



Seek Wisdom, Elevate your Intellect and Serve Humanity



College of Business and Economics

Faculty of Business and Economics (FBE)

Department of Management

Master's Program: MBA

THE EFFECT OF ADVERTISING ON CONSUMER PURCHASE DECISION:

THE CASE OF UNIQUE NATURAL MINERAL WATER

BY: FEWZY MOHAMMED SIRAJ

ID: GSE/4510/11

ADVISOR: ASST. PROF. TEWODROS WUHB

A Thesis proposal Submitted in partial fulfillment

Of the requirements for the award of a Master's program in

Master of Business Administration (MBA).....

DECEMBER, 2020

ADDIS ABABA, ETHIOPIA

Declaration

I, **Fewzy Mohammed**, the undersigned, declare that this thesis entitled: "The effect of advertising on consumer purchase decision: The case of Unique Natural mineral water" is my original work. I have managed to undertake the research work independently with the guidance and support of the research advisor. This study has not been submitted for any degree or diploma program during this or the other institutions in which all sources of materials used for the thesis are duly acknowledged.

Declared by

Name_____

Signature: _____

Department _____

Date _____

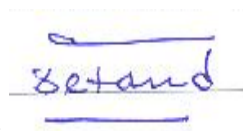
Certificate of Approval of Thesis

This is to certify that the thesis prepared by **Fewzy Mohammed**, entitled “The effect of advertising on consumer purchase decision: The case of Unique Natural mineral water” and submitted in partial fulfillment of the requirements for the Degree of Masters in MBA complies with the regulations of the University and meets the accepted standards concerning originality and quality.

Name of Candidate: _____; Signature: _____ Date: _____.

Name of Advisor: _____. Signature: _____ Date: _____.

Signature of Board of Examiners:



External examiner: Dr Getie Andualem _Signature: _____ Date: __25/03/2021__

Internal examiner: _____ Signature: _____ Date: _____.

Dean, SGS: _____ Signature: _____ Date: _____.

Acknowledgment

I am grateful to God for the gift of fine health, strength, and potential to finish this project. I want to express my deepest gratitude to my advisor, **ASST. PROF. TEWODROS WUHB** for his invaluable and constructive comments, suggestions, and feedback. Without his support, this study wouldn't have been successful. I'm considerably indebted to the kindness, patience, and warm-welcome he has shown me over time.

Special thanks were forwarded to all respondents who participated in the study and who have willingly shared their precious time while filling the questionnaire.

Lastly, I wish to give the best recognition to all of my wife, families, colleagues, friends for their unlimited moral encouragement, material and financial backing throughout the course years, and research work.

Table of Contents

Declaration	ii
Certificate of Approval of Thesis	iii
Acknowledgment	iv
List of Tables	x
List of Figure.....	xi
List of Abbreviations and Acronyms	xii
Abstract	xiii
CHAPTER 1 – INTRODUCTION	1
1.1 Background of the Study	1
1.2 Statement of the Problem.....	3
1.3 Research Questions	4
1.4 Objective of the Study	5
1.4.1 General Objective	5
1.4.2 Specific Objectives	5
1.5 Significance of the Study	5
1.6 Scope of the study	6
1.7 Limitations of the study	6
1.8 Organization of the Study	7

CHAPTER TWO REVIEW OF RELATED LITERATURE.....	8
2.1 Theoretical Review	8
2.1.1 Advertising: An overview	8
2.1.2 Historical Background of Advertising	10
2.1.3 Models of Advertising	12
2.1.3.1 AIDA Model:	12
2.1.3.2 Hierarchy of Effect Model:	14
2.1.4 Elements of Promotional Mix:.....	15
2.1.4 Dimensions of Advertising	17
2.1.4.1 Understandability	17
2.1.4.2 Memorability.....	17
2.1.4.3 Credibility	18
2.1.4.4 Originality	18
2.1.5 Advertising Pyramid	19
2.1.6 5 M's of Advertisement.....	20
2.1.8 Advertising Objectives.....	20
2.1.9 Process of Consumers Purchasing Decision	21
2.2 Empirical Review.....	22
2.3 Conceptual Framework.....	24

2.4 Research Hypothesis	25
CHAPTER THREE RESEARCH DESIGN AND METHODOLOGY	26
3.1 Research approach	26
3.2 Research Design.....	26
3.3 Source of Data.....	27
3.4 Sampling procedure	27
3.4.1 Population of the study	27
3.4.2 Sampling size	27
3.4.3 Sampling Technique	28
3.5 Data collection Method.....	29
3.6 Data analysis and presentation.....	29
3.7 Regression Model	30
3.8 Reliability and Validity Analysis.....	30
3.8.1 Reliability Analysis.....	30
3.8.2 Validity analysis.....	31
3.9 Ethical Considerations	31
CHAPTER FOUR.....	32
DATA PRESENTATION AND ANALYSIS	32
4.1 Introduction.....	32

4.2 Reliability Test.....	32
4.3 Descriptive Statistics.....	34
4.3.1 Age Group Demographics of Respondents.....	34
4.3.2 Gender Demographics of Respondents.....	35
4.3.3 Education Level Demographics of Respondents	35
4.3.4 Respondents Employment Status.....	36
4.4 Dimensions of Advertising	37
4.4.1 Descriptive Analysis of Understandability	37
4.4.2 Descriptive Analysis of Memorability	38
4.4.3 Descriptive Analysis of Credibility	39
4.4.4 Descriptive Analysis of Originality	41
4.4.5 Descriptive Analysis of Consumer Purchase Decision.....	42
4.5 Inferential Statistics	43
4.5.1 Correlation Analysis	43
4.5.2 Assumptions in Multiple Regressions	45
4.5.2.1 Multicollinearity	45
4.5.2.2 Normality	46
4.5.2.3 linearity	48
4.5.2.4 Homoscedasticity Test	48

4.5.3Regression Analysis.....	49
4.5.3.1 Multiple Regressions	49
4.5.4 Hypothesis testing and Discussion of results.....	52
CHAPTER FIVE	55
SUMMARY, CONCLUSION, AND RECOMMENDATION	55
5.1 Summary of Major Findings.....	55
5.2 Conclusion	58
5.3 Recommendations.....	59
APPENDIX I: QUESTIONNAIRE	60
APPENDIX II: REFERENCES.....	65
APPENDIX III: SPSS OUTPUT	73

List of Tables

Table 1: Reliability	33
Table 2: Cronbach's alpha coefficients of all the variables.....	33
Table 3: Age Group	34
Table 4: Gender	35
Table 5: Educational Level	36
Table 6: Employment Status.....	36
Table 7: Understandability	37
Table 8: Memorability	38
Table 9: Credibility.....	40
Table 10: Originality.....	41
Table 11: Consumer Purchase Decision	42
Table 12: Correlation matrix	44
Table 13: Multicollinearity	46
Table 14: Model Summary	49
Table 15: ANOVA.....	50
Table 16: Coefficients.....	51
Table 17: summary of findings of the regression analysis	58

List of Figure

Figure 1: The heirarchy of Effects Model	15
Figure 2: Conceptual Framework of the Study.....	25
Figure 3: Normal p-p plot	47
Figure 4: Histogram	47
Figure 5 Homoscedasticity Test	48

List of Abbreviations and Acronyms

AIDA- Attention, Interest, Desire, Action

SPSS- software package for social science

ANOVA- Analysis of variance

VIF- Variance Inflation Factor

AMA- American Marketing Association

AD- Advertisement

PD- purchase decision

Abstract

Advertising is a multi-billion industry affecting numerous people's lives worldwide. Especially in the present very tight competition that is present between bottled water companies in Ethiopia, companies need to be aware of the high significance that advertising plays in differentiating them amongst their competitors. This study aims to investigate the effect of advertisement on consumers' purchase decision who populate in selected four sub cities of Addis Ababa City, Ethiopia. Namely, kolfe, addis-ketema, Kirkos and lideta Sub cities in the case of Unique Natural Mineral Water. It applied a causal or explanatory research design as it attempts to unlock the cause and effect relationship. The survey questionnaire was prepared and administered. Using the non-probability sampling technique, the study has selected 384 samples for the study. Hence, a total of 384 questionnaires were distributed. Out of the 384 questionnaires, 380 were returned to the researcher. SPSS version 24 was used for the analysis of the collected data. It is found that all the four dimensions understandability, originality, credibility, and memorability dimensions have a significant effect on purchasing decisions, while understandability having the highest significant effect on the purchase decision of consumers followed by originality, credibility, and memorability. Unique water is recommended to employ a special focus on the understandability of the advertisements. Lastly, the researcher also recommends conducting the same research with more precise measurements to prove or disprove the results of the study.

Key words: *Understandability, Memorability, credibility, originality, consumer purchase decision, advertisement*

CHAPTER 1 – INTRODUCTION

This chapter consists of the background of the study, statement of the problem, research questions, and objectives of the study, scope of the study, significance, and organization of the study.

1.1 Background of the Study

“Advertising is a multi-billion industry, employing many thousands of individuals and affecting billions of people’s lives worldwide. Companies must differentiate themselves from competitors by creating even more powerful, entertaining, and innovative advertising messages” (Nartey, 2010). Companies must satisfy their customers by creatively managing their marketing mix to gain a competitive advantage over others (Jobber, 2007).

The belief that “products that have inferior quality are those that are advertised often” doesn’t work nowadays. Companies have to make people understand the product’s existence with advertising. The organization must deliver the message about the merchandise to its consumers through a well-organized marketing strategy. Also, deceptive advertising practices appear repeatedly and so consumers should understand how to acknowledge and guard against them. Of all the marketing mix tools, advertisement is an effective way to influence the mind of viewers and to give viewers exposure towards a particular product or service (Katke, 2007).

Advertising mainly determines the image and way of life and it has an impact on our thinking as well as on the attitude towards ourselves and the world around us. It shows us ready forms of behavior in a certain situation. Advertising in competing brands is seen to be increasing very rapidly and has created a situation to make consumers more knowledgeable about products and services in the market (Abiodun, 2011). Advertising enables to create top of the mind awareness of a brand and aims at stimulating brand recall (Ingavale, 2013).

Advertising is crucial for building, creating, and sustaining brands. Advertisements play a significant role in persuading, informing, and reminding both potential and existing customers towards making a buying decision. It plays a major role in shaping dreams and aspirations and helps customers take conscious product and brand decisions. (Ingavale, 2013). People have different preferences and choices. This could result in the varied experiences and backgrounds of people. The experience and state of mind of the person subjected to advertising may determine the impact that advertising has on him or her (Abiodun, 2011).

Consumer behavior includes what consumer buy, why they buy a product when they buy a product, where they buy a product, how often do they buy a product, how often do they use a product, how to evaluate it after the purchase of a product, and how they dispose of a product. In other words, consumer behavior is the behavior of individuals about acquiring, using, and disposing of products or services (Freeman, 2019).

Water is without doubt is important for human life. The ascent in the number of population, limited installation, and lifestyle changes has leveraged the consumption of the bottled beverage. The drinking water industry is growing rapidly in recent years. Furthermore, the drinking water market is attracting more consumers to consume more drinking water every day. As per the Water Resource-Based View (WRBV) approach, there's an increasing trend within the number of drinking water manufacturing companies in Ethiopia engaged within the production and sale of potable water within the kind of packaged/bottled water for safe drinking. Due to consumers' lifestyle towards safe and quality potable water, there's an increasing trend of preference of drinking water to the standard one (tap water) within the large population size cities like Addis Ababa, Ethiopia.

Concerning Unique Natural Mineral Water, it is a food, and beverage factory under the company name AHLELBAYT BUSINESS PLC producing high quality bottled water since 2015. The company is moved by the vision of becoming the leading natural mineral water producers in Ethiopia and Africa, having a strong vision of expanding regionally in the field

of the beverage industry and developing a strong base of key customers both locally and around Africa and being committed to providing world-class bottling solutions for the promotion of public health. <http://www.uniquewaterethio.com>. The company is located conveniently located in the Oromia region, sebeta.

The current research focused on the advertisements being practiced by AHLELBEYT BUSINESS PLC that affect consumers' purchase decisions. At the end of this research, the results suggested the basic details of the consumer purchase decision and on which of the advertisement dimensions the company should focus more to enable consumers to purchase Unique Natural Mineral water.

1.2 Statement of the Problem

Marketers usually lack the confidence to proudly speak about the impact that advertising has on the overall performance of the company. That makes Top management in many companies asking their marketing managers questions, like; “How do we know that we’re spending the right amount on advertising?” and “what return are we going to get out of our advertising investment?” (Kotler & Armstrong, 2013). Besides, Advertising is costly and sometimes its effect on consumers’ purchasing decision might take a long time till it occurs. In most cases, many companies seem to struggle to budget on advertising. Such behavior implicitly neglects to consider the very fact that advertising isn't just a current cost or insignificant exercise but an investment.

Many questions revolve around the relationship between advertisers and their target audience (Consumers). Why do producers of products and services advertise their products? How would consumers make choices between several products if there have been no adverts about the products? Do these adverts have an impact on the consumer’s choice of whether to shop for or not? Do consumers trust advertisers? What are the perceptions of individuals about products that are advertised? What’s the evidence that there's a relationship between adverts and buying decisions of the consumer? What are the consequences of those adverts on

consumers? This research seeks to spot the level of impact adverts have on the consumer's decision to shop for or not. To provoke a positive response from the audience, effective marketing research must be undertaken on consumer behavior to collect vital information about them. This information includes their preference, age, buying habits, who makes the buying decisions, and others (Tuckwell, 1992).

