Effect of Advertisement on Consumers' Attitude: The Case of Habesha Beer.

By: SaronZewdie

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Addis Ababa

ADDIS ABABA UNIVERSITY
SCHOOL OF COMMERCE
DEPARTMENT OF MARKETING MANAGEMENT

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DECLARATION

I, SaronZewdie, hereby declare that this thesis titled, 'The Effect of Advertising Consumers' attitude: the case of Habesh Beer is my original work. I have carried out the present study independently with the guidance and support of the research advisor, Ato H/Mariam Kebede.
Any other research or academic sources used here in this study have been duly acknowledged. Moreover, this study has not been submitted for the award of any Degree or Diploma Program in this or any other institution.

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Appendix A: Survey Questionnaire (English Version)

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ABSTRACT

Advertising in both traditional media and the Internet is important for profitability of an organization. In light of this, the present study measures the effect of advertisement on customers' attitude toward Habesha beer. It also tries to get feedback on consumers' perception on advertisement and measure to what extent advertisement is important for the growth of beer factories. The following factors contribute to consumers' perceptions of advertisements: entertainment, source of information, credibility of source factor media used for advertisement, & consideration of norms. Quantitative research approach was followed and the research design was descriptive.Questionnaires were used to collect primary data by using a self-administered data collection system from 385 respondents, out of which 345 valid questionnaires were collected and analyzed. These respondents were selected by using a non-probability sampling technique, which is Judgment Sampling method.By understanding impact of advertisement on consumers' attitude, designers and marketers can better strategize their advertising designs. A better understanding of interactivity can also help to improve the effectiveness of interactive media. Recommendation is suggested on factors that contribute to advanced advertisement after analysis made from feedback of respondents.

Key terms: Advertisement, Customers' attitude, Source credibility, Media used, Message factor.

CHAPTER ONE

INTRODUCTION

1.1 Background of the study

Advertising and promotion are an integral part of our social and economic systems. In our complex society, advertising has evolved in to a vital communications system or both consumers and businesses. The ability of advertising and other promotional methods to deliver carefully prepared messages to target audiences has given them a major role in the marketing programs of most organizations. Companies ranging from large multinational corporations to small retailers increasingly rely on advertising and promotion to help them market products and services. In market based economies, consumers have learned to rely on advertising and other forms of promotion for information they can use in making purchase decisions (Belch andBelch, 2003).

Advertising is the best-known and most widely discussed form of promotion, probably because of its pervasiveness. It is also a very important promotional tool; particularly for companies whose products and services are targeted at mass consumer markets. There are several reasons why advertising is such an important part of many marketers' promotional mixes. Advertising can be used to create brand images and symbolic appeals for a company or brand, a very important capability for companies selling products and services that are difficult to differentiate on functional attributes. Another advantage of advertising is its ability to strike a responsive chord with consumers when differentiation across other elements of the marketing mix is to achieve (Peter andOlson, 2010).

In addition, as long as marketing and advertisements exists, consumers get influenced by advertising in their purchase decision. Advertisements are an important way for a company to get a product or service known, thus increasing sales and profits. Advertisement enables communication with consumers, get their attention for products and services, facilitate competition as well as inform and persuade the individual consumer (Fennis and Stroebe, 2010).

Side by side, attitude as one of the internal environmental factors, can affect a person's decision to purchase the product. Consumer attitude is a response or assessment given by consumers

consistently, favorable or unfavorable, positive or negative, like it or not, agree or not to an object. Attitudes have significance role in making marketing decisions and there is a strong tendency to assume that this attitude as the most powerful factor for predicting the future behavior and can help companies predict product demand and to develop appropriate marketing programs. One's attitude toward the product attributes may vary due to the belief and evaluation of the product attributes.Besides, there are other factors that influence that will ultimately determine his interest in buying a product, namely the external factors are reflected in the individual influence of others (subjective norm) on the behavior of the decisions taken, such as family members, other people, peers and vendors (Ramdhani,Alamanda,andSudrajat,2012).

As it is known, advertisementhasbeenstudiedfromvariousanglesforcountlessproduct categories, and this time the research is going to focus on brewery sector. Beer is a universal product andalmost all societies in the world produce beer in one form or another, whether such is at the industrial or the home level. Its benefit, although scientifically analyzed and explained only recently, had nonetheless been understood since thousands of years ago. Beer is the world's most widely consumed alcoholic beverage, and is the third-most popular drink over all after water and tea. It is thought by some to be the oldest fermented beverage (Arnold, 2005).

In the past decades, marketing researchers tried to understand and determine the impact of advertisement on consumers' attitude toward products or brands. The starting point into the analysis was that the favorable or unfavorable evaluation of advertisement is transferred or associated with the promoted product or brand. This paper is aimed to highlight the manner and grade in which the advertisement in the beer industry is influencing consumers' attitude toward the advertised product.More than evaluating the influence of advertisementon attitude, the research tries to outline the influence exerted by the elements of an advertisement.

Beerconsumptionisoftenseenasonerevealingproxytomeasurethestrengthofeconomicactivity.Ifbeer salesarehighandrising,incomesandeconomicactivityare presumably growing while the reverse should be true if beer sales are flat or falling.

Ethiopia's beer industry currently includes foreign investors and local private producers. By far the most dominant brewer is BGI Ethiopia/Castel Group (owned by French investors and

producer of the popular Giorgis brand), withamarketshareofaround50percentnation-wide and even higher in Addis Ababa.

In line with rising population levels, favorable demographics, continued economic growth, and a gradual convergence of consumption levels; Ethiopia‘s beer demand is without doubt expected to continue its rapid growth. From a level of just 1.0million hector liters in 2003/04,beer production has risen to nearly 3.1million hectolitersby2008/09,giving an estimated average growth of around 24percent per year.

Concerning Habesha beer, it has been brewing premium quality beer since 2015. Moved by the vision of reaching and connecting with Ethiopians, a celebration of togetherness and harmony, the company upholds the Habesha culture and run activities that present the country in the best possible light.http://www.habeshabreweries.com

Conveniently located in DebreBirhan, it is 130kms from the capital of Ethiopia, Addis Ababa in what could be considered center of the country, from where the beers get transported to most towns in different regions. As one of the fastest growing beer companies in Ethiopia, Habesha beer has become a highly recognized brand in the Ethiopian Beer market.

1.2 Statement of the Problem

Consumers have attitudes towards very product-specific behaviors (such as using Mentodent rather than Colgate tooth-paste),as well as towards more general consumption-related behaviors (for example, how often you should brush your teeth). Attitudes help to determine who a person goes out with, what music he or she listens to, whether he or she will recycle or discard cans, or whether he or she chooses to become a consumer researcher for a living. (Solomon, et al. 2006)

An attitude can serve more than one function, but in many cases a particular one will be dominant. By identifying the dominant function a product serves for consumers (i.e. what benefits it provides); marketers can emphasize these benefits in their communications and packaging.Advertising relevant to the function prompt more favorable thoughts about what is being marketed and can result in a heightened preference for both the advertisement and the product. (Solomon,*et al.*2006).

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

A number of beer factories have mushroomed in Ethiopia during the last twenty or so years. This obviously entails production of beer in adequate amount or even in more adequate quantity than to be consumed. Again, it is a law of economics that demand gets lower when supply is in excess. In this kind of situation, there would normally existsome kind of stiff competition among the breweries in terms of selling their products. In fact, some have more customers than others but whether this was because of some extra effort such as advertisement or not has not been substantiated by research. It is possible to say that most of the beer factories run their own advertisements but the effect of such advertisements in attracting customers and changing their attitudes towards their products deserves studying. If the power of advertisement does not have an impact on the consumers, then the money and efforts invested into such ventures would be worthless. So this needs a study.

1.3 Research Questions

The main research question of this paper is to identify how advertisement is going to influence customers’ attitude, and in line with the statement of the problem the following sub research questions will be raised.

- What do customers think of the value of advertisement and the role of media in sales of Habesha beer?
- Do customers think the content of the message and style/appeal of advertisement in Habesha beer influence their attitude?
- Does credibility of advertisement have any role to influence consumers’ attitude for Habesha brewery?

1.4 General Objective of the Study

The major objective of the study is to investigate the impact of advertisement on customer’s attitude towards brewery products in Addis Ababa.

Specific objectives

- To identify the value of advertisement and the role of media in sales of Habesha beer.
- To assess how the content of the message and style/appeal of advertisement in Habesha beer influenceconsumers' attitude.
- To examine if credibility of advertisement has any role to influence consumers' attitude towardsHabesha brewery.

1.5 Significance of the Study

The importance of this study can be viewed from two dimensions: theoretical contributions and practical implications. Theoretically, the study will fill an important gap in the literature and can serve as an input on which future studies can be built. On the practical side, this study can help advertisers to execute their advertisement in the way that can build positive attitude towards their company, product, and /or service they are promoting. Moreover, the study specifically helps beer factories in identifying which traditional media has been favored by their customers. It will also help the factories gain a better understanding aboutthe impact of advertising on customers' attitude. And by understanding the impact of advertisement on consumers' attitude, designers and marketers of those factories can better strategize their advertisement.

1.6 Scope of the Study

The study is confined to customers of Habesha beer who are found in Addis Ababa city. Hence, it may not be generalizable to the public at large. It may not even be applicable for customers of the products residing out of Addis Ababa as customers exposure to media may differ.

CHAPTER TWO

REVIEW OF RELATED LITERATURES

This section is part of the study where the researcher reviewed the theories and related literatures to consumers' attitude and advertisement.

2.1 Advertisement

Advertising embodies an important social phenomenon. It both stimulates consumption, economic activity models, life-styles and certain value orientation (Pollay and Mittal, 1993). On a daily basis, people/consumers are exposed to many ads through various media that evoke different reactions – favorable or unfavorable, thus influencing, consciously or unconsciously, their cognition and behavior.

Advertising has become increasingly important to business enterprises –both large and small. Outlay on advertising certainly is the voucher. Non-business enterprises have also recognized the importance of advertising. The attempt by army recruitment is bases on a substantial advertising campaign, stressing the advantages of a military career. The health department popularizes family planning through advertising and Labor organizations have also used advertising to make their viewpoints known to the public at large (singh, 2012).

Based on the relevant literature background, an attitude towards advertising is defined as a predisposition to respond in a consistent favorable or unfavorable manner to advertising in general (Lutz, 1985 in Jahanzaib et al., 2014). The positive thoughts concerning advertising can affect attitudes towards product or brand, and eventually influence the consumer's willingness to purchase that product or brand (Shimp, 1981, Lutz, 1985, Mackenzie et al., 1986, Batra and Ray, 1986, Mackenzie and Lutz, 1989, in Levy and Gendel-Guterman, 2012).

