketing practitioners' and scholars in the process of understanding consumer brand selection. Kotler, (2002) It is very critical for companies to understand the customer's requirement and provide the products that satisfy their needs. Consumers brand preference represents a fundamental step in understanding consumer choice.

According to Mokhils S. and Yaakop, (2012) there were countless factors that influence the way a consumer perceives a particular brand and prefer it over the other. Meyer R. and Kahn, (1991) Describes that extensive attention had been paid to understand the relative influence of factors, which was affects the choice of consumer between various substitute brands of product and services which were purchased frequently. Preference believed to influence future consumption outcomes including intention, and willingness to buy.

Many researchers Oconor and sulivian, (1995), Riza, (2005) and Orth, (2005) indicate that sought benefit and consumer perception were the main antecedents of brand preference. Beers are objects with relatively few attribute that physically differentiate products and brand names had been showed to have considerable importance in preference and purchase intentions Schaefer, (1995). In addition beer is popular and were consumed both at home and as well as in public with potentially significant implication for the desired benefits Orth, (2005)

Currently breweries industry in Ethiopia are battling promotion war and spending millions of birr for advertising. However, strategies that do not contribute to a brand could lead to increased brand switching for consumers Kuo, (2003). Despite the increasing volume of scholarly work in international advertising effectiveness, purchase intention had received very little attention in Ethiopia.

When considering advertising as a means of communication it is also suggested that greater emphasis needs to be placed on the gap between the message transmitted and the message actually received. This gap appeared because of the decoding by the receiver of the messages aimed at him or her. It is suggested that this decoding was what may account for differences between Perception of the message transmitted and the message received.

Hence this study was intended to try to bridge this gap of consumer's perception toward beer advertisement. The purpose of this research was to examine The Role of Beer Advertising on Purchase Intention; in the case of ledeta and kolfe keranyo sub city in Addis Ababa

1.3. Research Questions

The study tries to seek answers to the following basic questions:

1. To what extent the source factors have the role on purchase intention?
2. To what extent the message factors have the role on purchase intention?
3. To what extent the media factors have the role on purchase intention?

1.4. Objectives of the Study

1.4.1. The General Objective of the Study

- To examine the Role of Beer Advertising on Purchase Intention; in the case of ledeta and kolfe keranyo sub city in Addis Ababa.

1.4.2. The Specific Objectives of the Study

1. To examine the role of source factors on purchase intention.
2. To examine the role of message factors on purchase intention.
3. To examine the role of media factors on purchase intention.

1.5. Hypotheses

H1: Source person's characteristics or factors have a positive and significant role on purchase intention.

H2: Message factors have a positive and significant role on purchase intention.

H3: Media factors have a positive and significant role on the consumer purchase intention

1.6. Scope of the Study

This study aims to examine “The Role of Beer Advertising on Purchase Intention; in the case of ledeta and kolfe keranyo sub city in Addis Ababa”. To achieve this aim, the scope of the study was identified different factors, i.e. source, message and media factors affecting consumer purchase intention of beer in Addis Ababa.

Geographical scope, the study were conducted in two sub city /Kolefe keranyo and Ledeta/ Of beer consumers in Addis Ababa,.

Methodological scope, the study use only quantitative approach and preparing questionnaire and distributed purposively (purposive sampling).

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

1.7. Significances of the Study

The result of this study is expected to have the following significances:

Even if considerable amount of money is invested for promotional activities in general and advertisement in particular, measuring its effectiveness against consumers purchases intention is not common practice. With the aim of measuring the role of source, message and media factors and purchase intention, the study will contribute to the knowledge on evaluation techniques of advertisement. It also enhances the evaluation capability of promotion in general and advertisement role in particular. Moreover, the research finding helps the brewery industry to take corrective measures based on the findings of the research and used as a benchmark while setting promotion and advertisement objectives in the future. Finally, it will help as a reference for further study who is interested in the area.

1.8. Definition of Terms

Advertising

An identified sponsor has paid for any form of non-personal communication about an organisation, product, service or idea that has passed through a mass communication channel to reach a broad audience. Advertising is impersonal communication of information about products, services or ideas through the various media, and it is usually persuasive by nature and paid by identified sponsors Bovee, (1992).

Advertising Campaign

This term will in this study be used for the planning, creation, administration and implementation for advertising activities. This can be carried out as stand- alone activity or as a series of activities Yadin, (2002).

Communication

Communication will be used to describe the process of exchanging ideas, or passing through information between a sender and a receiver Bearden, Ingram & LaForge, (2004).

Customer/consumer

The term customer/consumer will in this study be used to describe one or more individuals that use and buy the organizations products (beer consumer). Customers, also known as clients, purchasers, and buyers, are organizations or parts thereof, either business-to-business (B2B) customers or end-user consumers Peppers and Rogers, (2011). Customers can be current or potential, and all others with problems and needs who seek product or service solutions Griffin, (2005). From a manufacturer's viewpoint, customers include distributors, retailers, and persons who buy products from the retailers Caplan, (2001).

Sources

Belch and Belch (2003), sources are an important tool to deal with the problem of clutter. Message delivered by attractive or popular sources achieve higher attention and recall, which is why advertisers often use celebrities as spokes people.

Message

The term message in this study was the information that an organisation wants to send out to its customers. No matter how big the budget, advertising can succeed only if advertisements gain

attention and communicate well. Good advertisements are especially important in today's costly and cluttered advertisement environment Kotler and Armstrong, (2012).

Media Channel

Media Channel will in this study be the general communications methods that carry advertising messages, such as Television, Radio, Magazines and Newspapers etcetera. According to Kotler and Armstrong (2012), the major steps in advertising media selection are: Determining on reach, frequency, and impact; Choosing among major media types; Selecting specific media vehicle; and Choosing media timing.

Purchase intention

Purchase intention means the likelihood of consumers' purchase of a product Gavilan et al., (2014) and we have adopted and revised the scale developed by Raman (1996).

1.9. Organization of the study

This study is organized in five chapters. The first chapter is the introduction part. This includes background of the study, statement of the problem, research questions, objective of the study, Hypotheses, significance of the study, scope of the study, definition of terms, and organization of the study. The second chapter presents the theoretical frame work, empirical review of literatures and conceptual frame work. The third chapter consists of research methodology and design used in the study. It describes the type and design of the research; the population and sampling techniques of the study; data collection instruments and procedures used to collect data and the methods of data analysis. In the fourth chapter data analysis, presentation and interpretation is presented. Finally, the fifth chapter presents summary of the findings, conclusion, recommendation and issues for future research.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2. INTRODUCTION

This chapter provides an insight to readers about the theoretical review of the topics under study. In line with the objectives of the study, the chapter covers topics related to factors that determine the advertising effectiveness. In addition, empirical review of the study area and hypothesis of the study are presented at this chapter. Eventually, the conceptual framework of this study is presented at the end of this chapter.

2.1 THEORETICAL REVIEW

2.1.1 Marketing Communication

One of the basic concepts of marketing is the marketing mix, which is said to be the set of controllable variables and their levels which marketer uses to influence the target market Kotler, (1997). The tools used in order to reach and control the target market, are collectively known as the elements of the marketing mix, or the four Ps, including product, price, place, and promotion. Zeithamal, et al, (1996) Promotion, also referred to as marketing communication, is the way of communicating the information of product, price, and place to the consumers Wells, et al, (2000). Czinkota et al, (2001) further address marketing communication to be the establishing of commonness between two parties in a communication process. According to Kotler (2003) it is essential to emphasize the importance of effective communication because of the geographical and psychological distances that separate companies from intermediaries and customers. Figure 1 below shows the communication process with its fundamental elements.

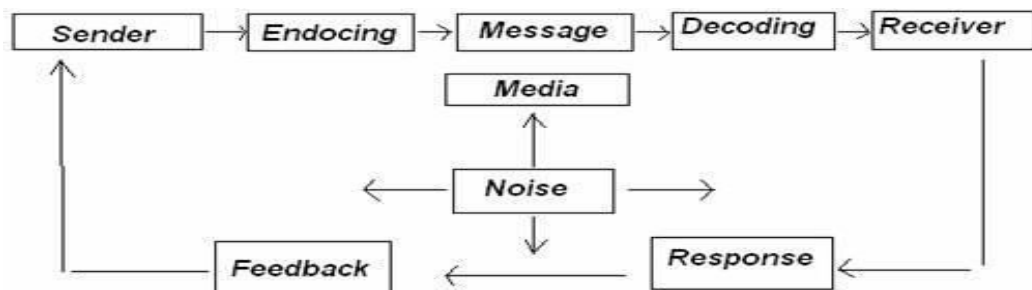
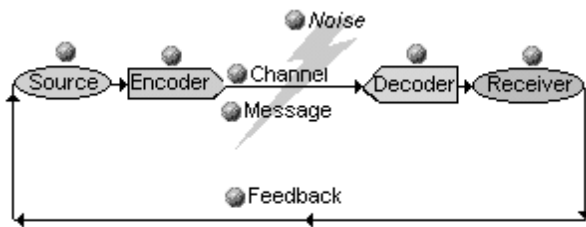


Figure 1 Elements of Communication Process

The marketing communication process originates from the old mathematical communication theory published by Shannon and Weaver in (1949). This theory was created to show how electrical signals could be transferred from one point to another and came to be introduced as a communication theory within human communication when Weaver thought it also met the demands on how humans affect each other's Barlow, (2002).

This mathematical model has since then been identified as a transmission model of communication and has been adapted widely around the world. During the years, this model has been evolved to form the different process-models for communications Dwyer, (2005). Models that can be found on the communication process in literature today are all inclined on a base where a sender has to exist to send out a message to a receiver. The sender creates a need/purpose with its communication, chooses a message to send out through the right channel that can lead to a created need among the audience/receiver.



The Shannon-Weaver Model

Figure 2 Shannon and Weaver

The communication process model is created to show that communication consist of several different elements in constant interaction with each other. There is said to be seven main elements in this process model: sender, message, receiver, feedback, media (channel), context or setting and noise or interference. This seven are equally important in the process of communication and without one of them, the process will not be complete Dwyer, (2005).

Another very important element in this process is the communication barriers. These occur as a result of misunderstanding or misinterpretation of the message. Being able to recognize these is an important step towards having a successful external marketing communication. Dwyer (2005)

What may have been forgotten in the communication process model is the fact that not all messages get through. The source, message and channel may be right but the receiver can still choose to ignore the information. It is important that the customer decodes the message right and

the process model is in some cases too focused on what to do up until the point where the customer is met with the message. The model state that noise may be a part of the transaction but says nothing on how to get around the noise disruption Smith & Taylor, (2002).

Another big barrier in the external marketing communication process today is the way it communicates with the customers. Although many claim that the original external marketing communication process is to be a two-way process, there are those who see it as a clear one way mass communication process. The feedback on mass communications can be hard to attain and measure, and in a case like this the sender may not have any information on how the receiver decoded the message Copley, (2004).

For the sender to avoid the noise that may occur in the marketing communication process it is important to be in position *to understand the target recipient well enough to be able to encode desired messages with a high degree of certainty that there will be no noise in the system.* Copley, (2004, p. 29).

To avoid noise in mass communications it is important for a communicator to be aware of how the customers will react to the message. One section of mass communication that is met by the market today is advertising; the section that probably has the most difficult task in avoiding noise in the communication process Smith & Taylor, (2002).

For advertising to be effective it is important for advertisers to be aware of how the message may be met by customers on the market. To make this easier, academics and professionals has during a long period tried to come up with theories and models that can show how customers respond to the advertising they are being exposed to. By understanding the different behavioral levels that customers pass through, the advertiser can create a message that will meet all requirements and thereby be effective Ciadvertising.com, (2007).

2.1.2 Advertising Theories and Models

There are theories within external marketing communication and advertising that has been highly influential in both textbooks and in the professional advertising practice Hackley, (2005). These theories all derive from what can be referred to as the old ‘learning theory’, a theory that can be related to the Pavlov’s dogs experiment. Pavlov trained his dogs’ to associate the arrival of food with the ringing of a bell; a sound that alone would lead to the salivation response among the

dogs. Just like the bell in Pavlov’s dogs’ experiment, advertising was seen as a stimulus that would give rise to a response, just like the dogs’ salivation response.

The ‘hierarchy of effect’ approach is grounded on the base that to be effective and achieve the desired response, several steps has to be completed and passed. Any piece of persuasive communication must carry the audience through the series of stages that has been drawn. These stages are placed so that a customer has to climb them and one step.