Several bottled water factories have mushroomed in Ethiopia within the last ten years. This created some kind of stiff competition among the bottled water manufacturing companies in terms of selling their products. Some sell a higher number of products than others but there is a lack of evidence whether this was because of some extra effort such as advertisement. It is possible to say that most of the bottled water factories run their advertisements but the effect of such advertisements in attracting customers and changing their attitudes to make a purchase decision needs studying. Therefore it became the interest of the researcher to investigate the effects of advertising from different dimensions of advertising characters which are Understandability, Memorability, Credibility, and Originality.

Besides, since there is a lack of literature in the industry of bottled water in the Ethiopian market, the researcher believes conducting this study also help to fill this gap by contributing input to the industry's marketing literature.

1.3 Research Questions

The study will try to respond to the following research questions:

- What is the effect of the Understandability of advertisement on a consumer's purchase decision?
- What is the effect of the Memorability of an advertisement on a consumer's purchase decision?
- What is the effect of the Credibility of an advertisement on a consumer's purchase decision?

- What is the effect of the Originality of advertisement on a consumer's purchase decision?

1.4 Objective of the Study

1.4.1 General Objective

The major objective of the study is to investigate the effect of advertisement on consumers' purchase decision towards bottled water in Addis ababa, Ethiopia in the case of Unique Natural Mineral Water.

1.4.2 Specific Objectives

The specific objectives of the study are:

- To examine the effect of the Understandability of advertisement on the consumer's purchase decision.
- To investigate the effect of the Memorability of an advertisement on the consumer's purchase decision.
- To examine the effect of the Credibility of an advertisement on the consumer's purchase decision.
- To investigate the effect of the Originality of advertisement on the consumer's purchase decision.

1.5 Significance of the Study

The importance of this study may be viewed from two perspectives: theoretical contributions and practical implications. Theoretically, the study fills a vital gap within the literature and may function as an input on which it is used as a reference by others for further study during this area. On the sensible side, this study can help Unique Natural Mineral water to execute their advertisings in a way that may build a positive attitude towards their company, product,

and services they're promoting. Moreover, it'll also help the firm gaining a much better understanding of its customers' purchasing decision towards advertising. By understanding customers' purchasing decisions, the management of the firm can better strategize their advertising.

1.6 Scope of the study

Many problems need research or investigation regarding advertising. However, this study focused only on its effect on the consumer purchase decision. The research will be limited to UNIQUE NATURAL MINERAL WATER/ ABM WATER MANUFACTURING and to analyze the effect of advertising on consumer purchase decision that covers the company's consumers who populate in selected four sub cities of Addis Ababa City, Ethiopia. Namely, kolfe, addis-ketema, Kirkos and lideta Sub cities. There are different types of advertising media present. Some of them are Broadcast Media-TV and Radio, Print Media, Online Media, Outdoor Media, Mobile, etc.). This study tries to focus only on the advertising Media-TV, radio ad, Print ad, Mobile, Online Media. Further on, the scope of this study is limited to advertisement characters of Understandability, Credibility, Memorability, and Originality.

1.7 Limitations of the study

- ❖ One of the limitations of this study was the sample coverage. a non-probability sampling called convenience sampling technique was used for this study. Samples in this sampling technique are sometimes called 'accidental samples' since elements may be drawn into the sample simply because they occur to be situated, spatially or administratively, convenient(near) to where the researcher is conducting the data collection. Because readily accessible elements within the target population might differ significantly from less accessible elements use of convenience sampling might introduce some bias into sample estimates of the population parameters.

- ❖ The availability of adequate studies and relevant reading materials especially concerning bottled water manufacturing companies was another limitation of the study.
- ❖ Time was another major constraint of the study. Due to the new pandemic called Coronavirus and also the unstable political situation in the country, it was very hard to distribute and collect survey questionnaires at the scheduled time.

1.8 Organization of the Study

The first chapter presents an overview of the background of the study, statement of the problem, the objective of the study, research question, and significance, scope of the study, and organization of the study. Chapter two presents the related literature review, concepts, definitions, and conceptual framework. Chapter three deals with the research methodology used to investigate the research problem. The design for the sample selection and size, research instruments used, and the statistical techniques used to analyze the data are highlighted. Chapter four focuses on anticipated results from the research study. Chapter five will deal with a summary, conclusion, and recommendation. Conclusions are drawn based on the predicted results and the possible practical implications of the research findings.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

This section is part of the study where the researcher reviewed the theories and related literature to the effect of advertisement on consumer's purchase decision.

2.1 Theoretical Review

2.1.1 Advertising: An overview

The initiation of the new millennium is leading us through the most revolutionary and dynamic alterations of any era in the chronicle of marketing and advertising as well. Due to the rapid growth of media, the alterations had occurred due to the advancement in communication and technological channels (Belch and Belch, 2003). Advertising is the process that makes likelihood, understanding, tendency, and inevitably selection towards products and services. The model of attitude towards the ad is the most prominent and influencing theory of advertising and research. The attitude which is created towards the ad helps within the transforming of the attitude of consumers toward the products or brands until their purchase intention is created (Goldsmith and Lafferty, 2002).

Advertising became increasingly important to both business and non-business enterprises. The attempt by army recruitment is based on a substantial advertising campaign, stressing the benefits of a military career. The health department popularizes family planning through advertising and Labor organizations have also used advertising to make their viewpoints are known to the public at large (Singh, 2012).

Several Definitions of advertising have been released over the years, each of those has proposed to define the concept with elements that have helped shape the content of the advertising concept. The word, “advertising” is a Latin word “advertere” which means “to turn the mind towards”. Advertising encompasses a psychological effect on consumers and it

influences their buying decision. As a marketing vehicle, one in every of advertising's features is to aim at the persuasion of potential customers (Kotler, Armstrong 2010). It is a paid sort of non-personal presentation and promotion of ideas, goods, and services by an identified sponsor (Kumar, A., & Taunk, A. 2013). Advertising is a non-personal paid type of communication about a corporation and its product to a target market through a mass medium by an identified sponsor" (Abiodun, 2011). And eventually a recent definition of advertising as "brand-initiated communication bent on impacting people" (Dahlen, M., & Rosengren, S., 2016).

A modern definition of advertising includes factors, like media, audience, and goals. Advertising was defined as a paid type of persuasive communication that uses mass and interactive media to reach broad audiences to connect an identified sponsor with buyers (a target audience) and provide information about products or services. This definition has five important factors: is mostly paid by the advertiser, the sponsor is identified, generally reaches a wide range audience of potential consumers, seeks to inform and persuade or influence consumers, and the message is conveyed through different kinds of mass and interactive types of media (Wijaya, 2012).

Advertising is a non-personal variety of promotion that's delivered through a selected media outlet that, under most circumstances, required the marketer to pay money for message placement (Christ, 1998). Advertising has long been viewed as a technique of mass promotion therein a single message can reach an oversized number of individuals. But, this mass promotion approach presents problems since many exposed to an advertising message might not be within the marketer's target markets, and thus, maybe an inefficient use of promotional funds. However, this is often changing as new advertising technologies and also the emergence of recent media outlets offer more options for targeted advertising campaigns (Nartey, 2010).

The more effective an advertising campaign, the more customers it draws and with greater frequency. Advertising is part of the overall marketing communication strategy of a business.

Which includes public relations, promotional programs, signets, incentives, newsletters, and word of mouth, among other strategic (Nartey, 2010).

2.1.2 Historical Background of Advertising

The development of advertising is traced back to times of yore. Its existence in prehistoric times is confirmed by an Egyptian papyrus with the knowledge of the upcoming sale of a slave. Advertising in those days was presented by written or oral announcement touting a specific product or service. The oral advertising was diffused by some sort of barker. Besides papyrus scrolls and wax boards, the written advertising was incorporated in inscriptions on roadside rocks, as well as on buildings. As nowadays, there was a promotion of almost everything - olive oil and amphorae to keep the oil, oxen, horses, and other livestock, tools, and weapons, and other important tools. There was advertising of services as well: in the announcements, there were calls to visit a pub that sells unique snacks and wine, or an invitation to visit public baths and the like. (Feofanov, 2004).

A significant event in the development of advertising was the invention of a system of casting moveable type by the German, Johannes Gutenberg in 1438 (Gerard, 1998). The outcome inspired communication methods of the whole world. William Catton, a former printer made advertising history in 1478 when he published a handbill, and it was labeled as the first printed English advert. In the handbill there was the advertisement of his book called “Salisbury Pye”, a handbook of the ruler used as a road map or guideline of the clergy at Easter (Nickels et al., 2000). In June 1836, the French newspaper “La Presse” was the eldest to include paid advertising in its pages, allowing it to lower its price, extend its audience and gain a higher profit. The practice was soon copied by all titles (G. Bakshi et al., 2013). Around 1840, Volney B. Palmer brought about the origins of the modern-day advertising office in Philadelphia. In 1842 Palmer bought large amounts of space of various sizes in different newspapers at a discounted rate then resold backspace at higher rates to advertisers (Anderson et al., 1989). The actual ad, the copy, artwork, and layout were still prepared by the company wishing to advertise; as a result, Palmer was a space broker. (Mewal, 2015).

Advertising probably expanded so much when humans discovered the era of mass communication. The first driving force for this was typography. Another major development was the invention and dispersion around the world of the art of photography in the mid- 19th century. A photograph has served as undeniable proof of the importance of the advertised product. (Presbrey, 2009). In the late 19th century N.W. Ayer & Son advertising agency was established. Ayer and Son offered to plan, create and execute a full advertisement package for its customers. By 1900 the advertising agency became the center of attention of creative planning and advertising was firmly instituted as a profession. Nearly around the same time, in France, Charles-Louis Havas classified the services of his news agency, to include advertisement brokerage, which made it the first French group to organize. In the beginning, agencies were just brokers for advertisement space in newspapers. N. W. Ayer & Son was the first full-service agency to take responsibility for advertising content. N.W. Ayer was opened in 1869, and was located in Philadelphia USA (Brassington et al., 2001).

The most important developments within the global advertising business were made within the 20th century. It's no exaggeration to mention that the 20th century was the “century of advertising”- at that point, there have been profound changes and innovations within the field of technology and advertising. it was the 20th century when advertising became this so popular – primarily because of the unprecedented rate of growth of world industrial production, also as thanks to the looks of more and more sophisticated means of making and distributing advertisements: multicolor printing, analog so digital radio, television, satellite communications, and at last, computers and therefore the Internet. Advertising is becoming more professionally organized and more quality performed (Presbrey, 2009).

Nowadays, one comes countless images and commercials for different products created purposely by commercial agencies. Almost every one grows up in a world that is flooded with the different advertisements carried by various forms of mass media (Dulin, 2016). At this time, advertisement is seen in many parts of the world and has become an important way to promote products and services and used for communication purposes (Niazi et al., 2012).

2.1.3 Models of Advertising

Advertisers are always trying to define models on how advertising operates. They usually try to pick meaningful communication objectives based on these models (Bovee et al., 1995). These models reveal many phases of communication, progressing from initial awareness up to the purchase decision (Jones, 1986).

Through many studies over the years, numerous models have been formulated which are used as a guideline for setting the advertisement objectives. We will review only two of the models here:

2.1.3.1 AIDA Model:

Marketers only understand consumer motivation and decision-making in an exceedingly very general way. They use a variety of models, based usually on concepts from the field of psychology, which purport to indicate how people reach decisions. One of the most important of those is AIDA (awareness, interest, desire, action), which suggests that when considering making purchases, human thought processes undergo four stages. The model is often utilized in designing advertising and promotions, and advertisers attempt to develop material that stimulates as many stages as possible in response to one advertisement.

AIDA was one of the earliest models which were created by Strong in 1925. It is an acronym of the factors of attention, interest, desire, and action, all of them important to the relationship between consumer behavior and advertising. AIDA is a behavioral model having a purpose to make sure that an advertisement increases awareness, stimulate interest, and leads the customer to a desire and finally take action (Hackley, 2005). The model is seen as highly persuasive and is said to usually unconsciously affect our thinking (Butterfield, 1997). The model, AIDA, set out a collection of stair-step stages that described the method a salesman must lead a possible customer through to attain an acquisition. It was developed to represent the stages a salesman must take a customer through within the personal selling

process. The effect is that the action into which a clear stage is also caused as a result of advertising (Colley et al., 1984).

These four stages are Attention, Interest, Desire, and Action, which form a linear hierarchy. Simply put, to be motivated and make a purchase, customers must be mindful of a product's existence(Attention), be interested to analyze the product's features(interest), have a desire to be benefited from the product's offerings(desire), and Lewis believed that the last stage, Action, would come as an outcome of movement through the first three stages meaning desire leads to action (Drypen, 2008).

even though the model may be seen by many as the strongest advertising theory, it has been criticized by some parts of the advertising community. Some of the criticisms are:

- ✓ They claim that there is no ground that customers behave in this rational, linear way. According to AIDA customers always goes through this rational process when buying products, but many say that purchases more often are spontaneous (Hackley, 2005).
- ✓ They claim that mass media advertising in general fails to create desire or action.
- ✓ The model ignores the role of environment, context, and mediation in influencing the effectiveness of the advertisement (Brierley, 2002).
- ✓ Another criticism of the model is that it represents only high-involvement purchases that exist when a consumer has to buy an expensive product or a product that creates the risk of emotional effects if a fault is made after a purchase is made.
- ✓ AIDA is also criticized as unproven and too simplistic, yet it has maintained its dominance to be a central tenet of many marketing texts despite challenges launched over almost thirty years (Ehrenberg et al., 1997).