Thereby, it is necessary to commence from the assumption that people do not respond directly to stimulus; their behavior is rather mediated by feelings, beliefs, attitudes and estimations, so they respond accordingly (Levy and Gendel-Guterman, 2012). Moreover, attitudes towards advertising influence the effectiveness of the specific ads (Mehta and Purvis, 1995), respectively the advertising reactions (Mehta, 2000) and denote an important underlying determinant of

attitude towards ad (Aad and Lutz, 1985 in Mehta and Purvis, 1995). Furthermore, attitudes towards ad subsequently impact the brand attribute beliefs, brand cognitions, brand recall and recognition, as well as purchase intentions (Myers et al., 2010).

Advertisements may be conveyed via variety of media-the internet, TV, radio, print (magazines, newspapers), billboards, signs, and miscellaneous media such as hot-air balloons or T-shirt imprints. Although the typical consumer is exposed to hundreds of ads daily, the vast majority of these messages receive low levels of attention and comprehension. Thus, a major challenge for marketers is to develop ad messages and select media that expose consumers, capture their attention, and generate appropriate comprehension (Peter andOlson, 2010).

Advertising forms one component of the promotion mix. It has become very popular and useful and has reached the status of an independent discipline. It has grown at a very fast pace and has become a special field of study. It has been derived from the Latin word 'Adverto' which means to turn around, to draw attention to any subject or purpose. It is a paid and non-personal form of presentation and promotion of ideas, goods or services by an identified sponsor. There is also an identified Media and message behind every advertisement. The advertiser tries to spread his message and ideas to the prospective customers and diffuse information into them. By this method, he tries to popularize the products/services which is the basic aim of the activity (Khan, 2006).

According to Rahman (2012) advertising plays an important role in the process of moving the goods/services from the producers to the consumers. With mass marketing to distribute the output of production, the GDP (Gross Domestic Product) may increase to a considerable extent. Advertising helps to increase mass marketing while aiding the consumer to choices and preferences from amongst the variety of products and services offered for his selection and option. It was only in the latter half of the 19th century, that mass advertising, as we know it today, came into being. Mass production became a reality, and channels of distribution had to be developed to cope with the physical movement of goods, creating a need for mass communication to inform consumers of the choices available to them. We are all influenced with advertisements in our day to day life. Its forms and contents both are well liked amongst consumers. In other words advertising is simply an economic movement with only one objective behind to increase the consumer demand of the product as well as to enhance the sales volumes.

According to Singh (2012) advertising is a relatively low-cost method of conveying selling messages to numerous prospective customers. It can secure leads for salesmen and middlemen by convincing readers to request more information and by identifying outlets handling the product. It can force middlemen to stock the product by building consumer interest. It can help train dealers salesmen in product uses and applications. It can build dealer and consumer confidence in the company and its products by building familiarity.

2.1.1. Processing Information from Advertisements

Nowadays consumers get exposed to advertising across all different kinds of media. Research from Media Dynamics, inc. (2014) revealed that the number of ads that adults gets exposed to is about 360 ads per day, but no one can really process the total exposure they get during the day. Only around 150 ads are noted and a fewer make a strong impact on consumers to be able recall the ad while purchasing (Johnson, 2014).

Trying to recall an ad during the purchase process is called brand information processing and can be defined as the consumers' capability to allocate attention and processing resources to understand brand information in an ad. Brand information is any cue that can be found in an ad tocommunicate the advertising message to consumers, such as information about the brand name, attributes, benefits, usage and much more(MacInnis, Moorman, and Jaworski, 1991). This brand information process can be divided in three different sub processes, namely encoding, storage and retrieval (Lang, 2000). The first sub process encoding is about consumers getting exposed to the advertising message and getting its information into a consumer's mind. Tosuccessfully convert this advertising message into the consumers' mind, three steps have to be taken. The first one is that the message must take the attention of the humans' senses: the eyes, ears, nose, mouth, etc. Information gathered by this enters a sensory store, which is the second stage of entering the consumer mind.

This store contains more information than a person can be aware of. If a bit of information is not selected for further processing, it is written over by new information and lost. Only a fraction of the information in the sensory store moves to the active or working memory, which is the third step of converting the message into the humans' mind (Lang, 2000).

The mental representation of the advertising message is not an identical representation, but one that reflects the information the person subjectively select. The selection process is driven by

controlled and automatic processes. Controlled selection is determined by the goals, knowledge and environment of the consumer receiving the message. Automatic selection is unintentional and the consumer is unaware of which information gets activated by the stimulus a message gives(ShiffrinandSchneider, 1977). This stimulus can be information that is relevant to the goals and needs of the message receiver or information that represents change in the environment; this means that receiving the message can vary across situations, cultures and individuals(Lang,2000). So in short, the process of encoding is about how some of the information of the mental representation of the advertising message can get transferred from the sensory memory to the active or working memory.

To process brand information and make a memory of an advertising message, which means going through the composition of the sub processes encoding, storage and retrieval, consumers must desire to process the information in the ad, which iscalled motivation. Motivation moderates the link between ad exposure, processing and the formation of the attitude towards a brand (Krugman, 1965). With motivation, consumers can evaluate the brand; it affects the direction of attention and intensity of processing brand information from the ad. Attention reflects the direction of the mental activity and the duration of the focus. Different cues in advertisements can directly draw consumers' attention. As attention to the stimulus increases, a bigger amount may be allocated to the active information in the working memory (MacInnis, 1989).

2.1.2 Advertising Credibility

Information in the advertisements can influence how consumers' receive this information and how their attitude is about the products or brands showed in the advertisements. The cues in the advertisements are determining the quality of the advertising message, which affects brand attitudes (MacInnis, 1989). One factor in determining consumers' attitudes towards the ad or brand that will influence information processing is advertising credibility. Credibility is responses of consumers after seeing and processing the advertising message, which influences ad attitudes (JaworskiandMacInnis, 1989).

According to Lutz (1985) advertising credibility is defined as the degree to which the consumer perceives claims made about the brand in the ad to be truthful and believable. It refers to the consumers perceptions of what extent consumers perceive the messages of the ad to be

believable and to what extent the consumer really trusts the source of the advertising (MacKenzieandLutz, 1989).It is about the relationship between the believability of the addressor and the perception in the listener's mind(Adler andRodman, 2000).

Advertising credibility is a key factor that affects the attitude and behavior of consumers(Ling, Piew, andChai, 2010). Hence, advertising credibility has a positive influence on attitude towards advertising and this then affects purchase intentions of consumers (MacKenzie, Lutz andBelch, 1986). Thus, advertising credibility and perceptions of advertising has a connection with each other (MacKenzieandLutz, 1989).

Credibility in advertising refers mostly to generalized beliefs about advertising's integrity, such as truthfulness, honesty and trust (Soh, Reid, andKing, 2007). Credibility of an advertisement can be determined by various factors. It can be affected by the brands credibility and the one who brings a message (Ling, Piew, andChai, 2010).

2.1.2.1 Source Models

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

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

The source credibility model

The source credibility model stated that the efficacy of the message as communicated by an endorser would depend on the endorser's expertise, trustworthiness, and attractiveness as perceived by the consumers (HovlandandWiess, 1951; McGuire, 1969; Ohanian, 1991). Thesource credibility model is proposed by Hovland, Janis and Kelley (1953), contend that expertise and trustworthiness are the essential factors leading to the perceived credibility of a message. Expertise is defined as the extent to which a communicator is perceived to be a source of valid assertions about the object or issue, and trustworthiness is referred to as the degree of consumer's confidence in the communicator's intent to communicate the assertions she or he considers most valid as cited by (Roy et al., 2013).

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

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

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

The trust paradigm in communication is the listener's degree of confidence in, and level of acceptance of, the speaker and the message (Ohanian, 1990). While expertise is important, the target audience must also find the source believable. Someone perceived as trustworthy is more

likely to be believed than someone who is not (Hoyer and Macinnis, 2010 p.131). Finding celebrities or other figures with a trustworthy image is often difficult. Many trustworthy public figures hesitate to endorse products because of the potential impact on their reputation and image. Advertisers use varies techniques to increase the perception that their sources are trustworthy. Marketer can also deal with the source-trustworthiness issue by using other IMC tools such as publicity. Information received from sources such as newscasters is often very influential because these individuals are perceived as unbiased and thus more credible, even though they are often presenting stories that stem from press releases. In some situationscelebrities may appear on news programs or talk shows and promote an upcoming cause or event such as the release of a new movie or music CD. With the increase in stealth marketing techniques, many consumers are becoming wary of endorsements made by celebrities onnews programs and talk shows (Belch and Belch, 2003 p. 169-171)

The Source Attractiveness Model

The source attractiveness model originates from McGuier's source valence Model (McGuire, 1985). It hasattractiveness as the third component of source credibility. Attractiveness refers to the perceived attractiveness of the source. Source attractiveness in the context of message effectiveness (and communication) is said to be depend on source's familiarity, likeability, similarity and overall attractiveness to the receivers (McGuire, 1985; Ohanian, 1990).

Applying Source Attractiveness: The last element of source credibility is attractiveness, as Roy, Jain and Rana (2013) stated this element wasadded to source credibility literature a little later than the other two (McGuire, 1969). Attractiveness was related to three attributes namely: Similarity,likeability, and familiarity of the endorser. Similarity represented the resemblance that was perceived between the endorser and the consumer. Familiarity was the knowledge about the source that the consumer gained through the repeated coverage about the celebrity. And likability is theaffection for the source as a result of physical appearance, behavior, or other personal traits.

Applying Likability: Using Celebrities;

Everyday consumers are exposed to thousands of voices and images in magazines, newspapers, and on billboards, websites, radio and television. Every brand attempts to steal at least a fraction of a person's time to inform him or her of the amazing and different attributes of the product at hand. The challenge of the marketer is to find a hook that will hold the subject's attention. In

helping to achieve this, use of celebrity endorsers is a widely used marketing strategy. (singh, 2012)

Advertisers recognize the value of using spokespeople who are admired TV and movie stars, athletes, musicians, and other popular public figures. It is estimated that nearly 20 percent of all TV commercials feature celebrities. Celebrities have stopping power, that is, they draw attention to advertising messages in a much cluttered media environment. Marketers think a popular celebrity will favorably influence consumers' feelings, attitudes, and purchase behavior. And they believe celebrities can enhance the target audience's perceptions of the product in terms of image and/or performance. For example, a well-known athlete may convince potential buyers that the product will enhance their own performance (Ibid).

According to Kotler and Keller (2012) Messages delivered by attractive or popular sources can achieve higher attention and recall, which is why advertisers often use celebrities as spokespeople. Celebrities are likely to be effective when they are credible or personify a key product attribute.