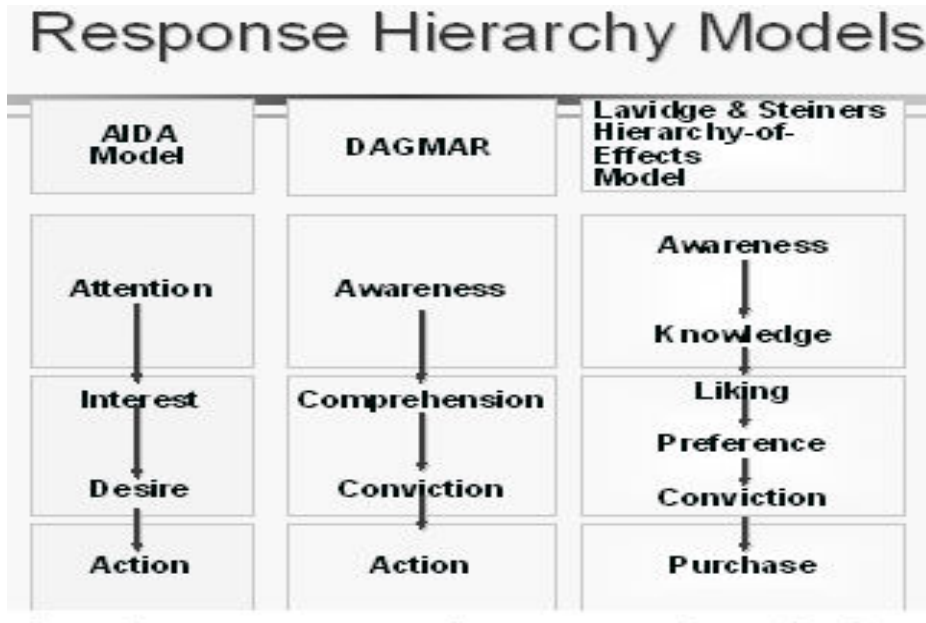


Figure 3 Response Hierarchy Models

2.1.2.1 AIDA Model

AIDA was created by Strong in 1925 and is a behavioral model that has as purpose to make sure that an advertisement raise 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:

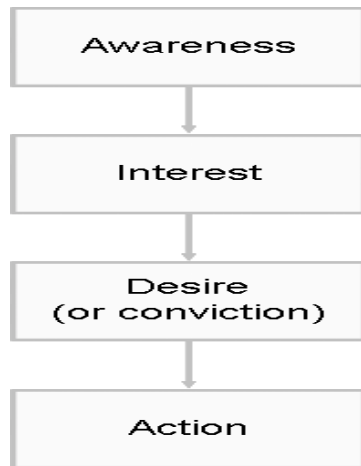


Figure 4 AIDA Model

Commands *Attention* \implies Leads to *Interest* in the product \implies and thence to *Desire* to own or use the product \implies and then finally leads to *Action*

For the advertisement to contribute to success it has to be designed so that the customer passes through all these four phases, with all being equally important. The model implies that advertising should inject memorable and believable messages that will make costumers triggered to act in a certain way Brierley, (2002).

The model may be seen by many as the strongest advertising theory, but has along with the others been criticized by different sections of the advertising community. They claim that there is no evidence that customers behave in this rational, linear way. They mean that mass media advertising in general fail to stimulate desire or action. The model ignores the role of context, environment and mediation in influencing the effectiveness of the advertisement. The advertising world has because of this lately turned into focus more on the two main behavioral responses: awareness and interest. They mean that all four phases are not equally important and to be successful the advertiser has to look further into the behavioral phases Brierley, (2002).

Another criticism that the model has met is that it represents only high-involvement purchases. According to AIDA customers always goes through this rational process when buying products, but many says that purchases more often are spontaneous Hackley, (2005).

In 1961 there were two new models published, the DAGMAR theory Belch & Belch, (1995) and Lavidge and Steiner.s hierarchy of effects model Lavidge & Steiner, (1961).

2.1.2.2 DAGMAR Model

Russell Colley created DAGMAR when he prepared a report for the Association of National Advertisers. This report was entitled (Defining Advertising Goals for Measured Advertising Results), shortened down to DAGMAR, and thereof the name, Belch & Belch, (1995) and was later in 1969 published as a book with the same title Mackay, (2005).

DAGMAR was created to encourage measurable objectives for each stage of the communication Smith & Taylor, (2002) and does not deal purely with the message Mackay, (2005). DAGMAR focuses on the levels of understanding that a customer must have for the organisation and on how to measure the results of an advertising campaign Belch & Belch, (1995).

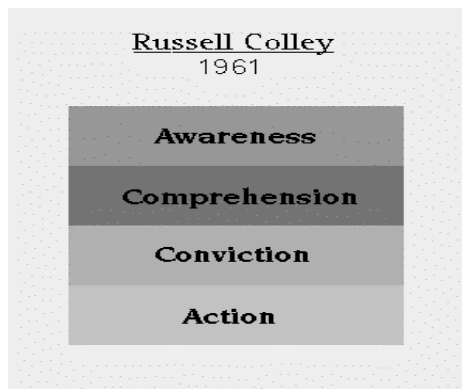


Figure 5 DAGMAR model

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

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

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

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

The DAGMAR approach has had a huge influence on the how to set objectives in the advertising planning process and many planners use this model as their base. However, just as the other approaches within advertising, DAGMAR has been met with critique. One of the major criticisms towards DAGMAR is on its reliance on the “hierarchy-of-effects theory”, just as with AIDA. Customers do not always pass through the stages in a linear way.

Another criticism made towards the DAGMAR approach is that it focuses too much on strategies. Many creative people within advertising are looking for the great unique idea that can result in a successful campaign and feels that the DAGMAR approach is too concerned with quantitative measurements on the campaign Belch & Belch, (1995)

2.1.2.3 Lavidge & Steiners Hierarchy-of-effects model

This model was published during the same period as DAGMAR. The model was named the hierarchy-of-effects model which is the same name as some authors used on the foundation theory, and will therefore go under the name, Lavidge & Steiners Hierarchy-of-effects model in this study.

According to this model customers do not switch from being completely uninterested to become convinced to buy the product in one step. Lavidge and Steiners Hierarchy-of-effects model is created to show the process, or steps, that an advertiser assumes that customers pass through in the actual purchase process Barry & Howard, (1990). The model is based on seven steps, which as with the other models must be completed in a linear way.

The big difference between this model and the others is not only the steps, but also the view on how to pass them. Lavidge and Steiner, (1961) write that the steps has to be completed in a linear way, but “*a potential purchaser sometimes may move up several steps simultaneously*” Lavidge & Steiner, (1961, p. 60) which is supported by Munoz (2002) who writes that normally ultimate customers do not switch directly from being interested to become convinced buyers.

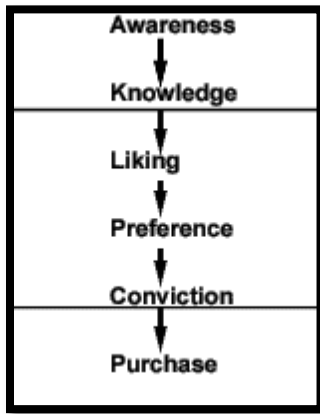


Figure 6 Lavidge and Steiner Hierarchy of effect model

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

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

Lavidge and Steiner (1961) also wrote, in their article, that they are fully aware of the impulsive purchases that customers can make, but they mean that for higher economical goods these steps are essential for the advertiser to include. This model also has as a premise that advertising occurs over a period of time, and may not lead to immediate response and purchase. It is rather a series of effects that has to occur, with each step fulfilled on the way towards the next stage
 Lavidge & Steiner, (1961)

Behind this model is according to Belch & Belch, (1998) the premise that “*advertising effects*

occur over time and advertising communication may not lead to immediate behavioral response or purchase, but rather, consumers must fulfill each step before (s)he can move to the next stage in the hierarchy” Belch and Belch, (1998, p. 146).

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

2.1.3 Defining Advertising

There is little or no consensus among scholars as to the definition of advertising. Therefore, advertising meant different things to different people and this discord among scholars and inspired a burst of intellectual activities in both research institutions and policy communities as well Fletcher, (2010). Indeed, advertising is not the only social concept for which there is no agreed-upon or consensual definition among social scientists. Like such social science concepts as love, art, poverty, wealth, and justice just to mention a few, the concept of advertising has lent itself to elusive and parochial analysis. Fletcher (2010) put this definitional discord as, like many other commonplace words in social science advertising is surprisingly hard to define with precision.

Brierley, (1998) noted that the advertising industry is competitive and fast moving, and operates within a commercial environment wherein “anything that works” is “quickly copied by other agencies” in terms of using a model for media advertising. Hence, a firm may observe rival advertising service providers declaring to their clients that they possess unique insights into the advertising process (manifest perhaps in their proclaiming that they have devised their own in-house models of how advertising works) and consequently come to believe that it too should have a theoretical blueprint that it can promote to its clients Abrahamson, (1996).

2.2 Empirical Literature Review

2.2.1 Purchase Intention

Purchase intention is widely used as a predictor of subsequent purchase Grewal, Krishnan, Baker & Borin, (1998). According to Dodds, Monroe and Grewal (1991), the purchase intention refers to the possibility of a consumer's willingness to buy products. In 2001, Blackwell, Miniard and Engel also stated that when the consumer think and will buy, both represents purchase intention.

Bagozzi and Burnkrant (1979) believe purchase intention as a personal behavioral tendency to a particular product. Intention to purchase is the consumer's inclination to act toward an object (Kim & Kim, 2004). Besides that, Spears and Singh (2004) also considered purchase intention as the effort of an individual consciously planning to purchase the products of a brand. According to Halim and Hamed (2005), they explained purchase intention as the number of patrons that has a proposal to buy the products in future and make repetition purchases and contact again to the specific product. Moreover, He and Hu (2008) claimed that purchase intention was the transaction after consumers evaluating the overall products, i.e. the attitudes towards purchase behaviours.

Constructs like considering something, purchasing a brand and anticipating to purchase a brand aids to scope the intentions of purchasing Porter, (1974). Zeithaml (1988) indicated that consumer's purchase intention would be affected by individual intrinsic and extrinsic characters, objective value, quality perception, and value perception. Zeithaml (1988) also indicated that consumer's purchase intention was often determined by the perceived profits and value. The higher the purchase intention is, the more purchase willingness is. In addition, perceived value will influence purchase intention; and the higher the perceived value, the higher the purchase intention Zeithamal, (1988). Jin and Kang (2011) explains purchase intention relating four behaviours of consumers including the undoubted plan to buy the product, thinking unequivocally to purchase the product, when someone contemplate to buy the product in the future, and to buy the specific product utterly. According to He and Hu (2008), purchase intention is measured with the dimensions of willing to purchase, worth of purchase, and suggesting others to purchase. Schiffman and Kanuk (2000) measured purchase intention by enquiring consumers' intention to select certain brands, including Absolutely, Possibly,

Uncertain, Possibly Not, and Never. In Chang's (2009) scale, possibility of buying, considered purchase product, and recommending friends for buying were used for measuring consumer's purchase intention.

2.2.2 Source

According to Belch and Belch (2003), source is to mean the person involved in communicating a marketing message, either directly or indirectly. A direct source is a spokesperson that delivers a message and/or demonstrates a product or service. An indirect source, say a model, doesn't actually deliver a message but draws attention to and/or enhance the appearance of the ads. Burnett (2002), on the other hand include animated character, a background voice, and actor, or sometimes singing a jingle as a source. According to Belch and Belch (2003), sources are an important tool to deal with the problem of clutter. Message delivered by attractive or popular sources achieve higher attention and recall, which is why advertisers often use celebrities as spokes people.

Companies are very careful when selecting individuals to deliver their selling messages. They recognize that the characteristics of the source affect the sales and advertising message. Hence companies are very careful when selecting individuals to deliver their selling messages. Marketers try to select individuals whose traits will maximize message influence. The source may be knowledgeable, popular, and/or physically attractive; typify the target audience; or have the power to reward or punish the receiver in some manner. Kelman (1961), as cited by Belch and Belch (2003), developed three basic categories of source attributes: credibility, attractiveness and power. These factors are elaborated as follows.