In 1961 two new models were created, the DAGMAR theory (Belch & Belch, 1995) and Lavidge and Steiner's hierarchy of effects model (Lavidge & Steiner, 1961). We will briefly discuss the last one here:

2.1.3.2 Hierarchy of Effect Model:

The Hierarchy of Effect model set forth six movements towards the acquisition of a product or service. The model describes the method by which advertising works and says that a consumer passes in a series of sequential steps from initial awareness to the actual purchase of a product. Despite the previous model, this model takes into account the way that the steps may be passed. This model does not necessarily say completing one step before being able to proceed to the next step. This might mean it is easier to buy a cheaper product than it is to buy an expensive and complex product. However, the model suggests for higher economical products these steps are essential. The steps in this model are more or less equal to the ones found in the AIDA model but explained further. The difference between this model and AIDA is the way it takes into consideration of the different levels that are missing in the AIDA model. (Karlsson, 2007).

The six steps are ordered in the following manner:

1. A long way from the cash register but still, close to purchasing are those who are simply aware of its existence.
2. Up a step is those who know what the product has to offer.
3. closer to purchasing, those who have favorable attitudes toward the product are those who like the product.
4. Those who developed favorable attitudes to the point of preference over all other possibilities are still another step up.
5. Still closer to purchasing are customers who integrate preference with a desire to buy and the conviction that the purchase would be wise.
6. eventually, is the step that translates this attitude into actual purchase. (Lavidge & Steiner, 1961, p. 59) (Karlsson, 2007).



Figure 1: The hierarchy of Effects Model

The models that are based on the hierarchy of effects theory can be helpful but are not conclusive. The main criticism of this model is the way it is built up:

- ✓ Not all buyers go through all the stages, the stages do not necessarily occur in a hierarchical sequence. Customers do not always linearly pass the steps. They may as well go back one or several steps before moving back up through the steps in the process.
- ✓ The hierarchy models help the advertiser to identify the stages that buyers generally pass through, but cannot be used as obvious guidelines (Smith & Taylor, 2002).

2.1.4 Elements of Promotional Mix:

The marketing mix is the set of tactical marketing tools of product, price, place, and promotion that the firm binds to get the response it wants from the target market (Kotler and Keller, 2012). The four Ps are important elements of the marketing mix of the organization and form the basis of any marketing strategy that will take to the achievement of the organization's objectives (Niazi et al., 2012).

Marketing refers to everything done to promote a brand, e.g., creating the product, pricing it, placing it where it can be bought, and promoting it, i.e., the “4 Ps,” including product, price, place, and promotion. Thus, advertising is a subcategory of marketing and falls under the fourth “P—promotion.” Other elements of the promotional mix, are public relations, sales promotion, direct marketing, and personal selling.

Promotion is one of the major elements of the marketing mix and is responsible for the communication of the marketing offers to the target market. Promotional activities are an element of marketing communication processes in which there exists a continuous exchange of information messages to inform the company with the immediate and wider environment (Novak, 2011). Promotion is a process of communication between companies and customers to build positive attitudes about products and services that lead to their favor in the process of buying (Belch and Belch, 2007).

Promotion mix is the combination of instruments to promote the company to convincingly communicate customer value and build customer relationships. The elements of the promotional mix include advertising, personal selling, sales promotion, public relations, and direct marketing (Todorova, 2015).

Public relations: - focus on management activities carried out between a company and its various publics to enhance long-term mutual understanding, goodwill, and support. Messages are involved in public relations, for example, press releases to the media, but it does not involve paid advertising carried by the media (Dennis & Glen, 2010).

Sales promotions: - are incentives that organizations use to temporarily change the perceived value of a product or service. A coupon, contest, reward, or price discount are all sales promotions. Sales promotions may be targeted toward consumers or retail organizations (Schultz et al., 1998).

Direct marketing: - Direct marketing tries to gain and keep the clients by contacting them without any mediators. Thus, direct marketing is the distribution of products, information, and promotion having the aim for interactive communication with the consumers (Jobber and Lancaster, 2009). Direct marketing is a process of trade, research, conversion, and maintenance by using different means for sale and direct relation with the consumers (Miglautsch and Bauer, 1992). Direct marketing uses different techniques, like e-mails, telephones, festivals, and other techniques to directly communicate with customers by being very flexible, and it also allows immediate feedback. (Karaxha. et al., 2016).

Personal selling:- is the fourth type of promotion and involves face-to-face persuasion to sell a product as in the case of a car salesman or door-to-door home demonstrations, personal sellings are more targeted than traditional advertising messages, are also more costly (Bristow. D et al., 2008).

2.1.5 Dimensions of Advertising

The dimensions and characteristics of advertising are discussed hereunder this section.

2.1.5.1 Understandability

Firms should develop an advertising campaign that attracts consumer's attention and capture their interest. The company's advertising messages should be simple to understand and easy to interpret (Adeolu *et al.*, 2005). The company's advertising message should not be complex. The simplicity of the advertisement leads to impact consumers so that they are well informed and can make a good choice. the advertisement should be conveyed in a way that, knowledge about product specification, features, quality, and function comprise briefly. (Mewal, 2015).

Advertisement usually consists of complex tools; the target group works hard to decode the message as there are several ways for people to decode a message. Therefore the sender must be aware of the target group. Advertisers have to be aware of the fact that people interpret messages differently based on previous experience, age, sex, religion, culture, and beliefs. Therefore ad message should be clear and simple to understand (Johannessen, 2010).

2.1.5.2 Memorability

For an advertisement to be effective, it has to be memorable for the viewer (Dholakia & Usitalo, 2002). With an effective advertisement, the viewer should be able to recall what happened during the ad, and more importantly, which product is being advertised. For the firms to be memorable: "you want customers to remember your advertisements so they remember your business" (Brassington and Pettitt, 2001). Advertisement containing detail

and memorable product information influences prospect's opinion about a product, an advertisement with prestige or image effects influences both prospects and product user's opinion about the product. This detailed information of a product or service via advertisement leads to an increase in the sales volume of an organization (Adelaar *et al.*, 2003).

2.1.5.3 Credibility

The credibility of advertising can be explained in various dimensions, such as trust, authenticity, transparency, listening, responsiveness and affirmation. The factors that determine advertising credibility address mostly the integrity of advertising (Blackshaw, 2008).

Advertising credibility is defined as the degree to which the consumer perceives claims made about the brand in the Ad to be truthful & believable. It refers to the consumer perception of what extent consumers perceive the message of the ad to be believable and to what extent the consumers trust the source advertising (Lutz, 1985)

Advertising credibility has a positive influence on attitudes towards advertising, which affects the purchase intentions of consumers (MacKenzie *et al.*, 1986). To look at it from the other perspective, skepticism towards advertising has a negative influence on the attitude of consumers (Obermiller & Spangenberg, 1998).

2.1.5.4 Originality

Originality in advertising involves formulating and thinking up (dreaming up) new ways to present selling propositions (Zinkhan, 1993). Originality is one of the attributes of creative advertising. An original ad's compositions are rare, surprising, or that move away from the commonplace. The focus is on the uniqueness of ideas or features contained in the Ad (Reinartz & Saffert 2013).

Original ads present the brand with text and pictorials that have a low probability of prior co-occurrence with the advertised product. They avoid obvious associations and stimulate new ones (Lee et al., 1999).

2.1.6 Advertising Pyramid

The advertising pyramid consists of the following five components:

Awareness - it's important for each commercial to grab the consumer's attention; however, counting on where you're within the sales cycle will decide what proportion your spot must focus simply on grabbing attention.

Interest - Once you have got people's attention, you've got to grab their interest. an awfully bad song on the radio might grab attention. But it won't hold interest for long. Interest is about extolling your product/service virtues in a way that's relevant to the buyer. During this phase, it's often helpful to ask the question "so what?"

Credibility - If you've got a consumer's attention, and also their interest, it's needed to point out that it's credible. Again, it depends on which stage of the sales cycle you discover yourself in. If you're still growing, credibility through client testimonials, guarantees, or promoting awards may be a good way to let people know they'll trust your business.

Desire - the following two steps are about getting the customer to your house of business. Desire is where an advertising strategy will concentrate on "means-end theory" which focuses on the life benefits of using your product or service.

Action- this can be where all business owners want to start, but this action is that the culmination of lots of toils and focused advertising strategy. The maximum amount as we wish it were otherwise, customers aren't to consume your product because you ask them to. The method described within the previous four steps is about building a brand so after you call consumers to action, (or it's time for them to create a purchase) they think about you!

Promoting a buying deal, special event, etc. could be a great call to action. These styles of promotions might be meaningless unless you have got built a solid brand.

2.1.7 M's of Advertisement

5M's of advertising is a theory based on Phillip Kotler and Kevin lane Keller's perspective, saying that to develop a good advertising campaign, the company needs to implement these 5M's factor:

1. Mission: the advertising objectives.
2. Money: budget allocated for advertising.
3. Message: the meaning of what the company trying to explain through words, pictures, taglines, and so on.
4. Media: choices of the medium should be used for advertising.
5. Measurement: the evaluation of the result of advertising. (Putri, A. A., 2014).

2.1.8 Advertising Objectives

The primary objective of advertisers is to reach prospective customers by influencing their awareness, attitudes, and buying behavior to keep their interest in the product (Dulin, 2016). According to Kotler and Keller (2012), an advertising objective is a specific communications task and achievement level to be accomplished with a specific audience in a specific period. It serves as guidelines for the planning and implementation of the entire advertising program. The specific objectives of an advertising campaign may adopt many forms as summarized below (Bendixen, 1993); (Kotler and Keller, 2012).

- **Informative advertising**:- aims to create brand awareness and knowledge of new products, brands, or new features of existing products.
- **Persuasive advertising**: - is about creating a liking, preference, conviction, and purchase of a product or service. Sometimes persuasive advertising uses comparative advertising, which makes a clear comparison of two or more brand's attributes.

- **Reminder advertising**: - aims at stimulating a repeat on purchase of products and services.
- **Reinforcement advertising**: - aims to convince current purchasers that they made are the Right Choice (Hiwot, 2018).

2.1.9 Process of Consumers Purchasing Decision

The process of decision-making is one of the most complex processes of human thinking, as various factors and courses of action are involved in it. Decision making means a group of logically connected mental operations or calculations, leading to the solution of a decision problem through the choice of one out of all possible variants of behavior (Furaji et al., 2013).

Marketers and companies are spending billions of dollars on consumer research to know the important factors involved in consumer decision making (Khanam and Verma, 2017). To achieve the goals of advertising and to become successful in the market as well as to face uncertainties, advertisers tend to study the purchasing behavior of the consumers before launching a product to meet their multiple needs (Dulin, 2016).

The consumer purchase decision process consists of a series of processes or steps, beginning with a felt need or wants arising from either internal or external services and terminating with a confirmation of the decision. The need may be an urgent or compelling one, demanding immediate satisfaction; or it may be one for which the satisfaction can be delayed or postponed. (SwamaBakshi, 2010).

The classic view of consumer behavior principle is the five-stage of the decision-making model, which is based on the idea that considers consumers as an information-processing machine (SwamaBakshi, 2010). The following are the five stages of the consumer decision-making process:

- ✓ **Problem recognition:** - is when the buyer recognizes the stage of understanding the difference between the desired state and actual state.
- ✓ **Information search:** - After the consumer understands the existence of a problem, he/she will search for information about the product or service that is needed. Buyers use memories about products' information that solve their problems. If they could not find the information internally, they search it from an external source.
- ✓ **Alternatives evaluation:** - In this stage, consumers have to evaluate the available alternatives that they have obtained from the previous stage, information search.
- ✓ **Product choice:** - Consumers have to choose one alternative after evaluating their options from the previous stage. Choosing a product can be either a simple and quick or a complex stage. Consumers' product choices can be affected by various sources of information during the process of decision-making (Hollensen, 2010).
- ✓ **Post-purchase evaluation:** - The consumer evaluates the product/service after the purchase to determine if the desired level of service is met (Alba et al., 2000).

Marketing aims to satisfy the needs and wants of target customers'. The focus, within the marketing concepts, is to reach the target and largest customers, sets the ball rolling for analyzing each of the conditions of the target market (Sonkusare, G. 2013).

2.2 Empirical Review

There are several studies investigated what influences the purchase decision of consumers toward product purchase. To indicate the importance of undertaking this study, it is vital to present a brief review of researches undertaken in this area. Here we will try to review only a few studies that have a direct and indirect relevant relationship with the present study as follows:

Akshy T. (2015) in his research entitled — the impact of advertisement on customer buying behavior of personal care products showed that the advertisement dimension of understandability was an important factor that 52% of the respondents agree on its influence

on their purchasing decision. And he finally concluded that the understandability of an advertisement affects consumer purchase decisions.

Research conducted by Aderaa-Iona M. and Zahir (2014), investigated by considering what creativity would provide: message & relevance and applying it to attitude towards ad model. As a result, their findings were that both originality and message relevance showed a positive and significant relationship. However, the findings emphasize that originality in non-traditional media develops a more favorable attitude towards the Ad than traditional media.

A study by Frehun Adbib.(2019) on the effect of advertising on consumer purchase decision: the case of baby diaper revealed that there was a strong correlation between credibility and purchasing decision, $r = 0.538$, $p < 0.01$. In the study credibility made the third strong positive influence/contribution in predicting the dependent variable, with Beta value of 0.153.

Alice Z. and Manase (2015) studied factors looked in for adverts and found out that convincing messages influence consumers at a significant rate. Therefore, they concluded that the Credibility of the advertisement affects consumer purchase decisions.

Another study by Meweal N. (2015), undertaken to investigate the effect of advertisement on consumers buying behavior in the case of Ethio – Ceramics Private Limited Company based on a sample of 180 consumers. Correlation analysis depicted that there is a strong positive relationship between understandable, attention-grabbing & honest advertisement and consumers' buying behavior. The correlation analysis also showed a moderate and positive relationship between impressive, memorable & creative advertisements and consumers' buying behavior. The result of the regressions showed understandable advertisement has an insignificant contribution to consumers' buying behavior. However, attention-grabbing advertisement contributes the largest effect towards influencing consumers buying behavior.