Advertisers often draw attention to their ads by featuring a physically attractive person who serves as a passive or decorative model rather than as an active communicator, research suggests that physically attractive communicators generally have a positive impact and generate more favorable evaluations of both ads and products than less attractive models. The gender appropriateness of the model for the product being advertised and her/his relevance to the product are also important considerations. Products such as cosmetics or fashionable clothing are likely to benefit from the use of an attractive model, since physical appearance is very relevant in marketing these items. Some models draw attention to the ads but not to the product or message(Belch and Belch, 2003 p.177).

2.1.3 The Communication Process

Consumers experience all promotions as information in the environment. Thus the cognitive processing model of decision making is relevant to understanding the effects of promotions on consumers. First, consumers must be exposed to the promotion information. Then they must attend to the promotion communication and comprehend its meaning. Finally, the resulting knowledge, meanings, and beliefs about the promotion must be integrated with other knowledge

to create brand attitudes and make purchase decisions -form purchase intentions (Peter andOlson, 2010).

To communicate effectively, marketers need to understand how communication works.

Communication involves the nine elements. Two of these elements are the major parties in a communication—the sender and the receiver. Another two are the major communication tools—the message and the media; four more major communication functions—encoding, decoding, response, and feedback. The last element is noise in the system (KotlerandArmstrong, 2012).

For a message to be effective, the sender's encoding process must mesh with the receiver's decoding process. The best messages consist of words and other symbols that are familiar to the receiver.

The more the sender's field of experience overlaps with that of the receiver, the more effective the message is likely to be. Marketing communicators may not always share their customer's field of experience. For example, an advertising copywriter from one socioeconomic level might create ads for customers from another level—say, wealthy business owners. However, to communicate effectively, the marketing communicator must understand the customer's field of experience. This model points out several key factors in good communication. Senders need to know what audiences they wish to reach and what responses they want. They must be good at encoding messages that take into account how the target audience decodes them. They must send messages through media that reach target audiences, and they must develop feedback channels so that they can assess an audience's response to the message (KotlerandArmstrong, 2012).

The Source Vs The Message: Sell The Steak Or The Sizzle?

Two major components of the communications model, the source and the message are the core points for the success of the communication. But which aspect has more impact in persuading consumers to change their attitudes have been repeatedly asked?Moreover it has been asked that, should marketers worry more about what is said, or how it's said and who says it? The answer is, it depends. Variations in a consumers level of involvement. Research indicates that this level of involvement will determine which aspects of a communication are processed (Solomon, Bamossy, Askegaard, andHogg, 2006).

2.1.4 The Elaboration Likelihood Model

The elaboration likelihood model (ELM) assumes that once a consumer receives message he or she begins to process it.

Depending on the personal relevance of this information, one of two routes to persuasion will be followed. Under conditions of high involvement, the consumer takes the central route to persuasion. Under conditions of low involvement, a peripheral route is taken instead (Solomon, et al. 2006).

The Central Route to Persuasion

When the consumer finds the information in a persuasive message to be relevant or somehow interesting, he or she will carefully attend to the message content. The person is likely actively to think about the arguments presented and generate cognitive responses to these arguments. Beliefs are carefully formed and evaluated, and the resulting strong attitudes will be likely to guide behavior. The implication is that message factors, such as the quality of arguments presented, will be important in determining attitude change. Prior knowledge about a topic results in more thoughts about the message and also increases the number of counter-arguments (Solomon, et al. 2006).

The Peripheral Route to Persuasion

In contrast, the peripheral route is taken when the person is not motivated to think deeply about the arguments presented. Instead, the consumer is likely to use other cues indeciding on the suitability of the message. These cues might include the product's package, the attractiveness of the source, or the context in which the message is presented. Sources of information extraneous to the actual message content are called peripheral cues because they surround the actual message. The peripheral route to persuasion highlights the paradox of low involvement. When consumers do not care about a product, the stimuli associated with it increase in importance. The implication here is that low-involvement products may be purchased chiefly because the marketer has done a good job in designing a 'sexy 'package, choosing a popular spokesperson, or perhaps just creating a pleasant shopping environment

(Solomon, et al.2006).

2.1.5Mediaselection

In developing an advertising program, marketing managers must always start by identifying the target market and buyer motives. Then they can make the five major decisions, known as "the five Ms": Mission: What are our advertising objectives? Money: How much can we spend and how do we allocate our spending across media types? Message: What message should we send? Media: What media should we use? Measurement: How should we evaluate the results? (Kotler and Keller, 2012)

According to (Keller and Kotler) 2012 Media selection is finding the most cost-effective media to deliver the desired number and type of exposures to the target audience. The effect of exposures on audience awareness depends on the exposures' reach, frequency, and impact:

• Reach (R). The number of different persons or households exposed to a particular media schedule at least once during a specified time period.

• Frequency (F). The number of times within the specified time period that an average person or household is exposed to the message.

• Impact (I).The qualitative value of an exposure through a given medium.

2.1.6Types of Media Advertising

There are many advertising 'media' such as newspapers (local, national, free trade), magazine and journals, television (Local, national, Terrestrial, Satellite) cinema, outdoor advertizing (Such as posters, Billboards bus sides) Armstrong and Kotler (2003)

Print Media Advertising –Newspaper, Magazine, Brochures, and Fliers. The print media have always been a popular advertising medium. Advertising products via newspapers or magazines is a common practice. The print media must be able to attract large numbers of readers or a very specialized audience to be of interest to advertisers. Magazines and newspapers have been advertising media for more than two centuries; for many years, they were the only major media available to advertisers. With the growth of the broadcast media, particularly television, reading habits declined. More consumers turned to TV viewing not only as their primary source of entertainment but also for news and information. But despite thecompetition from the broadcast media, newspapers and magazines have remained important media vehicles to both consumers and advertisers.(Button; http://www.ehow.com/info).

Outdoor advertising: It has probably existed since the days of cave dwellers. Both the Egyptians and the Greeks used it as early as 5,000 years ago. Outdoor is certainly one of themore pervasive communication forms, particularly if you live in an urban or suburban area (Belch & Belch, 2003).

Outdoor advertising is also a very popular form of advertising, which makes use of several tools and techniques to attract the customers outdoors. The most common examples of outdoor advertising are billboards, kiosks, and also several events and tradeshows organized by the company. The billboard advertising is very popular; it however has to be really terse and catchy in order to grab the attention of the passersby. The kiosks not only provide an easy outlet for the company products but also make for an effective advertising tool to promote the company's products. Organizing several events or sponsoring those makes for an excellent advertisingopportunity. The company can organize trade fairs, or even exhibitions for advertising their products. If not this, the company can organize several events that are closely associatedwith their field. For instance a company that manufactures sports utilities can sponsor a sports tournament to advertise its products (Omcreddy, 2010).

Broadcast Advertising –Television, radio and the internet. Broadcast advertising is a very popular advertising medium that constitutes of several branches like television, radio or the Internet. Television advertisements have been very popular ever since they have been introduced. The cost of television advertising often depends on the duration of the advertisement, the time of broadcast (prime time/peak time), and of course the popularity of the television channel on which the advertisement is going to be broadcasted. The radio might have lost its charm owing to the new age media; however the radio remains the choice of small-scale advertisers. The radio jingles have been very popular advertising media and have a large impact on the audience, which is evident in the fact that many people still remember and enjoy the popular radio jingles (Merugu, 2009).

2.2 What Are Attitudes?

An attitude is an overall evaluation that expresses how much we like or dislike an object, issue, person, or action. Attitudes are learned, and they tend to persist over time. Our attitudes also reflect our overall evaluation of something based on the set of associations linked to it. This is

the reason why we have attitudes toward brands, product categories, ads, people, stores, activities, and so forth (Hoyer and Maclnnis, 2008).

Similarly, an attitude is an enduring organization of motivational, emotional, perceptual, and cognitive processes with respect to some aspect of our environment. It is a learned pre-disposition to respond in a consistently favorable or unfavorable manner with respect to a given object. Thus, an attitude is the way one thinks, feels, and acts toward some aspect of his or her environment, such as a retail store, television program, or product (HawkinandMothersbaugh, 2010).

Attitudes are important because they (1) guide our thoughts (the cognitive function), (2) influence our feelings (the affective function), and (3) affect our behavior (the connative function). We decide which ads to read, whom to talk to, where to shop, and where to eat, based on our attitudes. Likewise, attitudes influence our behavior in acquiring, consuming, and disposing of an offering. Thus, marketers need to change attitudes in order to influence consumer decision making and change consumer behavior.

Accordingly, most researchers agree that an attitude has three components: Affect, Behavior and Cognition. Affect refers to the way a consumer feels about an attitude object. Behavior involves the person's intentions to do something with regard to an attitude object. Cognition refers to the beliefs a consumer has about an attitude object. These three components of an attitude can be remembered as the ABC model of attitudes. This model emphasizes the interrelationships between knowing, feeling and doing. Consumers' attitudes towards a product cannot be determined simply by identifying their beliefs about it. For example, a researcher may find that shoppers 'know' a particular digital camera has a 10X optical zoom lens, auto-focus and can also shoot QuickTime Movies, but such findings do not indicate whether they feel these attributes are good, bad or irrelevant, or whether they would actually buy the camera(Solomon, et al. 2006). These three components are illustrated in Figure 2.1

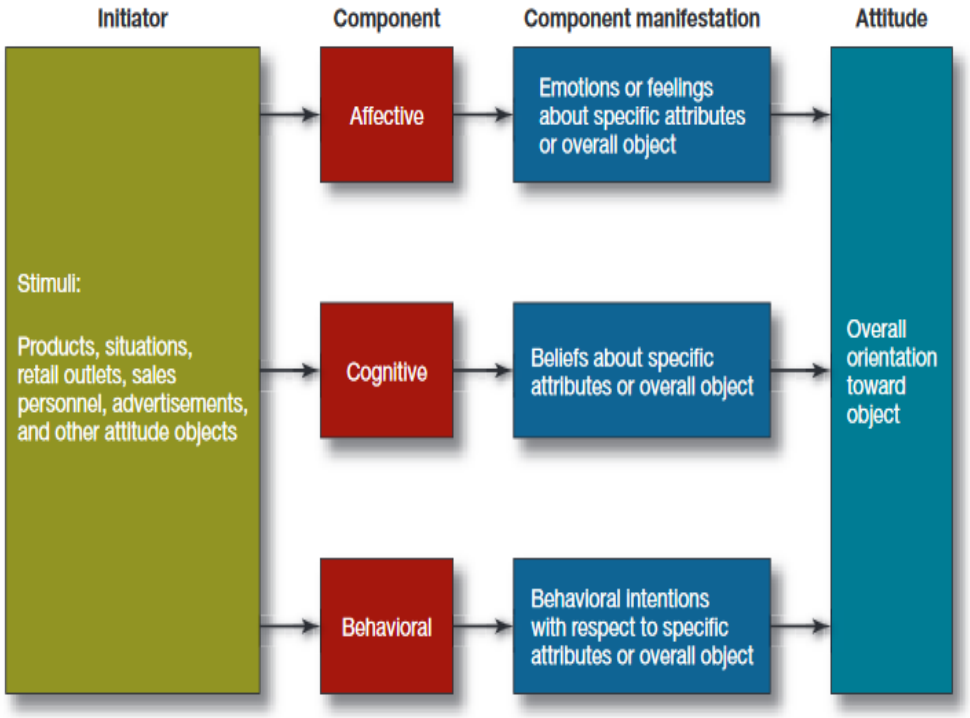


Figure2.1Attitude component and manifestation (Solomon, et al. 2006)

The Characteristics of Attitudes

Attitudes can be described in terms of five main characteristics: favorability, attitude accessibility, attitude confidence, persistence, and resistance (Hoyer and Maclnnis, 2008).