According to forouhanded as cited by Nhung, Sarinya, and Claire, source credibility is the degree that consumers see and trust the source as having relevant knowledge, expertise, or experience about the product/service as well as giving unbiased information to consumers. Source attractiveness on the other hand refers to perceived social value.

A. Source Credibility

Source credibility is the extent to which the recipient sees the source as having relevant knowledge, skill, or experience and trusts the source to give unbiased, objective information. Kotler and Armstrong (2012) also described the importance of having source as messages delivered by highly credible sources are more persuasive. According to Belch and Belch (2003)

the two important dimensions of credibility are expertise and trustworthiness. These are further elaborated as follow.

a) Expertise

Expertise is the specialized knowledge the communicator possesses to back the claim. Spokespeople are often chosen because of their knowledge, experience, and expertise in a particular product or service area. Endorsements from individual or groups recognized as experts are also common in advertising. The importance of using expert sources was shown in a study by Roobina Ohanianm, who found that the perceived expertise of celebrity endorsers 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.

b) Trustworthiness

Trustworthiness is related to how objective and honest the source is perceived to be. While expertise is important, the target audience must also find the source believable.

B. Source Attractiveness

A source characteristic frequently used by advertisers is attractiveness, which encompasses similarity, familiarity, and likability.

a) Similarity

Similarity is a supposed resemblance between the source and the receiver of the message. Marketers recognize that people are more likely to be influenced by a message coming from someone with whom they feel a sense of similarity.

b) Likability

Likability is affection for the source as a result of physical appearance, behavior, or other personal traits. Even when the sources are not athletes or movie star, consumers often admire their physical appearance, talent, and/or personality. Source attractiveness, in general leads to persuasion through a process of identification, whereby the receiver is motivated to seek some type of relationship with the source and thus adopts similar beliefs, attitudes, preferences, or behavior. Maintaining this position depends on the source's continued support for the position as well as the receiver's continued identification with the source.

C. Source Power

Source has power when he or she can actually administer rewards and punishments to the receiver. As a result of this power, the source may be able to induce another person(s) to respond to the request or position he or she is advocating. The power of the source depends on several factors. These include perceived control, Perceived concern, and perceived scrutiny. Perceived control means the perception that the source is able to administer positive or negative sanctions to the receiver. Perceived concern is the receiver's perception that the source cares about whether or not the receiver concerns. Perceived scrutiny is the receiver's estimate of the source's ability to observe conformity. When a receiver perceives a source as having power, the influence process occurs through a process known as compliance. The receiver accepts the persuasive influence of the source and acquiesces to his or her position in hopes of obtaining a favorable reaction or avoids punishment. Kotler and Armstrog, (2012)

2.2.3 Message

No matter how big the budget, advertising can succeed only if advertisements gain attention and communicate well. Good advertisements are especially important in today's costly and cluttered advertisement environment Kotler and Armstrong, (2012). The first step in creating effective advertising message is to plan a message strategy which is the general message that will be communicated to consumers. The purpose of advertising is to get consumers to think about or react to the product or company in a certain way. People will react only if they believe they will benefit from doing so. Thus, developing an effective message strategy begins with identifying customer benefits that can be used as advertising appeals Kotler and Armstrong, (2012). Ideally, the message strategy will follow directly from the company's broader positioning and customer value strategies. Message strategy statements tend to be plain, straight forward outlines of benefits and positioning points that the advertiser wants to stress. The advertiser must next develop a compelling creative concept that will bring the message strategy to life in a distinctive and memorable way. The creative concept will guide the choice of specific appeals to be used in an advertising campaign. Advertising appeal should have three characteristics: Meaningful, believable and distinctive Kotler and Armstrong, (2012).

2.2.4 Media Factor

These are the channel through which message can be delivered. Message can be delivered through a variety of ways. According to Kotler and Armstrong (2012), the major steps in advertising media selection are: Determining on reach, frequency, and impact; Choosing among major media types; Selecting specific media vehicle; and Choosing media timing.

A. Determining Reach, Frequency, and Impact

To select the media, the advertiser must determine the reach and frequency needed to achieve the advertising objectives. Reach is a measure of the percentage of people in the target market who are exposed to the ad campaign during a given period of time. Frequency is a measure how many times the average person in the target market is exposed to the message. The advertiser also must determine the desired media impact - the qualitative value of message exposure through a given medium.

B. Choosing among major media types

The major media type are television, newspaper, the internet, direct mail, magazines, radio and outdoor. Advertisers can also choose from a wide array of new digital media such as cell phones and other digital devices, which reach consumers directly. Advertisers want to choose media that will effectively and efficiently present the advertising message to target customers. Thus they must consider each medium's impact, message effectiveness, and cost.

C. Selecting Specific Media Vehicles

Media planners must also choose the best media vehicles – specific media within each general media type.

D. Deciding on Media Timing

An advertiser must also decide how to schedule the advertising over the course of a year. The firm can vary its advertising to follow the seasonal pattern, oppose the seasonal pattern, or be the same all year. The advertiser must choose the pattern of the ads. Continuity means scheduling ads evenly within a given period. Pulsing means scheduling ads unevenly over a given time period.

2.2.4.1 Good advertising

According to Shimp (2007), good advertising satisfy the following considerations. One, it must extend from the overall marketing strategy. Media strategy should be compatible with the overall marketing strategy of a firm. Two, effective advertising must state the consumer's view. Advertising must be stated in a way that relates to the consumer needs. Three, advertising must find a unique way to break though clutter. There is competition and companies compete for the consumers' attention. Four, good advertising should never promise more that it can deliver. Consumers learn quickly and when they have been deceived, they will resent the advertiser. Lastly, good advertising presents the creative idea from overwhelming the strategy. The purpose of advertising is to inform and ultimately sell companies' products and or services.

According to Wells et al., (2003) effective ads work on two levels. First, they should satisfy consumer's objectives by engaging them and delivering a relevant message. Second, the ads must achieve the advertiser's objectives. According to the author's strategy, creativity and execution must work in concert for an ad to be truly effective. Authors further elaborate that there are three effectiveness factors. First, advertisers try to get consumers to perceive at least notice their ads. Then advertisers hope consumers will either learn something or be persuaded by something in the ads. Finally, advertisers try to get consumers to behave in a certain way ideally, to buy the product in the advertisement.

Authors Moore, Reardon, (1987) state that it is incorrect to assume that increasing the number of endorsers will automatically enhance the persuasive impact of an advertising appeal. Study indicates that an increase in persuasion occurred only when the ad mentioned strong and meaningful attributes of the product.

According to the findings showed a lot of exposures of the product information and trademarks are easily to achieve the purpose of communicating with consumers. Consumers have the higher acceptance of this type of advertising films. Those can its brand or product awareness and emotion, and even cause purchase willingness. The implicit placement advertisements are unable to raise consumer awareness of the product. There are no connections between the products and life necessities, so that the purchase desires will not be raised.

According to Neza V., Myftaraj E. (2016) "The influence of advertising in insurance companies in Albania and consumer decision making process". From the survey can be interpreted that effective advertising have a major impact in the purchase decision making process of the

customer, to whom advertising should be effective in order to leave a lasting impact in their minds and making correct decisions in purchasing insurance products. The study shows the importance of brand awareness. Most of the public are runs behind the name of the brand.

Effectiveness of advertising campaigns is measured by reaching the target indexes of sales volume, market share, awareness and consumer preferences, i.e. achievement of all planned goals and objectives. Glushakova, (1999) Part of these parameters can easily be determined in the process of accounting, but biggest part requires a special registration of requests to the company, or organization of specific marketing research.

According to Burton, (2011), it is easier to accomplish objectives at the lower level of the pyramid than the ones at the top. The percentage of prospective customers also declines as you move up the pyramid. The communicator must therefore build conviction among the target audience so as to take the final step of purchasing the product. Advertising therefore involves a sequence whereby the prospect is moved through a series of stages in succession from unawareness to the purchase of the product.

According to Czinkota and Kotabe, (2012), advertising is an indirect contact with the customer. It is only one half of a dialogue. If it does not respond to customer needs, it will probably fail no matter how creative it is. Armstrong, (2014), is to identify customer benefits that can be used as advertising appeals. This is because people will react only if they believe that they will benefit from doing so. Advertising appeals should have three characteristics; meaningful, believable and distinctive. Meaningful means that they should point out the benefits that make the product more desirable or interesting to the consumer. Believable means the consumers must believe that the product or service will deliver the promised benefits. Lastly, distinctive means that they should tell how the product is better than competing brands.

According to Fotini P., Maro V. & Vicky M., (2009) The proposed conceptual model suggests that quality factors related to relationship marketing could be significant contributors to advertising effects under specific circumstances. Primary research results advocate that advertising and relationship marketing factors are both contributors to intermediate advertising effects. In addition their contribution could be strongly influenced by the consumers' requirements and needs.

2.3 Conceptual Framework and Hypothesis

2.3.1 Conceptual Framework

Source: -

The source of the message in the advertising communication system is the point of which the message originates. There are many types of “source” in the context of advertising, such as company offering the product, the particular brand, or the spokesperson used.

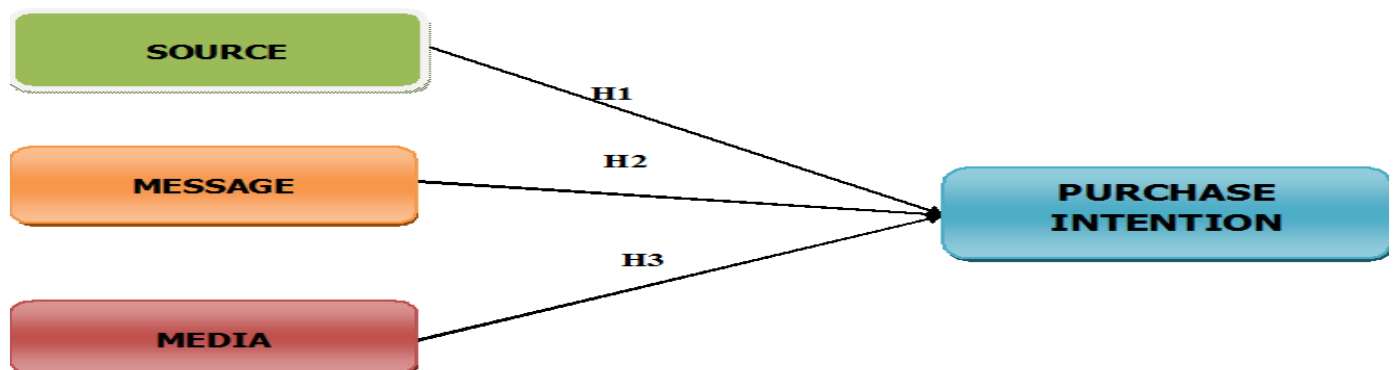
Message: -

The message refers to both the content and execution of the advertisement. It is the totality of what is perceived by the receiver of the message.

Channel/Media: -

The message is transmitted through some channel from the source to the receiver. The channel in an advertising communication system consists of one or more kind’s media, such as radio, television, newspapers, magazines, billboards, point of purchase displays, and so on. The impact of the communication can be different for different media.

Figure 7 Conceptual framework



Source: - Modified from Shannon and Weaver and developed by researcher

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3. Description of the Study Area

According to Creswell, (2006) research is a systematic inquiry aimed at providing information to solve problems. So that, In order to solve the problem or answer the research questions appropriate methodology should be design in order to show how research questions were answered in the most rigorous method.

In this section description of the study area, research approaches, research design, population and sample, data source and types, data collection procedure & instruments, and data analysis techniques will be discuss.

3.1 Research Approach

Research can be classified in to two based on its approach. These are qualitative research and quantitative research. Qualitative research involves studies that do not attempt to quantify their results through statistical summary or analysis. It seeks to describe various aspects about behavior and other factors in the social sciences and humanities. In this kinds of research data are often in the form of descriptions, not numbers. It typically involves in-depth interviews, group discussions, and observations without formal measurement.

Quantitative social research was originally inspired by the spectacular progress of the natural science in the 19th century. The scientific method postulates three key stages in the research process: (a) observing a phenomenon or identifying a problem; (b) generating an initial hypothesis; and (c) testing the hypothesis by collecting and analyzing empirical data using standardized procedures Zolatain, (2007). Under this approach survey method will implemented. It helps to gather information from large number of population quickly. It also facilitates the study of human attributes. Moreover, according to Creswel, (1994) quantitative research is also useful to quantify opinions, attitudes and behaviors and find out how the whole population feels about a certain issue. Therefore the researcher chooses quantitative research to examine the factors affecting consumer purchase intention; in the case of beer industry advertisement in Addis Ababa.