A study by Lulit H. (2019), on the Effect of Advertising on Consumers' Purchase Intention - The Case of Soap and Detergent Ads in Ethiopia, it is showed that all the correlations

between the dependent and independent variables were significant. By examining the effect of understandability, memorability, credibility, and originality of the character of advertisement towards soap and detergent advertisement, it is found that all the research variables have a significant effect on the purchase intention of consumers. By Looking at the beta coefficients among the research variables, originality exhibited a higher effect while memorability has the least impact. Credibility ranks second in its effect followed by understandability.

A study by Asnake M. (2018), on the effect of advertising on consumer buying behavior in the case of Nifas silk paint factory, showed that the results of correlation analysis suggested that the relationship of the six independent variables with consumers buying behavior were strong and positive. The study depicted that there was a positive and strong relationship between impressive, understandable, attention-grabbing, memorable, creative & honest advertisement and consumers' buying behavior. The strongest coefficient of correlation in the research was between the independent variable honest advertisement and consumers' buying behavior which was 0.647. Another finding of the research was except attention-grabbing advertisement ($0.080 > 0.05$) which was insignificant, all the other independent variables contribute to a statistically significant level at ($p\text{-value} < 0.001$). Finally by looking at their standardized coefficients (beta) they rank of influence in a descending order were understandable ($\beta = .292$), impressive ($\beta = .232$), memorable ($\beta = .210$), honest ($\beta = .146$), creative ($\beta = .057$) and ,attention-grabbing ($\beta = .014$).

2.3 Conceptual Framework

This study is designed to determine the effect of advertising on consumers' purchasing decisions in the bottled water industry specifically on Unique Natural Mineral water by using four dimensions of advertising which are understandability, Memorability, Credibility, and originality. The conceptual framework of the study is can be presented as below:

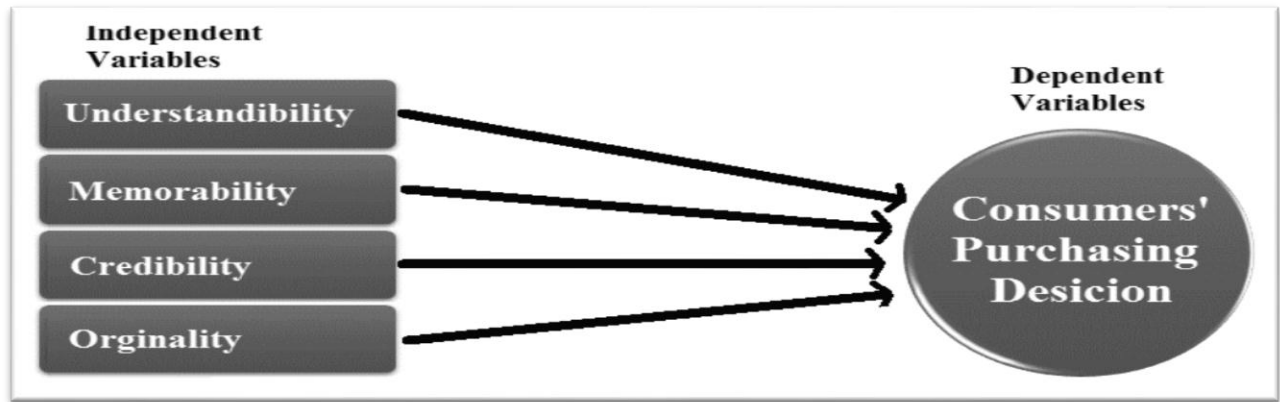


Figure 2: Conceptual Framework of the Study

2.4 Research Hypothesis

The formulated hypothesis for every variable under the study are as follows:

H1: Understandability of ad has a significant effect on the consumers purchase decision for UNIQUE WATER.

H2: Memorability of ad has a significant effect on consumers purchase decision for UNIQUE WATER.

H3: Credibility of ad has a significant effect on consumers purchase decision for UNIQUE WATER.

H4: Originality of ad has a significant effect on consumers purchase decision for UNIQUE WATER.

CHAPTER THREE

RESEARCH DESIGN AND METHODOLOGY

3.1 Research approach

The two basic approaches to research are the quantitative and the qualitative approach. The qualitative approach involves studies that do not quantify their results through the statistical summary. In this approach of research data are often in the form of descriptions, not numbers. It involves in-depth interviews, group discussions, and observations without formal measurement. Quantitative research is the systematic and scientific investigation of quantitative properties and relationships. It places greater emphasis on the numerical data and statistical tests to achieve a generalizable conclusion (Saunders, 2012). For this study, a quantitative research approach was followed to investigate the effect of advertisement on consumers' purchasing decision, as quantitative technique helps to explore, present, describe and examine relationships and trends within data and as it also helps to collect results in numerical and standardized data (Saunders et al., 2009).

3.2 Research Design

The main objective of this research is to assess and identify the relationship between advertisement and its impact on consumer purchase decisions in the case of Unique Natural Mineral Water. This study applied an explanatory and a descriptive research design as it attempts to investigate the cause and effect relationship between advertisement and consumer purchase decision. Explanatory research, is the investigation of cause-and-effect relationships. To identify causality, it is important to notice the variation in the variable assumed to cause the change in the other variable, and measure the changes in the other variable.

An explanatory research design is a correlational design in which the researcher is interested in the degree to which two variables or more co-vary, which means changes in one variable are mirrored in changes in the other. Since this study attempts to assess the effect of Advertising components (Independent variable) on consumer purchase decision (Dependent variable) using an explanatory research design was appropriate (Creswell, 2012).

3.3 Source of Data

The main source for this study was the primary data source. The primary data was directly used from the questionnaire conducted on consumers to test the effect of advertising on consumer purchase decisions. Throughout the study, the researcher also explored secondary data sources. The secondary data which is related to the purpose was indirectly collected from books, articles, journals, research thesis, and the internet.

3.4 Sampling procedure

3.4.1 Population of the study

The population is defined as the entire group of people, events, or things of interest that the researcher wants to investigate (Sekaran, 2005). The target population for this study consumers of Unique water who populate in selected Sub Cities of Addis Ababa City (Infinite population). Namely, kolfe, sebeta, Kirkos and lideta Sub cities. Since consumers of unique water can be anyone, the number of population is infinite. And on this study, a non-probability sampling technique particularly a convenient sampling technique seemed right to use because the researcher believed that non-probability sampling technique enables him to get some idea of the population and characteristics of the problem in a short period.

3.4.2 Sampling size

The sample size is the number of items that are selected from the whole population(universe) to form a sample. It should not be excessively large or too small. An optimum sample is

representative and reliable of the universe. Since the population of this research was infinite, and the sampling frame was large, Cochran's (1977) formula of the infinite population was used.

$$\text{Where: } n = \frac{Z^2 (P \cdot q)}{e^2}$$

n is the sample size

Z is the selected critical value of desired confidence level and it is the value from z tables is (1.96) at a 95% confidence level.

P = is the proportion of an attribute that is present in the population (which is assumed to be 0.5 since this would give the maximum sample size).

q = 1-p (0.5) the estimate of variance

e = the desire level of precision (0.05)

$$n = \frac{1.96^2 (0.5 \times 0.5)}{(0.05)^2} = 384.16 \approx 384$$

Therefore the total number of respondents selected for this study was **384**.

3.4.3 Sampling Technique

To determine the sampling technique of this study, non-probability sampling techniques was used due to the lack of access to have a list of the population being studied. In this sampling technique, the chances of each unit to be selected is not known or confirmed. Also, the technique does not allow the estimation of sampling errors and may be subjected to a sampling bias (Rahi, 2017). From the types of non-probability sampling techniques, convenience sampling was used in the research. This technique is also known as accidental or opportunity sampling where a sample is drawn from the part of the population that is close to hand, readily available, or convenient (Bhattacharjee, 2012). When population elements

are selected for inclusion in the sample based on the ease of access, it can be called convenience sampling. (Kothari, 2004).

3.5 Data collection Method

To gather firsthand data, a questionnaire was prepared and administered based on the review of related literature important to the subject of the study. Based on which this study prepared questionnaires as a tool to collect data. Different sets of structured close-ended questionnaires were used for the study. Thus, questionnaires are designed to focus on the effect of advertisement on consumers' purchase decisions. The questionnaire comprises a 5 point Likert scale of 1 - 5 where 1 shows a high level of disagreement and 5 shows a high level of agreement. The respondents were instructed during the administration of the questions by the researcher to mark the most suitable answer. Respondents were also required to answer intelligently and efficiently as possible.

3.6 Data analysis and presentation

To enable the researcher to make inferences and conclusions from the model developed, data analysis was important. It was necessary to employ statistical techniques to analyze the information as this study was quantitative. A computer program such as SPSS version 24 and Microsoft Excel 2013 was used to analyze the quantitative data. SPSS is a powerful program, able to deal with large datasets, and relatively easy to use (Mooi and Sarstedt 2011). Correlation analysis was used to determine the nature of the relationship between the independent and dependent variables. Reliability was tested. Also, the researcher tried to test for the violation of some of the regression assumptions such as multicollinearity, normality, and linearity. Descriptive statistics were used to summarize data in an organized way. Furthermore, multiple regression analysis was also applied to further explain the significant impacts of the dependent and independent variables.

3.7 Regression Model

The independent variables involved in this study are understandability (Un), memorability (Me), credibility (Cr), and originality (Org). The dependent variable is consumer purchasing decision (cd).

$$X_{cd} = \alpha + Un (\beta_{Un}) + Me (\beta_{Me}) + Cr (\beta_{Cr}) + Org (\beta_{Org})$$

Where, β_{Un} - coefficient of understandability

β_{Me} - coefficient of memorability

β_{Cr} - coefficient of credibility

β_{Org} - coefficient of originality

3.8 Reliability and Validity Analysis

3.8.1 Reliability Analysis

To sustain a higher level of reliability for primary data, after compiling questionnaires filled by respondents, those answers were transferred to excel sheets. Afterward, the results were double-checked, to avoid any mistakes. Also, the reliability of the secondary data was checked & assured, as the data is collected from reliable sources like university databases, journals, and academic books written by marketing lecturers, professors, and scholars.

When calculating Cronbach's reliability coefficient, reliabilities less than 0.6 are considered poor, reliabilities within 0.7 ranges are considered acceptable and those coefficients over 0.8 are considered good (Sekaran, 2000). In this research, the Cronbach's alpha value for all the variables has high internal consistency since their value is higher than 0.7 and it will be briefly discussed in the next chapter.

3.8.2 Validity analysis

Validity refers to the degree to which the test is measuring what it's alleged to measure. It states how good a test is for a selected situation (Bhattacharjee, 2012). If a test has poor validity then it doesn't measure the content and competencies it must. Content validity is that the extent to which a measuring system provides adequate coverage of the subject under study (Kothari, 2004). Supported this definition the content validity was verified by the advisor of the research, who look at the appropriateness of the questions and also the scale of measurement. Additionally, discussions with fellow researchers and feedback from the pilot survey were other ways of checking the appropriateness of the questions. Within the case of secondary data, only relevant articles and literature from academic, scientific, and marketing databases are used for this study.

3.9 Ethical Considerations

Ethical issues must be considered during the formulation of the evaluation and data collection plan. Considerations include:

Confidentiality: confidentiality implies that any identifying information isn't made available to or accessed by anyone.

Anonymity: Anonymity maybe a stricter style of privacy than confidentiality because the identity of the participant will remain unknown.

This researcher also considered some ethical issues while conducting the research. The participants during this research had the will to settle on whether to participate or not. They were also informed of all aspects of a groundwork task. Consumers were also given the correct privacy about the data they provided. The participant's name was never mentioned in any of the info presentations and it'll remain confidential.

CHAPTER FOUR

DATA PRESENTATION AND ANALYSIS

4.1 Introduction

In this chapter, the data that are collected through the structured questionnaire were summarized and analyzed to realize the ultimate objective of the study. This chapter contained the data presentation and analysis of the sample population based on the primary data collected. The demographic facts obtained from the respondents were summarized using frequency distribution. Scale typed questionnaires were analyzed by using descriptive statistics, correlation, regression, ANOVA analysis was done. Reliability was tested. Also, the researcher tried to test for the violation of some of the regression assumptions such as multicollinearity, Homoscedasticity, normality, and linearity. The data was analyzed using SPSS version 24. A total of 384 questionnaires were distributed and 380 of them were returned which is a 98.9 response rate.

4.2 Reliability Test

Cronbach's alpha is most commonly used to measure the internal consistency or reliability of a survey questionnaire. And it is the average of all possible split-half Coefficients resulting from various ways of splitting the scale items. This coefficient varies from 0 to 1, and a value of 0.6 or less generally indicates unsatisfactory internal consistency reliability (Naresh& David, 2007). Thus, the Cronbach's alpha of this study shows 0.872, which shows that the internal consistency of the research instrument is satisfactory and reliable.

Table 1: Reliability

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.874	5

Source: Survey Output, 2021

Table 2: Cronbach's alpha coefficients of all the variables

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
UN	12.8763	7.401	.752	.606	.835
ME	12.4537	9.047	.599	.383	.868
CR	12.4726	8.556	.698	.497	.846
ORG	12.2884	8.612	.736	.555	.838
CD	12.2289	8.568	.735	.544	.838

The above table shows that the Cronbach's Alpha coefficients of all the variables are greater than 0.7 (70%), which implies there are high consistency and reliability of the survey questionnaire.