Favorability refers to how much we like or dislike an attitude object

Attitude accessibility refers to how easily and readily an attitude can be retrieved from memory. If you went to a movie last night, you can probably remember fairly easily what your attitude toward it was, just as you can easily remember your attitude toward an important object, event, or activity (such as your first car).

Attitudes can also be described in terms of their strength, or attitude confidence.

In some cases we hold our attitudes very strongly and with a great deal of confidence, whereas in other cases we feel much less certain about them. Attitudes may also vary in their persistence, or endurance. The attitudes we hold with confidence may last for an extremely long time, whereas others may be very brief.

In addition, attitudes can be described in terms of their resistance to subsequent change. Consumers may change attitudes easily when they are not loyal to a particular brand or know little about a product. However, attitude change is more difficult when consumers are brand loyal or consider themselves experts in the product category.

Attitudes may also be described in terms of ambivalence, as when we have strong positive evaluations of one aspect of a brand and strong negative evaluations of other aspects of the brand. Interestingly, someone else's opinion will tend to influence us more when our attitudes are ambivalent, even when we do not see that person as being particularly knowledgeable about the product or category. So if you are shopping, and you can find both good and bad reasons to buy the product, you may be more influenced to buy it if a friend encourages you to do so.

FORMING ATTITUDES

We all have lots of attitudes, and we don't usually question how we got them. No one is born with the conviction that, say, Pepsi is better than Coke or that heavy metal music liberates the soul. Where do these attitudes come from? An attitude can form in several different ways, depending on the particular hierarchy of effects in operation. It can occur because of classical conditioning, in which an attitude object, such as the name Pepsi, is repeatedly paired with a catchy jingle ('you're in the Pepsi Generation...'). Or it can be formed through instrumental conditioning; in which consumption of the attitude object is reinforced (Pepsi quenches the thirst). Alternatively, the learning of an attitude can be the outcome of a very complex cognitive process. For example, a teenager may come to model the behavior of friends and media figures who drink Pepsi because she believes that this act will enable her to fit in with the desirable images of the Pepsi Generation (Solomon, et al. 2006)

2.2.1 Attitude Model

According to majority of marketing scholars, there are four types of attitude model, so the models are referred from the under mentioned web site address:
(http://shodhganga.inflibnet.ac.in/bitstream/10603/38030/11/11_chapter%204.pdf)

Tri-Component Model

According to tri-component attitude model, attitudes consist of three major components, a cognitive component, an affective component, and a behavioral component.

The Cognitive Component: The first component of the Tri-component attitude model consists of a person's cognitions, that is, the knowledge and perceptions that are acquired by a combination of direct experience with the attitude object and related information from various sources. This knowledge and resulting perceptions commonly take the form of beliefs, that is, the consumer believes that the attitude object possesses various attributes and that specific behavior will lead to specific outcomes.

The Affective Component: A consumer's emotions or feelings about a particular product or brand constitute the affective component of an attitude. These emotions and feelings are frequently treated by consumer researchers as primarily evaluative in nature, that is, they capture an individual's direct or global assessment of the attitude-object (i.e., the extent to which the individual rates the attitude object as "favorable" or "unfavorable," "good" or "bad"

The Conative Component: Conation, the final component of the Tri-component attitude model, is concerned with the likelihood or tendency that an individual will undertake a specific action or behave in a particular way with regard to the attitude object. According to some interpretations, the conative component may include the actual behavior itself. In marketing and consumer research, the conative component is frequently treated as an expression of the consumer's intention to buy. Buyer intention scales are used to assess the likelihood of a consumer purchasing a product or behaving in a certain way.

The Multi Attribute Attitude Model

It portray consumers attitudes with regard to an attitude objects (a product, service, catalog, direct-marketing or cause or an idea) as function of consumers perception and assessment of the key attributes or beliefs held with regard to the particular attitude object.

The Trying-to-Consume Model

The theory of trying to consume is designed to account for the many cases in which the action or outcome is not certain but instead reflects the consumers" attempts to consume. In this model, there are often personal impediments that might prevent the desired action or outcome from occurring. Again, the key point is that in these cases of trying, the outcome is not and cannot be assumed to be certain. Researchers have recently extended this inquiry by examining those

situations in which consumers do not try to consume –that is, fail to try to consume. In this case, consumers appear to (1) fail to see or are ignorant of their options and (2) make a conscious effort not to consume; that is, they might seek to self-sacrifice or defer gratification to some future time.

The Attitude-towards-the-ad Model

To understand the impact of advertising or some other promotional vehicle on consumer attitudes towards particular products or brands, considerable attention has been paid to developing what has been referred to as attitude towards the ad models. According to this model, the consumer forms various feelings / affects and judgments/cognitions as the results of exposure to an advertisement. These feelings and adjustments in turn the consumer's attitude towards the ad and beliefs about the brand secured from exposure to the advertisement. Finally, the consumer'sattitude towards the ad and beliefs about the brand influence his or her attitude towards the brand

2.2.2 The Consumer Purchase Decision Process

While it is useful to examine the various concepts and how they influence buyer behavior, promotional planners must also understand the process that underlies the actual act of making a purchase. The consumers purchase decisions process is generally viewed as consisting of sequential steps or stages that the buyer passes through in making a purchase decision (Belch andBelch, 1990).This process consists of the five stages shown in the figure below.



Figure 2.2 Consumer purchase decision process. Derived from (Belch andBelch, 2008)

PROBLEM RECOGNITION

Advertisements may create problem recognition by instilling a belief that the existing state is not satisfactory. In some cases advertising is designed to help customers recognize when they have a problem (Belch andBelch, 1990).

INFORMATION SEARCH

Once a consumer has recognized that a problem exists, he or she will begin to search for the information necessary to solve this problem. The initial search will consist of an attempt to scan memory to recall past experiences and knowledge regarding the product or brands that may serve as potential solutions. This information retrieval is referred as internal search. Should the result of the internal search not be sufficient to solve the problem, the consumer will engage in external search. External sources of information include personal sources such as friends and commercial sources such as advertising (Belch andBelch, 1990).

ALTERNATIVE EVALUATION

One of the possible outcomes of the search stage is the derivation of a number of options for consideration. The brands/products considered as potential alternatives for solving the problem are referred as the evoked set. One of the keys to developing effective promotional strategies is to determine which attributes are most relevant to the consumer and will be used as evaluative criteria in the selection process. Marketers will also attempt to make a particular attribute salient or important in the consumers' alternative evaluation process through advertising (Belch andBelch, 1990).

PURCHASE DECISION

Having evaluated the various brands in the evoked set, the consumer may develop a predisposition or intention to buy. This decision will match purchase motives and evaluative criteria with attributes of brands in the evoked set and involves the process of learning and attitude formation (BelchandBelch, 1990).

POST PURCHASE EVALUATION

The consumers' decision process doesn't end once the product has been purchased. Information acquired from use of the product or brand will serve as feedback forfuture purchase. Hence, advertisers must continue to be concerned with this stage of the decision process, and must develop strategies beyond those of merely providing a good product or service (Belch andBelch, 1990).

2.3. Conceptual Framework

A primary objective of the research is to identify the mechanisms through which the thoughts and feelings evoked by an advertisement lead to a favorable attitude toward the advertisement and how (and under what conditions) this attitude leads, in turn, to a favorable brand attitude. Thus, MacKenzie, Lutz and Belch (1986) developed a model, supported by considerable empirical evidence, by means of which to explain the impact of advertising on consumers' attitudes. According to their model, the consumer's exposure to a particular advertisement triggers affective (feelings) and cognitive (thoughts) responses. These feelings and thoughts influence the consumer's attitude toward the advertisement and the cognitions that relate to the brand which also affect attitude toward the brand. Thus, the attitude toward the advertisement affects attitude toward the brand both directly and indirectly through shaping brand cognitions. Thereasoning is as follows: consumers with a favorable attitude toward an advertisement are more receptive to arguments in favor of the brand. For example, a consumer who likes the commercial for the Milka chocolate is less likely to consider the disadvantages of the brand (higher price) but rather she/he will only have in mind its advantages as the advertisement contains humor and originality.

Thus, the conceptual framework of the paper is shown in Figure 2.4.The conceptual model shows how the relationship between advertising and consumers' attitude is affected by different factors.

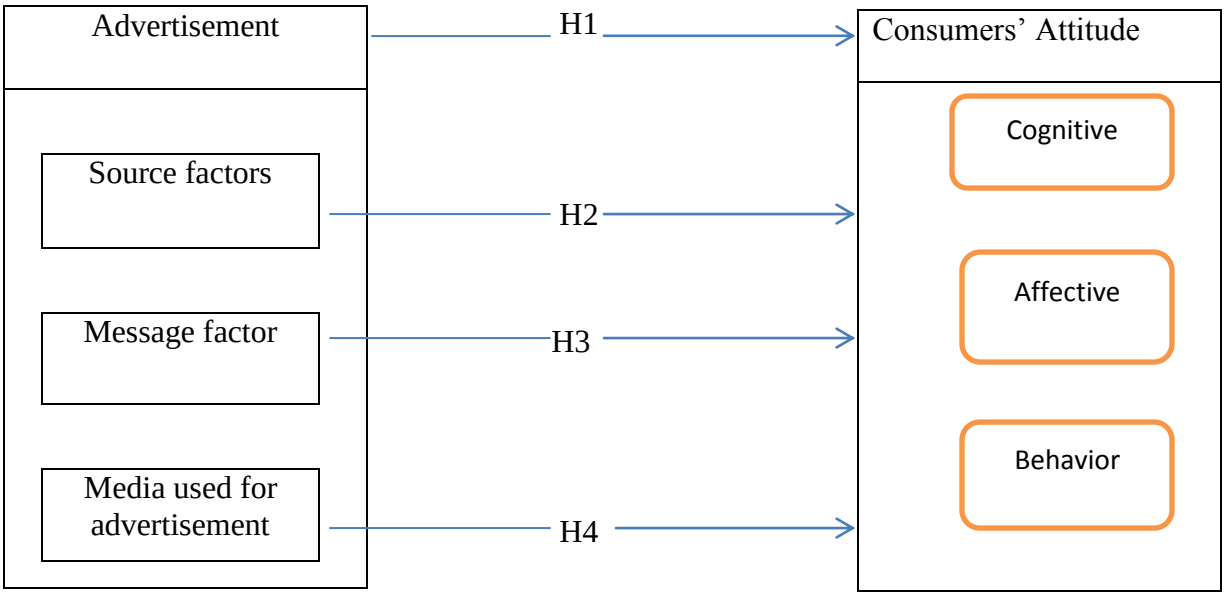


Figure 2.3 Conceptual framework of the relationship between advertising and consumers' attitude

Based on the above framework the following four hypotheses are developed.