3.2 Research Design

According to Eriksson and Paul, (1997) there are three major research strategies: experiments, surveys, and case studies. This research used a survey design in order to reach out large number of respondents. Survey research is the systematic gathering of information from respondents in order to understand and/or predict some aspect of the behavior of the population of interest, generally in the form of a questionnaire. A survey is appropriate when investigating many entities and few variables, and it gives exact data Eriksson & Paul, (1997). Furthermore Survey research provides a quantitative or numeric description of trends, attitudes, or opinions of a population by studying a sample of that population. It includes cross-sectional and longitudinal studies using questionnaires or structured interviews for data collection, with the intent of generalizing from a sample to a population Creswell, (2009).

The purpose of academic research can be exploratory, descriptive, or explanatory Yin, (1994). Exploratory studies aim for basic knowledge within the problem area Wallén, (1996). Descriptive research is appropriate when a problem is clearly structured but the intention is not to conduct research about connections between causes and symptoms. Explanatory research is useful for studying relations between causes and symptoms Eriksson & Paul, (1997). This study employed descriptive and explanatory.

3.3 Population and Sample

3.3.1 Population

This section presents the population, sample size determination and sampling design techniques used to collect data. Population refers to the total of items about which information is desired Kothari, (2004). The target population for this study comprised the selected beer consumers of two sub city (Ledeta and Kolfe Keranyo) in Addis Ababa. According to the Office of the Population Census Commission to present the census report entitled “The 2007 Population and Housing Census of Ethiopia: Statistical Report for Addis Ababa City Administration” for the users. The population size Addis Ababa city were 2,739,551 from the total population kolfe keranyo sub city residence were 428,895 and Ledeta cub city were 201,713.

3.3.2 Sampling Techniques

To select the required respondents out of population, the researcher was used purposive sampling technique. This technique was employed because it enables the researcher to select the real beer consumers. All 384 samples will select from 10 sub city in Addis Ababa. But, to manage the questionnaire the researcher used random sampling and select two sub city (Kolfe keranio and Ledeta) sub city. Consumers were those who drink beer sometimes and regularly. Then, the researcher was distributed the questionnaire for each beer consumers by convincing.

3.3.3 Sample Sizes

Sample size refers to the number of items to be selected from the universe to constitute a sample. The size of sample should neither be excessively large, nor too small. Descriptive research typically uses larger samples; According to Sekaran, (2003) sample size 30-500 is already adequate for most of the research. There are several approaches to determining the sample size Kothari, (2004); Ruane, (2005) and Marczyk, DeMatteo, and Festinger, (2005). These include using a census for small populations, imitating a sample size of similar studies, using published sample size tables, and applying formulas to calculate a sample size Israel, (1992).

In this study the representative sample size will be determined by using estimation method given by COCHRAN, (1963)

To determine the sample size, the formula will be used

$$n = (z/p)^2 \pi (1-\pi),$$

Where n = the required sample size

p = the desired maximum discrepancy (i.e. $\pm 5\%$)

π = the population proportion

z = corresponds to the appropriate z value from the normal distribution for the desired confidence interval,

For 95% confidence interval = 1.96

For 99% confidence interval = 2.58

Since the population proportion (π) is not know some estimate or range of estimates is required.

So if believe population proportion is about 90% and wish 95% confidence intervals which will be no more than $\pm 5\%$ of true population proportion,

$$n = (1.96/0.05)^2 0.5(1-0.5) = 384$$

As sample size determinations were based on the unknown population formula, questionnaires were distributed proportionally to each consumer. According to the May 2007 Population and Housing Census results, Kolfe Keraniyo sub city has population size of 428,895.00 and Lideta Sub City 201,713.00. Thus, out of the total of sample size of 384, 68% which is 262 consumers were responds from Kolfe Keraniyo sub city and the other 32% which is 123 respondents were found from Lideta Sub City.

3.4 Data source and Types

The study is based on primary sources of data which was gathering through structured questionnaire from selected beer consumers in Addis Ababa. Primary data is data that is observed or collected directly from first-hand experience Leroy, (2012). According to Gerber-Nel, Nel and Kotze (2005), the primary data collection method is divided into three types, namely survey, observation, and experiment. The survey method of collecting primary data will be used in this research. A survey is a quick, inexpensive, efficient and accurate means of assessing information from a representative sample of a population Zikmund *et al.*, (2003). This method is chosen for the study since it is not feasible to get the entire population to participate in the research.

Among the type of surveys, data were collected by distributing self-administered questionnaires which are research questionnaires delivered personally by the researcher to the respondents and the questionnaires was completed by a respondent without an interviewer Cooper & Schindler, (2003). This method was selected because it is cost-effective method of collecting data Babbies, (2008). Another reason for the use of self-administered questionnaires is that this method allows the researcher to provide respondents with a detailed explanation on the purpose of the research. This is vital for the research since explanations about the research will induce the respondents to answer the questions in an honest manner Cooper & Schindler, (2003).

The study used closed-ended (structured) questions to collect the necessary response from respondents. Closed-ended questions were better suited since it guides respondents not to stray

away from the main concept. In other words, these type of questionnaires state the responses that are acceptable.

According to Fisher, (2007), if the researcher wants to quantify the research material, then it was best to used a structured approach. Further note that in order to compare the views and experiences consumers it is easier if pre-coded approach is used. Given that, this study aims to analyze that “factors affecting consumer purchase intention; in the case of beer industry advertisement in Addis Ababa”. This was seen as necessary to used structured close ended questionnaire. The structured questionnaires have statements, which measured variables such as source factors, message factors, and media factors. Questionnaire with the five point Likert’s scale format and closed-ended items format are prepared to gather data from the respondent’s Rashid, et al, (2002).

3.5 Data Collection procedure

The study depends on the primary data collect through self-administer questionnaires survey. Questionnaires are apply usually for explanatory, which identify and explain the variability in different phenomena or explanatory research, which examine and explain relationships between variables Saunders, Lewis & Thornhill, (2009).

The questionnaires prepared in line with the objectives of the study were organized in three sections. The first section was designed to obtain the demographic information of the respondents. The second part of the questionnaires was asked the consumers brand preference and drinking habit. The third section inquire the relationship between the source factors, the message factors and media factors with purchase intention like cognitive, affective and conative.

3.6 Validity & Reliability of the Instrument

Validity and reliability are the two main issues that one should consider in developing data collection instruments.

3.6.1 Validity

Validity can be defined as the degree to which a certain measure correctly represents the concept of a study Hair, Black, Babin & Anderson, (2011). To insure the validity of the study, a comprehensive review of literature was conducted. The researcher was used measures drawn from previous research, which have been proven to be valid, to measure variables. In addition,

the researcher approached statisticians and also conducted a pilot study to make sure that the questionnaire developed will be measure what it will be intend to measure.

3.6.2 Reliability

Reliability: - is the extent to which a measurement reproduces consistent results if the process of measurement were to be repeated Malhotra & Birks (2007). In order to check the internal consistency of the instrument, a pilot study will conducted on 30 respondents and reliability test were done using Cronbach-Alpha.

Cronbach-alpha is widely used in educational research when instrument for gathering data have items that are scored on a range of values, i.e. different items have different scoring points or attitude scales in which the item responses are in continuum Oluwatayo, (2012). This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory level of internal consistency Malhotra & Birks, (2007).

3.7 Data Analysis Techniques

Data analysis is the process of breaking down the accumulated research data to a manageable format and forming summaries using statistical techniques Cooper & Schindler, (2003). The data collected using structured survey/quantitative approach will be edit, code and enter into a computer. Then, it will be analyze using Software package for social science (SPSS) to manipulate descriptive statistics (percentages, frequency and distribution tables) and inferential statistics (regression, correlation and statistical reliability and validity tests).

Descriptive statistics

Descriptive statistics are statistical outputs that provide a demographic illustration of the general sample population Zikmund, (2000). Types of descriptive statistics that will use in this study include frequencies, percentages, graphs and charts.

Inferential statistics

Inferential statistics explain the deeper relationship between the variables and help the researcher to make judgments about the population and draw conclusions Leedy & Ormrod, (2005). Forms of inferential statistic tests that will be conduct in this research were: validity and reliability tests, correlation, multicollinearity, and regression analysis.

3.8 Ethical Consideration

The respondents were privileged of not writing their name and no respondents were forced to fill the questionnaire unwillingly and without making the actual purpose of carrying out the research clear to him/her. The purpose of the study was disclosed in the introductory part of the questionnaire. Furthermore, misleading or deceptive statements was tried to be avoiding, in the questionnaires.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND INTERPRETATION

4. INTRODUCTION

In this part of the study, the data obtained through questionnaire is interpreted and analyzed with the respective theory and related prior studies.

The purpose of this study was Role of Beer Advertising on Purchase Intention; in the case of ledeta and kolfe keranyo sub city in Addis Ababa. . This chapter presents the main survey. The data for the main study was collected over 3 weeks' time started on April 20, 2018 using the questionnaire on the appendix (A).

4.1 General Information on Respondents

From the 384 questionnaires distributed to the consumer of beer, 364 were returned. This resulted in 95% response rate. Out of the total questionnaires returned, 10 were incomplete so they were eliminated from the data. Hence, the completed and usable questionnaires were 354 or 92% of the questionnaires distributed. This indicates that there was a good response rate. The following analysis dealt with the basic data of the respondents which comprises of sex, age, marital status, educational level, occupation, monthly income and how often to drink consumers of the beer. Table 4.1 The Demographic Details of Respondents in the Main Survey Sample.

Table 4.1 The Demographic Details of Respondents in the Main Survey Sample.

Demographics		Frequency	Percent	Valid Percent	Cumulative Percent
Sex					
Valid	Male	230	65.0	65.0	65.0
	Female	124	35.0	35.0	100.0
	Total	354	100.0	100.0	
Age					
Valid	18-29	81	22.9	22.9	22.9
	30-39	136	38.4	38.4	61.3
	40-49	103	29.1	29.1	90.4
	>=50	34	9.6	9.6	100.0
	Total	354	100.0	100.0	
Marital status					
Valid	Single	130	36.7	36.7	36.7
	married	219	61.9	61.9	98.6
	divorced	2	.6	.6	99.2
	widowed	3	.8	.8	100.0
	Total	354	100.0	100.0	
Education level					
Valid	< high school	2	.6	.6	.6
	high school completed	44	12.4	12.4	13.0
	diploma	77	21.8	21.8	34.7
	bachelor degree	175	49.4	49.4	84.2
	>= masters degree	56	15.8	15.8	100.0
	Total	354	100.0	100.0	
Occupation					
Valid	Student	9	2.5	2.5	2.5
	self employed	13	3.7	3.7	6.2
	staff in private company	38	10.7	10.7	16.9
	government office	292	82.5	82.5	99.4
	unemployed	2	.6	.6	100.0
	Total	354	100.0	100.0	
Income					
Valid	<=1000	11	3.1	3.1	3.1
	1001-3000	41	11.6	11.6	14.7
	3001-8000	125	35.3	35.3	50.0
	8001-10000	45	12.7	12.7	62.7
	>1000	132	37.3	37.3	100.0
	Total	354	100.0	100.0	

Source: Primary data from main survey (2018)

The data collected indicates that majority of the respondents are male (65%). The age category of the sample respondents shows 22.9%, 38.4%, 29.1%, and 9.6 % are between the ages of 18-29, 30-39, 40-49, and above 50 respectively. This implies that most of the beer's consumers are at the middle and young age which is good opportunity for the beer industry, since the age categories are assumed to be the most productive. According to the marital status respondents, 36.7%, 61.9%, 0.6%, and 0.8% are single, married, divorced, and widowed respectively. This indicates that most of the beer's consumers are married then single which is good opportunity for the beer industry because married are exposed to advertisement and expected to consume more. According to the educational level response, 0.6%, 12.4%, 21.8%, 49.4% and 15.8 have less than high school, high school completed, diploma, bachelor and master degree and above respectively. Only 0.6% of the respondents are below high school. This implies that majority of the beer's consumers have good educational background which is expected to have exposure to various types of advertisements. Occupation of consumers is another important factor that indicates beer consumers have income. In this case, 2.5%, 3.7%, 10.7%, 82.5% and 0.6% are students, self employed, staff in private company, government office, unemployed respectively. This implies that majority of the consumers (82.5%) are employed in government office and have their own monthly income which is good opportunity for the beer industry to have sustainable revenue resource. Another important factor is income level of the respondents. In this case, 3.1%, 11.6%, 35.3%, 12.7%, 37.3% have monthly income less than or equal to 1,000.00 birr, between 1,001.00-3,000.00 birr, between 3,001- 8,000.00 birr, between 8,001.00-10,000.00 birr and greater than or equal to 10,001 respectively. This implies that majority of the consumers or respondents are (37.3%) which means their monthly incomes is greater than or equal to 10,001 have disposable income to consume more beer. There for it is good opportunity for beer industry to generate more revenue from beer consumers.