4.3 Descriptive Statistics

Descriptive statistics are used to summarize data in an organized way by describing the relationship between variables in a sample or a population. Calculating descriptive statistics is an important first step when conducting research and should always occur before making inferential statistics (Kaur P et al, 2018). This section presents the descriptive statistics of the data regarded.

4.3.1 Age Group Demographics of Respondents

Regarding age distributions, respondents in the age range between 20 - 29 years of age were 128 which is 33.7%, age of years between 30 - 39 amounted to 101 (26.6%) of the total respondents. Respondents between 40 - 49 years of age were 96 (25.3%), and the least percentage of the total sample was in the age group above 50 years were 55 composing with 14.5% of the contribution. This implies that more than 50% of the respondents are under the age of 40. Most of the respondents are young.

The age descriptive frequency is presented in table 3 below.

Table 3: Age Group

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29 Years	128	33.7	33.7	33.7
	30-39 Years	101	26.6	26.6	60.3
	40-49 Years	96	25.3	25.3	85.5
	Above 50	55	14.5	14.5	100.0
	Total	380	100.0	100.0	

Source: Survey Output, 2021

4.3.2 Gender Demographics of Respondents

The table below shows the proportions aren't evenly distributed. The male respondents constituted the largest share of the gender composition which is 233 representing 61.3% while 147 which is 38.7 % were female, as shown in Table 4.

Table 4: Gender

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	233	61.3	61.3	61.3
	FEMALE	147	38.7	38.7	100.0
	Total	380	100.0	100.0	

Source: Survey Output, 2021

4.3.3 Education Level Demographics of Respondents

Regarding educational level distributions, 162 with 42.6% were below diploma level, while respondents with diploma/degree level of education were 213 (56.1%). The rest 5 respondents were at the masters' level with 1.3% of the composition and none of the respondents were above masters degree. The educational level of the respondents' distribution was presented in table 5 below.

Table 5: Educational Level

EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Diploma	162	42.6	42.6	42.6
	Diploma/ Degree	213	56.1	56.1	98.7
	Masters	5	1.3	1.3	100.0
	Total	380	100.0	100.0	

Source: Survey Output, 2021

4.3.4 Respondents Employment Status

Regarding employment status distributions, 17 with 4.5% were unemployed, 106 respondents were employed composing 27.9% of the total respondents and 112 respondents were self-employed which is 29.5%. The rest 145 respondents were business owners with 38.2% of the composition. The employment status of the respondent's distribution was presented in table 6 below.

Table 6: Employment Status

EMPLOYMENT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	17	4.5	4.5	4.5
	Employed	106	27.9	27.9	32.4
	Self-employed	112	29.5	29.5	61.8
	Business Owner	145	38.2	38.2	100.0
	Total	380	100.0	100.0	

Source: Survey Output, 2021

4.4 Dimensions of Advertising

The following results are focused on displaying the descriptive statistics of the independent variables (understandability, credibility, memo ability, and originality) and the dependent variable, consumer purchasing decision, to the queries in the questionnaire.

4.4.1 Descriptive Analysis of Understandability

This section shows the range of the respondent's answer is from strongly disagree (1) to strongly agree (5). Respondents gave their response to the following questions on the understandability of ads as the mean of the respondents shown in table 7 below;

Table 7: Understandability

Descriptive Statistics of Understandability					
	N	Minimum	Maximum	Mean	Std. Deviation
The message of the advertisement by Unique Mineral Water is clear and encourages buying decisions.	380	1	5	2.38	1.414
The advertisement is very simple and easily understandable.	380	1	5	2.82	1.307
Benefits included in the ads have the power to convince to buy.	380	1	5	2.65	1.300
The ad for Unique Natural Mineral water is clear than other products in the industry.	380	1	5	2.96	1.323
The understandability of the ad has a positive effect on purchasing decisions.	380	1	5	2.70	1.378
			Mean	2.70	

Source: Survey Output, 2021

According to the table above, understandability with ($X = 2.7$) the mean value is smaller than the neutral value of 3 on a 5 Point-Likert scale. From this result, it can be concluded that to the questions regarding clarity, simplicity, or understandability of ads by unique water, as per this specific study, the majority of respondents have aligned to disagreement.

4.4.2 Descriptive Analysis of Memorability

The table below shows the range of the respondent's answer is from strongly disagree (1) to strongly agree (5). Respondents gave their response to the following questions as the mean of the respondent shown;

Table 8: Memorability

Descriptive Statistics of Memorability					
	N	Minimum	Maximum	Mean	Std. Deviation
The advertisement message is memorable as a result it influences me to decide to buy the product.	380	1	5	2.52	1.253
The advertisement familiarizes me with the brand of unique water.	380	1	5	3.34	1.404
Since the ads are so weak, they don't stick in my brain for a long time.	380	1	5	3.22	1.423
Mostly I discuss the ad message with my friends after viewing it.	380	1	5	3.28	1.401
Memorability of the ad has a positive effect on purchasing decisions.	380	1	5	3.28	1.357
			Mean	3.13	

Source: Survey Output, 2021

Advertising memorability scored on an aggregate mean value of 3.13. Although most respondents agreed that ads don't stick in my brain for a long time (3.22) on the influence of memorability, it can be concluded that the majority of the respondents showed that memorability of an advertisement has a promising effect on consumer purchasing decisions. All the items except the sub-construct “the ad message is memorable it influences me to buy the product”(2.52) scored a mean value above the average point 3. Finally for the questions “The advertisement familiarizes me with the brand of unique water”, “Since the ads are so weak, they don't stick in my brain for a long time”, “Mostly I discuss the ad message with my friends after viewing it” and “Memorability of the ad has a positive effect on purchasing decision” have a mean value of 3.34, 3.22, 3.28 and 3.28 respectively. This implies except that majority of the respondents have aligned to agree.

4.4.3 Descriptive Analysis of Credibility

The table below shows the range of the respondent's answer is from strongly disagree (1) to strongly agree (5). As the means of the results show, most respondents almost agreed that credibility has a significant effect on purchasing decisions. Respondents gave their response to the following questions as the mean of the respondent shown;

Table 9: Credibility

Descriptive Statistics of credibility					
	N	Minimum	Maximum	Mean	Std. Deviation
The advertisement message is credible, it influences me to decide to buy the product.	380	1	5	3.14	1.395
The Unique Mineral water advertising enhances credibility.	380	1	5	3.12	1.383
I believe that advertisement of the firm is not exaggerated.	380	1	5	3.07	1.459
Since the firm ads are always unrealistic, I cannot consider them as an honest information source	380	1	5	3.06	1.440
The credibility of the ad has a positive effect on purchasing decisions.	380	1	5	3.15	1.410
			Mean	3.11	

Source: Survey Output, 2021

Most respondents slightly agreed on credibility as the aggregated mean value of 3.11 shows, respondents were slightly above neutral about credibility. In which ‘the advertising message of unique water is credible, it influences me to decide to buy the product’, ‘The unique mineral water advertising enhances credibility’, ‘advertisement of the firm are not exaggerated’, ‘since the firm ads are always unrealistic, I cannot consider them as honest information source’, ‘Credibility of the ad has a positive effect on purchasing decision’ have a mean value of 3.14, 3.12, 3.07, 3.06, 3.15 respectively. All item of credibility scored above

the cut of point 3.00, with the highest mean value of 3.15 which is for the Credibility of the ad has a positive effect on purchasing decision.

4.4.4 Descriptive Analysis of Originality

Table 10 shows the range of the respondent's answer is from strongly disagree (1) to strongly agree (5). Respondents gave their response to the following questions as the mean of the respondent shown on the table;

Table 10: Originality

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The originality of the advertisement influences me to decide to buy the product.	378	1	5	3.24	1.441
I believe out of ordinary ideas in advertising are irrelevant.	380	1	5	3.47	1.379
When I get advertising of Unique it is departed from stereotypical thinking, and it grabs my attention.	380	1	5	3.26	1.401
Ads are unique and original it grabs my attention.	380	1	5	3.23	1.403
The originality of the ad has a positive effect on purchasing decisions.	380	1	5	3.26	1.463
			Mean	3.3	

Source: Survey Output, 2021

Advertising originality scored on an aggregate mean value of 3.3. All the items scored above the average point 3. i.e. ‘Originality of advertisement influences me to decide to buy the product’, ‘ordinary ideas in advertising are irrelevant’, ‘advertising of Unique it is departed from stereotypical thinking it grabs my attention’, ‘Ads are unique and original it grabs my attention’ and ‘Originality of the ad has a positive effect on purchasing decision’, had a mean value of 3.24, 3.47, 3.26, 3.23 and 3.26 respectively. This implies the majority of the respondents have aligned to agree on the influence of credibility on the consumer purchase decision.

4.4.5 Descriptive Analysis of Consumer Purchase Decision

Table 11: Consumer Purchase Decision

Descriptive Statistics			
	N	Mean	Std. Deviation
I believe in the advertisement because it helps me to get facts.	380	3.35	1.396
The ads of Unique played a key role in the buying decision.	380	3.43	1.394
Regular ads of companies enable them to win the market competition in the bottled water industry.	380	3.32	1.430
New ads are signals of new offers or features that initiate buying.	380	3.38	1.329
There is a positive relationship between advertising and consumers' purchasing decision.	380	3.27	1.376
	Mean	3.35	

As shown in TABLE 11, the mean scores of consumers' purchase decision attribute for all the five items ranged from 3.27 to 3.43, which indicates that the consumer purchase decision of unique water towards 'the ads of unique played a key role in the buying decision' received the highest mean score of 3.43, whereas the consumers' purchase decision towards unique water is due to a positive relationship between advertising and consumer purchasing decision received the least mean score value of 3.27. The overall mean score of consumers' purchase decision attribute was calculated to be 3.35', which is above average.

4.5 Inferential Statistics

4.5.1 Correlation Analysis

Correlation analysis investigates how two variables are related to each other. The strength of the relationship between the two variables is signified by a number between -1 and +1 (Robert, 2006). The sign of the correlation being either positive or negative gives information about the type of the relation. The strengths of relationships between variables can be interpreted by the guideline on the correlation coefficient (r) suggested. The guideline interprets values of correlation coefficient (r) between 0.1 and 0.29 as weak; between 0.3 and 0.49 as a moderate, and above 0.5 as a strong relationship between variables (Bhattacharjee, 2012).

Like the demographic factors, the scale typed questionnaire entered to the SPSS to process correlation analysis. Based on the questionnaire which was filled, the following correlation analysis was made.

Table 12: Correlation matrix

		Correlations				
		UN	ME	CR	ORG	CD
UN	Pearson Correlation	1				
	Sig. (2-tailed)					
	N	380				
ME	Pearson Correlation	.472**	1			
	Sig. (2-tailed)	.000				
	N	380	380			
CR	Pearson Correlation	.646**	.506**	1		
	Sig. (2-tailed)	.000	.000			
	N	380	380	380		
ORG	Pearson Correlation	.680**	.549**	.557**	1	
	Sig. (2-tailed)	.000	.000	.000		
	N	380	380	380	380	
CD	Pearson Correlation	.665**	.525**	.598**	.623**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	380	380	380	380	380

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

Source: Survey Output, 2021

Pearson correlation test was conducted to know the degree of relationship between the independent variables and the dependent variable i.e. consumer Purchasing decision. The results of the correlation between these variables are shown in table 11. As it is indicated in the table there is a significant correlation between independent variables and purchasing decisions with a p-value of less than 0.01 ($P < 0.01$). We can also see that all the correlations are positive (>0). In other words:

- Understandability of advertisement and purchasing decision have significant relationship ($r = 0.665$ with $p < 0.01$)
- Memorability of advertisement and purchasing decision have significant relationship ($r = 0.525$ with $p < 0.01$)
- Credibility of advertisement and purchasing decision have significant relationship ($r = 0.598$ with $p < 0.01$)
- Originality of advertisement and purchasing decision have significant relationship ($r = 0.623$ with $p < 0.01$)

4.5.2 Assumptions in Multiple Regressions

The basic assumptions should be satisfied to have a valid and robust multiple regression analysis of research under the multiple regression models. Hence, this study has conducted the assumption tests; Multicollinearity, linearity, and normality.

4.5.2.1 Multicollinearity

Multicollinearity occurs when there is a high correlation between two or more independent variables in a multiple regression model. There are two ways to detect multicollinearity. One way is by computing tolerance values and Variance Inflation Factor (VIF) for each

independent variable. Multicollinearity exists when Tolerance is below 0.10; and the average variance inflation factor (VIF) is greater than 2.5 (Mewal, 2015).

Table 13: Multicollinearity

Coefficients ^a								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.908	.138		6.557	.000		
	UN	.254	.042	.324	6.110	.000	.434	2.306
	ME	.157	.043	.161	3.685	.000	.640	1.563
	CR	.184	.046	.192	3.979	.000	.524	1.909
	ORG	.210	.052	.208	4.062	.000	.464	2.154

Source: Survey Output, 2021

As the above table shows the Multicollinearity test by computing tolerance values and Variance Inflation Factor (VIF) for each independent variable. In this case, all the tolerance values are greater than 0.10 and the average VIF is less than 2.5. Hence, this implies Multicollinearity was not a problem.

4.5.2.2 Normality

Normality is used to determine where the data set is modeled or sculptured for normal distribution. To investigate normality graphical and statistical evaluation methods can be used. Graphically it can be evaluated using Histograms and normality plots. Statically it can be evaluated using two numerical measures of shape, which are skewness and kurtosis. For this study, we will examine normality graphically using normality plots and histograms. in the normal p-p plot if points lie in a reasonably straight diagonal line from bottom left to the top right in the Normal P-P plot, no major deviation from normality can be suggested (Pallat, 2007). In this study, we can easily see below on the plot from the Normal P-P plot that points

line in a reasonably straight diagonal line from bottom left to top right for all dependent variables see figure below. This suggests that the assumption of normality was not violated.