H1: There is a significant relationship between advertisement and consumers' attitude.

H2: There is a significant relationship between source credibility and consumers' attitude.

H3: There is a significant relationship between message of the advertisement and consumers' attitude.

H4: There is a significant relationship between media used for advertisement and consumers' attitude.

According to Hoyer and Maclnnis, (2008), cognitive responses are the thoughts a person has when he or she is exposed to a communication, which may take the form of recognitions, evaluations, associations, images, or ideas. Suppose a man sees an ad for the impotency drug Cialis. In response, he might think, "I really need a product like this," "This product will never work," or "The guy in the ad was paid to praise this product." These spontaneously generated thoughts will, according to cognitive response models, influence his attitude toward Cialis.Positive thoughts can have a favorable impact on attitudes, whereas negative thoughts can have a negative effect.

Cognitive Responses to Communications:

According to the cognitive response model, consumers exert a lot of effort in responding to the message: enough effort to generate counterarguments, support arguments, and source derogations. (Hoyer and Maclnnis, 2008)

Counter arguments (CAs): are thoughts that express disagreement with the message. In the earlier example of a man seeing an ad for Cialis, such thoughts might be "This product will never work" or "This product will not cure my problem."
Support arguments (SAs): are thoughts that express agreement with the message. The man may think "This sounds great" or "I really need a product like this."
Source derogations (SDs): are thoughts that discount or attack the message source. Seeing the Cialis ad, the man might think "The guy is lying" or "The guy in the ad was paid to say this."

When affective involvement with an object or decision is high, consumers can experience fairly strong emotional reactions to or engagement with a stimulus. (Hoyer and Maclnnis, 2008)

Engagement refers to the extent to which consumers are emotionally connected to a product or ad. A high level of engagement means strong feelings that can, in turn, influence attitudes. In this case the consumer's feelings act as a source of information, and consumers will rely on these feelings to evaluate the stimulus.(Hoyer and Maclnnis, 2008).

Feelings are more likely to influence attitude change when they fit with or are viewed as relevant to the offering. For example, someone who is in love might have a more positive attitude toward an expensive perfume than someone who is not experiencing this emotion would. Feelings can also be a factor when consumers see others experiencing strong emotion while using an offering or when situational factors hamper the consumer's effort to develop a cognitive attitude. Thus, consumers under severe time pressure could simply recall a previous emotional experience rather than develop a cognitive attitude. (Hoyer and Maclnnis, 2008)

In marketing situations, certain factors can activate experiences or episodes from memory that may be associated with strong emotions. For example, you might experience positive emotions such as joy and excitement if you suddenly see an ad for the car you just bought. If you are a dog

lover, you might experience affective involvement toward a message featuring a cute dog. It is small wonder that dogs have, in fact, been included in print advertising for decades.

When consumers are emotionally involved in a message, they tend to process it on a general level rather than analytically. This process involves the generation of images or feelings, called affective responses (or ARs), rather than cognitive responses. In fact, affective responses are generally more influential than cognitive responses in shaping consumers' attitudes toward trying a product.(Hoyer and Maclnnis, 2008).

Affective responses are particularly important when the advertisement builds toward a "peak emotional experience." Consumers can either recall an emotional experience from memory or vicariously place themselves in the situation and experience the emotions associated with it. These feelings will then influence their attitudes. Consumers focused on goals involving their hopes and aspirations tend to rely on their affective responses to an ad, whereas consumers focused on their responsibilities and obligations tend to rely more on message content.(Hoyer and Maclnnis, 2008).

According to Hoyer and Maclnnis, (2008),Marketers are interested not only in how attitudes are formed and can be changed but also in knowing whether, when, and why attitudes will predict behavior.Therefore, marketers also need to consider which factors affect the attitude-behavior relationship.Some of the factors that affect whether a consumer's attitudes will influence his or her behavior include:

Level of involvement/elaboration: Attitudes are more likely to predict behavior when cognitive involvement is high and consumers elaborate or think extensively about the information that gives rise to their attitudes. Attitudes also tend to be strong and enduring and therefore more predictive of a consumer's behavior when affective involvement is high. Thus, attitudes toward emotionallycharged issues such as owning a handgun or getting an abortion tend to be strongly held and related to behavior. What if consumers are faced with inconsistencies about a brand and learn, for example, that it rates higher against competitors on one attribute but lower on another attribute? Here, the attitude-behavior relationship is weakened if consumers do not attempt to re-solve the inconsistency through elaboration.(Hoyer and Maclnnis, 2008)

Knowledge and experience: Attitudes are more likely to be strongly held and predictive of behavior when the consumer is knowledgeable about or experienced with the object of the attitude. When making a computer decision, for example, an expert is more likely to form an attitude that is based on more de-tailed and integrated information than is a novice. This attitude would then be more strongly held and more strongly related to behavior.(Hoyer and Maclnnis, 2008)

Accessibility of attitudes: Attitudes are more strongly related to behavior when they are accessible or "top of mind." Conversely, if an attitude cannot be easily remembered, it will have little effect on behavior. Direct experience (product usage) generally increases attitude accessibility for attributes that must be experienced (e.g., tasted, touched), whereas advertising can produce accessible attitudes for search attributes (e.g., price, ingredients), especially when the level of repetition is high. Also, consumers asked about their purchase intentions to-ward a product in a particular category are more likely to choose brands toward which they have positive and accessible attitudes; research itself can make attitudes more accessible for brands in that category, thereby changing behavior.(Hoyer and Maclnnis, 2008)

Attitude-behavior relationship over time: When consumers are exposed to an advertising message but do not actually try the product, their attitude confidence declines over time. Marketers should therefore plan their advertising schedules to reactivate consumer attitudes and attitude confidence through message repetition. On the other hand, trial-based brand attitudes are likely to decline over time even though advertising-based attitudes do not. As a result, marketers should use communications to reinforce the effects of the trial experience and thereby reactivate the attitude.(Hoyer and Maclnnis,2008)

CHAPTER THREE

3. RESEARCH METHODOLOGY

This chapter presents a detail discussion about the type of research design employed in the study. Moreover, topics related to the sample size, sampling techniques, method of data collection, data analysis and interpretation tools are included. Explanation about validity, ethicality and reliability of study are also part of this chapter.

3.1. Research approach

The twobasic approaches to research are quantitative approach and qualitative approach.For this study quantitative research approach was followed to investigate the effect of advertisement on consumers' attitude, 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, Lewis and Thorhill,2009)

3.2 Research design

According to Saunders, Lewis and Thorhill (2009) research designs can be categorized into three exploratory research, descriptive research and causal or explanatory research. Exploratory research studies aims to formulate a problem for more precise investigation, emphasis on the discovery of ideas and insights. And descriptive studies are those studies which are concerned with describing the characteristics of a particular individual, or of a group.Causal or explanatory research is those where the researcher tests the hypotheses of causal relationships between variables. Accordingly, descriptive survey method was used to meet the purpose of this study.

3.3Data Collection Procedure

The data collection process was done using self-administered questionnaire filled byconsumers of Habesha beer, and it taken place in different bars & restaurants. The questionnaire was adapted by the student researcher to collect significant data in a standardway and translated to Amharic in order to make itsuitable for the respondents.

In total, 345 fully completed questionnaires were coded into SPSS for data analysis. Out of the 385 hard copies self-administered questionnaire distributed, 345 copies were returned equivalent to 89.61%response rate. A cross validation on the questionnaire was checked to avoid any missing values. A data screening processconsists of checking, finding andcorrecting the error was conducted to ensure that all data entered fall within the range ofpossible values for a variable. The questionnaire contained questions pertaining to different parts of the study. It was divided into two sections which were presented in the following order:

1).Section I: Demographic and general information of the respondents;

2).Section II: The respondent was asked to rate the level of agreement towards eachstatement about the effect of advertisement on attitude.

Section I of the questionnaire was designed to describe the demographic profile or characteristics ofrespondents and other advertisement related information. The demographic datawas collected using aclosed ended multiple choiceformat; questions included weregender, age, income, educational background &type ofmedia used.

Section II, is regarded as the most important part of the study or the main content of thequestionnaire as it provided the basic informationrequired by the research objectives. In Section II of the questionnaire, advertisement practice and attitude were covered.

3.4Sampling Design and Sample size determination

A non-probability sampling technique, which is Judgment Sampling, was used to undertake the study and to complete the structured questionnaire on voluntary basis. It is typically not practical to include every member of the population of interest in a research study. Time, money, and resources are three limiting factors that make this unlikely. Therefore, most researchers are forced tostudy a representative subset, a sample of the population of interest (Marczyk, DeMatteo, and Festinger, 2005).In order to use this survey, one criterion that needs to be met in defining the qualified respondent is: respondents who have had purchased or experienced Habesha beer at least once.The following two reasons can be put forward in favor of using Judgment sampling:

First: there is no complete listing of our target population; no formal sampling frame. Second: this gives a better result within a small budget and time constraints. Farhana&Islam, (2012)

In addition this method was selected because it is not realistic to use a probability sampling techniques, as it is difficult to take in to account all beer consumers in Addis Ababa who tried Habesha beer at least ones.

3.4.1 Sample size determination

The target population for this study was bars & restaurants (50) in Addis Ababa. Sampling units were the target population elements available for selection during the sampling process. The Sampling units for this study were all consumers of the fifty bars & restaurants. To determine the sample size for unknown population the following formula, which is based on 95% confidence interval and 5% error term, is recommended by scholars. (WWW.businessadvocacy.net.) thus:

$$n_0 = \frac{z2p\,(1-p)}{e2}$$

$$n_0 = \frac{1.96^2 0.5\,(1-0.5)}{0.052}$$

Therefore the sample size of the study were be 385.