Table 4.2 Beer Preference Ranking, Drinking Habit and Media Choice

		Responses		Cumulative Percent
		N	percent	
Beer preference ranking				
	Habesh	111	31.1%	31.1%
	SaintGeorge	74	20.7%	51.8%
	walya	73	20.4%	72.2%
	Meta	52	14.6%	86.8%
	Dashen	25	7.0%	93.8%
Valid	Harar	9	2.5%	96.3%
	Bdele	7	2.0%	98.3%
	Other	4	1.1%	99.4%
	Raya	2	0.6%	100%
Total		354	100 %	
Drinking Habit				
	Always	87	24.6	24.6
	Sometimes	267	75.4	100.0
Total		354	100 %	
media choice				
	Television	257	60.6%	72.6%
	Radio	82	19.3%	23.2%
	other2	85	20.0%	24.0%
Total		424	100.0%	

Source: Primary data from main survey (2018)

In the main survey consumers were asked to rank their preferred brand of beer. From the total respondents 31.1% prefer Habesha beer, 20.7 prefer St. George, 20.4% prefer Walya beer 14.6%

Meta beer, 7.0% prefer Dashen beer 2.5% prefer Harar beer, 2.0% prefer Bedele beer, 1.1% prefer Other beer (Heineken and alcohol free like panache etc) and the least 0.6% prefer Raya beer. This response indicates that beer industry will consider the result, the higher the percentage of the respondents drink Habesha and the lower respondents drink Raya beer. Therefore, Raya beer needs more efforts to change and gets the intention of consumers.

The data collected indicates that majorities (75.4%) of the respondents are drink beer sometimes and 24.6 % of the respondents are drink beer always. It implies that beer industries have been motivating consumers to drink always through advertisement and other mechanism to increase their revenue.

According to the response of the consumer's beer advertisement information were found from different media. From the total respondents 60.6% of the responses were from Television, 19.3 of the response were from Radio and 20.0% of the responses were from other beer (friends, test and different source). This response indicates that beer industry will consider the result, the higher the percentage of the respondents Television is the source of the message. Therefore, beer industry advertisement needs more efforts to change and gets the intention of consumers through Television media.

4.2 Purchase Intentions

Three indicators of purchase intention are considered for the study. These three factors are source factors, message factors and media factors. Each factor has incorporated their sub statements. These statements have the ability to explain the broad dimension.

4.3 Descriptive Analyses

In this part of the analyses, the levels of the effectiveness of the 3 factors are described by the mean value. It is measured with a five point likert scale starting from 1, which is value given to strong disagreement to 5 which is strong agreement. 3 is value given to neutral value.

4.3.1 Source Factors

Descriptive statistics were used to evaluate the effect of normative influence on consumer's purchase intention. Under source factors dimensions, there were 6 specific statements in a form of likert scale. Each statement talks about the source factors.

Companies usually invests considerable amount of money to sources that carry the message. The practice of advertising with an identified endorser or celebrity nowadays is becoming common practice even in our country. Most of the time, the rationale behind the use of identified source in advertising is to create an association between the company and well-known personality so that the desirable quality of the source can operate in a transferable way to the company's products. The message source of the Beer is evaluated in terms of the message source skill, faithfulness, familiarity, likability, and the ability to reward or give recognition. The statistical values of respondents are presented in Table 4.3 below. (See for detail Appendices 3)

Table 4.3 Level of agreement – Source, Message, Media factors and purchase intention

	N	Mean
SOURCE FACTORS		
Grand Mean Value		3.54
MESSAGE FACTORS		
Grand Mean Value		3.79
MEDIA FACTORS		
Grand Mean Value		3.92
PURCHASE INTENTION		
Grand Mean Value		3.80
Valid N (listwise)	354	

Source: Result of field survey 2018

As it is indicated in table 4.3, (see for detail on Appendices 3) the message source factors, of the construct of the mean values of source/spokesperson expertise/Knowledgeable and source/spokesperson skilled are below 3.5 but the rest are above 3.5. The message source/spokesperson familiarity scores the highest mean value which is 3.88 followed by,

message source/spokesperson likability, message source/spokesperson reward/give recognition, message source/spokesperson is trustworthy, message source/spokesperson expertise/Knowledgeable and message source/spokesperson skilled in his/her occupation, with a mean value of 3.79, 3.58, 3.55, 3.26 and 3.19 respectively. This indicates that majority of the respondents agree the message source has familiar, likable, reward or give recognition, trustworthy, expertise/Knowledgeable and skill in his occupation. Generally, the grand mean value of message source is 3.54. This implies that majority of the respondents agree the message source of the beer industry is influential. Familiarity and likability are characteristics related to source attractiveness. Source power is expressed in terms of source's ability to reward or give recognition.

4.3.2 Message factors

In this study, the message factors is measured in terms of how well the messages are attractive, convincing and believable, clear and understandable, rationally appealing, motivating to use the service, flexible/dynamic, frequently updated, artistic and ethical. The statistical values of respondents are presented in Table 4.3. (See for detail on Appendices 3)

As it is indicated in Table 4.3, (See for detail on Appendices 3) the mean value of the response on the message frequently updated, message clarity and understandability, message artistic presentation, message flexibility/dynamism, message is emotionally appealing, message attractiveness, the ability of the message to motivate use of the services/beer product, the ethical nature of the message, the rationality of message appeal, of the message and the ability to convince and its believability are 3.98, 3.94, 3.92, 3.89, 3.87, 3.82, 3.72, 3.68, 3.64 and 3.47 respectively. This implies that majority of the respondents agree the messages of the beer industry transmitted through various advertising media are message frequently updated, message clarity and understandability, message artistic presentation, message flexibility/dynamism, message is emotionally appealing, message attractiveness, the ability of the message to motivate use of the services/beer product, the ethical nature of the message and the rationality of message appeal. The mean value of response regarding the ability to convince and its believability is 3.47. This indicates that some of the respondents do not agree the messages have ability to convince and its believability. Majority of the respondents agree that the messages are ethical, clear and understandable, artistic, and motivate to use the service since the mean values are greater than 3.5. Generally, the grand mean value of message quality is 3.79.

This implies that majority of the respondents agree on the message of the beer industry transmitted through various advertisement tools. This is contrary to the research finding on the message quality

of the overall Commercial Banks in Ethiopia which was conducted in the year 2013 by Alemayehu Hadera as the research findings concluded the overall Commercial Banks' message quality are less supported by the grand mean value of 3.34.

4.3.3 Media factors

In this study, the media factors is measured in terms of how well the medias are reach, frequency, clutter and program content analysis. The statistical values of respondents are presented in table 4.3. (See for detail on Appendices 3). As it is indicated in table 4.3, the mean value of the response on the media reach the message to target audience, the frequency of message on media, the presence of media clutter and the media content attractiveness are 3.99, 3.95, 3.91 and 3.82 respectively. This implies that majority of the respondents agree the media messages of the beer industry transmitted through various advertising media are the media reach the message to target audience, the frequency of message on media, the presence of media clutter and the media content attractiveness. All of the respondents agree that the media response on the media reach the message to target audience, the frequency of message on media, the presence of media clutter and the media content attractiveness were used the service/beer product since the mean values are greater than 3.5. Generally, the grand mean value of media factors is 3.92. This implies that majority of the respondents agreed upon the media used to transmitted beer industry advertisement is important.

4.3.4 Purchase intention

In this study, the purchase intention is measured in terms of how well beer advertising creates awareness, knowledge, likeable and to use in the near future. The statistical grand mean values of respondents are presented in table 4.3. (See for detail on Appendices 3). As it is indicated in table 4.3, the mean value of the response on the beer advertising creates awareness, knowledge, likeable and to use in the near future are 3.54, 3.77, 3.98 and 3.92 respectively. This implies that majority of the respondents agree on the purchase intention of the beer advertising creates awareness, knowledge, likeable and to use in the near future through source message and media factors. All of the respondents agree that the purchase intention response creates awareness, knowledge, likeable and to use in the near future were used the service/beer product since the mean values are greater than 3.5. Generally, the grand mean value of media factors is 3.80. This implies that majority of the respondents agreed upon the purchase intention beer advertisement is important.

4.4 Descriptive Statistics of the Study Variables

One statistical approach for determining equivalence between groups is to use simple analyses of means and standard deviations for the variables of interest for each group in the study (Marczyk, Dematteo and Festinger, 2005). The mean indicates to what extent the sample group on average agrees or does not agree with the different statement. The lower the mean, the more the respondents disagree with the statement. The higher the mean, the more the respondents agree with the statement.

Based on the descriptive data in Table 4.3 media factors ($M=3.92$) becomes the most important criteria in consumers' purchase intention of beer products, followed by message factors ($M=3.79$) and source factors ($M=3.54$). Meanwhile, purchase intention ($M=3.70$) beer products is slightly less than average.

The mean score for media factors was relatively high (3.92). This indicates that media factors is integral in the mind of consumer in the purchasing decision because they believed that media factors give reduced purchase mistake and assures them security of the beer products consumed, thus built a trust relationship to the particular products. All the four items that measure media factors contributes almost equally to the overall mean.

The source factors scores a mean of 3.54. This indicates that most respondents are influenced by source factors. The result indicates that respondents think source factors are important when they buy beer products.

4.5 Correlation Analysis

This study employs the correlation analysis, which investigates the strength of relationships between the studied variables. Pearson correlation analysis was used to provide evidence of convergent validity. Correlations are perhaps the most basic and most useful measure of association between two or more variables. General guidelines correlations of .10 to .30 are considered as not strong, correlations of .30 to .70 are considered moderate correlations of .70 to .90 are considered strong, and correlations of .90 to 1.00 are considered very strong.

In order to determine the most influencing factor predicting purchase intention towards beer products, relationship between all variables was determined through correlation analysis before proceeding to regression analysis. Table 4.4 depicts the r value for the relationship between

independent variables i.e. Source factors, Message factor, media factors and dependent variable i.e. purchase intention towards beer products.

As per table 4.4 the coefficients show that the three factors measuring consumers purchase intention towards beer products were all positively related with consumers purchase intention within the range of 0.218 to 0.510, all were significant at $p < 0.01$ level. Generally, it means if the consumers' perception towards all factors is good then the more intention consumer has in purchasing beer products.

A further look into each factor indicates that Role of Beer Advertising on Purchase Intention; in the case of ledeta and kolfe keranyo sub city in Addis Ababa can be grouped into "important determinant", "moderately important determinant" and "least important determinant". Correlation between two independent variables i.e. Source and Message factors ($r=0.467$) which is moderately important determinant and Correlation between two independent variables i.e. message and Media factors ($r=0.510$), which is moderately important determinants. Correlation between independent and dependent variables i.e. Source and purchase intention is ($r=0.237$) which has not strong relationship or less important determinant. Message and purchase intention and media and purchase intention are ($r=0.446$) and ($r=0.408$) moderately important determinants of consumer purchase intention of beer products. Message factors, is the most important factor influencing purchase intention of beer products. Message factors has a positive relationship with Media factors ($r=0.510$). **Beer** advertising message factors and media factors will drive consumers towards purchasing the beer product. **Beer** advertising message factors, with media factors can increase confidence of consumers in purchasing beer products. The higher the **beer** advertising message factors, the more likely consumer has intention to purchase beer products and the greater the media factors, the more likely the consumers' intention to purchase.