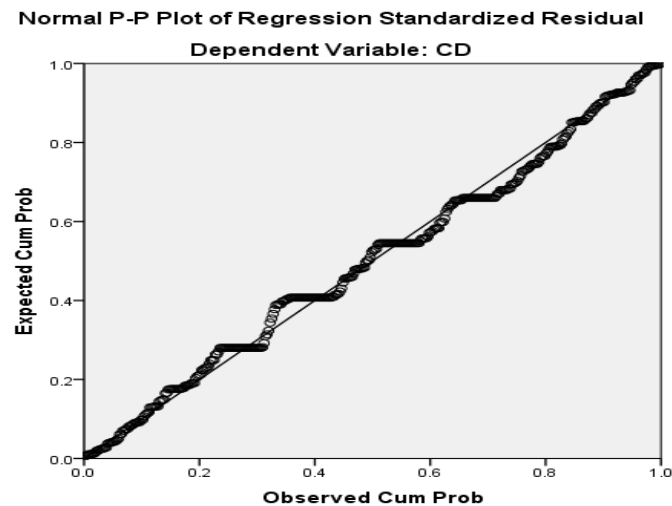


Figure 3: Normal p-p plot

Source: Survey Output, 2021

To test the normality of using histograms, the histogram should look like a normal distribution (a bell-shaped curve) (field, 2005). In the figure below the histogram shows a bell-shaped curve that shows the normal distribution.

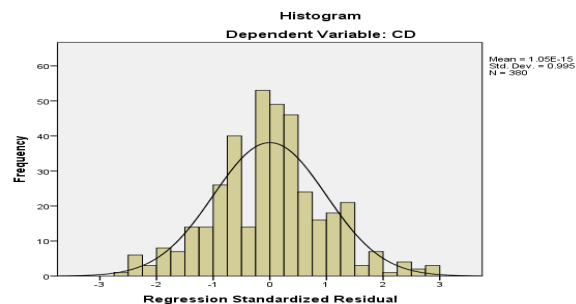


Figure 4: Histogram

Source: Survey Output, 2021

4.5.2.3 linearity

In the Normal P-P Plot of Regression in the figure 3 above, the Standardized Residual shows no large deviation in the distribution of the residuals that almost all residuals lay on the linear straight line, and the points were symmetrically spread around adding on the line. Therefore, this depicts that the relationship between the independent and the dependent variables is linear.

4.5.2.4 Homoscedasticity Test

Homoscedasticity is an assumption in regression analysis that the residuals at each level of the predictor variables have similar variances. That is, at each point along any predictor variable, the spread of residuals should be fairly constant. For a basic analysis we first plot *ZRESID (Y-axis) against *ZPRED (X-axis) on SPSS because this plot is useful to determine whether the assumptions of random errors and homoscedasticity have been met. The graph of *ZRESID and *ZPRED should look like a random array of dots evenly dispersed around zero. If this graph funnels out, then the chances are that there is heteroscedasticity in the data (Pallant, 2005). Therefore, as we can see the figure below the assumption of homoscedasticity was not violated.

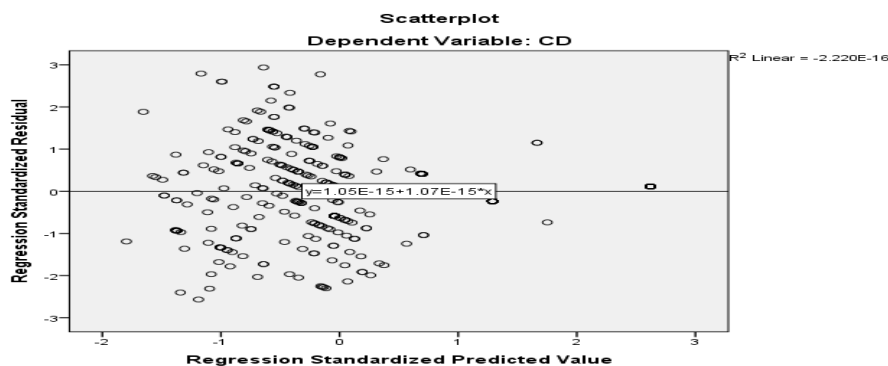


Figure 5 Homoscedasticity Test

4.5.3 Regression Analysis

4.5.3.1 Multiple Regressions

Regression is a technique that can be used to examine the effect of one or more predictor variables on an outcome variable. Multiple regression involves the use of more than one independent variable to predict the values of one dependent variable to identify the relatively significant influencer. (Bhattacharjee, 2012). In this research, multiple regression was conducted to identify by how much the independent variables namely the understandability, memorability, credibility, and originality explains the dependent variable consumers purchase decision. The researcher determined the relationship between the dependent variable and multiple independent variables using multiple regression analysis.

Model Summary

Table 14: Model Summary

Model Summary ^b									
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	.737 ^a	.544	.539	.55740	.544	111.730	4	375	.000

a. Predictors: (Constant), ORG, ME, CR, UN

b. Dependent Variable: CD

Source: Survey Output, 2021

The model summary in the above table which reports the strength of the relationship between the independent and the dependent variable shows an R-squared value of 0.544 which means that 54.4% of the consumer's purchase decision variable was explained by the variation of the four independent variables. Also, 45.6% of the dependent variable could not be explained by these four dimensions, and that there must be other variables that influence the outcome.

ANOVA

Table 15: ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.858	4	34.714	111.730	.000 ^b
	Residual	116.512	375	.311		
	Total	255.370	379			

a. Dependent Variable: CD

b. Predictors: (Constant), ORG, ME, CR, UN

Source: Survey Output, 2021

ANOVA (Analysis of Variance) tells us whether the model, overall, results in a significantly good degree of prediction of the outcome variable (Field, 2006). F-test is used to investigate the overall probability of the relationship between the dependent variable and all the independent variables occurring by chance. The F-test result of the study is 111.730 with a significance of 0.000 meaning that the probability of these results occurring by chance is less than 0.05 which means the variation that is explained by the model is not simply by chance. Furthermore, since the significant result on the ANOVA table is 0.000 which is $p < 0.05$ and the regression mean square is greater than residual mean square with F value 111.730, we can say the regression model fits a good degree of prediction.

Regression Coefficients

Table 16: Coefficients

Coefficients ^a										
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.908	.138		6.557	.000	.635	1.180		
	UN	.254	.042	.324	6.110	.000	.172	.336	.434	2.306
	ME	.157	.043	.161	3.685	.000	.073	.241	.640	1.563
	CR	.184	.046	.192	3.979	.000	.093	.275	.524	1.909
	ORG	.210	.052	.208	4.062	.000	.109	.312	.464	2.154

a. Dependent Variable: CD

Source: Survey Output, 2021

By referring to the above table, we can algebraically formulate the regression equation for the consumer purchase decision can be algebraically formulated as:

$$\text{CD} = 0.908 + 0.324 \cdot \text{UN} + 0.161 \cdot \text{ME} + 0.192 \cdot \text{CR} + 0.208 \cdot \text{ORG}$$

Source: calculated From the Regression Result

Where, 0.908 is constant which, crosses the consumer purchase decision axis.

From the table, we can read off the value of β and this value represents the slope of the regression line. It is 0.324 for understandability and although this value is the slope of the regression associated with a unit change in the outcome associated with a unit change in the predictor. Therefore, if this variable is increased by one unit, then the model predicts that a 32.4% extra purchasing decision will be experienced. The same is true for memorability (16.1%), credibility (19.2%), and originality (20.8%) for which an increase in one unit of these respective variables can result in an increase in consumer purchasing decision by the percentage shown in the table.

Generally, among the four predictors, regressions of Beta coefficients analysis revealed that understandability is the first most significant variable for consumer purchasing decisions followed by originality, credibility, and memorability.

4.5.4 Hypothesis testing and Discussion of results

Hypothesis 1: Understandability of ad has a significant effect on the consumers purchase decision.

As the regression analysis of this study depicted, understandability has the highest predictive value with beta value $\beta=.324$. The result of the correlation analysis depicts that the relation among understandability of ad and consumer purchase decision to be positive ($r=.665$) and significant ($p=.000$). Therefore H1, understandability of advertisement has significance effect on consumers purchase decision is accepted. Corresponding to the study by Lulit H. (2019) on the Effect of Advertising on Consumers' Purchase Intention -The Case of Soap and Detergent, The relation in the correlation analysis is found to be ($r= .762$) indicating a strong-positive relationship with $p=.000$. The regression analysis also indicate that understandability has a predictive value of $\beta=.311$. On another study by MewalN (2015) on the effect of advertisement on consumers buying behavior in the case of Ethio – Ceramics also, although understandability of advertisement has the least predictive value of consumers purchase decision with $\beta = 0.111$, the results showed that understandability of an advertisement is moderately correlated with $r= .673$ with consumers purchase decision.

Hypothesis 2 Memorability of ad has significance effect on consumer purchase decision

The result of the correlation analysis depicts that the relation among memorability of ad and consumer purchase decision to be positive ($r=.525$) and statistically significant ($p=.000$). The regression analysis shows memorability of ad has the least predictive value with ($\beta=.161$). Therefore H2, Memorability of ad has significance effect on consumers purchase decision is accepted. Inline with the study, a study by Lulit H. (2019), The relation in the correlation analysis is found to be ($r=.642$) indicating a positive relationship with $p=.000$. The regression analysis also indicate that memorability has the least predictive value than all the

other variables with a predictive value of $\beta=.255$. The result of the study was also backed by another study by Asnake M. (2018), on the effect of advertising on consumer buying behavior in the case of Nifas silk paint factory revealed that there is a positive and statistically significant relationship between memorability of ad and consumers buying behavior ($r = 0.633$ and $p < 0.01$) and also the regression analysis showed memorability of ad has predictive value of ($\beta=.210$).

Hypothesis 3 Credibility of ad has significance effect on consumer purchase decision

Credibility of ad was found to be positively correlated with consumer purchase decision with $r=.598$ and $p=.000$. The regression analysis indicates that credibility of ad has a beta coefficient of $\beta=.192$. hence, H3 credibility of ad has significance effect on consumer purchase decision is accepted. supporting this study, a study by Frehun Adbib. (2019) on the effect of advertising on consumer purchase decision: the case of baby diaper, there was a strong correlation between credibility and purchasing decision, $r = 0.538$, $p < 0.01$. In the study credibility made the third strong positive influence/contribution in predicting the dependent variable, with Beta value of 0.153. Another study by Asnake M. (2018), on the effect of advertising on consumer buying behavior in the case of Nifas silk paint factory, showed that the results of correlation analysis suggested that the relationship of the six independent variables with consumers buying behavior were strong and positive. The study depicted the strongest coefficient of correlation in the research was between the independent variable honest(credible) advertisement and consumers' buying behavior which was 0.647.

Hypothesis 4 originality of ad has significance effect on consumer purchase decision

Originality of ad was found to be the second most positively correlated with consumer purchase decision with $r=.623$ and $p=.000$. The regression analysis also shows as compared to the other independent variables, originality of ad had the second highest effect in explaining the effect of advertisement on consumers purchase decision with $\beta=.208$. Thus, hypothesis 4 is accepted. Some other studies also support this finding. findings by Lulit H. (2019) revealed that the study has found that Originality has the strongest positive correlation with $r=.784$ and $p=.000$. The regression analysis also showed the highest effect as compared

to the other independent variables in explaining the effect on consumers purchase intention with $\beta=.692$. Another research conducted by Aderaa-Iona M. and Zahire (2014), investigated by considering what creativity would provide: message & relevance and applying it to attitude towards ad model. As a result, their findings were that both originality and message relevance showed a positive and significant relationship.

CHAPTER FIVE

SUMMARY, CONCLUSION, AND RECOMMENDATION

This chapter briefly presents a summary of the objectives, research methodology, key findings of the model, conclusion and suggests useful recommendations.

5.1 Summary of Major Findings

The research was undertaken generally to investigate the effect of advertisement on consumers' purchase decision towards bottled water in selected sub cities of addis ababa city. Namely, kolfe, addis-ketema, Kirkos and lideta Sub cities in the case of Unique Natural Mineral Water. And, to reveal the significant relationship between advertising and consumer purchase decision specifically by examining the impact of understandability, memorability, credibility, and originality of advertisement on the consumer's purchase decision. Non-probability sampling techniques specifically convenience sampling was used due to the lack of access to have a list of the population being studied. The paper adopted a quantitative research strategy and used a self-administered questionnaire to collect data from the customers. Descriptive statistics like frequency mean and Pearson correlation analysis techniques were applied to analyze the background information of respondents the information that was obtained by a structured questionnaire. A total of 384 questionnaires were distributed. Out of the 384 questionnaires, 380 were returned to the researcher which is a response rate of 98.9% response rate.

Frequency distribution statistics were employed to analyze and presented in tabulation form to get the result of general background data. The results show that more than half of the respondents were under the age of 40 years. The male respondents constituted the largest share of the gender composition representing 61.3% and 38.7% were female. Regarding educational level, 98.7% of the respondents were below the master level, while there has not

been one respondent above masters level. Considering the employment status of respondents, 112 with 29.5% were self-employed, while business owner respondents were 145 (38.2%). 106 respondents were employed composing 27.9% of the total respondents. The rest 17 respondents were unemployed with 4.5% of the composition.

Most respondents aligned to disagree on all the sub-constructs of understandability such as; the message of the advertisement by Unique Mineral Water is clear and encourages buying decision, advertisement is very simple and easily understandable, the ad of Unique Natural Mineral water is clear than other products in the industry, understandability of the ad has a positive effect on purchasing decision and benefits included in the ads have the power to convince to buy.