3.5 Techniques of data analysis

The data analysis was made by using both descriptive and statistical regression. Descriptive statistics such as frequencies, percentages, means and standard deviationswere used to summarize and present the data. Also, tables were used to increase understanding and facilitate easy comparison of the data collected from the survey. With regard to statistical regression (particularly simple linear regression) was used to examine the significance contribution of each independent variable to the dependent variable; consumers' attitude. Lastly major findings were interpreted based on the result.

3.6 Reliability and Validity Analysis

3.6.1 Reliability Analysis

Reliability refers to the degree of the results consistency under the same conditions. It should remain the same if research has to be repeated. To sustain a high level of reliability for primary data, after compiling questionnaires filled by respondents, those answers weretransferred to excel sheets. Afterward the results were double checked, in order to avoid any mistakes. To obtain more reliable answers and personal opinions of the respondents'questionnaires were be filled on the spot. Also reliability of the secondary data ischecked &assured, as the data iscollected from reliable sources like university databases, journals and academic books written by marketing lecturers, professors and fames scholars.

3.6.2 Validity analysis

According to Kothari (2004) content validity is the extent to which a measuring instrument provides adequate coverage of the topic under study. If the instrument contains a representative sample of the universe, the content validity is good. Its determination is primarily judgmental and intuitive. It can also be determined using a panel of persons who shall judge how well the measuring instrument meets the standards, but there is numerical way to express it. Based on this definition the content validity wasverified by the advisor of the research, who look into the appropriateness of the questions and the scale of measurement. In addition discussions with Fellow researchers as well as feedback from the pilot survey were another way of checking the appropriateness of the questions. In case of secondary data, only relevant articles and literature from academic, scientific and marketing databases isused for this study.

3.7 Ethical Considerations

In orderto keepthe confidentiality of the data that were replied by respondents, the respondentswere not required to write their name and assured that their responses wastreated in strict confidentiality. The purpose of the study is disclosed in the introductory part of the questionnaire. Furthermore, the researcher tries to avoid misleading or deceptive statements in the questionnaire. Lastly, the questionnaires were distributed only to voluntary participant.

CHAPTER FOUR

4. DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1 Chapter Overview

This chapter presents the data analysis and discussion of the research findings obtained from data collected from the survey questionnaire. Responses for the measures on the questionnaire are summarized and presented using tables to facilitate easy understanding.

The demographic profiles of the study sample have been described using descriptive statistics and also different inferential statistics were employed in order to analyze data obtained from the survey. Accordingly, a simple regression was used to test hypothesis and achieve the study objective that focuses on identifying effect of advertisement with higher contribution to the dependent variable. Furthermore, Pearson correlation coefficient and Cronbach's Alpha coefficient were used to test goodness and internal consistency of the measure.

4.2 Scale Reliability Test

The coefficient alpha, or Cronbach's alpha, is the average of all possible split-half Coefficients resulting from different 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). Hence the coefficient alpha of this study shows 0.988, it shows that the internal consistency of the research instrument is satisfactory and reliable.

Table 4.1ScaleReliability

Cronbach's Alpha	No. of Items
.988	22

Source; Survey data (2018)

4.3 Response rate

Response rate is the percentage of respondents in the sample who completed and returned the survey. In this study three hundred eighty five (385) questionnaire were distributed to consumers

of Habesha beer in Addis. Out of which three hundred forty five (345) were completed and retrieved successfully. Hence, the response rate was 89.61%.

4.4 Descriptive Analysis

4.4.1 Demographic Profile of Respondents

This section summarizes the demographic characteristics of the sample, which includes gender of the respondent, age, marital status, monthlyincome, educational background, & occupation. The purpose of the demographic analysis in this research is to describe the characteristics of the sample such as the proportion of males and females in the sample, range of age, education level, marital status and employment group, so that the analysis could be more meaningful for readers.

Table 4.2: Demographic Profile of Respondents

Gender		**Frequency**	**Percent**
1	male	258	74.8
	female	87	25.2
Age		**Frequency**	**Percent**
2	20-30	142	41.2
	31-40	78	22.6
	41-50	59	17.1
	>50	66	19.1
Marital status		**Frequency**	**Percent**
3	Married	190	55.1
	Unmarried	116	33.6
	Divorced	28	8.1
	Widowed	11	3.2
Monthly income		**Frequency**	**Percent**
4	Up to 3000	45	13.0
	3001-10000	136	39.4
	10001-20000	92	26.7

	20001-30000	63	18.3
	> 30000	9	2.6
Educational qualification		**Frequency**	**Percent**
5	No formal education	-	-
	High school	9	2.6
	Diploma	106	30.7
	Degree	120	34.8
	Post graduate	96	27.8
	other	-	-
Current occupation		**Frequency**	**Percent**
6	unemployed	-	-
	self-employed	9	2.6
	Government-employed	134	38.8
	NGO-employed	89	25.8
	PLC. employed	113	32.8

Source; Survey data (2018)

Table 4.2 visualizes the demographic profile of 345 respondents. In terms of gender, the majority of the sample populations are males; they represent 74.4% of the total sample population. The rest 25.2% are females. This implies that males consume more amount of beer as compared to females. Regarding the age of respondents, the sample population is largely dominated by the age group of 20-30 (41.2%) followed by the group comprise age of 31-40 (22.6%). This indicates that most of the sample populations are youngsters. The reaming group of respondents consists (17.1%) with the age of 41-50 and (19.1%) above 50 years. Concerning marital status, (55.1%) of them are married, (33.6%) are unmarried, (8.1%) are divorced & the reaming (3.2% are divorced.

With regard to the monthly income of respondents (2.6%) of them earns monthly income of more than birr 30,000, & 39.5%, 26.7%, 18.3%, 13% of them earns birr 3001-10000, 10001-20000, 20001-30000, up to 3000 respectively. This entail that majority of the respondents were people with middle income groups.

In terms of education, 30.7 % of respondents have received Diploma, while 27.8% of the respondents are MA holders, the largest group; 34.8% of the population comprises first degree holders& the lowest no goes to high school which is only of 2.6%.

When looking at the tenure of respondents, 2.6% of the respondents are self-employed, 38.8 % and25.8 % of the respondents are government employed &NGO employed respectively. The rest 32.8% of them are PLC employed.

4.4.2 Descriptive Analysis of media used by respondents as a main source of information

Table 4.3: Type of media used by Respondents

		Frequency	Percent
Type of Media used	TV	207	60.0
	Radio	74	21.4
	Print media	64	18.6
	Total	345	100.0

Source; Survey data (2018)

As can be seen from figure 4.3, most of the respondents (60%) have agreed that advertisement channeled through TV is more informative which serves as good sources of product informationabout Habesha beer. The next source of information according to the respondents, is Radio (21.4%), & is followed by print media with (18.6%) share.

Table 4.4: Descriptive analysis on advertisement measures

Variables	Mean	Std. Deviation
Advertising undertaken by celebrities would make the advertisement to be likable.	4.39	.744
Advertising undertaken by trained expertise can easily obtain its objective.	4.59	.746
Peer groups and family members would contribute for the trustworthiness of the advertisement.	4.27	.715
Source Factor	4.42	.645

During advertising using background music makes me concentrate in the advertisement. Developing stories and documentaries in advertising contributes for its likability.	4.66	.735
I'm interested on advertising which emphasizes on the quality of the product.	4.65	.736
Credibility of advertiser and the company is essential for the recognition of the advertisement.	4.41	.933
Advertisement tells me which beer has a feature I'm looking for	4.34	.923
Fulfilling both the company and the consumer interest can make it memorable	4.48	.751
The frequency of advertisement has effect to easily recall and decide which product to buy.	4.82	.680
Message Factor	4.48	.722
Advertisements on TV significantly persuade people to buy beer products.	4.84	.668
Advertisements on Radio significantly persuade people to buy beer products.	4.54	.936
Advertisements on Newspaper significantly persuade people to buy beer products.	4.23	.897
Advertisements on Magazine significantly persuade people to buy beer products.	3.84	.668
Advertisements on Billboard significantly persuade people to buy beer products.	3.84	.668
Media Used for Advertisement	4.26	.736

Source; Survey data (2018)

The mean score for message was relatively high (4.48). This indicates that consumers give more value and agree with the measure of message factors. Although, effect of the frequency of advertisement scores a higher mean, the other items that measure message factors also contributes significantly to the grand mean. This implies the majority of the respondents agree

that the message factor has a better room to influence their attitude while exposed to advertisement.

Next to message, the mean score of credibility is high (4.42). Furthermore, all of the three items that measures credibility contributes almost equally to the overall mean. This result indicates the credibility of sources which comprises using celebrities on advertisement, the involvement of expertise on the advertisement & influence from family members or peer groups have positive effect on attitude towards the advertisement.

Media used for advertisement scores a mean of (4.26). This implies that most respondents agree on "the role of media" to address customers & prospects of the market. Specifically, advertisement on TV is asserted by its highest mean score (4.84). Advertisement on magazine & billboard scrod equal point but slightly low (3.84) which can be taken as a feedback by marketers to continuously involve on the creation of awareness that magazine & billboard advertisement is valuable as other media source.

4.4.3 Descriptive Analysis of consumer' attitude Measures

Seven items were included on the survey questionnaire to measure consumers' attitude. As depicted on the below table, mean score of 4.4 implies that the responses are mostly incline to agree on attitude measures. Specifically, mean score of 4.54 was obtained from three statements which inquires advertisement to put in a great deal of effort beyond the normal expected, in order to help beer factories to be successful in acquiring positive attitude of consumers.

Table 4.5; Descriptive analysis on consumers' attitude measures

Variables	Mean	Std. Deviation
Advertising is a valuable source of information &has helped me develop awareness about habesha beer.	4.54	.936
The recent habesha beer advertisement has helped me to develop interest in the beer	4.34	.924
The recent habesha beer advertisement has helped me to desire the product.	4.34	.924
Quite often, habesha beer advertisement is amusing and entertaining	4.34	.924
Habesh beer advertising contains funny characters and is enjoyable	4.16	.873
I'm favorable towards the recent habesha beer advertisement & encouraged to test the product.	4.54	.936
After exposed to habesha beer advertisement & taste the product I have recommended it to my colleagues	4.54	.936
Consumers' attitude	4.40	.875

Source; Survey data (2018)

4.5 Analysis of Inferential Statistics Results

One of the major objectives of the study is to assess the relationship that the selected components of advertisement have with consumers' attitude. For this purpose, inferential statistics of correlation and regression analysis have been used and the results are presented in the below sections.

4.5.1 Correlation Analysis

Pearson correlation coefficients reveal magnitude and direction of relationships (either positive or negative) and the intensity of the relationship (–1.0 to +1.0). Correlations are perhaps the most

basic and most useful measure of association between two or more variables (Marczyk, Dematteo&Festinger, 2005).