Table 4.4 Correlation between independent and dependent variables

		Correlations			
		source	message	Media	Purchase intention
source	Pearson Correlation	1			
	Sig. (2-tailed)				
message	Pearson Correlation	.467**	1		
	Sig. (2-tailed)	.000			
Media	Pearson Correlation	.218**	.510**	1	
	Sig. (2-tailed)	.000	.000		
Purchase intention	Pearson Correlation	.237**	.446**	.408**	1
	Sig. (2-tailed)	.000	.000	.000	

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

Source: field survey 2018

4.6 Regression Analysis

In order to see contribution of factors that consumers perceive to be important in affecting their purchase intention of beer products, multiple linear regression analysis were employed. Purchase intention was used as the dependent variable while factors which are perceived to be important in purchasing beer products were used as the independent variables. Tables 4.5 provide the results of the multiple regression analysis.

Model Summary

Table 4.5 Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.495 ^a	.245	.238	.06383	.245	37.820	3	350	.000

a. Predictors: (Constant), Media, source, message

b. Dependent Variable: purchase intention

The regression model Table 4.5 presents how much of the variance in the measure of consumers purchase intention is explained by the underlying factors of purchase intention (the model). The model or the predictor variables have accounted for 24.5% (adjusted R square of 23.8% with

estimated standard deviation 0.06383) of the variance in the criterion variable (consumers purchase intention of beer products). The remaining 76.2% are explained by other variables out of this model.

Table 4.5 ANOVA

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	.462	3	.154	37.820	.000 ^b
1 Residual	1.426	350	.004		
Total	1.888	353			

Similarly, the ANOVA on Table 4.5 shows the overall significance/acceptability of the model from a statistical perspective. As the significance value of F statistics shows a value of 37.820 and p- value (.000), which is less than $p < 0.05$, the model is significant. This indicates that the variation explained by the model is not due to chance. As it is stated earlier in this chapter, this study aims to identify the most contributing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. The regression coefficient explains the average amount of change in dependent variable that is caused by a unit of change in the independent variable. The larger value of Beta coefficient that an independent variable has, the more support to the independent variable as the more important determinant in predicting the dependent variable.

Compared to coefficient of determination or R-square, Adjusted R-square is more reliable in measuring a regression model's goodness of fit. The main disadvantage of using coefficient of determination or R-square is more to do with bias of number of independent variables included into the model, which implies that the more independent variable added into the model, the more R-square increasing. Worst of all, this condition does not take into consideration whether independent variable included is significant or insignificant influencing dependent variable. Meanwhile, that situation will not apply in the case of using Adjusted R-square.

The R-square value only indicates the variance in overall purchase intention of beer products as it is explained by the independent variables. However, when we see the extent to which each independent variable affecting the dependent variable, message factors and media factors, was found to be the determinant factors which are perceived to be important in the purchase intention

of beer products, in their descending order referring media factors as the most important underlying factor of purchase intention.

Table 4.7 Regression Result for purchase intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	.165	.031		5.342	.000
	source	.032	.040	.042	.804	.422
	message	.423	.084	.302	5.064	.000
	Media	.133	.029	.245	4.538	.000

a. Dependent Variable: purchase intention

Source: Result of field survey 2018

According to Table 4.7, the regression standardized coefficients for the two independent variables, i.e. message and media are 0.302 and 0.245 respectively. Their significance levels are 0.000 and 0.000 respectively, which are less than 0.05. This indicates significant relationship between them and the dependent variable (purchase intention). Since, coefficients of the predictor variables are statistically significant at less than five percent; alternative hypotheses related with, message and media factors were accepted and the remaining alternative hypotheses (which are related with source factors) were rejected.

4.6.1 Multiple Regressions

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

There are three types of multiple regression models: standard, hierarchal and statistical. The standard regression models takes all studied independent variables at once and assess independent variables in terms of unique variance account for (Dillon, 1993). The disadvantage of this model however is that the dependent variable might be considered an important even if it

is strongly related with dependent variable, if its unique contribution in explaining the dependent variable is small (Chirchil, 1995). Hierarchical and statistical methods differ in determining the sequence of or order of data entry of the independent variable in to the regression equation (Robert, 2006). In the hierarchical method order of data entry is manually detected by logical or theoretical consideration and allows the researcher more flexibility in determining the order of entry of independent variables. In contrary the statistical method used when the researcher is unsure about the relative predictable power of the independent variable under study (Robert, 2006). Thus for this study first standard regression method was used to determine the overall predication equation and then statistical method of regression used to identify the unique contribution of each independent variable under study.

4.6.1.1 Testing the assumption for multiple regression

4.6.1.1.1 Normality Assumption

Screening data for assessing the normalization of variables is a critical step in multivariate analysis. Normality refers to the shape of a normal distribution of the metric variable. Even though there are many testes for normality all having their advantage and disadvantages, in this study a statistical test skewness and kurtosis are used to assess normality of the data. Skewness refers to the symmetry of distribution and kurtosis refers to the peakness of distribution, A Study of purchase intention: For variables with normal distribution the values of skewness and kurtosis are zero, and any value other than zero indicates deviation from normality . According to Hair (2010) the most commonly acceptable criteria value for (kurtosis/skewness) distribution is ± 2.58 . For this study kurtosis and skewness of variables are calculated for items as shown in the appendix 6 they fall within acceptable range. (See Appendix 4)

4.6.1.1.2 Homoscedasticity Assumptions

Is the test of equal variance between pairs of variables (Robert, 2006). In order to ensure the fulfillment of this relationship between independent variable and dependent variable, the variance of dependent variable values must be equal at each value of independent variables (Hair, 2010). The statistical test for assessing the homogeneity of variance Leven's test is used in many cases. For this study all constructs have insignificant level of $p > 0.05$ of levene's test for equality of variance as showed in appendix 3. Thus the assumption is reasonably supported in this study.

4.6.1.1.3 Multicollinearity Assumptions

Multicollinearity refers to the situation in which the independent/predictor variables are highly correlated. When independent variables are multicollinear, there is “overlap” or sharing of predictive power. This may lead to the paradoxical effect, whereby the regression model fits the data well, but none of the predictor variables has a significant impact in predicting the dependent variable. This is because when the predictor variables are highly correlated, they share essentially the same information. Thus, together, they may explain a great deal of the dependent variable, but may not individually contribute significantly to the model.

Thus, the impact of multicollinearity is to reduce any individual independent variable’s predictive power by the extent to which it is associated with the other independent variables.

That is, none of the predictor variables may contribute uniquely and significantly to the prediction model after the other are included.

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

Table 4.6:- Results for multicollinearity test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.165	.031		5.342	.000		
	Source	.032	.040	.042	.804	.422	.782	1.279
	Message	.423	.084	.302	5.064	.000	.607	1.646
	Media	.133	.029	.245	4.538	.000	.740	1.352

Source: Survey finding 2018

Table 4.7: Summary of the Overall Outcome of the Research Hypotheses

Hypothesis	Result	Reason
H1. Source person’s characteristics or factors have a positive and significant influence on the consumer purchase intention.	H1: Rejected	$\beta = .042, p > 0.05$
H2: Message factors have a positive and significant influence on the consumer purchase intention.	H2:accepted	$\beta = -0.302, p > 0.05$
H3: Media factors have a positive and significant influence on the consumer purchase intention.	H3:accepted	$\beta = 0.245, p < 0.05$

Source: Survey finding 2018

In general as table 4.15 clearly shows, among the three factors, multiple linear regressions (Beta coefficients) analysis revealed that, advertising message is the first most significant factor that is perceived to be important in initiating consumers purchase intention followed by Media factors. On the other hand, source factors has no significant effect on consumers purchase intention of beer product as it is explained by the significance level $p > 0.05$.

4.7 Discussion of Major Finding

4.7.1 Message Factors

In this study, the advertising message factors is measured in terms of how well the messages are rationally appealing, emotionally appealing, convincing and believable, attractive, clear and understandable, motivating to use, flexible /dynamic, frequently updated, artistic and ethical. According to the research findings the messages of the beer are perceived to have the appropriate message as the grand mean value of the constructs is 3.79. which is contrary to research finding on the message quality of the overall Commercial Banks in Ethiopia which was conducted in the year 2013 by Alemayehu Hadera as the research findings concluded the overall Commercial Banks’ message quality are less supported by the grand mean value of 3.34. Looking at the individual variables, however, convincing and believability of message, which is very important characteristics of message is not as such effective as the mean values is 3.47 less than 3.5. This

indicates that majority of the respondents do not agree the messages convincing and believability. On other hand, other variables frequently update, clear and understandable, artistic, flexible /dynamic, emotionally appealing, attractive, motivating to use, ethical and rationally appealing which are the very important characteristics of message factors are effective as mean values are 3.98, 3.94, 3.92, 3.89, 3.87, 3.82, 3.72, 3.68, 3.64 respectively. This indicates that majority of the respondents agree the message has an effect on important characteristics of message factors. The grand mean value is 3.79, which means the majority of the respondent are agreed on message factors of the beer is affecting consumer purchase intention. (See detail on Appendices 3)

4.7.2 Media Factors

The media factors of the beer are evaluated in terms of the media reaches, frequency of advertisement, media clutter and program content attractiveness. The media factors reach, scores the highest mean value which is 3.99 followed by program content attractiveness which is mean value 3.95, the media clutter with a mean value of 3.91 and the media frequency with a mean value of 3.82 respectively. This indicates that majority of the respondents agree the media factors has reach the target audience, impact on program content attractiveness, on media clutter and impact on frequency of advertisement. (See detail on Appendices 3)

According to the research findings, majority of the respondents agree that media factors of the beer are reach the target audience, impact on program content attractiveness, on media clutter and impact on frequency of advertisement. The grand mean value of the total media factors is 3.92. This implies that majority of the respondents agree the media factors of the beer is affecting consumer purchase intention.

4.7.3 Source Factors

The source factors of the beer are evaluated in terms of the expertise knowledge, skill, trustworthiness, familiarity, likability and gives reward. The source factors familiarity, scores the highest mean value which is 3.88 followed by likability which is mean value 3.79, the source reward and gives reward with a mean value of 3.58 and the source trustworthy with a mean value of 3.55 respectively. However, the source factors skills and expertise knowledge mean values are 3.19 and 3.26 respectively indicate that the mean values are less than 3.5. This indicates that majority of the respondents agree on the source factors familiarity, likability, reward and

recognition and trustworthiness have more important role on purchase intention (See detail on Appendices 3)

According to the research findings, majority of the respondents less agreed on source factors as compared to other factors. The grand mean value of the total source factors is 3.54. This implies that majority of the respondents slightly agreed the source factors of the beer has no significant role on purchase intention.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5. INTRODUCTION

This chapter aims to review or summaries the problem of the research and concludes the findings with regard to the objectives of the study. Recommendation that focuses on how the problem identified could be addressed is included in this chapter. Agenda for future researches is also included at the end of this chapter

5.1. Summary of the Major Findings

The major findings of the study are summarized as follows;

- Consumers have positive attitude towards all dimensions of media factors advertisements of beer industry. They rate the media advertisements as reach, program content attractiveness, media clutter, and frequency of advertisement from the highest to least mean level.
- Consumers have positive rating for message factors attributes of advertising message i.e. frequently update, clear and understandable, artistic, flexible /dynamic, emotionally appealing, attractive, motivating to use, ethical and rationally appealing which are the very important characteristics of message factors are effective respondent rates from higher level of mean to lower level. They have also positive attitude towards the endorsed bank brands and have shown their intention to use the services of the banks.

The study, as a result, found that the purchase intention of beer products is based on two factors message and media are the most important determinant that role of advertising on purchase intention. Before the message is sent, the advertiser or beer industry must consider how the audience will interpret and respond to it. Message refers to the general information communicated through various advertisement tools. The effectiveness of the overall advertisement role largely depends on the quality of the media. According to the research findings the messages and the media of the beer advertisement are perceived to have the appropriate factors to play the role on consumer purchase intention. Hence it can be concluded that the messages transmitted through various advertisement media are effective in meeting the intended purpose. However, they are not as such convincing and believable to use the beer product being advertised.

The source that carries the message is another important factor of communication which has been evaluated in the study. Generally, the role of the source factor is evaluated against the six characteristics two of it, which are source expertise/knowledge and skill of the source factors is not affected purchase intention. According to the research findings, the source factors which are found to be trustworthy, familiar, likable and recognized were better in affecting consumers purchase intention.

The regression analysis result also indicated the positive effect of media factors and message factors, on consumers purchase intention. Consumers consistently use media reaches, program content attractiveness, media clutter and advertisement frequency as a predictor of purchase intention of beer product, particularly when they have limited knowledge of product category offerings. On the other hand, regarding advertisement, it can be concluded that the more consumers are exposed to advertisements, their intention to buy beer products will increase.