Under memorability, it is found that most respondents aligned to disagree that advertisement message is memorable as a result it influences me to decide to buy the product. Most respondents slightly agreed that ads are so weak that they don't stick in my brain for a long time, advertisement familiarizes me with the brand of unique water, memorability of the ad has a positive effect on purchasing decision, and mostly they discuss the ad message with my friends after viewing it.

On credibility, most respondents agreed on the sub-constructs which are; Credibility of the ad has a positive effect on purchasing decision or not, the Unique Mineral water advertising doesn't enhance credibility and the advertisement message is not credible, it influences to decide to buy the product. However, Respondents were ambiguous since the firm ads are always unrealistic and advertisement of the firm are not exaggerated.

Most respondents agreed that the Originality of advertisement influences me to decide to buy the product, Ordinary ideas in advertising are irrelevant, Ads are unique and original it grabs my attention, Originality of the ad has a positive effect on purchasing decision. Also, it is found that unique water's advertising is departed from stereotypical thinking.

Pearson correlation test was conducted to know the degree of relationship between the independent and dependent variables. The results of the correlation showed that all of the independent variables were found to have a significant relationship with the consumer purchase decision. In accordance, looking at each variable individually, Correlation coefficient statistics showed all understandability, originality, credibility, and memorability of advertisement have a positive and significant relationship with purchasing decision with coefficient value of 0.665, 0.623, 0.598, and 0.525 respectively. This implies understandability shows the highest of all variables correlation with the consumer purchase decision. Followed by originality and credibility dimensions, showing a high correlation with the consumer purchase decision. The least correlation to purchasing decision was seen by memorability dimension.

While testing the assumptions of regression, multicollinearity, normality, and linearity tests were tested by the researcher. For multicollinearity, the tolerance values of all variables are greater than 0.10 and the average VIF is less than 2.5 which implies multicollinearity was not a problem. Testing for normality we have seen from the Normal P-P plot that points line in a reasonably straight diagonal line from bottom left to top right for all dependent variables. Which suggests that the assumption of normality was not violated. Furthermore, the Normal P-P Plot of Regression Standardized Residual shows no large deviation in the distribution of the residuals that almost all residuals lay on the linear straight line this depicts that the relationship between the independent and the dependent variables is linear.

Results from the regression analysis depict 54.4% variation in the consumer purchase decision is explained by the variation of the four independent variables. Other variables could explain the variation in consumer purchase decisions that accounts for about 42.3%. (Where R square is .544 and adjusted R square is .539%). Additionally, the significance value shows .000, which is less than $p < 0.05$, which implies the model is significant. On the ANOVA, the F-test result of the study is 111.730 with a significance of 0.000 meaning that the probability of these results occurring by chance is less than 0.05 which means the

variation that is explained by the model is not simply by chance. Furthermore, since the significant result on the ANOVA table is 0.000 which is $p < 0.05$ and the regression mean square is greater than residual mean square with F value 111.730, we can say the regression model fits a good degree of prediction.

And lastly, the result of this research indicated that understandability is the most contributing to an advertisement in the prediction of consumer purchase decision with beta (β) value .324. The other four dimensions of advertisement, in their descending order of standardized beta coefficients, are originality (β =.208) credibility (β =.192) & memorability (β =.161). this can be summarized by the table below:

Table 17: summary of findings of the regression analysis

Independent variables	Standardized β beta coefficients	Statistical significance	Rank of influence
Understandability	.324	.000<0.001	1st
Originality	.208	.000<0.001	2nd
Credibility	.192	.000<0.001	3rd
memorability	.161	.000<0.001	4th

Source: Summary of Survey Output, 2021

5.2 Conclusion

In line with the research questions, investigations were made and the conclusions reached are dealt with in this section and these implications are presented below:

- Exceeding all the determinants, the understandability dimension has the highest significant effect on consumer purchase decision in the case of Unique water,

- According to the study administered, the originality dimension has also a high moderate significant effect on the consumer purchase decision in the case of unique water, and
- Finally, the rest two variables, credibility and memorability dimensions have a moderately significant effect on the consumer purchase decision towards unique natural mineral water.

5.3 Recommendations

With a vast number and highly competitive market nowadays on bottled water, it is obvious that advertising is one of the major factors companies need to raise their financial performances, as a matter that advertising can affect the consumer purchase decision. On the foundation of the above findings and conclusion the following recommendations are forwarded by the researcher:

- As the study concluded, exceeding all the determinants, understandability has the strongest significant effect on purchasing decision in the case of unique water; this implies that the company is highly recommended to employ a special focus on it,
- After understandability, unique natural mineral water is recommended to employ a focus on the originality dimension of advertisement based on the matter that it has also high moderate significant effect on the consumer's purchase decision in the case of unique water and researcher also recommends to consider the other two dimensions which are credibility and memorability.
- Lastly, since the study revealed that consumer purchase decision is also affected by other variables than the variables under this study, further research could be conducted to those other variables, to a larger sampling size or a larger geographical area.

APPENDIX I: QUESTIONNAIRE

Addis Ababa University

College of Business and Economics

Department of Management

Survey Questionnaire

Dear Respondent,

This questionnaire is designed by the final year postgraduate students of Addis Ababa University to research the effect of advertising on consumers' purchasing decision in the case of Unique Natural Mineral water for the partial fulfillment of the course Master of Business Administration. The information supplied by you will be held strictly confidential and is used for academic purposes only. You will not be held responsible for anything arising thereof.

I kindly request you to duly fill and return the questionnaire by providing your honest opinion to the questions provided below.

I appreciate in advance your kind cooperation.

For your any comment or questions you can contact me using these Addresses below:

Email: fewzymohammed@gmail.com

Tell: **+251910685318**

Fewzy Mohammed

Note: - you can make (✓) mark on the box provided

Part I – Demographoc Background of Respondents

1. Gender

A. Male

B. Female

2. Age

A. 20-29 years

B. 30-39 years

C. 40-49 years

D. Above 50 years

3. Educational level

A. Below Diploma

B. Diploma/ Degree

C. Masters

D. above Masters

4. Employment status

A. Unemployed

B. Employed

C. Self-Employed

D. Business owner

Part II –Question-related to Advertising and Purchasing Decision of Consumers

A.CLOSE ENDED QUESTIONS

Directions: Please look at the following statements carefully and show the extent of your agreement by circling the alternative given alongside the question below. Where 1 equals to Strongly Disagree, 2 equals to Disagreed, 3 equals to Neutral, 4 equals to Agreed, 5 equals to Strongly Agreed.

NO	DESCRIPTION	Strongly Disagreed	Disagreed	Neutral	Agreed	Strongly Agreed
Understandability						
1	The message of the advertisement by Unique Mineral Water is clear and encourages buying decisions.					
2	The advertisement is very simple and easily understandable.					
3	Benefits included in the ads have the power to convince to buy.					
4	The ad for Unique Natural Mineral water is clear than other products in the industry.					
5	The understandability of the ad has a positive effect on purchasing decisions.					
Memorability						
6	The advertisement message is memorable as a result it influences me to decide to buy the product.					
7	The advertisement familiarizes me with the brand of unique water.					
8	Since the ads are so weak, they don't stick in my brain for a long time.					

9	Mostly I discuss the ad message with my friends after viewing it.					
10	Memorability of the ad has a positive effect on purchasing decisions.					
Credibility						
11	The advertisement message is credible, it influences me to decide to buy the product.					
12	The Unique Mineral water advertising enhances credibility.					
13	I believe that advertisement of the firm is not exaggerated.					
14	Since the firm ads are always unrealistic, I cannot consider them as an honest information source.					
15	The credibility of the ad has a positive effect on purchasing decisions.					
Originality						
16	The originality of the advertisement influences me to decide to buy the product.					
17	I believe out of ordinary ideas in advertising are irrelevant.					
18	When I get advertising of Unique it is departed from stereotypical thinking, and it grabs my attention.					

19	Ads are unique and original it grabs my attention.					
20	The originality of the ad has a positive effect on purchasing decisions.					
CONSUMERS' PURCHASING DECISION						
1	I believe in the advertisement because it helps me to get facts.					
2	The ads of Unique played a key role in the buying decision.					
3	Regular ads of companies enable them to win the market competition in the bottled water industry.					
4	New ads are signals of new offers or features that initiate buying.					
5	There is a positive relationship between advertising and consumers' purchasing decision.					

APPENDIX II: REFERENCES

- Abiodun, A. O., (2011). *The impact of advertising on the sales volume of a product. A case study of Starcomms plc, Nigeria.* s.l.:s.n.
- Adelaar T., Chang S., Lanchndorfer K. M. Lee B. & Morimoto M. (2003). Effect of Media Format on Emotion & Impulse Buying Behavior. *Journal of Information Technology*, 18 (3), 247–266.
- Aderaa-Iona Mainu, Monica-Maria Zahire. (2014).,Advertising creativity-the right balance between surprise medium and message relevance, Babes –Bolyai University, Faculty of Economics and Business Administration, no 58-60.
- Adeolu B. Ayanwale, Taiwo Alimi & Matthew A. Ayanbimipe (2005). The Influence of Advertising on Consumer Brand Preference. **Journal of Social Sciences**, 10(1), 9-16.
- Akshy Thakur. (2015). the impact of branding and advertising on customer buying behavior of personal care products. Symbiosis International University
- Alba J.W. and J.W. Hutchinson (2000). Knowledge Calibration: What Consumers know and what they think they know. **Journal of Consumer Research**, 27 (2), 123–156.
- Alice Zineyemba&IreneManase., (2001)., The effects of advertising on consumer behavior in low-density houses: The case of Marlborough, Zimbabwe, *International Journal Of Business, Economics And Management*, pp. 91-99.
- Anderson E. and B. Weitz (1989). Determinants of Continuity in Conventional Industrial Channel Dyads. *Marketing Science*, 8 (4), 310-323.
- Andy Field (2006). *Discovering statistics using SPSS.* 2nd edition, London: Sage Publications.
- Arens, William F. (2002), *Contemporary Advertising*, 8/e, McGraw Hill/Irwin, Boston.

- Asnake M. (2018), the effect of advertising on consumer buying behavior in The case of Nifas Silk Paints Factory
- Belch. G, Belch. M., (1995) an introduction of advertising and promotion: an integrated marketing communications perspective, 3rd Ed, McGraw-Hill, Boston
- Belch E & Belch A., (2003). Advertising and Promotion, An Integrated Marketing Communications Perspectives, 6th Edition, McGraw Hill.
- Belch, G. E., and Belch, M. A. (2007). Advertising and Promotion: An Integrated Marketing Communications Perspective. 7th edition, New York: McGraw-Hill-Irwin.
- Bendixen, M. T. (1993). Advertising effects and effectiveness. European journal of marketing, Vol. 27, No 10, pp.19-32.
- Bhattacharjee, A. (2012). Social Science Research: Principles, Methods, and Practices, Textbooks Collection, 2nd ed., Florida.
- Blackshaw, P. (2008). The six drivers of brand credibility. Marketing Management, 51-54.
- Bovee, Courtland, John. T, George. D, & Marian. W. (1995). *Advertising Excellence*. New York: McGraw Hill.
- Brassington, F. & Pettitt, S. (2001). Principles of Marketing. 3rd edition, London: Pearson Education, Prentice Hall
- Brierley. S (2002) Advertising Handbook., London: UK
- Bristow, D., Gulati, R., & Amyx, D. (2008). Info-Tech and Professional Selling: What do the Sales People of Tomorrow Think?. *Advances in Marketing*, 296.
- Butterfield. L (1997) Excellence in Advertising, The IPA guide to best practice, British Library Cataloging, Oxford: UK
- Christ P. (1998) efficiency consumer response; enhancing consumer. Edition 4

- Colley and Russell H. (1984). *Defining Advertising Goals for Measured Advertising Results*. New York: Association for National Advertisers.
- Creswell, J. W. (2012). *Educational research: Plan, execute and evaluating quantitative research and qualitative research* (4th ed.). Boston, MA: Pearson.
- Dahlen, M., & Rosengren, S. (2016). If advertising won't die, what will it be? Toward a working definition of advertising. *Journal of Advertising*, 45(3), 334-345.
- Dennis L. Wilcox & Glen T. Cameron, 2010. *PR: Strategies and Tactics*, Study Edition, 9th Edition
- Dholakia R. R. and Uusitalo O. (2002). *Switching to Electronic Stores: Consumer Characteristics And the Perception of Shopping Benefits*. *International Journal of Retail and distribution mgt. system*
- Drypen (2008). The AIDA model to convey communication objectives: [The AIDA Model to convey communication objectives | drypen.in](#)
- Dulin, G. C. (2016). The impact of advertising on consumer buying behavior. *Intern'l Journal of Research in Management and Social Sciences*.
- Ehrenberg, A.S.C., Hammond, K. & Goodhardt, G.J., 1997, The after-effects of price-related consumer promotions, *Journal of Advertising Research*, Vol. 34, pp. 11-21.
- Field, A. (2005). *Discovering statistics using SPSS for Windows*. London: SAGE.
- Feofanov, O. 2004. Tutorial: "ADVERTISING. NEW TECHNOLOGIES IN RUSSIA". Available: <http://evartist.narod.ru/text3/11.htm>. Accessed 2000
- Frehun Adbab (2019). EFFECT OF ADVERTISING ON THE CONSUMER PURCHASING DECISION: THE CASE OF BABY DIAPER
- Furaji, F., Łatuszyńska, M., Wawrzyniak, A. and Wąsikowska, B. (2013). Study on the effect of advertising attractiveness on the purchase decisions of women and men. *Journal of International Studies*, Vol. 6, No 2, pp. 20-32.