As per Marczyk, Dematteo and Festinger, (2005) correlations of .01 to .30 are considered small, correlations of .30 to .70 are considered moderate, correlations of .70 to .90 are considered large, and correlations of .90 to 1.00 are considered very large. Accordingly, the below Pearson correlation coefficients shows that the three factors measuring advertisement were all positively related with consumers' attitude within the range of 0.911 to 0.820, all were significant at $p<0.01$ level. All the independent variables i.e. source credibility; message factor & media used show a positive relation with the dependent variable (consumers' attitude)

Table 4.6.: Correlation Analysis

Pearson Correlations	Credibility	Message	Media	Attitude
Credibility	1	.854**	.820**	.863**
Message		1	.868**	.911**
Media			1	.871**
Attitude				1

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

Source; Survey data (2018)

Regarding the relationship among the independent variables, table 4.4 clearly shows that the variables are significantly correlated with each other (sig. level $p<0.01$). Furthermore, the results indicate that message has significantly high correlation with consistency (r=.911). In the same token; credibility and media show large level of correlation with all variables.

4.5.2 Regression Analysis

4.5.2.1 Simple Linear Regression Analysis

Assumptions of simple linear regression analysis:

According to Field (2009), to run a simple linear regression, checking critical assumptions is essential and it is helpful to draw conclusion about the population under study. In this regard, normality of both predictor and predicted variables and the linearity of relationship between the independent and dependent variables were checked, and the results presented as follows.

Table 4.7: (Model Summary) practice of advertisement as predictor to consumers' attitude

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.933[a]	.871	.870	.29552

a. Predictors:(Constant), media, credibility, message

Source; Survey data (2018)

The R2 value tells us how much of the variation in the dependent variable (consumers' attitude) is explained by the model (the dimensions of advertising). In the above table, the model summary shows that the R2 value is 0.871 which means that 87.1% of Habesha beer consumers' attitude is explained by the variation of the three advertising variables

Table 4.8: (ANOVA) Advertisement as predictor to consumers' attitude

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	200.848	3	66.949	766.621	.000[b]
	Residual	29.780	341	.087		
	Total	230.628	344			

a. Dependent Variable: attitude

b. Predictors: (Constant), media, credibility, message

Source; Survey data (2018)

The F test result in the ANOVA table (table 4.8) and the p value, tests whether the overall regression model is a good predictor and the probability of this result is occurred by chance or not. In this regard, the F test result is 766.621 with a significance of less than .001; this implies that, the probability of these results occurring by chance is less than .001. Therefore, a significant amount of consumers' attitude on advertisement is influenced by advertisement practice, which means independent variable statistically and significantly predict the dependent variable (consumers' attitude), and it can be concluded as, the overall regression model is significant, $F(3, 341) = 766.621$, $p < .001$, $R2 = .871$ (i.e., the regression model is a good fit of the data).

Furthermore, the lower value of the standard error of the estimate and the higher F value evidenced that, the interdependence of the two variables, i.e. advertisement practice and consumers' attitude is strong and significant. Therefore, it may be concluded as; the advertisement practice influence over consumer' attitude is significant, where, $p < .001$.

Table 4.9: (Coefficients) advertisement as predictor to consumers' attitude

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.435	.109		-4.002	.000
	Meancredibility	.241	.039	.240	6.111	.000
	Meanmessage	.596	.055	.489	10.807	.000
	Meanmedia	.296	.049	.250	6.091	.000

a. Dependent Variable: attitude

Source; Survey data (2018)

One of the aims of this study is to identify the most contributing independent variables in the prediction of the dependent variable. Thus, the strength of each predictor (independent) variable influence on the criterion (dependent) variable can be investigated via standardized Beta coefficient. Hence, the regression coefficient explain the average amount of change in dependent variable that caused by a unit of change in the independent variable.

Therefore, message is the most contributing on the effective practice of advertisement in the prediction of consumer' attitude with beta value 0.489. The other two dimensions of advertisement, in their descending order of standardized coefficients, are media (B=.250), & credibility (B=.240) that these variables are making significant contribution to the prediction of consumers' attitude. In addition, table 4.9 depict that significance levels of credibility, message, media as .000, which are less than 0.05. This indicates that there is statistically significant relationship between them and the dependent variable (consumers' attitude) and hence, alternative hypotheses related to credibility, message, and media were accepted.

In general, among the three predictors, linear regressions (Beta coefficients) analysis revealed that, messageis the first most significant variable for consumers' attitude followed by media. &, source credibility.

4.10 The relationship between advertisement practice and consumers' attitude

		Advertisement	Attitude
advertisement	Pearson Correlation Sig. (2-tailed) N	1 345	.955** 0 345
attitude	Pearson Correlation Sig. (2-tailed) N		1 345

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

Source; Survey data (2018)

The above table (table 4.10) illustrates the relationship between the overall advertisement practice and consumers' attitude on advertisement. Based on this correlation between the main research variables (advertisement and consumers' attitude) there is statistically significant and strong positive association between advertisement practice & consumers' attitude (r= .955, p<.001).

Table 4.11: Summary of overall outcome of the research hypothesis

Hypothesis	Result
H1: There is a significant relationship between advertisement and consumers' attitude	Result of Linear regression where advertisement with its constructs i.e. credibility, message, & media gained a beta value of .489, .250, .240 respectively & holding the significance level of .000 which is less than 0.05
H2: There is a significant relationship between source credibility and consumers' attitude	B= .240 P< 0.05 H2: Accepted
H3:There is a significant relationship between message and consumers' attitude	B= .489 P< 0.05 H3: Accepted
H4: There is a significant relationship between media and consumers' attitude	B= .250 P< 0.05 H4: Accepted

Source; Survey data (2018)

Summary and Discussion on Major Findings

This section summarized the core points and major findings which were obtained from data analysis of survey questionnaire

- The numbers of male respondents in the sample population are a bit higher (female 25.2%, male 74.8%) and it is largely dominated by the age group of 20-30 (41.20%).
- The largest group of the population comprises first-degree holders, which is 75.7% of the total respondents. Furthermore, 48.2% of the respondents have 1-5 years of experience in the company and these take the majority.
- The mean score for the measures of message was relatively high (4.48), followed by credibility 4.42) and media (4.26).
- Mean score of consumers' attitude (4.4) implies that the responses are mostly inclining to agree on attitude measures

- Pearson coefficients implies that the three factors measuring advertisement practice were all positively related with consumers' attitude within the range of 0.820 to 0.911, all were significant at $p<0.01$ level.
- Findings from the simple linear regression analysis depict 87% variation in consumers' attitude is explained by advertisement (where by R square is .871 and adjusted R square is.870%). Furthermore, the significance value shows .000, which is less than $p<0.05$, implies the model is significant.
- Message factor is the most contributing to advertisement in the prediction of consumers' attitude with beta value .489. The other two dimensions of advertisement, in their descending order of standardized coefficients, are media (B=.250) & credibility (B=.240).
- Statistically significant of the three dimensions of advertisement shows there is relationship between them and the dependent variable (consumers' attitude) in which $p<0.05$. Accordingly, alternative hypotheses related to message, media, and credibility were accepted.

CHAPTER FIVE

CONCLUSION AND RECOMMENDATION

This chapter aims to aligned the research findings with regard to the objectives of the study and illustrate the conclusions that have been reached. Recommendation that focuses on how the problem identified could be addressed is included in the present chapter. Lastly, limitation faced while conducting the study and suggestion for future researches is included.

5.1. Conclusion

This study was initiated to investigate the effect of the selected advertisement dimensions on consumers' attitude of Habesha beer in Addis. Advertising is the means by which goods or services are promoted to the public. The advertiser's goal is to increase sales of these goods or services by drawing people's attention to them and showing them in a favorable light. The mission of advertiser is to reach prospective customers and influence their awareness & attitudes. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand the effect of media used for advertising, message factor and source factor on favorability of consumers' attitude. Accordingly This study found that message factor is the most contributing advertisement dimension in the prediction of consumers' attitude. The other two advertisement dimensions; media used & source credibility are ranked depending on their contribution from most to the least.

The finding of the study also revealed that consumers are interested to be informed about the quality of the product and itsbenefit through advertising. The result indicates that among advertising media, TV advertising has high degree of influence than other media do, because of its sight, sound, and motion effect. All elements of source of advertising such as celebrity, experts, peer group and family have significant impact on consumer's brand preference. Moreover, experts have greater positive effect on the perception of the respondents with regard to credibility.

5.2 Limitation of the Study and Suggestions for Future Studies

In the succeeding paragraphs, potential limitations of the study and suggestions forfuture research are discussed. The first one is the cross sectional/single point data collection using quantitative research design was used to gather response from consumers but this islimited to one point in time. Thus, future researchers could use longitudinal design and incorporate qualitative questions to clarify the effect of each dimension of advertisement to consumers' attitude

Secondly, the research is done on a single organization which makes it indicative but not fully conclusive. Thus, future studies in this area could be done ina broader & widerscope to include other companies engaged in the production of beer. Thirdly, there is limitation with regard to sample in which the target population contains only limited & selected Habesha beer consumers in Addis. Thus, the researcher suggests that further studies can examine beer industry considering the whole population in Addis Ababa, which would provide a wider basis of analysis and identify more influential factors and investigate the effect of advertising on consumers' attitude.

5.3 Recommendations

Depending on the findings of the study and conclusions made, the researcher came up with some important recommendations which would help the industry to focus on advertisement practice that can largely contribute to the improvement of consumers' attitude.

In general, advertisement has great impact on consumers'attitude of Habesha beer. Besides, to have credibility, and to get target audiences attention during advertising there has to be product-celebrity and audience-celebrity match, otherwise, it might not catch the attention of consumers and the company may not meet its predetermined goal in selling more volume of Habesha beer and large market share.

The mean and standard deviation of the three diminutions of advertisement is high, thus, the Company should continue to develop stories, documentaries, use background music during advertisement and involve the interest of consumers in advertisement message. It should deliver the advertisement message to a target market about the benefits offered by the new product and also the messages should be more persuasive that emphasize the merits of their product, and that promote brand recall and favorable attitude. And advertising about quality of the product by credible sources has huge influence in Habesha beer. Hence, it is better for beer industries to use celebrities and experts; they may be actors, athletes, pop stars, or attractive models to advertise their products through the most potent media. Otherwise it will be challenging to get the attention of target audiences.

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Survey Questionnaire

Dear Respondents,

This questionnaire is prepared to gather information about **Effect of Advertisement on Consumers' Attitude: The Case of Habesha Beer.**All responses will be used to conduct a study for the partial fulfillment of Masters Degree in Marketing Management in Addis Ababa University – School of Commerce. As your name is not asked here, your anonymity/secrecy will be strictly maintained and the information obtained will not be used for other purposes. Besides, this survey would probably take 10-15 minutes of your time.