A look at the influence of each independent variable revealed that only two independent variables significantly predict purchase intention towards beer products. These include advertisement media and message factors. Source factors were found to be less considered in the choice of beer product among consumers of Addis Ababa. This shows that consumers give less attention about the source expertise Knowledge and skill, when they buy beer products.

From the findings of the research, of those all four media factors dimension, consumer's perceived media reaches, advertising frequency, clutter and program content attractiveness are to be important in affecting their purchase intention of beer products. And from the ten message factors dimension, consumers perceived nine of them which are message frequently update, clear and understandable, artistic, flexible/dynamic, emotionally appealing, attractive, motivating, ethical and rationally appealing are to be important in affecting their purchase intention.

- This result shows that, media and message factors attributes are found out to be desirable to influence consumers' purchase intention both *media and message factors* have the highest influencing role than the source factors attributes.

5.2. Conclusion

This study was initiated to examine “the role of beer advertising on purchase intention; in the case of ledeta and kolfe keranyo sub city in Addis Ababa. More specifically, in this study three factors (source, message and media factors) are assumed beer advertising role on consumers purchase intention.

The results of this study also show the association between almost all independent variables and purchase intention towards beer products. Furthermore, the examination of the results of regression analysis indicated that factors, media and message role have positively influence on purchase intention depending on their order of importance from most determinant factor to the least. From this finding, it can be concluded that media reach is the most important element which highly influence the consumers purchase intention. Media information reaches consumers of beer product by telling how it made and how it to use. Now a day the role of media used by advertisers had changed due to increasing changes in the consumer desires. More companies are using media as a tool to increase their sales. This research discovered that the media role is the most important factor to affect the consumers purchase intention. Producers also used Television as information in advertising the beer product. A good media helps to identify product to the consumers. For beer industry, Media is used for easily delivery and reaches information or message to consumers. The beer industry used the media to deliver original message about the beer product for the consumer. That good media reach; program content, clutter and frequency of advertisement catch consumer’s perception about specific beer products.

Moreover, most consumers purchase beer due to the influence comes from advertised message. It is the perception of a consumer about the overall excellence and superiority of a product which is directly related to his/her purchase intention. Message factors are a good indicator of the beer products by message frequently update, clear and understandable, artistic, flexible/dynamic, emotionally appealing, attractive, motivating, ethical and rationally appealing. Therefore the advertising message of the beer products definitely determines consumers purchase intention.

5.3. Recommendations

This study examines the role of beer advertising on media and message factors that motivate purchase intention towards beer products. Depending on the findings of the study and conclusions made, the researcher came up with some important recommendations that can be

used to the role of beer advertising on purchase intention. The recommendations given are the following:

- Based on this result, beers companies have to put more effort on media role like, reaches message to consumers through media, allocation of advertisement into different media (clutter), consider media program content attractiveness and frequently placed advertisement in different media. It is well acknowledged that consumers beer product preferences may be based on media factors attributes, and hence, media is essential for the success of intention to purchase beer product. These realizations have driven the current growing interest for media issues among beer industry marketers and researchers.
- The message factors, on the other hand would be a useful tool to affect consumers purchase intention. message factors dimension, consumers perceived nine of them which are message frequently update, clear and understandable, artistic, flexible/dynamic, emotionally appealing, attractive, motivating, ethical and rationally appealing are to be important in affecting their purchase intention. Therefore, if the media and message factors of a beer product communicate a company's effort to preserve consumers as a purchase intention motivator will definitely choose to purchase beer products.
- The source factors, on the hand doesn't have significant role on purchase intention. Therefore industries should consider and exert more effort on the role of source factors to convert from insignificant to significant.

Therefore, since media and message factors are in the mind of the consumers, companies (industries) should inform them by clearly stating their beer advertisement message through media properly about their product to influence the consumer intention to purchase. So companies should make more effort in drafting more influencing and informative advertisements to show more clearly the different product attributes to the consumer.

5.4. Limitations and Directions for Further Studies

5.4.1. Limitation of the Study

The research result generalizeability to consumers who brings and drinks beer in their homes might be limited. The lack of written documentation, relating to Ethiopian breweries market

entry strategy, brand, promotional, communicational strategies, and list of consumers served as a shortcoming in this research study.

It was difficult to get empirical study conducted regarding the Factors affecting consumers purchase intention. Secondly, the research was limited to two sub city in Addis Ababa. In addition, researcher used purposive sampling to choose among consumers in order to collect information through questionnaire. Moreover, there were internet interruption during the study and this will leads difficulty in obtaining relevant previous theoretical and empirical studies. Some questionnaires were not collected or returned from the respondents on time return erroneously. Because breweries consider the information of their customers and market strategies as secrete data and cannot be reviled, limiting the searches to the internet, even though it might be a helpful source in market research might not give the valid information desired, and limit the research finding, conclusion and recommendations and requires further investigation.

5.4.2. Further Area of Investigation

This study examined the factors affecting consumer purchase intension by focusing only on the beer industry, so the factors affecting consumer purchase intention on other sectors of the economy could be studied. Similar studies could also be done by incorporating the influence of gender, occupation, and other demographic variables on consumers' attitude. Other area of investigation could be the study of consumers on multiple factors other than advertising (source, message and media) factors and their effect on purchase intention. This is because it has become customary to notice one advertising (source, message and media) to different products.

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Appendices

Appendix 1A: Questionnaire (Amharic Version)

አዲስ አበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት
የገበያ አመራር የትምህርት ክፍል

ወድ ምላሽ ሰጪ

እኔ ስሜ ማንያዘዋል ዳኜ የተባልኩ በአዲስ አበባ ዩኒቨርሲቲ የንግድ ትምህርት ቤት እጩ ተመራቂ ሰዎን፣ ይህ መጠይቅ "በግዢ ፍላጎት ላይ ተጽዕኖ የሚሰጥ ምክንያቶች; በቦራ ማስታወቂያዎች መሻሻላት አዲስ አበባ " በሚል ርዕስ የተዘጋጀና በአበባ ዩኒቨርሲቲ የንግድ ስራ ትምህርት ቤት የገበያ አመራር የትምህርት ክፍል የ2ኛ ዲግሪ ማግኘት ጥናት የሚወልድ ነው። መጠይቁ በሶስት ክፍሎች የተዋቀረ ሲሆን በቢዛ 20 ደቂቃ ብቻ የሚወስድ ነው። በዚህ መጠይቅ የሚሰጠው መረጃ ከላይ እንደጠቀስኩት ለጥናቱ አለማ ብቻ የሚወልድና በጥብቅ ሚዛን የሚጠበቅ ነው። ስለትብብርዎ በቅድሚያ አመሰግናለሁ።

መሠሪያ

- ስምዎን መጠቀስ አስፈላጊ አይደለም
➤ በክፍል 1 እና 2 ላሉት መጠይቆች የእርሶን ሀሳብ የሚልፀውን ምላሽ ሳጥን ወስጥ የ () ምልክት ያስቀምጡ
➤ በክፍል 3 ላሉት መጠይቆች የእርሶን ሀሳብ መስማትዎን ወይም አለመስማትዎን የሚልፀውን ከ5 አሜጭ ሳጥን ወስጥ አንዱን መርጠው በመክበብ ምላሽዎን ያስቀምጡ

ክፍል 1 - የምላሽ ሰጪ ጠቅላላ መረጃ

እባክዎ ምላሹ ነው ብለው በሚገኙት ስንጠረዥ ወስጥ ይህን "✓" ምልክት ያስቀምጡ።

- 1. ጾታ :- ወንድ () ሴት ()
2. እድሜ :- ከ 18-29 () ከ 30-39 () ከ40-49 () 50 እና ከ ዚያ በላይ ()
3. የጋብቻ ሁኔታ:- ያላገባ () ያገባ () ፈት () በሞት የተለየ/ች ()
4. የትምህርት ደረጃ:- ከሁለተኛ ደረጃ በታች () 2ኛ ደረጃ ያጠናቀቅኩ () ዲፕሎማ () ዲግሪ () 2ኛ ዲግሪ እና ከዚያ በላይ ()
5. የስራ ሁኔታ:- ተማሪ () ራስን ቀጣሪ () የግል ድርጅት ተቀጣሪ () የመንግስት መከሪያ ቤት ተቀጣሪ () ስራ ላይ ያልተሰማራ ወይንም ስራ አጥ ()
6. ወርሃዊ ገቢ:- ከ1,000 ብር በታች () ከ1,001 እስከ 3,000 ብር () ከ3,001 እስከ 8,000 ብር () ከ8,001 እስከ 10,000 ብር () ከ10,000 ብር በላይ ()

ክፍል 2:

7. በየሰንት ግዜ ይጠጡ: - ሀልግዜ () አልፎ አልፎ ()

8. እባክዎን ምርጫ የሆኑትን የቢራ ብራንዶች ከጎን ባለው ክፍት ቦታ ላይ በቅደም ተከተል ከቁጥር 1 እስከ 9 በሚከተለው ይግለጹ: የቢራ ብራንድ ምርጫ በሰንጠረዥ ውስጥ ከሌላ ከታች ባለው ክፍት ቦታ

ተ.ቁ		ጠጣም ላይ	Tarballs ላይ	2 Balls ላይ	3 ላይ	4 ላይ	5 ላይ
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ይግለጹ :

የቢራው አይነት	ደረጃ	በደሌ ቢራ	ደረጃ
ዋልያ ቢራ		ሐረር ቢራ	
ሐበሻ ቢራ		ዘቢዳር ቢራ	
ዳሽን ቢራ		ቅዳስ ጊዮርጊስ ቢራ	
ሜታ ቢራ		ራያ ቢራ	

የቢራ ምርጫ ከላይ በሰንጠረዥ ላይ ካልተገለጸ በክፍት ቦታው ላይ ይገለጹ-----

8. ስለሚጠኑት ቢራ አይነት መረጃ ያገኙት ከየትኛው የመገናኛ ብዙሃን ነው ?

ከቴሌቪዥን () ከሬዲዮ () ከሌላ ምንጭ ()

ክፍል 3: - ከዚህ በታች በሳጥን ውስጥ የተቀመጡት አረፍተ ነገሮች አጠቃላይ መረጃ የሚጠብቁት ስሆን እባክዎን በትክክል ሃሳብን የሚያልፈው ሳጥን ቁጥር ውስጥ " √ " ምልክት በማድረግ ይግለጹ: .
 1=በጣም አልሰማም ፣ 2= አልሰማም ፣ 3= አይገልፀኝም ፣ 4= እስማሚሁ እና 5= በጣም እስማሚሁ: :

1.	የሚከተሉት ድምፅ አቅራቢ/አቀራረብ (ምንጭ)					
1.1	ለእርስዎ የቢራ ማህተም ምንጭ የቢራ አስነጋሪው / ባለሙያው / ሙያዊ እውቀት አላቸው፡፡	1	2	3	4	5
1.2	ለእርስዎ የቢራ ማህተም ምንጭ / አቅራቢ በቢራ እውቀት የተካኑ ነው፡፡	1	2	3	4	5
1.3	ለእርስዎ የቢራ ማህተም ምንጭ / አቅራቢ እምነት የሚጠይቁ ሲሆኑ ናቸው፡፡	1	2	3	4	5
1.4	ለእርስዎ የቢራ ማህተም ምንጭ / አቅራቢ የሚታወቁና የተለመዱ ነው፡፡	1	2	3	4	5
1.5	ለእርስዎ የቢራ ማህተም ምንጭ / አቅራቢ ተወዳጅ ነው፡፡	1	2	3	4	5
1.6	ለእርስዎ የቢራ ማህተም ምንጭ / አቅራቢ ምክንያት / እውቀት ማስጠንቀቂያ ይሻላል፡፡	1	2	3	4	5
2.	የሚከተሉት ማህተም					
2.1	በተለያዩ ማህተም ደረጃዎች አማካኝነት የሚላለፈው የቢራ ማህተም ምንጭ ምክንያታዊነት ይንጸባረቅበታል፡፡	1	2	3	4	5
2.2	በተለያዩ ማህተም ደረጃዎች አማካኝነት የሚላለፈው የቢራ ማህተም ምንጭ ስሜትና ማህተም ነው፡፡	1	2	3	4	5
2.3	በተለያዩ ማህተም ደረጃዎች አማካኝነት የሚላለፈው የቢራ ማህተም አሳሳኝ እና ለታላቅ የሚሆን ነው፡፡	1	2	3	4	5
2.4	በተለያዩ ማህተም ደረጃዎች የተላለፈው የቢራ ማህተም ምንጭ ምንጭ ነው፡፡	1	2	3	4	5
2.5	በተለያዩ ማህተም ደረጃዎች የተላለፈው የቢራ ማህተም ምንጭ ምንጭ እና በቀላሉ ለረዳት የሚሆን ነው፡፡	1	2	3	4	5
2.6	በተለያዩ ማህተም ደረጃዎች የተላለፈው የቢራ ማህተም ምንጭ እንደጠባባይ ያነሳሳኛል፡፡	1	2	3	4	5
2.7	በተለያዩ ማህተም ደረጃዎች የተላለፈው የቢራ ማህተም ምንጭ ተለዋዋጭ / ወቅታዊ ነው፡፡	1	2	3	4	5
2.8	በተለያዩ ማህተም ደረጃዎች የተላለፈው የቢራ ማህተም ምንጭ በየጊዜው እየተሻሻለና ዘመናዊ ሆኗል፡፡	1	2	3	4	5
2.9	በተለያዩ ማህተም ደረጃዎች የተላለፈው የቢራ ማህተም ምንጭ ጥበባዊ ነው፡፡	1	2	3	4	5