- Gaurav Bakshi and Surender Kumar Gupta (2013). Online Advertising and its Impact on Consumer Behavior. *Research in Finance and Marketing International Journal* 3(1), 21 – 30.
- Gerard Tellis J. (1998). *Advertising and Sales Promotion Strategy*. USA: Addison-Wesley Educational Publishers, Inc.
- Goldsmith, R.E., & Lafferty, B. A. (2002). Consumer Response to Websites and Their Influence on Advertising Effectiveness. *Internet research: Electronic Networking Applications and Policy*. 12(4): 318-328.
- Hackley. C., (2005) *Advertising and Promotion: communicating brands*, SAGE, London
- Hiwot Workneh. (2018). the Effect of Advertising on Consumers' Buying Preference: The Case of TECNO Mobile, Addis Ababa.
- Hollensen Svend (2010). *Marketing Management: A Relationship Approach*. 2nd edition, England: Pearson Education Limited Edinburgh Gate Harlow
- Ingavale, D. R., (2013). effect of advertisements on purchase decision of youth with reference to consumer goods. *Advances in management*, September.6 (9).
- Jobber, D. (2007) *Principles and Practice of Marketing*. 5thEd. McGraw-Hill.
- Jobber. D and Lancaster. G, (2009), " *Sales Mg't and Selling* " 8th edition, Prentice Hall
- Jones, & John. (1986). *What is in a Name: Ad and the Concepts of brands*. New York: Lexington Books.
- Karaxha, MSc & Tolaj, MSc & Abazi, Dr.Sc. (2016). Role of Direct Marketing and its Relation with Consumers in Kosovo: *ILIRIA International Review*. 6. 49. 10.21113/iir.v6i1.223.
- Karlsson, L. (2007). Advertising models & Theories -How well can these be moved from text to reality.

- Katke, K., (2007). “The effect of Tv Ads on children's health & family spending international marketing conference on Marketing & Society”.
- Kaur p, stoltfus j, yellapu v. (2018) descriptive statistics. Int J Acad Med
- Keller K. L. & Kotler P. (2012). Marketing Management. New Jersey: Pearson Edu., Inc.
- Khanam, A. and Verma, A. (2017). Impact of TV Advertisement on Consumer Buying Preference –A Literature Review, International Conference on Recent Innovations in Management and Engineering, Vol. 17, pp.157-163.
- Kothari C, (2004). Research Methodology, Methods, and Techniques, 2nd revised edition.
- Kotler, P., Armstrong, G. (2010). Principles of Marketing. New Jersey: Pearson Education.
- Kotler, P, and Armstrong, G (2013). Principles of marketing, 14th edition. England.
- Kotler, P. and Keller, K.L. (2012). Marketing Management.14th ed. New Jersey: Prentice-Hall
- Kumar, A., & Taunk, A. (2013). Women in the advertising field and their liking by consumers in various role portrayals: A case study of Uttar Pradesh, India.
- K.S. Johannessen, (2010)., the language of advertising a Powerful innovator. A new perspective on sustainability.
- Lavidge. R. J, Steiner. G. A., (1961) model of the predictive measurements of advertising effectiveness, Journal of Marketing.
- Lee, Yih Hwai, Charlotte Mason. 1999. Information incongruity in advertising and responses toward it: role of expectancy, relevancy, and humor. J. Consumer Res. 26(3) 156–169.
- Lutz, Richard J.(1985)., Affective and cognitive antecedents of attitudes towards Ad: A conceptual framework and physiological process and advertising effects: theory research and application, Lawrence Erlbaum Associates, pp45-63

- Mackay. A., (2005) the practice of Advertising, 5th Ed, Elsevier Butterworth-Heinemann, Sydney: Australia
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). Role of Attitude to the advertisement as a Mediator of Effectiveness of advertising. *Journal of Marketing Research*, 130-143.
- MewalNegash (2015) Effect of Advertisement on Consumers Buying Behavior: Case of Ethio-Ceramics., St. Mary's University School of Graduate Studies, Addis Ababa.
- Miglautsch. J and Bauer. C, (1992), " Definition of Direct Marketing“ *Journal of Direct Marketing*, Vol. 6; March 1992
- Mooi, E. and Sarstedt, M.,(2011).,A Concise Guide to Market Research: The Process, Data, and Methods Using IBM SPSS Statistics, Springer, Berlin
- Muoz. N (2002) Hierarchy of effects, the University of Texas at Austin, Texas Advertising/Texas Interactive
- Nartey, G. K. (2010).The effect of advertising on consumer behavior: A case study of Mtn Ghana (Doctoral dissertation).
- Naresh, M., & David, B. (2007).Marketing research: An applied approach (3rd ed.). Pearson Education Limited.
- Niazi, G., Siddiqui, J. Shah, B. and Hunjra, A. (2012). Advertising Effectiveness and its Influence on Consumer Buying Behavior. *Information Management and Business Review*, Vol. 4, No. 3, pp. 114-119.
- Nickels W. G, Mchugh J. M. and McHugh S. M (2000). Understanding Business, International Edition. 5th edition, U.S.A: McGraw Hill Companies, Inc.
- Novak, D. (2011). Promotion as Instrument of Marketing Mix. In: International Symposium Engineering Management and Competitiveness. Serbia: the University of Novi Sad, pp. 505-510.

- Obermiller, C., & Spangenberg, E. R. (1998). The Development of Scale to Measure Consumer Skepticism on Advertising. *Journal of Consumer Psychology*, 159-186.
- O'Guinn, Thomas, Allen, Chris Semenik, Richard J. (2003), *Advertising and Integrated Brand Promotion*, 3e, South-Western College Publishing.
- Pallat, J. (2007). *Guide to Data Analysis Using SPSS*. 3rd ed. McGraw-Hill Company. New York. The USA.
- Pallant, J. F. (2005). *SPSS Survival Manual: a step by step guid to data analysis using SPSS* (1st ed.). Crows Nest, Australia: Allen & Unwin.
- Presbrey, F. 2009. *The history and development of advertising*. Doubleday, Doran, Incorporated.
- Putri, A. A. (2014). *INFLUENCE OF 5 M'S OF ADVERTISING TOWARDS CONSUMER CHOICE (A CASE STUDY OF CLUB MEDITERRANEE)* (Doctoral dissertation, President University).
- Rahi, S. (2017). Research Designs and research Methods: Review of Research Paradigms Systematically, Sampling Issues and Instruments Dev't, *International Journal of Economics & Management Sciences*.
- Reinartz, W., & Saffert, P. (2013). Creativity in advertising: When it works and when it doesn't. *Harvard business review*, 91(6), 106-111.
- Robert, D. (2006). *Handbook of Univariate and Multivariate Data Analysis and Interpretation with a study on College students and Beer*. Thesis (MBA). Florida, U.S.A.: University of Florida.
- Saunders, M. L. (2012). *Research Methods for Business Students* (6 ed.). (6th, Ed.) London: Prentice-Hall.
- Schultz, D. E., Robinson, W. A., & Petrison, L. (1998). *Sales promotion essentials: 10 basic methods of sales promotion and how to use them*. McGraw Hill Professional.

- Sekaran U. (2000). *Research Methods for Business: A skills Building Approach*. 3rd edition, New York: John Wiley & Sons.
- Singh, B. (2012). effect of Advertisement on Brand Preference of Aerated Drinks, *Asia Pacific Journal of Marketing & Management Review*.
- Smith, P.R. & Taylor, J. 2002. *Marketing communication – An integrated approach*. London. Kogan Page Ltd.
- Sonkusare, G. (2013). Impact of Television Advertising on Buying Behaviour of Women Consumers [With special reference to FMCG Products] Chandrapur 75 city', *International*
- SwarnaBakshi (2010). Impact of Gender on Consumer Purchase Behavior. *Journal of Consumer Research*, 1(9), 1 - 8.
- Todorova, G. (2015). Marketing Communication Mix. *Journal of Sciences*, Vol. 13, Issue 1, pp 368-374.
- Tuckwell, K. J., 1992. *Canadian Advertising in action*. 2nd ed. Ontario: Prentice - Hall Canada Inc.
- Wijaya, B.S. (2012) 'Dev't of Hierarchy of Effect Model in Advertising', *International Research Journal of Business Studies*.
- Zinkhan, George. 1993. Creativity in advertising: Creativity in the *Journal of Advertising*. J. Advertising 22(2) 1–3.

APPENDIX III: SPSS OUTPUT

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.872	.874	5

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
UN	12.8763	7.401	.752	.606	.835
ME	12.4537	9.047	.599	.383	.868
CR	12.4726	8.556	.698	.497	.846
ORG	12.2884	8.612	.736	.555	.838
CD	12.2289	8.568	.735	.544	.838

GENDER					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	233	26.7	61.3	61.3
	FEMALE	147	16.9	38.7	100.0
	Total	380	43.6	100.0	
Missing	System	492	56.4		
Total		872	100.0		

AGE					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	20-29 Years	128	14.7	33.7	33.7
	30-39 Years	101	11.6	26.6	60.3
	40-49 Years	96	11.0	25.3	85.5
	Above 50	55	6.3	14.5	100.0
	Total	380	43.6	100.0	
Missing	System	492	56.4		
Total		872	100.0		

EDUCATION					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below Diploma	162	42.6	42.6	42.6
	Diploma/ Degree	213	56.1	56.1	98.7
	Masters	5	1.3	1.3	100.0
	Total	380	100.0	100.0	

EMPLOYMENT					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	17	4.5	4.5	4.5
	Employed	106	27.9	27.9	32.4
	Self-employed	112	29.5	29.5	61.8
	Business Owner	145	38.2	38.2	100.0
	Total	380	100.0	100.0	

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The message of the advertisement by Unique Mineral Water is clear and encourages buying decisions.	380	1	5	2.38	1.414
The advertisement is very simple and easily understandable.	380	1	5	2.82	1.307
Benefits included in the ads have the power to convince to buy.	380	1	5	2.65	1.300

The ad for Unique Natural Mineral water is clear than other products in the industry.	380	1	5	2.96	1.323
The understandability of the ad has a positive effect on purchasing decisions.	380	1	5	2.70	1.378
Valid N (listwise)	380				

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The advertisement message is memorable as a result it influences me to decide to buy the product.	380	1	5	2.52	1.253
The advertisement familiarizes me with the brand of unique water.	380	1	5	3.34	1.404
Since the ads are so weak, they don't stick in my brain for a long time.	380	1	5	3.22	1.423
I usually discuss the ad message with my friends after viewing it.	380	1	5	3.28	1.401
Memorability of the ad has a positive effect on purchasing decisions.	380	1	5	3.28	1.357
			Mean	3.13	
Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The advertisement message is credible, it influences me to decide to buy the product.	380	1	5	3.14	1.395

The Unique Mineral water advertising enhances credibility.	380	1	5	3.12	1.383
I believe that advertisement of the firm is not exaggerated.	380	1	5	3.07	1.459
Since the firm ads are always unrealistic, I cannot consider them as an honest information source	380	1	5	3.06	1.440
The credibility of the ad has a positive effect on purchasing decisions.	380	1	5	3.15	1.410
			Mean	3.11	
Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
The originality of the advertisement influences me to decide to buy the product.	378	1	5	3.24	1.441
I believe out of ordinary ideas in advertising are irrelevant.	380	1	5	3.47	1.379
When I get advertising of Unique it is departed from stereotypical thinking, and it grabs my attention.	380	1	5	3.26	1.401
Ads are unique and original it grabs my attention.	380	1	5	3.23	1.403
The originality of the ad has a positive effect on purchasing decisions.	380	1	5	3.26	1.463
			Mean	3.3	

Descriptive Statistics			
	N	Mean	Std. Deviation
I believe in the advertisement because it helps me to get facts.	380	3.35	1.396
The ads of Unique played a key role in the buying decision.	380	3.43	1.394
Regular ads of companies enable them to win the market competition in the bottled water industry.	380	3.32	1.430
New ads are signals of new offers or features that initiate buying.	380	3.38	1.329
There is a positive relationship between advertising and consumers' purchasing decision.	380	3.27	1.376

Correlations						
		UN	ME	CR	ORG	CD
UN	Pearson Correlation	1	.472**	.646**	.680**	.665**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	380	380	380	380	380
ME	Pearson Correlation	.472**	1	.506**	.549**	.525**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	380	380	380	380	380
CR	Pearson Correlation	.646**	.506**	1	.557**	.598**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	380	380	380	380	380
ORG	Pearson Correlation	.680**	.549**	.557**	1	.623**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	380	380	380	380	380
CD	Pearson Correlation	.665**	.525**	.598**	.623**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	380	380	380	380	380

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

Valid N (listwise)	380		
--------------------	-----	--	--

Model Summary ^b									
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	.737 ^a	.544	.539	.55740	.544	111.730	4	375	.000

a. Predictors: (Constant), ORG, ME, CR, UN

b. Dependent Variable: CD

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	138.858	4	34.714	111.730	.000 ^b
	Residual	116.512	375	.311		
	Total	255.370	379			

a. Dependent Variable: CD

b. Predictors: (Constant), ORG, ME, CR, UN

Coefficients ^a										
		Unstandardized Coefficients		Standardized Coefficients			95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta			Lower Bound	Upper Bound	Tolerance	VIF
1	(Constant)	.908	.138		6.557	.000	.635	1.180		
	UN	.254	.042	.324	6.110	.000	.172	.336	.434	2.306
	ME	.157	.043	.161	3.685	.000	.073	.241	.640	1.563
	CR	.184	.046	.192	3.979	.000	.093	.275	.524	1.909
	ORG	.210	.052	.208	4.062	.000	.109	.312	.464	2.154

a. Dependent Variable: CD