I am grateful and would like to give heartfelt thanks for your kind cooperation in advance!

N.B Please put "√" mark to all your responses in the space provided beside to each Question.

Part I: Demographic Information

I.GenderMale ☐ Female ☐

II. Age Group 20-30 ☐31-40☐ 41-50 ☐>51☐

III. Marital Status Married ☐Unmarried ☐Divorced ☐ Widowed ☐

IV. Your Monthly Income

Up to 3000 ☐ 3001-10,000 ☐

10,001-20,000 ☐ 20,000-30,000☐

>30,000

V. Your Current Educational Level

No Formal Education ☐ Degree ☐

High School ☐ Post Graduate ☐

Diploma ☐ Other ☐

VI. Your Current Occupation?

Unemployed ☐ NGO-employed ☐

Self-employed ☐ Private company employed ☐

Government employed ☐

VII. Which media is the main source of your information for beer products?

TV ☐ Radio ☐ Print Media ☐

Part II

This part of the questionnaire collects information about your attitude of beer advertisement. Below are statements that are designed to collect data on how you perceive the advertisement of beer products. Please kindly indicate (tick) based on the level of your agreement on the importance of following factors on attitude toward advertisement.

S.No.	Factors	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
	Source Factor	1	2	3	4	5
1	Advertising undertaken by celebrities would make the advertisement to be likable.					

2	Advertising undertaken by trained expertise can easily obtain its objective.					
3	Peer groups and family members would contribute for the trustworthiness of the advertisement.					
	Message Factor	1	2	3	4	5
1	During advertising using background music makes me concentrate in the advertisement.					
2	Developing stories and documentaries in advertising contributes for its likability.					
3	I'm interested on advertising which emphasizes on the quality of the product.					
4	Credibility of advertiser and the company is essential for the recognition of the advertisement.					
5	Advertisement tells me which beer has a feature I'm looking for					
6	Fulfilling both the company and the consumer interest can make itmemorable.					
7	The frequency of advertisement has effect to easily recall and decide which product to buy.					
	Media Used for advertisement	1	2	3	4	5
1	Advertisements on TV significantly persuade people to buy beer products.					
2	Advertisements on Radio significantly persuade people to buy beer products.					
3	Advertisements on Newspaper significantly persuade people to buy beer products.					

4	Advertisements on Magazine significantly persuade people to buy beer products.					
5	Advertisements on Billboard significantly persuade people to buy beer products.					
	Consumers' Attitude	1	2	3	4	5
1	Advertising is a valuable source of information & has helped me develop awareness about habesha beer.					
2	The recent habesha beer advertisement has helped me to develop interest in the beer.					
3	The recent habesha beer advertisement has helped me to desire the product.					
4	Quite often, habesha beer advertisement is amusing and entertaining					
5	Habeshbeer advertising contains funny characters and is enjoyable					
6	I favor the recent habesha beer advertisement &encouraged to taste the product.					
7	After exposed to habesha beer advertisement & test the product I have recommended it to my colleagues.					

የጥናትመጠይቅ

የተከበራችሁየጥናቱተሳታፊዎች

ይህመጠይቅየተዘጋጀው‘ማሰታወቂያበደንበኞችየአመለካከትላይያለዉተጽንኦ፣'በሀበሻቢራኩባንያ'በሚልርእስለ ሚደረግጥናትመረጃለመሰበሰብነው::በዚህመጠይቅየሚሰበሰብማንኛውምመረጃበአዲስአባባዩኒቨርሲቲ የንግድሥራትምህርትቤትበገበያአስተዳደርየማስተርስዲግሪመመረቅያፅሁፍለማዘጋጀትየሚጠቅምነ ው::

የሚሰጡትንሐሳብከዚህበዘለለዓላማጥቅምላይእንደማይውልእናሚስጥሩምየተጠበቀመሆኑንእየገለጽ ኩጥያቄዎቹንለመመለስከ10እስከ15 ደቂቃብቻአንደሚወስድቦትላሳውቆትእወዳለሁ:: ለሚያደርጉልኝትብብርሁሉበቅድሚያአመሰግናለሁ::

ማስታወሻ: እባክዎንጥያቄውንበተሰጠዉክፍትቦታላይየ‘√’ ምልክትበማስቀመጥይመልሱ::

ክፍልአንድአጠቃላይመረጃ

1. ፆታ ወንድ ☐ ሴት ☐

2. እድሜ(ዓመት) 20-30ዓመት☐ 331-40 ዓመት☐ 41-50 ዓመት ☐

ከ51 ዓመትበላይ ☐

3. የጋብቻሁኔታ ያገባ ☐ ያላገባ ☐ የፈታ ☐

4. ወርሃዊገቢእስከብር 3000☐ ከ3001 — 10000 ☐10001 -20000 ☐

20001-30000 ☐ ከ30000 በላይ ☐

5.የትምህርትደረጃ ከ12ተኛክፍልበታች ☐ሁለተኛደረጃያጠናቀቀ/ች ☐የኮሌጅዲፕሎም ☐ ቢ.ኤዲግሪ እና ከዛ በላይ ☐

6. ወቅታዊ የስራ ሁኔታ ስራ ፈላጊ☐ የግልሰራ ☐ የመንግስት ተቀጣሪ☐

የእርዳታድርጅትተቀጣሪ ☐ የግልድርጅትተቀጣሪ ☐

7. የቢራ ማስታወቂያ የትኛውን የመረጃ ምንጭ ይጠቀማ

ቲቪ ☐ ራዲዮ ☐ የተለያዩ የህትመት ውጤቶች ☐

ክፍልሁለት፡ስለማስታወቂያያሎትንአስተያየትየተመለከቱጥያቄዎች

ከዚህበታችየተዘረዘሩትዐረፍተነገሮችእርሶስለማስታወቂያሎትንአመለካከትለመረዳትየተቀመጡናቸው፡፡ከአርፍተነገሮችጋርየተቀመጠውየ'√'ምልክትየመረጡትንሃሳብየሚያመለክትነው፡፡ከእነዚህአርፍተነገሮችጋርምንያክልእንደሚስማሙወይምእንደማይስማሙከዐረፍተነገሮቹጎንከተቀመጡትመለኪያዎችአንዱላይበማክበብያሳዩ፡፡

ተቁ.	ተንዳገኝነጥቦች	በጣም አልስማማም (1)	አልስማማም (2)	ገለልተኛነገኝ (3)	አሰማማለሁ (4)	በጣምአሰማማለሁ (5)
	የመልእክቱምንጭ	1	2	3	4	5
1	ተቀባይነ ትባላቸዉ/በ ታዋቂሰዎችየ ሚሰራማስ ታወቂያ ተወዳጀነ ትአለዉ፡ ፡					
2	**በሰለጠኑባለሙያዎችየ ሚሰራማስታ ወቂያየ ታቀደለትንዓላማበቀላሉለማ ሳካትይጠቅማል፡ ፡**					
3	**ንደኞቼእናቤተሰቦቼማስታወቂያላይለ ሚኖረኝአመኔ ታአሰ ተዋጽአቸዉየ ላቀ ነ ዉ፡፡**					
	የማስታወቂያውይዘት	1	2	3	4	5
1	**ማስታወቂያላይ**የሚኖረዉመዘ**ቃማሰ**ታወቂ ዉንበአጸንኦትእንድከታተለዉእገዛያደርግልኛል::					
2	**በማስታወቂያውስጥ**የሚኖሩታሪክእናዘጋ ቢዶክመንተሪዎችለተወዳጀነቱጉልህድርሻአላ ቸው፡፡					

3	ስለእቃውጥራትበአሰግባቡአትኩሮትሰቶየሚሰራ ማስተዋወቂያተወዳጀነቱላይጉልህድርሻአለው፡፡					
4	**የአምራቹእናየማስታወቂያውድርጅትታ ማኝነትተቀባይነትለማግኘትጉልህድርሻአላች ው፡፡**					
5	ማስታወቂያየምፈልገውንአገልግሎትከየትኛውዕቃ እንደማገኝይነግረገኛል					
6	የተጠቃሚውንእናየድርጅቱንፍላጎትማስታወቂያ ውስጥማንጸባረቅለምገዛዉዕቃእገዛያደርግልኛል፡፡					
7	የማስታወቂያውድግግሞሽለሚገዛዉዕቃምርጫዬ አስተዋጽኦያደርግልኛል፡፡					
	ለማስታወቂያየምንጠቀመውሚዲያ	1	2	3	4	5
1	**በቴሌቪዥንየሚተላለፈዉየሀበሻቢራ ማስታወቂያበምርጫዬላይጉልህአስተ ዋጽኦአድርጎልኛል፡፡**					
2	**በራዲዬየሚተላለፈዉየሀበሻቢራማስ ታወቂያበምርጫዬላይጉልህአስተዋጽ ኦአድርጎልኛል፡፡**					
3	**በጋዜጣየሚተላለፈዉየሀበሻቢራማስ ታወቂያበምርጫዬላይጉልህአስተዋጽ ኦአድርጎልኛል፡፡**					
4	**በመፅሄትየሚተላለፈዉየሀበሻቢራማስ ታወቂያበምርጫዬላይጉልህአስተዋጽ ኦአድርጎልኛል፡፡**					
5	**በመንገድላይማስታወቂየሚተላለፈዉ የሀበሻቢራማስታወቂያበምርጫዬላይ ጉልህአስተዋጽኦአድርጎልኛል፡፡**					
	የደንበኞችአመለካከት	1	2	3	4	5

1	ማሰታወቂያጠቃሚየየመረጃምንጭነዉ፡ ፡ ሰለሀበሻቢራእንዳዉቅረድቶገኛል፡፡					
2	አሁንያለዉየሀበሻቢራማሰታወቂያለቢራ ዉያለኝንፍላጎትእንዳነሰብትረድቶኛል፡፡					
3	አሁንያለዉየሀበሻቢራማሰታወቂያምር ቱንእንድሻዉአዲርጎኛል፡					
4	አብዛኛዉንጊዜየሀበሻቢራማሰታወቂያአ ሰገራሚናአሰደሳችነዉ፡፡					
5	የሀበሻቢራማሰታወቂያአሰቂኝአሰተዋዋ ቂዎችያለዉናአሰደሳችነዉ፡፡					
6	አሁንያለዉንየሀበሻቢራማሰታወቂያእወ ዳለሁ፡፡ምርቱንምለመቅመስያበረታታኛ ል፡፡					
7	የሀበሻቢራማሰታወቂያአይቼምርቱንከቀ መስኩበኋላንደኛቼምእንዲሞክሩመክሬ ያቸቃለሁ፡፡					