2.1	በተለያዩ ማከታወቂያዎች የተላለፈው የቢራ ማእከት ስነምግባራዊ ይዘት አለው፡፡	1	2	3	4	5
3.	የመገናኛ ብዙሃን ጉዳዮች					
3.1	የቢራ ማከታወቂያው የሚላለፍበት ማደያ ለተጠቃሚው ተደራሽነት አለው	1	2	3	4	5
3.2	የማከታወቂያ ተደጋጋሚነት በግዢ ፍላጎት ላይ ተጽዕኖ አለው	1	2	3	4	5
3.3	የቢራ ማከታወቂያው የሚላለፍበት ማደያ መጠራከት በአድማዩና ተመልካች ተጠቃሚነት ላይ ተጽዕኖ ያደርጋል	1	2	3	4	5
3.4	የመገናኛ ዘዴው የይዘት ተወዳጅነት በቢራ ሽማግሌ ፍላጎት ላይ ተጽዕኖ አለው	1	2	3	4	5
4	የግዢ ፍላጎት					
4.1	የቢራ ማከታወቂያዎች ትኩረት በመከታተል ግንዛቤን ይፈጥራሉ፡፡	1	2	3	4	5
4.2	በቢራ ማከታወቂያ በኩል ስለ ቢራ ምርት የበለጠ አወቅያለሁ፡፡	1	2	3	4	5
4.3	የቢራ ማከታወቂያዎችን ማየት እወዳለሁ፡፡	1	2	3	4	5
4.4	ቢራውን በቅርብ ጊዜ ለመጠቀም እቅድ አለኝ፡፡	1	2	3	4	5

ጊዜዎን ወስደው መጠይቁን ስለሞሉ በጣም አመክግናለሁ

Appendiecs 1B. Questionnaire (English Version)

Questionnaire

Department of Marketing Management

Addis Ababa University School of Commerce

Dear respondent,

My name is Maneyazewal Dagne, a graduate candidate at the Addis Ababa University School of Commerce and currently, I am conducting the research thesis entitled *“Factors affecting purchase intention; in the case of a beer advertisements in Ethiopia”* as a partial fulfillment of the requirements for the completion of my Master’s Degree in Marketing Management.

Participation is strictly **voluntary** and you may refuse to participate at any time. If you choose to participate in this research, please take a few minutes of your time to answer this entire questionnaire honestly about your personal perception, feeling and attitude with regard to the Factors affecting consumer purchase intention; in the case of brewery industry in Ethiopia.

I really appreciate your willingness and cooperation in giving genuine information for this questionnaire and I hereby declare and promise you that the information you provide will be kept **confidential** and **only** used **for academic purpose**. Thank you in advance for your utmost cooperation.

Instruction:

- No need of writing your or yours organization name.
- Please put tick mark (√) in front of your choice box that express yourself for part one of the questionnaire.
- Please **circle** the number which reflects your agreement or disagreement among the five rating alternatives given for each sentences in part two and three of this survey questionnaire.
- Please give more attention and return the entirely completed questionnaires promptly.

Tick (√) in the appropriate box of your choice.

Part I: General Information

1. Sex. Female () Male ()
2. Age. 18-29 () 30-39 () 40-49 () 50 and Above ()
3. Marital Status. Single () married () Divorced () Widow ()
4. Occupation: Student () Self-employment () Staff in Private Company () Government Officer () Unemployment ()

5. Monthly Income <1,000.00 () 1,001-3,000.00 () 3,001-8,000.00 () 8,001-10,000.00 () >10,000.00

6. Education () Lower than high school () High school () Diploma () Bachelor degree ()
Master Degree or higher ()

PART II Consumers drinking habit, rank and media choice

7. How often you Drink beer? Always () occasionally ()

8. Please select and rank your preferred beer, from most to least preferred brand, from the following list. If the brand is not listed please specify it in the space provided below the table

Beer Brand	Rank
Walya beer	
Habesha beer	
Dashen beer	
Meta beer	
Bedele beer	
Harar beer	
Zebidar beer	
Saint George beer	

other specify _____)

9. Which media gives you the message concerning your preferred beer?

Television () Radio () Others ()

Part-III Detail information

No	Questions	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
1.	SOURCE FACTORS					
1.1	To you, the message source /spokesperson of the beer are <i>expertise</i> Knowledgeable in his/her <i>occupation</i> .	1	2	3	4	5
1.2	To you, the message source /spokesperson of the beer is <i>skilled</i> in his / her occupation.	1	2	3	4	5
1.3	To you, the message source /spokesperson of the beer are <i>trustworthy</i> .	1	2	3	4	5
1.4	To you, the message source /spokesperson of the beer are <i>familiar</i> .	1	2	3	4	5
1.5	To you, the message source /spokesperson of the beer are <i>likable</i> .	1	2	3	4	5
1.6	To you, the message source /spokesperson of the beer are <i>reward / give recognition</i> .	1	2	3	4	5
2.	MESSAGE FACTORS					
2.1	The message transmitted through various advertisements is <i>rationaly appealing</i> .	1	2	3	4	5
2.2	The message transmitted through various advertisements is <i>emotionally appealing</i> .	1	2	3	4	5
2.3	The message transmitted through various advertisements is <i>convincing and believable</i> .	1	2	3	4	5
2.4	The message transmitted through various advertisements is <i>attractive</i> .	1	2	3	4	5
2.5	The message transmitted through various advertisements is <i>clear and understandable</i> .	1	2	3	4	5
2.6	The message transmitted through various advertisements is <i>motivating to use the beer</i> .	1	2	3	4	5
2.7	The message transmitted through various advertisements is <i>flexible /dynamic</i> .	1	2	3	4	5
2.8	The message transmitted through various advertisements is <i>frequently updated</i> .	1	2	3	4	5
2.9	The message transmitted through various ^{xy} advertisements is <i>artistic</i> .	1	2	3	4	5
2.10	The message transmitted through various advertisements is	1	2	3	4	5

	<i>ethical.</i>					
3.	MEDIA Factors					
3.1	The media used by beer advertiser has ability <i>to reach</i> the message to target audience or consumers.	1	2	3	4	5
3.2	The higher the <i>frequency</i> of beer advertisement on Media has an <i>impact</i> to purchase.	1	2	3	4	5
3.3	The more the media the more <i>the clutter</i> on beer advertisement for consumers purchase intention.	1	2	3	4	5
3.4	The Media <i>program content attractiveness</i> has an effect on beer purchase intention.	1	2	3	4	5
4.	PURCHASE INTENTION OF BEER					
4.1	Beer products advertisements source grasp attention and create awareness.	1	2	3	4	5
4.2	I get knowledge more about beer's product through message of the Beer advertisement.	1	2	3	4	5
4.3	I like watching beer's advertisements on media.	1	2	3	4	5
4.4	I plan to use the beer in the near future.	1	2	3	4	5

Thank you very much for your cooperation

APPENDICES – 2

Reliability test/pilot study of the research

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
Sourcexpknow	101.53	115.499	.418	.819
Souskill	101.60	119.214	.281	.824
Soutrstorth	101.67	118.644	.270	.824
Soufamiliarity	101.40	119.145	.341	.822
Soulikeability	101.43	115.013	.561	.815
Sourewrecog	101.87	122.740	.047	.833
Mesratapp	101.80	116.648	.330	.822
Mesemoapp	101.47	115.706	.341	.822
Mesconvbel	101.57	119.564	.234	.825
MesAttractive	101.70	115.597	.371	.821
Mescleander	101.57	110.323	.747	.807
Mesmotivate	101.70	113.252	.525	.815
Mesflexdyn	101.53	116.740	.373	.821
Mesfrqupdat	101.63	113.551	.575	.814
Mesartistic	101.27	115.513	.602	.815
Mesethic	101.57	115.151	.378	.820
Medreach	101.27	120.064	.352	.822
Medimpact	101.73	113.582	.464	.817
Medclut	101.47	118.878	.310	.823
Medprogcont	101.50	116.672	.348	.821
Purintcogcrawer	101.60	113.697	.497	.816
Purintcogknow	101.77	128.737	-.218	.842
Purintcogremb	101.70	111.459	.549	.813
Purintaffeclike	101.70	116.769	.346	.821
Purintaffecexpatt	102.17	116.626	.281	.825
Purconneed	102.00	114.000	.357	.822
Purintuse	102.23	116.737	.272	.825
Purintrecotheruse	101.37	120.585	.131	.830

Source: field survey 2018

APPENDICES – 3

Level of agreement – Source factors

SOUECE	N	Mean	Std. Deviation
The message source/spokesperson is expertise/Knowledgeable in his/her occupation	354	3.26	1.067
The message source/spokesperson is skilled in his/her occupation	354	3.19	1.080
The message source/spokesperson is trustworthy	354	3.55	1.023
The message source/spokesperson is familiar	354	3.88	.787
The message source/spokesperson is likable	354	3.79	.875
The message source/spokesperson can reward/give recognition	354	3.58	.946
Grand Mean Value		3.54	
Valid N (listwise)	354		

Source: Result of field survey 2018

Level of agreement - Message Factors

MESSAGE	N	Mean	Std. Deviation
The message is rationally appealing	354	3.64	.983
The message is emotionally appealing	354	3.87	.904
The message is convincing and believable	354	3.47	1.073
The message is attractive	354	3.82	.962
The message is clear and understandable	354	3.94	.850
The message is motivating to use the service	354	3.72	.936
The message is flexible/dynamic	354	3.89	.881
The message is frequently updated	354	3.98	.886
The message is artistic	354	3.92	.945
The message is ethical	354	3.68	1.037
Grand Mean Value		<u>3.79</u>	
Valid N (listwise)	354		

Source: Result of field survey 2018

Level of agreement - Media Factors

MEDIA	N	Mean	Std. Deviation
The media used by beer advertiser has ability to reach the message to target audience or consumers.	354	3.99	.773
The higher the frequency of beer advertisement on Media has an impact to purchase intention.	354	3.82	.811
The more the media the more the clutter on beer advertisement for consumers purchase intention.	354	3.91	.868
The Media program content attractiveness has an effect on beer purchase intention.	354	3.95	.818
Grand Mean Value		<u>3.92</u>	
Valid N (list wise)	354		

Source: Result of field survey 2018

Level of agreement - Purchase Intention

PURCHASE INTENTION	N	Mean	Std. Deviation
Beer advertisements source grasp attention and create awareness.	354	3.54	.880
I get knowledge more about beer's product through message of the Beer advertisement.	354	3.77	2.344
I like watching beer's advertisements on media.	354	3.98	.942
I plan to use the beer in the near future.	354	3.92	1.015
Grand mean value		<u>3.80</u>	
Valid N (listwise)	354		

APPENDICES – 4

Skewness and Kurtosis Test of Normality

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
Source	354	.31	.83	.6098	.09605	-.562	.130	-.166	.259
message	354	.22	.50	.3794	.05220	-.155	.130	.068	.259
Media	354	.63	1.25	.9790	.13459	-.442	.130	.365	.259
Valid (listwise)	N 354								